

## Special Thanks to –

### Conference Planning Committee

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**Nurdan Cornelius**, Cobb Energy  
**Gale Cutler**, Georgia EMC  
**Craig Heighton**, Georgia Transmission Corp.  
**Kizzy Howell**, GreyStone Power  
**Heather Maynard**, Walton EMC  
**Jane Walk**, Georgia EMC

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President – **Mary Ann Bell**, Coweta-Fayette EMC  
Vice-President – **Greg Brooks**, Walton EMC  
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Water Furnace



# Fall '07

## GMMSCA conference



**Young  
Harris,  
Georgia**

**Brasstown  
Valley  
Resort**

**November 4-6**

# Schedule of Events >

## Sunday, November 4

6:00 - 7:30 Welcome Reception  
Creekside Pavilion

## Monday, November 5

7:30 - 8:30 Registration  
Continental Breakfast

8:30 Welcome  
Announcements, Door Prizes  
Carole Thompson, Carroll EMC  
Chair, Conference Planning Committee

8:45 **A Tap Water Girl in a Bottled Water World**  
Shirley Garrett  
Author and well-known speaker Shirley Garrett shares her observations about growing up in the small-town South and provides insight and inspiration through her life experiences.

9:30 Break

9:45 Breakout Sessions (pick one)

- > **Getting Your Employees to Volunteer**  
Jimmy Autry, Flint Energies  
Anne Cordeiro, Coastal Electric

Is there a way to engage all your employees in volunteering in the community? Anne and Jimmy talk about incentive plans that have increased the number of employees saying yes when asked to give of their time and talents.

- > **Photoshop Quick Tips**  
Heather Maynard, Walton EMC

Photoshop users, come to this session for quick and easy tips to take your photos and graphics to the next level. A little previous experience with Photoshop is suggested.

- > **Energy Management Tools**  
Darrel Huskey, Blue Line Innovations  
Ginny Rushing, Jefferson Energy

How can our members know how much energy they are using and how much money it's costing – before the bill comes in? Come hear Darrell preview a new tool that shows electricity use in real time and Ginny discuss Jefferson's prepaid electricity program.

10:40

Breakout Sessions (pick one)

- > **Call Center – The Remix**  
Britt Swilley, Walton EMC  
Lan Thompson, GreyStone Power

A standing room only crowd learned about innovations and procedures for successful in-house call centers during summer's conference – pick up even more tips and information from two of our own experts.

- > **What's New in Light Bulbs**  
Doug Root, Atlanta Light Bulbs

For a little, ordinary, and everyday object, there's a lot more going on than you might expect. Come and learn about all the hot topics in lighting, from lighting efficiency to lighting options.

11:25

Lunch on your own

1:00

Door Prizes

**Disaster Planning**

Lorri Freeman, Singing River Electric Power  
It's never too early or too late to pick up helpful how-tos about planning for the unexpected. Lorri will share her experience, lessons she learned the hard way and tactics you can adopt.

2:10

Breakout Sessions (pick one)

- > **Renewable Basics**  
Dan Hart, Coweta-Fayette and Green Power EMC  
Power from wind, the sun, garbage, chicken droppings – what does it all mean and how does it work? Dan will answer our questions in plain English.

- > **Time Management**  
Shirley Garrett

Who couldn't use a few ideas on how to get more efficient and empowered in doing our work? Shirley shares concepts we can latch onto to improve our lives.

- > **Feature Writing**  
Jackie Kennedy

Jackie has written for newspapers and EMCs for years. She will help us generate ideas and guide us in how to structure our articles to get the most readership possible.

3:30

Crane Creek Vineyards  
Tasting and Tour

5:30

Dinner at The Barn Door

## Tuesday, November 6

7:30 Continental Breakfast

8:00 **GMMSCA Business Meeting**  
President Mary Ann Bell, Coweta-Fayette EMC,  
Presiding

8:30 Door Prizes

**A Better Approach to Business Communications**  
Jed Nitzberg

Jed will discuss branding, consistency of message, marketplace, communications plans, strategies and tactics, and measuring impact.

9:35 Breakout Sessions (pick one)

- > **Web Sites That Stink**  
Michael Overstreet, Apogee Interactive

The funny and outrageously bad Web sites Michael has found will help show us what *to do*. He also imparts years of experience in developing sites that really do attract users and make it easy to do business.

- > **Building Community Relationships**  
Slater Barr, Carroll County Chamber of Commerce

Which people and groups should be at the top of your list when it comes to building win-win relationships for your co-op? And how do you go about it? Slater will share his experiences and wisdom from both sides of the fence.

- > **A New Energy Assistance Tool**  
Thatcher Young, DNR Pollution Prevention Advisor

Looking for an energy services tool for small- and medium-sized businesses in your service area? Thatcher will showcase a new online Sustainable Office Toolkit that takes in all aspects of energy and resource saving.

10:20 Break

10:50 Door Prizes

**The Cooperative Culture: Can It Be Saved?**  
Gary Miller, President/CEO GreyStone Power

