2015 National Conference & Public Power Expo
Minneapolis Convention Center
Minneapolis, Minnesota
June 5–10, 2015
Connect

Join us at the American Public Power Association’s National Conference to connect the dots.

Connect political, economic, and technological trends to the electric utility industry. Connect changes in the global and national energy landscape to the future of public power utilities. Connect your community-owned electric utility to the national picture. Connect coming challenges and new opportunities, and better position your utility to succeed.

Connect with hundreds of public power leaders and policymakers from around the country and find the colleagues, partners, and allies working to find solutions to the same pressing issues you face.

www.publicpower.org/NationalConference
Who Should Attend

The National Conference is public power’s largest annual gathering. It’s an unparalleled learning and networking opportunity for

- General managers and CEOs
- Senior utility managers
- Up and coming utility leaders (who will lead in the next 10 years)
- Utility policy and strategy makers
- Governing board members (elected and appointed)
- City council members
- Mayors
- Industry partners, strategic thinkers, and subject matter experts

“This is the best single point of education that a public power commissioner, board member, or staff could attend.”

Doug Hunter, General Manager, Utah Associated Municipal Power Systems
Friday, June 5
7 a.m.–4 p.m.
Public Power Day of Giving

Saturday, June 6
8:30 a.m.–5 p.m.
Preconference Seminars
9 a.m.–Noon
APPA Board of Directors Meeting
3–5 p.m.
Advisory Committee Meeting

Sunday, June 7
8:30 a.m.–5 p.m.
Preconference Seminars
1–2 p.m.
Joint Action Agencies Meeting
2–4 p.m.
Legislative & Resolutions Committee Meeting
4–5 p.m.
FERC/NERC Issues Briefing
5–6 p.m.
PMA Task Force Meeting
6–7:30 p.m.
Welcome Reception

Monday, June 8
7–8:15 a.m.
PowerPAC Breakfast
8:30–10:30 a.m.
Keynote Speakers:
Paula DiFonzo, Sue Kelly
and Geoff Colvin
9:30–11 a.m.
Guest Hospitality Breakfast
11 a.m.–Noon
Breakout Sessions

1:30–4 p.m.
Public Power Expo: Preview Hours
1:30–2:30 p.m.
Breakout Sessions
2:45–4 p.m.
Keynote Speaker: Jack Uldrich
4–6 p.m.
Public Power Expo: Grand Reception

Tuesday, June 9
8–10 a.m.
APPA Awards & Keynote Speaker:
Michael Levi
10 a.m.–Noon
Public Power Expo
11 a.m.–Noon
Breakout Sessions
Noon–1:30 p.m.
Public Power Expo: Closing Luncheon
1:30–2:30 p.m.
Breakout Sessions
2:45–4 p.m.
Keynote Panel: Utility 2.0
4:15 p.m.
Association Business Meeting
8 p.m.
Concert: A Night to Remember

Wednesday, June 10
8 a.m.
Chair’s Breakfast & Keynote Speaker:
Captain Gerald Coffee
10:30 a.m.
Adjourn
“The APPA National Conference is a great one-stop shop. The sessions are outstanding, providing information on current critical issues. There are endless opportunities to network with utility peers and exchange information on how to handle current challenges. And the Expo is packed with long-standing vendors and those showing new technology. This one is on my “must attend” list — a good use of utility time and money!”

Jackie Flowers, General Manager
Idaho Falls Power

Special Thanks to Our Elite and Diamond Sponsors

See inside back cover for complete list of conference sponsors, as of 3-18-15.

Elite

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verizon
Join us in demonstrating public power’s commitment to community service. Volunteers from around the country will spend the day working with local organizations serving Minneapolis communities and beyond. The Day of Giving is a great opportunity to meet colleagues in public power and forge lasting relationships, while helping a worthy cause. All conference participants and guests are welcome.

Volunteers will work on one of these projects.

**Feed My Starving Children**

Feed My Starving Children is a non-profit organization committed to feeding hungry children. Volunteers hand pack meals, which are shipped out to feed malnourished children in nearly 70 countries around the world.

**Minneapolis Parks**

The Minneapolis Parks Foundation supports projects that beautify the park system and build a sense of community. Volunteer opportunities may include planting gardens, mulching trees, picking up trash, or helping with other park improvements.

**Tubman**

Tubman helps women, children, and families struggling with relationship violence, substance abuse, and mental health challenges by providing safe shelter, legal services, counseling, youth programming, and community education. Volunteer opportunities may include seasonal spruce-up, painting, adopt-a-garden, and general building maintenance.

“The Day of Giving experience was an extraordinary opportunity to feel good about helping others and is one I will long remember. What a powerful impact APPA can make in a community!”

Jerry Williams, Board President
Rochester Public Utilities
Sign up online as a Day of Giving volunteer
www.publicpower.org/NationalConference

What you must know

- Conference attendees, exhibitors, guests, and families may participate in the Day of Giving.
- All volunteer projects require varying degrees of physical activity.
- Unskilled and inexperienced volunteers are welcome.
- Plan on a full day of activity — volunteers meet at 7 a.m., and return around 4 p.m.
- Food — breakfast at the hotel; lunch at the work sites; and water and snacks throughout the day — will be provided.
- Transportation is provided from the hotel to the work sites and back.
- Volunteers must sign up by Friday, May 15 to get a spot.

Find out how your organization can help support the Public Power Day of Giving through partnership opportunities at www.publicpower.org/NationalConference, or contact Pamela Cowen at 202/467-2903 or pcowen@publicpower.org.
Preconference seminars offer longer class times, smaller class sizes, interactive formats, and experienced instructors to add value to your National Conference experience.

Saturday, June 6

The Electric Utility Business From the Inside Out

8:30 a.m.–4:30 p.m. (full day)
Recommended CEUs .7 / PDHs 6.5 / CPEs 7.8, Specialized Knowledge and Applications

Gain a non-technical overview of the local public power system and its operations and management. Learn about the electric utility system infrastructure — from power grid to meter — and understand its operation, performance, and development. Participants will also learn about strategic issues and industry trends impacting utilities and challenging the traditional public power business model.

Attendees will receive a free copy of the APPA’s recently updated Electric Utility Basics handbook.

Instructor: R. John Miner, PE, President, Collaborative Learning, Inc., Helotes, Texas

Overview of Utility Financial Operations for Boards

8:30 a.m.–Noon (half day)
Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Finance

Utilities are under pressure to minimize rate impacts on customers while maintaining their financial health. What role do board members play in this scenario? Learn about key financial targets to help ensure the long-term financial stability of the utility, methods to assess the current financial conditions, and potential areas for improvement while minimizing the impact of potential rate changes on customers.

Instructor: Mark Beauchamp, CPA, CMA, MBA, President, Utility Financial Solutions, Holland, Mich.

Seminars with this symbol meet course requirements for the Governance Certificate Program. Learn more at www.APPAAcademy.org under Certificate Programs.
Strategic Planning for Long-term Utility Effectiveness

8:30 a.m.–Noon (half day)
Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Management Advisory Services

New federal regulations, technologies, volatile wholesale energy markets, budget pressures, workforce issues, and rising customer expectations demand a comprehensive strategic plan for utilities to survive and progress. Learn the detailed process through which your utility can take on strategic planning to document current policies and procedures, identify operational strengths and weaknesses, and plan new programs to meet the changing needs of your community.

Instructor: Steve VanderMeer, Senior Vice President, Planning & Marketing, Hometown Connections, Evergreen, Colo.

Understanding Utility Cost Structure and Impact on Customer Rates

1:30–5 p.m. (half day)
Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Specialized Knowledge and Applications

Electricity rates are changing to more accurately reflect a utility's costs. This seminar is a must attend if your utility is confronted by changing power supply costs, aging infrastructure, increased contributions to city government, impacts from distributed generation, and/or the need to offer rates to attract new business. Get an overview of the utility rate making process, understand industry trends, and see what rate structures can help your utility achieve goals.

Preconference Seminars

Sunday, June 7

**Duties, Responsibilities, and Legal Obligations of Public Power Governing Boards**

8:30 a.m.–Noon (half day)
Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Specialized Knowledge and Applications

Members elected or appointed to a public power board or city council often cannot find job descriptions or specific information on what they must do. Come and get an overview of the utility industry and public power business model. Understand the legal duties and responsibilities of public power governance as well as the policies and procedures for effective governance. Discover how to build constructive board/management relationships.

*Instructor: Jeff Tarbert,* President & CEO, The Tarbert Group, LLC, Falls Church, Va.

**Preparing for the EPA’s CO2 Regulation for Existing Power Plants**

8:30 a.m.–Noon (half day)
Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Specialized Knowledge and Applications

In 2015, the U.S. Environmental Protection Agency will issue a final rule for carbon dioxide emissions from existing power plants. Although APPA does not expect this rule to be announced by the National Conference, we will have some idea of how the EPA and states will implement the rule. Join us to hear from an EPA representative about the process for state plan approvals. Learn how public power utilities are working with state agencies to arrive at a correct baseline. Discover how you can use energy efficiency programs to meet compliance obligations.


Seminars with this symbol meet course requirements for the Governance Certificate Program. Learn more at www.APPAAcademy.org under Certificate Programs.
Strategic Planning Implications of Distributed Generation

8:30 a.m.–Noon (half day)
Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Specialized Knowledge and Applications

The growth of distributed generation, particularly solar PV, is posing new challenges for the electric utility industry and public power. Utilities face a host of issues beyond net energy metering. Come and understand the economic, technical, and customer relations implications of DG for your utility. Learn about different DG technologies and their value propositions; the financial, rates, resource planning, technical, and other implications; and strategic responses and customer engagement.

Attendees will get a free copy of APPA's new Distributed Generation Guidebook.

Instructors: Charles Janecek, Senior Utilities Consultant, Navid Nowakhtar, Economic Consultant, and Fred Wellington, Managing Director, Leidos Engineering, Sacramento, Calif.

The Board’s Role in Monitoring Utility Performance

1:30–5 p.m. (half day)
Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Management Advisory Services

A public power governing body’s primary fiduciary responsibility is to assure the utility’s long-term sustainability by providing clear direction, policy guidance, and performance oversight. Learn about the goals, processes, and metrics that boards and senior managers need to establish to monitor utility performance, deliver the highest level of customer service, and communicate the value of local ownership to all stakeholders.

Instructor: Jeff Tarbert, President & CEO, The Tarbert Group, LLC, Falls Church, Va.

Distributed Generation, Energy Efficiency, and Demand Side Management: Revenue Challenges and Service Opportunities

1:30–5 p.m. (half day)
Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Management Advisory Services

Learn how to develop an effective revenue protection strategy for your utility while supporting regulatory and stakeholder initiatives for distributed generation, energy efficiency, demand side management, and renewable energy. Gauge the real threat that solar energy poses to your bottom line. Understand DG in the broader context of threats and develop a plan for revenue protection.

Instructors: Lisa Vedder, Senior Utility and Financial Consultant, Leidos Engineering, Orlando, Fla.; and Jennifer White, Leidos Engineering, Plano, Texas
Sunday, June 7

Legislative & Resolutions Committee Meeting
2–4 p.m.
Members of APPA’s Legislative & Resolutions Committee meet to propose and vote on new policy resolutions. Each APPA member utility may designate one voting delegate for this meeting.

Welcome Reception
6–7:30 p.m.
Enjoy hors d’oeuvres and drinks while you reconnect with old friends, meet new people, and network with the nation’s public power leaders.

“Preconference seminars and education breakout sessions provide critical and timely industry and governance information. This value may only be exceeded by the conference networking and the Expo. I attend with a list of issues to research and discuss and always return home with action items and solutions.”

Troy Adams, General Manager
Elk River Municipal Utilities

Visit www.publicpower.org/NationalConference
Monday, June 8

The APPA National Conference kicks off with keynote speakers who preview the future of our industry and workplace.

Opening General Session
8:30–10:30 a.m.
Recommended CEUs .2 / PDHs 2 / CPEs 2.4

APPA Board Chair Remarks
Paula DiFonzo, CEO, New Braunfels Utilities, Texas, and Chair, American Public Power Association Board of Directors

APPA CEO Address
Sue Kelly, President & CEO, American Public Power Association, Arlington, Va.

The Political Circus, a Complex Economy and the Future of Your Business

Geoff Colvin, Senior Editor-at-Large, Fortune, and Author, Talent is Overrated

Business is changing as never before with shifts in competition, technology, the government’s role, and the balance of global economic power. One of America’s most respected business journalists, Geoff Colvin, looks at the key issues impacting business today — the global economy, government regulation, the impact of Washington politics/policy on the business environment and the economy, health care, leadership and management, global competitiveness, and more. Colvin shares his perspective on which policy decisions from the White House, Congress, and the Fed will matter most, and how they will impact business and the economy.
Monday, June 8

Breakout Sessions

Personalize your conference experience by choosing the breakout sessions that best meet your needs and interests.

11 a.m.–Noon
Recommended CEUs .1 / PDHs 1 / CPEs 1.2

Briefing on Potential Threats to the Electric Sector

Hear from representatives from the Department of Homeland Security, who offer an unclassified briefing on potential security risks and threats to the electric sector and ways to mitigate them.

Closed to press, consultants and vendors, and non-members.

Utility Benchmarking

Evaluate your utility’s performance by comparing it to that of other public power utilities. Hear from one utility on their project to comprehensively benchmark their performance, and see how you can incorporate what they’ve done at your utility. Discuss benchmarking tools related to reliability, safety, and financial and operating ratios, and how you can benefit.

Key to Sessions

Identify sessions by issue:

- Governance & Management
- New Managers
- Utility Best Practices
- Cyber & Physical Security
- Legislative & Regulatory Issues
- Environmental
- Distributed Generation & Energy Efficiency
- Reliability & Infrastructure
- Financial Responsibility
- Customer Service & Communications

www.publicpower.org/NationalConference
Seizing New Opportunities for Public Power
Transmission Ownership: Advantages, Mechanics and Hurdles

Learn about opportunities created by FERC Order 1000 to facilitate public power investment in the build out of the transmission system. Explore the advantages to public power entities (large and small), the process for identifying investment opportunities, the structures for making investments, and the legal and financial challenges.

Federal Legislative Update

Hear about critical issues facing public power in the first session of the 114th Congress and the outlook for action. Issues include continued access to tax-exempt bonds, the federal role in cybersecurity and physical preparedness, Environmental Protection Agency regulations, wholesale electricity markets, the federal power program, and implementation of the Dodd-Frank Wall Street Reform and Consumer Protection Act.

New Trends in Energy Efficiency

New market entrants reaching out to your customers are creating new product and service expectations, while new regulations are fundamentally changing the way utilities engage with their customers. Energy efficiency and other demand-side tools continue to be the primary way to touch customers, deliver value, and build loyalty. Discover how energy efficiency and demand-side strategies can be a significant part of solutions for success in the next three years. Learn from real case studies and results to date.

Communicating the Value of Public Power

It’s important to establish goodwill and communicate the value of your utility before you have to deal with a challenging situation — such as an outage, proposing a rate increase, or pressure to sell your utility. Goodwill can go a long way toward maintaining customer support and loyalty in a difficult situation. Learn how some public power utilities are communicating the benefits of public power and gaining that goodwill, not just during Public Power Week, but all year round.
Monday, June 8

The Integrated Grid, Phase II: A Benefit Cost Framework

Hear an update on the Electric Power Research Institute’s work on the value of the integrated grid. A representative from EPRI will discuss EPRI’s new report “The Integrated Grid, Phase II: A Benefit Cost Framework,” and the methodology to determine cost-effective approaches to integrate distributed energy resources.

RP3: 10 Years of Operations Improvement

Hear from your peers about how their utilities have benefited from participating in the APPA Reliable Public Power Provider (RP3) program. Learn how you can create a culture of operational excellence and nurture best practices in reliability, safety, work force development, and system improvement.

Public Power Expo Preview Hours

1:30–4 p.m.

Get a sneak-peek at the Public Power Expo and start meeting the more than 100 electric industry suppliers showcasing the products and services your utility needs year round.

"The National Conference is my favorite APPA event. This is where you really understand the many issues that face utilities and you have the opportunity to bring home real solutions."

Lynne Tejeda, General Manager & CEO
Keys Energy Services

www.publicpower.org/NationalConference
Breakout Sessions

1:30–2:30 p.m.
Recommended CEUs .1 / PDHs 1 / CPEs 1.2

Physical Security Risks and How to Mitigate Them

Explore current and emerging physical security risks to the electric grid and learn how your utility can stay ahead of the curve.

Understanding Payments in Lieu of Taxes

Utilities are facing increased pressures to contribute revenue to their local governments. When confronted with calls for increased transfers, public power utilities must have the information to set a fair rate. Compare payment in lieu of tax (PILOT) levels throughout the country. Learn how to communicate with government officials, establish a clear and consistent methodology for transfer payments, communicate with customers about contributions, and set your own PILOT policy.

Engage and Empower Employees: Building a Safety Culture

Employees who are encouraged to communicate the realities experienced in the field, and improve processes and build safety and accountability into their roles, can positively influence the utility’s safety culture. Once leaders commit to developing a world-class safety culture, employees must be empowered to develop solutions for the hazards they know best. Learn how to engage and empower employees to build an organization-wide culture of safety.

Challenges Facing Coal Shippers

Review the many operational, regulatory, and legislative challenges facing coal shippers. Hear from a panel of experts about the problems and the remedies available to coal shippers.

Environmental Update

Get an update from APPA staff experts on the status of the major environmental regulations issued or proposed by the U.S. Environmental Protection Agency (EPA) and other federal agencies, that impact electric utilities. Regulations include the final rule on coal combustion residuals (coal ash), the proposal to revise the National Ambient Air Quality Standard for ozone, EPA's proposal on Waters of the U.S., and the proposal by the Council on Environmental Quality to further revise its guidance to federal agencies on the application of the National Environmental Protection Act.
Using New Technologies to Meet Changing Customer Expectations: Case Studies

Public power utilities must offer new services and technologies to meet evolving customer needs. Hear about innovative programs offered by some public power utilities — Shakopee Public Utility Commission’s environmental learning center and smart home project, programs that allow customers to control appliances with smart phones, and case studies from the Minnesota Municipal Utilities Association’s smart grid grant program.

Understanding the Potential Value of Community Solar

While the demand for solar energy is growing, not every rooftop is viable for a solar energy system, making “community solar” an interesting alternative for homeowners, renters, small businesses, schools, and local governments. Explore the technical and financial aspects of launching a shared solar energy program in your community. Learn about economies of scale, optimal project siting, benefits of solar energy to customers and the utility, job creation, marketing, project financing, power supply management, pricing, and service delivery.

Developing Extreme Climate Resilience Strategies

Learn from the experiences of two public power utilities, Sacramento Municipal Utility District and Seattle City Light, that are participating in the Department of Energy’s Partnership for Energy Sector Climate Resilience. The partnership focuses on studying resilience measures adopted by electric utilities in the U.S. Hear about actions the utilities are taking to address extreme weather-related vulnerabilities such as severe wildfires, heat waves, flooding, and drought. Discover the strategies, tools, and technologies the utilities used to achieve an acceptable level of risk.

Demand Response Is Alive and Well: DR Opportunities in a Post-Order 745 World

In May 2014, the D.C. Circuit vacated FERC Order No. 745, which had set rules for compensating retail demand response resources in Regional Transmission Organization and Independent System Operator markets. The Supreme Court may review the decision but regardless of the outcome, opportunities for demand response in retail and wholesale markets will remain. Examine the potential for development of more demand response — new opportunities, new business models, and options for public power utilities.
General Session
2:45–4 p.m.
Recommended CEUs .1 / PDHs 1.2 / CPEs 1.5

Foresight 20/20: Ten Trends Transforming Tomorrow

Jack Uldrich, Global Futurist and Author, Foresight 20/20: A Futurist Explores the Trends Transforming Tomorrow

What will the world look like in 2020? How will the electric utility industry and your business be different? How will you and your organization need to change? Get the foresight to navigate the decade ahead in this engaging presentation by Jack Uldrich, based on his book, Foresight 20/20: A Futurist Explores the Trends Transforming Tomorrow. Explore how emerging technologies will change our lives and get actionable insights on innovation, change management, and leadership.

Public Power Expo Grand Reception
4–6 p.m.

Meet more than 100 industry suppliers, vendors, and consultants at the Public Power Expo, and learn how they can help your organization succeed.
Tuesday, June 9

General Session
8-10 a.m.
Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Presentation of APPA Awards

The Politics of Energy: Energy Myths and Realities


The global energy landscape is changing more rapidly than at any time in the last forty years, with consequences for markets, geopolitics, and the planet. The world is full of clashing views over what’s actually happening. Michael Levi, one of America’s most prominent experts on energy’s role in the world, shares insight on energy trends shaping the future of the electricity industry. He offers groundbreaking analysis of the changes in American energy and implications for the economy, national security, and the environment.

Public Power Expo
10 a.m.-Noon

Continue to learn about the products and services that can help your utility and chat with public power’s dedicated suppliers. Refreshments will be served in the Expo Hall.
ESCC: Where Are We Now?
Cyber and physical security risks are a major concern at the highest levels of government. The electricity sector understands these risks and the importance of information sharing to address them. The Electricity Sector Coordinating Council (ESCC) brings together senior leaders in federal government with CEOs from investor owned, cooperatively owned, and public power utilities. Kevin Wailes, CEO of Lincoln Electric System and vice chair of the ESCC, provides an update and discusses what’s next for this industry-government partnership.

New Manager’s Roundtable
New CEOs and utility directors, as well as future leaders, are invited to connect with peers and share experiences. APPA members that have recently moved into the CEO role share their experiences and new programs and ideas they’ve implemented at their public power utilities. Learn from others and share your own accomplishments.

Recruiting and Retaining Qualified Employees with Competitive Pay
Paying competitive wages is vital to attracting and retaining qualified employees, but it is a constant challenge for public power utilities. Understand the importance of paying competitive wages — even when they are higher than those of other city employees. Learn from a case study of one utility that has restructured its pay to ensure that lineworkers are paid competitively.

Northwest Power Pool Market Coordination Initiative Update
In 2012, members of the Northwest Power Pool launched the Market Assessment and Coordination (MC) Initiative to enhance coordination among utilities in the regional market, improve reliability, capture efficiencies, and reduce costs. Hear from MC Initiative representatives on their efforts on possible implementation of Security Constrained Economic Dispatch (SCED) and other activities underway to achieve the goals of the MC.
Tuesday, June 9

EPA’s Clean Power Plan, or Section 111(d,) Proposal: The Big Picture

Join us to learn what to expect in EPA’s final rule (to be issued after the conference) for carbon dioxide emissions from existing power plants. Review activities by public power utilities and state agencies to prepare the required state compliance plans, new developments related to reliability assessments, and other related activities.

Who is Responsible for Customer Service in Your Organization?

Frontline employees are a vital link in providing high quality customer service to your customers. Yet without active participation and support from management and the governing board, you’re asking your customer service representatives and field employees to function with one hand tied behind their back. Come and explore the hallmarks of a strong public power customer service program, and learn how management and the board can ensure its success.

Customer Engagement through Distributed Energy Resources

The growth of distributed generation poses challenges for utilities, but also provides opportunities for greater customer engagement and outreach. Discover these opportunities and how you might expand service offerings and customer-friendly options—ranging from simple initiatives to resource-intensive programs, including community solar.

Ensuring Reimbursement by FEMA

Have you implemented the right processes and procedures to ensure full reimbursement by the Federal Emergency Management Agency following a presidentially-declared disaster? Benefit from a legal review of FEMA disaster assistance policies and procedures to prepare your utility to seek reimbursement in the event of a future emergency.

Public Power Expo Closing Luncheon

Noon–1:30 p.m.

Take advantage of this final opportunity to visit with the industry partners at the Public Power Expo while enjoying lunch with your friends and colleagues.
Breakout Sessions

1:30–2:30 p.m.
Recommended CEUs .1 / PDHs 1 / CPEs 1.2

Creating a Culture of Security

With cyber and physical threats continually increasing, utilities must develop a culture of security that is ingrained into all aspects of work. Utility employees must fully embrace security — on the same level as safety — and embed it into all systems and processes. Hear about approaches public power utilities have used to develop a security culture.

Strategic Planning: Lessons Learned

Examine case studies of public power utilities that have undertaken strategic planning and review lessons learned, unforeseen issues, and effective implementation. Discover how strategic planning can be embedded into a utility's culture. Learn from utilities that have achieved success through strategic planning and get ideas on how you can begin or improve the process at your utility.

Rating Agency Panel

Hear from representatives from the three largest credit rating companies on current issues that may affect the bond ratings for public power entities. Hear about rating trends, public power’s strengths and weaknesses, and the financial factors incorporated in credit ratings that boards and managers should consider. Bring your questions for the rating agencies.

Understanding the Multiple, Complex, and Costly Changes to RTO Markets

Facing closures of baseload plants, poor performance of generators during the polar vortex, tight supplies of natural gas, and other reliability threats, the Eastern Regional Transmission Organizations have proposed myriad and complex rule changes. The Federal Energy Regulatory Commission has opened dockets on the capacity markets, RTO market operations in winter 2014, and price formation in the energy and ancillary services markets. Review these developments, their impact on public power utilities and consumers, and potential future developments in RTO markets.
Tuesday, June 9

Public Power Energy Efficiency Programs and Compliance with 111(d)
Questions have arisen regarding the eligibility and potential enforcement of public power utilities’ energy efficiency programs as part of a state’s compliance plan under 111(d) of the Clean Air Act as these programs are generally under local rather than state control. Get advice and examples for building or expanding energy efficiency programs for 111(d) compliance.

Crisis Communications
Crises come in many forms — weather, personnel, accidents — and are often unforeseen. While you can’t plan for every scenario, you can have processes and protocols in place that will make a tough situation much easier to manage. Learn how to communicate with customers and stakeholders to maintain your utility’s credibility in a crisis.

Managing the Rate Impacts of Distributed Generation
How will high penetration of solar impact your ability to recover fixed distribution costs? Join us to discover how your utility can work with rate structures to make sure you are recovering fixed costs. Learn ways to educate boards and local political leaders on the rate impacts of distributed generation.

Communicating Reliability and Improving Resiliency
Learn what information you need to maintain a reliable and resilient electric system. Understand and meet changing community expectations on post-storm outage recovery. Get data that supports storm hardening investments and hear from experts on ways to stay focused on recovery when a big storm hits.

DEED Turns 35: Best of R&D
Celebrate 35 years of leadership in public power energy research, development, and demonstration. APPA’s Demonstration of Energy & Efficiency Developments program supports innovation in public power through research, funding, and education. Hear about groundbreaking DEED projects over the years. Learn how you can take advantage of the wealth of information in the DEED database and funding opportunities for your innovative projects and student internships. Plan to share your experience with DEED projects you’ve benefited from and take away DEED memorabilia.
General Session
2:45–4 p.m.
Recommended CEUs .1 / PDHs 1.2 / CPEs 1.5


Sean Hamilton, General Manager, Sterling Municipal Light Department, Mass.
Rolf Nordstrom, President & CEO, Great Plains Institute, Minneapolis, Minn.
Arlen Orchard, General Manager & CEO, Sacramento Municipal Utility District, Calif.

The traditional role of utilities is changing and could have lasting implications for public power. “Utility 2.0” is a hot topic, and new utility business models are being discussed everywhere. These models are designed to develop systems that use more distributed generation — including rooftop solar — and can accommodate microgrids, energy efficiency, battery storage, and other evolving technologies. A panel of experts will explore the “Utility 2.0” model and explain how your utility can gear up for a new role.

Association Business Meeting
4:15 p.m.

Voting delegates at APPA’s annual business meeting will elect members to the APPA board of directors and vote on policy resolutions that will guide APPA’s advocacy efforts for the coming year. The meeting will also feature reports from the board chair and treasurer. Each APPA member utility should designate one voting delegate for the business meeting.

Concert: A Night to Remember
8 p.m.

On December 4, 1956, music legends Carl Perkins, Johnny Cash, Jerry Lee Lewis, and Elvis Presley came together for a jam session at Sam Phillip’s Sun Studios in Memphis. “A Night to Remember” is a tribute to this historic evening. Have the time of your life at this memorable jam session with talent and music that has stood the test of time — rockabilly, country, gospel, and pure 1950’s rock and roll.
Wednesday, June 10

Chair’s Breakfast & Closing General Session
8–10:30 a.m.
Recommended CEUs .2 / PDHs 2 / CPEs 2.4

Chair’s Breakfast

Presentation of the Alex Radin Distinguished Service Award
Installation of the 2015-16 APPA Board Chair

Beyond Survival
Captain Gerald Coffee, Decorated Vietnam Prisoner of War and Author, Beyond Survival

Captain Gerald Coffee was shot down in early 1966 in North Vietnam and spent the next seven years in the infamous “Hanoi Hilton” POW camp. Upon his return to the states in 1973, Coffee was awarded the Silver Star, the Legion of Merit, the Distinguished Flying Cross, the Bronze Star, the Air Medal, the Purple Heart, and the Vietnam Service Medal. Come and be inspired by Coffee’s powerful message of how he turned a seven year life-threatening experience into a journey of personal growth. Learn how to show commitment, courage, character and calm leadership while facing new challenges.
Conference delegates and registered guests are invited to participate in these special events.

**Public Power Day of Giving**
Friday, June 5  ■  7 a.m.–4 p.m.
Join your fellow conference attendees from around the country at this annual service project. Volunteer with local service organizations to help worthy causes while forging lasting relationships with your public power colleagues.

**Welcome Reception**
Sunday, June 7  ■  6–7:30 p.m.
Refresh and recharge as you reconnect with old friends, meet new people, and network with the nation’s public power leaders.

**Guest Hospitality Breakfast**
Monday, June 8  ■  9:30–11 a.m.
While conference attendees are in session, registered guests can get together over breakfast to learn about everything Minneapolis has to offer. You could go home with one of several door prizes.

**Public Power Expo**
The Public Power Expo brings 100+ electric industry suppliers, vendors, and consultants under one roof to showcase products and services that your utility needs all year long.

Visit the interactive Expo floor plan at www.publicpower.org/NationalConference to learn about the exhibitors now. Start planning your visit now to make the most of your time at the Expo.

**Monday, June 8**
1:30–4 p.m.  ■  Expo Preview Hours
4–6 p.m.  ■  Expo Grand Reception

**Tuesday, June 9**
10 a.m.–Noon  ■  Expo Open
Noon–1:30 p.m.  ■  Expo Closing Luncheon

For more information about the Public Power Expo, including exhibitor opportunities, contact Pamela Cowen at 202/467-2903 or pcowen@publicpower.org.
Special Events

Concert: A Night to Remember
Tuesday, June 9 ■ 8 p.m.
Relive the historic jam session when Carl Perkins, Johnny Cash, Jerry Lee Lewis, and Elvis Presley came together at this concert blending rockabilly, country, gospel, and pure 1950’s rock and roll.

Chair’s Breakfast
Wednesday, June 10 ■ 8 a.m.
The Chair’s Breakfast is the final event of the conference. Hear an inspirational keynote address by decorated Vietnam prisoner of war Captain Gerald Coffee.
Minneapolis offers something for everyone. Critically-acclaimed shows, restaurants, and museums mesh with the natural beauty of lakes, trails, and parks.

This glittering metropolis is easy to get to, easy to get around, and one of the most vibrant, engaging cities in America. Hot restaurants, cool shops, festive events, and diverse entertainment ranging from professional sports to Broadway shows keep downtown constantly buzzing. Safe, friendly, and compact, downtown Minneapolis is a destination and a community.

Can’t Miss in Minneapolis

City of Lakes
Enjoy biking, walking, and jogging around Minneapolis’ five lakes, all connected by 13 miles of walking and biking paths. Boaters, swimmers, and anglers can make a splash, too, thanks to convenient lake access, watercraft rentals, clean beaches, and well-stocked waters.

Twins at Target Field
Take a tour of the five-year-old ballpark, or get tickets to watch America’s pastime with the Minnesota Twins.

The Mall of America
The largest mall in the United States, The Mall of America features 520 stores, 50 restaurants, the nation’s largest indoor theme park, an aquarium, a butterfly garden, and many other attractions.
Mill City Museum
This riverfront museum, built in the ruins of what was once the world’s largest flour mill, chronicles how flour fueled the growth of Minneapolis and tells the story of a mighty river and a young city.

Minneapolis Sculpture Garden
A crown jewel of the city’s park system, the Minneapolis Sculpture Garden unites two of Minnesota’s most cherished resources — green space and cultural life.

The Minnesota Zoo
With more than 2,000 animals representing over 400 species, you’re bound to have a wild time at the Minnesota Zoo.

Minnesota Children’s Museum
An exciting, immersive world for children arouses their curiosity, increases their understanding, and ignites an appreciation for learning.

www.publicpower.org/NationalConference
Minneapolis Institute of the Arts
Home to more than 80,000 works of art representing 5,000 years of world history, the MIA inspires wonder, spurs creativity, and nourishes the imagination.

Grand Avenue
Grand Avenue is a beautiful shopping destination, featuring some of the best apparel, accessories, shoes, books, furniture, and gift shops in Minnesota.

Golf Courses
In the only state to have hosted all 13 USGA championships — and future host to the 2016 Ryder Cup — golfers must check out the Minneapolis Park and Recreation Board’s five 18-hole championship golf courses and three driving ranges.

Local Breweries
Beer lovers can enjoy a variety of local beers from one of the 36 local breweries in the Minneapolis area, including 612 Brew, August Schell Brewing Co., Summit Brewing, and Surly Brewery.
Visit our website to register for the 2015 National Conference online or to download a registration form you can fax or mail in. Don’t forget to register separately for the Day of Giving.

**Registration Fees**

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<tr>
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<th>APPA Members</th>
<th>Nonmembers</th>
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<tbody>
<tr>
<td></td>
<td>Through May 15</td>
<td>After May 15</td>
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<tr>
<td>National Conference</td>
<td>$745</td>
<td>$1,440</td>
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<tr>
<td>Half day seminars (each)</td>
<td>$275</td>
<td>$550</td>
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<tr>
<td>Full day seminar</td>
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<td>$750</td>
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Preconference seminars require a separate registration fee. Each seminar is designated as a half day (8:30 a.m.–Noon or 1:30–5 p.m.) or full day (8:30 a.m.–4:30 p.m.) course.

Not an APPA member? Join today and save more than $700 on your conference registration. Call Member Services at 202/467-2936 to learn more.

**Meals**

The following food functions are included in the conference registration fee:

**Sunday**
- Welcome Reception
  (drinks and hors d’oeuvres)

**Monday**
- Expo Grand Reception
  (drinks and hors d’oeuvres)

**Tuesday**
- Expo Closing Luncheon

**Wednesday**
- Chair’s Breakfast
Guest Registrations

The guest registration fee is $125 (each). Guests age 12 and under do not need to register. All guest registrations must be accompanied by a National Conference attendee registration.

Registered conference guests are invited to participate in these special conference events:

**Sunday**
- Welcome Reception

**Monday**
- Guest Hospitality Breakfast
- Public Power Expo Grand Reception

**Tuesday**
- Public Power Expo Closing Luncheon
- Concert

**Wednesday**
- Chair’s Breakfast

Climate & Attire

The average daily high temperature for Minneapolis for the dates of the conference is 77° F with an average daily low of 55° F. Meeting room temperatures vary, so prepare to dress for cool conditions. The attire for the conference is business casual.

Restricted Sessions

APPA reserves the right to designate any APPA meeting or session as closed to the press. APPA also maintains the right to designate any APPA meeting or session as open only to APPA regular members (public power utilities, rural electric cooperatives, joint action agencies, and state/regional associations).

Cancellation Policy

Registrants who cancel in writing on or before June 1, 2015, are entitled to a refund of their registration fee, minus a $50 cancellation fee. Registrants who cancel after June 1 will not receive a refund, but may send a substitute to the 2015 APPA National Conference only. Registrants and no-shows who do not cancel on or before June 1 are responsible for the full registration fee and are not entitled to a refund.

Cancellations must be made in writing and mailed, faxed, or emailed to:

Registration
American Public Power Association
2451 Crystal Drive, Ste. 1000
Arlington, VA 22202-4804
Fax: 202/495-7505
Email: registration@publicpower.org
Contact Us

Register Online
www.publicpower.org/
NationalConference

Registration Contact
Cherylle Cadle
registration@publicpower.org
202/467-2941

Hotel Reservations
Hilton
800/774-1500, group code APP;
or https://resweb.passkey.com/go/
publicpower2015

Hyatt
888/421-1442, group code G-6APP;
or http://resweb.passkey.com/go/
APPA2015MN

Program Contact
LeAnne Nienhuis
lnienhuis@publicpower.org
202/467-2973

Hotel Contact
Monique McCaw
meetings@publicpower.org
202/467-2938

Expo and Sponsor Contact
Pamela Cowen
pcowen@publicpower.org
202/467-2903
Hotel & Accommodations

The 2015 National Conference will be held at the Minneapolis Convention Center. Conference attendees should stay in the APPA room blocks at the Hilton Minneapolis and Hyatt Regency Minneapolis. Both the Hilton and the Hyatt Regency are just steps away from the Convention Center, with premiere downtown locations that provide convenient access to an incredible array of Twin Cities’ attractions, from shopping to sports, the arts or the great outdoors.

**Hilton Minneapolis**
1001 Marquette Ave.
Minneapolis, MN 55403

- Connected to the Minneapolis Convention Center.
- Group rate: $187 per night Single/Double, plus tax (13.4%)
- Check in: 3 p.m. / Check out: Noon
- Main telephone: 612/376-1000
- Parking fee: $13/day self parking; $23/day valet parking
- In-room wireless: $9.95 per day, standard; $13.95 per day, high-speed

**Reservations**
- Online reservations: https://resweb.passkey.com/go/publicpower2015
- Attendee group code: APP
- Reservation telephone: 800/774-1500; reference “APP”
- Reservation cut-off date: May 3, 2015
Hotel & Accommodations

Hyatt Regency Minneapolis
Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis, MN 55403

- Located just one block from the Minneapolis Convention Center.
- Group rate: $195 per night Single/Double, plus tax (13.4%)
- Check in: 3 p.m. / Check out: Noon
- Main telephone: 612/370-1234
- Parking fee: $17/day self parking; $30/day valet parking
- In-room wireless: Complimentary

Reservations

- Online reservations: https://resweb.passkey.com/go/APPA2015MN
- Attendee group code: G-6APP
- Reservation telephone: 888/421-1442; reference “American Public Power Association”
- Reservation cut-off date: May 3, 2015

www.publicpower.org/NationalConference
Hotel Reservations & Cancellation Policy

All reservations (at both the Hilton and Hyatt Regency) will be charged a non-refundable room deposit equal to one night’s stay that will be charged to your credit card at the time the reservation is made. The cut-off date to receive the APPA group rate (plus tax) is **Sunday, May 3, 2015**. If rooms remain in the APPA block after the cut-off date, the APPA group rate will be honored. If not, you may be charged a higher rate. The room block may sell out before **May 3**, so early reservations are encouraged.

Cancelled reservations that are not resold may become a financial liability for APPA, so please make your reservations thoughtfully. If you require additional assistance with housing please contact Meeting Services at 202/467-2941 or meetings@publicpower.org.

Travel

The Hilton Minneapolis, Hyatt Regency Minneapolis, and Minneapolis Convention Center are all located about 12 miles from Minneapolis/St. Paul International Airport (MSP).

Travel arrangements and costs are the responsibility of the participants. APPA will not reimburse for changes in travel expenditures regardless of the cause, including the cancellation of a course, meeting or conference.
Educational Credits

Attendees of the 2015 APPA National Conference can earn continuing education units (CEUs), professional development hours (PDHs), and continuing professional education credits (CPEs) for attending conference sessions. Attendees must complete the Verification of Attendance form (provided on-site) to receive a certificate for educational credits earned.

**Continuing Education Units (CEUs)**

The American Public Power Association has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, APPA has demonstrated that it complies with the ANSI/IACET Standard, which is recognized internationally as a standard of good practice. As a result of its Authorized Provider status, APPA is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

**Professional Development Hours (PDHs)**

APPA educational practices are consistent with the criteria for awarding Professional Development Hours (PDHs) as established by the National Council of Examiners for Engineering and Surveying (NCEES). Course eligibility and number of PDHs may vary by state.

The American Public Power Association has been approved as a Florida Board of Professional Engineers Continuing Education Provider. If you need APPA to report your Professional Development Hours directly to the Florida Board of Professional Engineers, please provide your P.E. license number on the Verification of Attendance form.

**Continuing Professional Education (CPE) Credits**

The American Public Power Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Ave. North, Suite 700, Nashville, TN, 37219-2417. Website: www.nasba.org.

APPA is pleased to offer attendees of the National Conference verification of attendance for up to 14 CPE credit hours for attending the conference (not including the pre-conference seminars). There are no prerequisites to the courses offered. Program level should be considered “basic” for all courses unless otherwise noted; no advance preparation is required for any courses. All courses are group-live offerings. Credit hours are included in the meeting agenda; areas of study for the individual sessions will be available on the Verification of Attendance form.

All hours are subject to change based on the final course agenda. Certificates will be awarded to participants who turn in the Verification of Attendance form at the end of the course. For more information regarding administrative policies, such as clarification of requirements, complaints, and refunds, please contact educationinfo@publicpower.org.
Public Power Governance Certificate Program

Public power policymakers can attend preconference seminars to meet coursework requirements toward the Public Power Governance Certificate Program. Seminars that meet certificate program requirements are noted in the program.

The Public Power Governance Certificate Program helps public power policymakers better understand their roles and responsibilities and build the knowledge and skills necessary to govern their organization. The program, designed primarily for newly elected or appointed utility policymakers, city council and utility board members and as a refresher for experienced policy officials, focuses on five key components of effective public utility governance: broad-based knowledge of the electric utility industry; governance duties, responsibilities, and legal obligations; performance monitoring and accountability; strategic planning; and utility financial operations. For more information, visit www.APPAAcademy.org under “Certificate Programs.”

Participating in APPA-sponsored conferences and seminars is an easy way to earn points toward the Reliable Public Power Provider (RP3®) designation.

RP3 is APPA’s program to recognize and reward public power utilities that demonstrate basic proficiency in four important disciplines: reliability, safety, workforce development and system improvement. Utilities that meet the guidelines in each of the four areas are designated as Reliable Public Power Providers. For more information, visit www.publicpower.org/RP3.
2015 National Conference

As of March 18, 2015

Elite

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Diamond

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Bank of America
Merrill Lynch
KeyBanc Capital Markets
Verizon

Platinum

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Black & Veatch
Burns McDonnell
CSP
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Nextera Energy
NISC
RAD
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Mobile App Sponsors

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verizon

Public Power Day of Giving

Collaboration Unlimited
Spiegel & McDiarmid

For more information about these companies, or to learn about sponsorship opportunities, visit www.publicpower.org/NationalConference.
At the annual business meeting during APPA’s 2015 National Conference & Public Power Expo:

- You’ll hear an overview of APPA’s financial status
- You’ll elect new members to APPA’s Board of Directors
- You’ll consider approval of important policy resolutions

Commit to attending this important event. Visit www.PublicPower.org/NationalConference for full details.
2015 National Conference & Public Power Expo

Minneapolis Convention Center
Minneapolis, Minnesota
June 5–10, 2015

American Public Power Association
2451 Crystal Drive
Suite 1000
Arlington, VA 22202-4804
www.PublicPower.org