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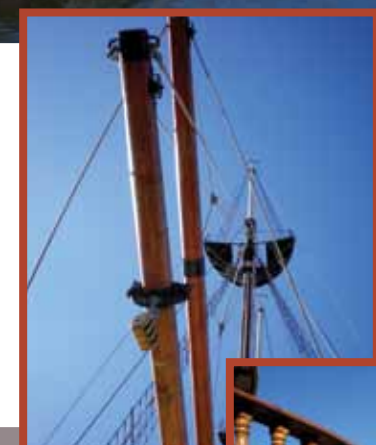
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Shipshape in Savannah

Regional Marketing, Member Services
& Communications Conference



March 28-31, 2010
Savannah Marriott
Riverfront

Shipshape in Savannah

Welcome to Shipshape in Savannah, the conference where you can strengthen the skills you need to do your job more effectively, learn more about our industry and network with folks in communications, marketing, energy services and economic development from 13 states: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. We sincerely hope you enjoy the activities and your stay in Georgia!

Sunday, March 28

2:00-5:00 Photo Safari
Motor Lobby
Robin Conover, *Tennessee Magazine*
Limited to those who preregister.

6:00 Hosted Dinners
Motor Lobby
Meet in the motor lobby to join your group and travel to the restaurant you signed up for at registration.

Monday, March 29

8:00 Savannah on the Run
Motor Lobby
Don't eat that doughnut! Come shed a few calories with us. Get ready for a heart pumping three-mile jog across Savannah. *No preregistration necessary.*

8:30-11:30 Photo Safari
Motor Lobby
Robin Conover, *Tennessee Magazine*
Limited to those who preregister.

9:00 Strollin' Savannah
Motor Lobby
Join your fellow attendees for a guided stroll through Savannah's historic district.

9:00 Registration Opens
Foyer

Exhibit Area Opens
Atrium

12:15 Ice Cream Social with Exhibitors
Atrium

1:00 Welcome to Savannah
Savannah A

1:15-2:15 General Session
Steve Heisner, Dippin' Dots
What happens when a couple of Illinois farm boys and former Youth Tour contestants use cryogenic encapsulation to create little beads of frozen cream? They roll those beads throughout the world to the hottest ice cream shops today—Dippin' Dots. Listen as Heisner shares the company's unique recipe for marketing success and fresh entrepreneurial ideas.

2:30-3:30 Roundtables
In what successful ways have you been able to encourage your members to sign up for opt-in programs?
Forsyth – Bright Green
Franklin – Blue
Johnson – Yellow
Oglethorpe A – Neon Orange
Oglethorpe B – Red
Telfair – Dark Green

3:40-4:40 Breakout Sessions (choose one)
Soothing the Irate Member, Johnson
Dave Oakes
What's New In Green Power, Oglethorpe A
Bob Gibson, Cooperative Research Network
Media Relations, Oglethorpe B
Adam Hammond, FOX 24, Macon, Georgia

Solar Water Heaters, Forsyth
Deborah Purcell, Power Partners Solar

What's Hot in Layout & Design, Telfair
Scott Fuss, Snapping Shoals EMC

Photography, Composition, Franklin
Dean Stevenson, Showcase School

4:45-5:30 Mingle with Exhibitors
Atrium

5:30-7:00 Together We Save, Measure & Enjoy Reception
Sponsored by Touchstone Energy® Cooperatives
Savannah CDE

Dinner On Your Own

Tuesday, March 30

7:00 Savannah on the Run
Motor Lobby
You won't be bored, we promise. Different course, same three-mile jog. Don't miss it. *No preregistration necessary.*

7:30-8:30 Continental Breakfast in Exhibitor Area
Atrium

8:30-9:30 The Real Story Behind Global Warming
Savannah A
Dr. John Christy, Climatologist
Distinguished Professor of Atmospheric Science John R. Christy directs the Earth System Science Center at the University of Alabama, Huntsville. Since 2000, Christy has served as Alabama's state climatologist. His accomplishments include awards from NASA and the American Meteorological Society for developing methods for recording the earth's temperature from polar-orbiting satellites. As a specialist in global warming, Christy has performed research for the United Nations, NASA, NOAA, DOE, DOT and the state of Alabama.

9:45-10:45 What Are They Thinking? Understanding the Mainstream Consumer Mind-set on Energy Efficiency
Suzanne Shelton, The Shelton Group
As president and CEO of Shelton Group, Suzanne Shelton knows how to motivate consumers to use energy wisely. Her Knoxville, Tenn., public relations and advertising firm conducts four consumer opinion studies annually—Utility Pulse, Eco Pulse, Green Living Pulse and Energy Pulse®—to continuously track shifting consumer attitudes and behaviors about energy and the environment. Shelton Group uses survey results for brand positioning, advertising, direct marketing, and interactive work.

11:00 Breakout Sessions (choose one)
Plan an Energy Efficiency Expo! Oglethorpe A
Tim Gossett, Meade County RECC
Russ Pogue, Big Rivers Electric

Communicating Rate Increases, Johnson
Dave Oakes

Energy Efficiency/Weatherization – New Technologies, Oglethorpe B
Frank Rapley, TVA

Photo Safari Follow-up, Telfair
Robin Conover, *Tennessee Magazine*

Green Communication Strategies, Forsyth
Suzanne Shelton, The Shelton Group

12:00-1:30 Lunch with Exhibitors
Savannah A

1:45-2:45 Social Media
Savannah A
Larry Bailin
Think social media is a fad? Think again. However you feel about social media, it's something your co-op will eventually have to embrace. Larry unveils some of the mystery surrounding social media and guides you in being successful with this evolving media.

3:00 Breakout Sessions (choose one)
Social Media, Forsyth
Larry Bailin
Communicating Rate Increases (repeat), Johnson
Dave Oakes

Touchstone Energy Update: Together We Save, Oglethorpe A
Scott Bialick & Alan Shedd, Touchstone Energy

Federal & State Legislation, Oglethorpe B
Randy Dwyer, NRECA

Engaging Our Employees, Telfair
Cary Hatcher, Wiregrass Electric Cooperative

5:00-6:30 Riverboat Cruise

6:30 Dinner On Your Own

Wednesday, March 31

7:30-9:00 Breakfast Buffet
Kentucky: *Mercer*
South Carolina: *Academy*
Tennessee: *Plaza*
All Other States: *Savannah A*

9:15-10:00 Roundtables
Share some success stories of member engagement.
(See Monday at 2:30 for room assignments)

10:00-10:30 Break & Checkout

10:30 Closing Remarks & State Prize Giveaways
(Must be present to win!)
Savannah A

10:45-11:45 Up, Up & Away!
Cea Cohen Elliott
Cea Cohen Elliott's sense of humor and love of life are contagious. Elliott's humorous presentation will help listeners deal with stress and learn proven methods of team building. She invites her audience to listen to their hearts and embrace their true spirit, and she promises to fill everyone with a collective glow.

Adjourn. Thank you for coming!