

Special thanks to >

Conference Planning Committee

Terry Cullen, Chair, Georgia Transmission Corp.

Sunny Cochran, Mitchell EMC

Patrick McComas, Georgia EMC

Rob Murray, Canoochee EMC

Blythe Shore, Southern Rivers Energy

Kelly Trapnell, Flint Energies

Jane Walk, Georgia EMC

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Vice-President – **Bobby Ferris**, Southern Rivers Energy

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Service Concepts

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Save the date >

Join us for the
GMMSCA Fall Conference

November 2-4

University of Georgia Center for Continuing Education
Athens

More details
to come!

Co-ops on the Coast

the
**Georgia Marketing, Member Services &
Communicators' Association**

Summer '08 Conference

July 13-15

Crowne Plaza
Hilton Head, S.C.

Schedule of Events >

Sunday, July 13

5:00 - 6:30 **Welcome Reception**
Beachside Pavilion, Crowne Plaza

Monday, July 14 > A.M.

7:30 - 8:30 **Registration & Continental Breakfast**

8:30 **Welcome**
Announcements, Door Prizes
Terry Cullen, Georgia Transmission Corp.
Chair, Conference Planning Committee

8:45 **Where Do We Grow From Here?**
Wayne Ates
Come have some fun and learn how to grow a positive attitude, create worthy objectives, make efficient use of your resources, and tie it all up with consistency and enthusiasm.

9:45 **Break**

10:15 **Breakout Sessions (pick one)**

- > **Power Theft: Bad Boys, What You Gonna Do?**
Rob Murray, Canoochee EMC
Steve Swint, Washington EMC
Discuss the current outlook of power theft, including the scope of the problem, how and when prosecution is occurring, and how communicators and energy services supports the process.
- > **Lights! Camera! Get Your Audience to Take Action!**
Greg Brooks, Walton EMC
Kelly Trapnell, Flint Energies
From shopping to shooting, then sharing with an audience, learn how to make effective videos.
- > **Co-op Principles 101**
Robert Herman, Middle Georgia EMC
What's it all about? Long-time EMC employee gives the basics in plain English, along with a large dose of humor.

11:15 **Lunch on Your Own**

Monday, July 14 > P.M.

1:00 **Door Prizes**

Carbon Emissions – What We All Need to Know
Clay Robbins, Oglethorpe Power Corp.
Climate Change legislation will have a significant impact on virtually every aspect of our businesses. How will it affect our members?

2:15 **Breakout Sessions (pick one)**

- > **What's New in Efficient Lighting, Part 2**
Doug Root, Atlanta Light Bulbs
Couldn't get enough about efficient lighting last conference? We'll continue with the information and go more in-depth.
- > **Cooperation in Design & Communications**
Mark Bolton, Coastal Electric
Good design can cost less than you think when you cooperate with your fellow co-ops! Mark will discuss his impromptu group of marketers and how they share design and marketing costs to achieve great design for less.
- > **Energy Audits**
Riggs Santos, Walton EMC
Don't know the difference between insulation and infiltration? Or are you a seasoned energy auditor looking to sharpen your skills? Riggs shares his years of experience visiting thousands of homes so you can help your members save money and energy, and eliminate comfort problems.

3:15 **Adjourn**

Tuesday, July 15

7:30 **Continental Breakfast**

8:00 **GMMSCA Business Meeting**
President Greg Brooks, Walton EMC, *Presiding*

8:30 **Door Prizes**

8:30 **NRECA Resources**
Randy Dwyer, NRECA
Zan McKelway, NRECA

Learn about NRECA's Our Energy, Our Future campaign, the strategy behind it, and resources available to you.

9:15 **Break**

9:30 **Breakout Sessions (pick one)**

- > **Renewable Energy: Connecting to the Grid**
Nelson Hawk, EnerVision
Join this presentation for the latest snapshot on renewables nationally, in the southeast and in our state. Also learn about interconnection issues and how this impacts your EMC.
- > **Taking Your Web Site to the Next Level**
Bonnie Jones, Jackson EMC
Greg Mullis, Tri-County EMC
What does it take to take your Web site to the next level? Bonnie and Greg will discuss how they helped take their EMC sites to the next level, even winning some awards for usability and design.
- > **Powering Your Energy Efficiency Through ENERGY STAR**
Danny Orlando, ENERGY STAR
Amy Bryan, Jackson EMC
Danny will discuss all of the latest information on ENERGY STAR—what it means, compliance levels, and the future for energy efficient homes and workplaces. Amy will share what efforts have worked at Jackson EMC.

10:30 **Break & Checkout**

11:00 **Door Prizes**

Do the Unthinkable

Scott Riggsby
'Do the Unthinkable' is the incredible true story of how Scott turned his life around, reaching unprecedented heights as a world-class athlete. Find yourself ready to conquer any challenge, as Scott sees no finish line in sight.

12:00 **Evaluations, Door Prizes & Adjourn**