

LEADERSHIP CONFERENCE FOR WOMEN IN ENERGY

November 7-8, 2017
Atlanta Marriott Century Center
Atlanta, Georgia

PRE-CONFERENCE WORKSHOPS
NOVEMBER 7, 2017

**A: Take Charge of Your Career – and Life –
 Through a Lifetime of Learning**

OR

**B: Fundamentals of the Electric
 Utility Industry**

POST-CONFERENCE WORKSHOPS
NOVEMBER 9, 2017

**A: Learning to Ask: Women and the
 Power of Negotiation**

OR

B: Business Essentials for Engineers

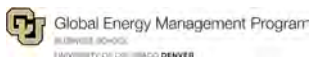


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EUCI is authorized by CPE to offer 12 credits for the conference and 4 credits for each workshop.





Leadership Conference for Women in Energy, June, 2017, Denver, CO

OVERVIEW

The goal of this event is to help professionals advance their careers in a traditionally male industry by providing insight into key energy trends and skills for personal and professional development. Join the nation's most successful women leaders in energy as they share their industry knowledge, strategies and experiences on how to accelerate positive organizational change and personal growth.

The program format includes keynote addresses, panel sessions, interactive group discussions and a plentitude of networking opportunities. You'll participate in knowledge sharing and collaboration while building relationships and enhancing your professional network. You'll leave this event with practical strategies, insights and guidance on how to propel your energy career forward. Don't miss this opportunity to learn from and collaborate with the top women in energy.

LEARNING OUTCOMES

- Identify winning strategies that drive career success for women in the energy industry
- Strategize how women can play to their leadership strengths to improve organizational performance
- Analyze key trends in the global energy market
- Determine how you can derive maximum value from a mentoring relationship
- Define the knowledge, skills and experience you need to reach your goals
- Assess how to embrace organizational politics and develop influence
- Evaluate what it will take to meet the nation's changing energy needs
- Discuss how to navigate through a predominately male industry to reach higher levels
- Design action plans to accelerate positive organizational change and personal growth

“

“Inspirational – The Conference for Women in Energy provided real life suggestions on how to make our work and home life more satisfying and successful.”

EA to SVP Ops & Eng,
National Grid

“

“I've been exposed to wonderful successful, smart, open minded women. What does this mean to me? I am inspired and awed. In the past day and a half I have come to remember why I entered the utility industry and why I am still interested in it. Two people gave me two separate ideas for the next step of my journey. I have a lot to think about.”

Engineer, ISO New England

CONFERENCE SPEAKERS



Annette Gardiner

Vice President, Gas Strategic Development, Itron



Bentina Terry

Senior Vice President of Metro Atlanta Area, Georgia Power

Carter M. Reid

Executive Vice President, Chief Administrative & Compliance Officer and Corporate Secretary, Dominion Energy Inc.



**Christine Mason
Soneral**

Senior Vice President and General Counsel, ITC Holdings Corp. (SCE)



Conrad Amos

Maintenance Manager, Mississippi Power



Gina Garner

Vice President, GM Sales and Customer Operations, Western Region, Landis+Gyr



Hardev Juj

Chairman, Northwest PowerPool Board



Heather Muckley

Senior Manager, Ash Handling Project Execution, The Babcock & Wilcox Company



Jenny D'Anna

Senior Counsel & Practice Group Leader- Capital Projects and Maintenance, ITC Holdings Corp.



John Soltau

Director of Talent Development, CPS Energy



CONFERENCE SPEAKERS



Jordan Blackhurst

Leadership & Organizational Effectiveness Consultant, Ameren



Julie Brown

Chairman, Florida Public Service Commission

Karie Lewicki

Director, Business Development, Power, AECOM



Katherine Blue

Principal, Sustainability Services, KPMG LLP (U.S.)



Katherine Gil

Department Leader, Strategic Planning, Arizona Public Service Company



Kathy Russell

Plant Manager at Plant Watson, Mississippi Power



Kelly Tomblin

Chief Executive Officer, INTREN



Kimberly Greene

Executive Vice President and Chief Operating Officer, Southern Company



Laura A. Green

Vice President, Supply Chain, Tennessee Valley Authority (TVA)



Lauren Porter

Planning Team Leader, Alabama Power Company



CONFERENCE SPEAKERS



**Lizanne Destefano,
Ph.D.**

Executive Director, Center for Education Integrating Science, Mathematics, and Computing (CEISM), Georgia Institute of Technology



Melisa Johns, P.E.

Vice President, Distributed Energy Resources Business and Product Development, Duke Energy

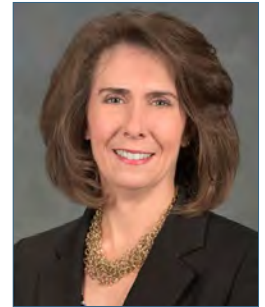
Patricia Hoffman

Acting Under Secretary, Science and Energy, Acting Assistant Secretary, Office of Electricity Delivery and Energy Reliability, U.S. Department of Energy



Paula M. Marino

Executive Vice President, Engineering and Construction Services, Southern Company



Roseann Harrington

Vice President of Marketing, Communications and Community Relations, Orlando Utilities Commission (OUC)



Sarah Tamm

Vice President, Major Projects and PMO, Aclara

Sarena Burch

Senior Vice President and Corporate Compliance & Risk Management Officer, SCANA



Sheri Blauwiel

Executive Vice President, Director of Operations and Shared Services, Black & Veatch



Stephen Kuczynski

Chairman, President and Chief Executive Officer, Southern Nuclear Operating Company



Susan Ballance

Vice-President, Finance, Pike Corporation

CONFERENCE SPEAKERS



Sylvia Dooley

Assistant General Counsel, Con Edison Company of New York, Inc.



Walter S. Alvarado

Vice President, System and Transmission Operation, Con Edison Company of New York, Inc.

“

“EUCI is an excellent forum for women in leadership, and because the addition of the men’s perspective panel, the energy industry is now starting a dialogue of cultural change, of diversity and inclusion amongst men and women. This is a conference for promoting success in energy without bias.”

Operating Supervisor, Con Edison

“

“It is wonderful to participate in a conference with so many talented women who have learned to support each other.”

Technical Leader, EPRI



TESTIMONIALS FROM PAST ATTENDEES

"I've learned if you set your mind to it, you can be anything you want to be, just apply it and accept it." Operating Supervisor, Con Edison

"This conference took the mystery out of how to be a successful woman in energy. Real women sharing experiences and generously giving advice on how to advance your career. What a great experience." Sr. Marketing Specialist, PECO

"I'm relatively new to the energy industry and as an emerging leader it is refreshing to see women in leadership roles that are candid about working & achieving success in a male-dominated industry! Building networks outside my workplace is my biggest take away." Commercial Marketing Manager, Madison Gas & Electric

"This conference included great women and I am able to take away many easy to remember tidbits to fit in day to day activities." Director, Security Services Design and Architecture, National Grid

"Exciting and engaging way to empower women in the energy industry." Counsel, National Grid

"Inspiring conversations, authentic women, engaging discussion, diversified audience/panelists." Industry Solutions Executive, ABB

"This is an amazing conference to network with talented leads across the industry who are shaping the future, national and global, of utilities." Public Affairs Consultant, ERM



"The insights and advice that you can obtain from these panels of women in leadership is truly invaluable. The candid conversations were enlightening and the honest feedback and insight are so appreciated. My #1 takeaway is to 'take more risks'!"

Manager, National Grid

"It was amazing to see over 300 women leaders in the energy industry together to grow and learn. I met several very inspiring women that I keep in touch with." No title, No name

"Terrific opportunity to reenergize and think through where you want to be in your career." Principal Program Manager Federal Programs, National Grid

"It doesn't matter at what level of the organization you are, or what culture you are from, there's something that all of us can take away." Manager Production Management & Strategy, NIPSCO

"Panelists/speakers shared real life experience that resonated and will help me to better navigate my career path." Specialist, Con Ed

"I really enjoyed attending the EUCL-Leadership Conference for Women in Energy. As a young female supervisor, I found the testimonials, advices and life lessons of distinguished, well-accomplished female leaders in the industry invaluable and inspirational. I felt energized and ready to go back to work and succeed." System Analysis Supervisor, ITC Holding Corp.

"An eye opener. Very engaging." QA/QC Manager, PSE&G

"Refreshing take on the Energy Industry. It's not just about girl power but how to make yourself (male or female) a better leader." Marketing Manager, Texas Utility Engineering

"Amazing conference! Wonderful real-life testimonies from exceptional women in the energy industry." Project Principal, Stanley Consultants

"Through the course of the EUCL conference, all the women have imparted their vast knowledge, wisdom and experiences which have helped to cultivate and nurture the new generation of first line supervisors in a typically male dominated industry. The technical/business acumen of the panelists speaks to me and is an inspiration, helps to empower females and is relative to becoming professional and future role models. The emphasis on soft skills (visibility, nurturing, etc.) in addition to being tech/business savvy is invaluable." Operating Supervisor, Con Edison

"Great seminar! Wonderful to see so many smart & talented women in one room! Loved all the topics about women in the workforce, great discussions!" Regional Business Manager, ABB



"You are not alone. As a female professional in the energy industry, you are not an island, you do have peers, advisors and mentors to lean on and this conference is a phenomenal forum of collaboration in this industry."

Director-Sales, Toshiba



"Everything is possible whenever women support and uplift each other to become the best versions of themselves as happened during the Women in Energy Conference 2016 in San Antonio, TX."

Plant Accountant II, Tucson Electric Power



"This was my 2nd EUCI Women's Leadership Conference and I've greatly enjoyed them both. I leave feeling inspired & empowered about my future career as a woman in energy."

Operating Supervisor, Con Edison

AGENDA

TUESDAY, NOVEMBER 7, 2017

12:00 – 1:00 pm

Registration

1:00 – 1:15 pm

Conference Welcome

1:15 – 2:00 pm

Opening Keynote Address: BOLD Leadership Shaping Change

Our industry is changing, and there's no stopping it. Change is driven by environmental regulation, politics, consumer and customer expectations and preferences, conservation trends, fuel costs volatility, emerging technology, shifting economies, capital availability. Change is the new normal. Identifying, influencing and shaping change must be intentional and aggressive. This requires bold leaders who recognize that shaping change will translate into success.

Kimberly Greene, Executive Vice President and Chief Operating Officer, Southern Company

2:00 – 3:00 pm

Advancing your Energy Career: Strategies and Advice from Key Leaders

Great leaders don't just happen randomly or by sheer luck. Studies have shown that effective leaders share very similar practices. In this session, we will discuss how you can leverage winning career strategies to meet industry challenges head on and advance your career. You will hear three senior level executives share their inspiring personal stories of how they beat the odds to reach the highest levels of their organizations. Questions to be covered include:

- What were the essentials to your career progression at the beginning, mid-level, and advanced stages of your career?
- How did you develop an internal and external network to move your career forward?
- How important is political savvy and influence and how did you develop these skills?
- What was the most important thing you did, or did not do, in your climb to the top?

Moderator:

Karie Lewicki, Director, Business Development, Power, AECOM

Panelists:

- ***Sarena Burch, Senior Vice President and Corporate Compliance & Risk Management Officer, SCANA***
- ***Paula Marino, Executive Vice President, Engineering and Construction Services, Southern Company***
- ***Carter M. Reid, Executive Vice President, Chief Administrative & Compliance Officer and Corporate Secretary, Dominion Energy Inc.***

3:00 – 3:30 pm

Networking Break

AGENDA

TUESDAY, NOVEMBER 7, 2017 (CONTINUED)

3:30 – 4:30 pm

Developing a Valuable Mentoring Relationship

This session will feature mentor/mentee pairs from three energy companies that will talk about their mentoring relationships in an interview format. The 3 pairs will be comprised of a female mentor/female mentee, a male mentor/female mentee, and a female mentor/male mentee.

These pairs will share their unique perspectives on questions such as:

- How do you find, and then approach, a good potential mentor?
- How do you derive maximum value from the mentoring relationship?
- What do you believe has been the key to your successful mentoring partnership?
- How has this relationship enhanced your professional career?

Moderator:

Susan Ballance, Vice-President, Finance, Pike Corporation

Panelists:

- **Christine Mason Soneral, Senior Vice President and General Counsel, ITC Holdings Corp.**
- **Jenny D'Anna, Senior Counsel & Practice Group Leader- Capital Projects and Maintenance, ITC Holdings Corp.**
- **Kathy Russell, Plant Manager at Plant Watson, Mississippi Power**
- **Conrad Amos, Maintenance Manager, Mississippi Power**
- **Walter S. Alvarado, Vice President, System and Transmission Operation, Con Edison Company of New York, Inc.**
- **Sylvia Dooley, Assistant General Counsel, Con Edison Company of New York, Inc.**

4:30 – 5:00 pm

Keynote Address

Patricia Hoffman, Acting Under Secretary, Office of Science and Energy Acting Assistant Secretary, Office of Electricity Delivery & Energy Reliability, U.S. Department of Energy

5:00 – 6:00 pm

Reception Sponsored by



WEDNESDAY, NOVEMBER 8, 2017

7:30 – 8:30 am

Continental Breakfast

8:30 – 9:00 am

Keynote Address

Julie Brown, Chairman, Florida Public Service Commission

9:00 – 10:00 am

Overcoming Gender Roadblocks

As women, we think, act, and lead differently than our male counterparts. These differences can create some unique challenges in a male dominated work culture. In this session, we will identify some of those barriers and discuss how you can remove them and use your unique strengths to enhance organizational performance and reach your full potential. A few of the points to be discussed include:

- Overcoming unconscious bias in the workplace
- Understanding and using effective communication styles
- Creating work/life Integration and balance

Moderator:

Sarah Tamm, Vice President, Major Projects and PMO, Aclara

Panelists:

- **Laura A. Green, Vice President, Supply Chain, Tennessee Valley Authority**
- **Roseann Harrington, Vice President of Marketing, Communications and Community Relations, Orlando Utilities Commission**
- **Melisa Johns, P.E., Vice President, Distributed Energy Resources Business and Product Development, Duke Energy**

AGENDA

WEDNESDAY, NOVEMBER 8, 2017 (CONTINUED)

- 10:00 – 10:30 am Networking Break**
- 10:30 – 11:30 am Seizing Opportunities in the Evolving Energy Industry**
 There are many drivers shaping the energy industry today. In this session, we'll take a look at some of the most critical current issues that are influencing power providers around the globe. We'll examine where the energy industry is going and the roles that women can take to move the industry forward. Discussion will focus on:
- **Key Trends in the Global Energy Sector**
Sheri Blauwiel, Executive Vice President, Director of Operations and Shared Services, Black & Veatch
 - **External Forces Changing Utility Models and Strategy**
Katherine Blue, Principal, Sustainability Services, KPMG LLP (U.S.)
 - **Smart Cities of the Future**
Annette Gardiner, Vice President, Gas Strategic Development, Itron
- Session Leader:**
Heather Muckley, Senior Manager, Ash Handling Project Execution, The Babcock & Wilcox Company
- 11:30 am – 12:00 pm Keynote Address: You, Them and Us**
Bentina Terry, Senior Vice President of Metro Atlanta Area, Georgia Power
- 12:00 – 1:00 pm Group Luncheon**
- 1:00 – 2:00 pm The Men's Perspective**
 It's imperative that the issue of diversity and women in the workforce include men as active participants. It's a more constructive dialog when we talk not only amongst ourselves but with men in leadership positions. If they're on board with promoting diversity within our organizations, then we'll see dramatic changes in how women are viewed in the industry and there will be more opportunities for advancement. In this session, a panel of male energy executives will share their observations and viewpoints on gender specific workplace issues and address questions such as:
- What have you witnessed obstacles for women in the workplace during your career? Were they successfully addressed and, if so, how?
 - Do you have an example where a perfectly competent qualified woman was unsuccessful in a role and why? Do you have an example where an almost qualified or almost competent woman has succeeded and what made that difference?
 - How can both individuals and the organization as a whole constructively address barriers such as unconscious bias? How can we work together to effect change and advance an inclusive and equal workforce agenda?
- Panelists:**
- *Hardev Juj, Chairman, Northwest PowerPool Board*
 - *Stephen Kuczynski, Chairman, President and Chief Executive Officer, Southern Nuclear Operating Company*
 - *John Soltau, Director of Talent Development, CPS Energy*
- 2:00 – 2:15 pm Mindful Movements**
Shonali Banerjee, Yoga Teacher and Yoga Therapist, Shonali Yoga
- 2:15 – 2:45 pm Keynote Address: Being Your Authentic Self as a Female Leader**
Kelly Tomblin, Chief Executive Officer, INTREN
- 2:45 – 3:15 pm Networking Break**

AGENDA

WEDNESDAY, NOVEMBER 8, 2017 (CONTINUED)

3:15 – 3:45 pm **Unlocking and Opening the Gates to STEM for Girls and Women**
Lizanne Destefano, Ph.D., Executive Director - Center for Education Integrating Science, Mathematics, and Computing (CEISMC), Professor - School of Psychology, Associate Dean - College of Sciences, Georgia Institute of Technology

3:45 – 4:45 pm **Millennials: The New Leaders**
Millennials, also known as Generation Y, have surpassed Generation X to become the largest cohort in the United States workforce and it's expected that they will comprise 50% of the U.S. workforce by the year 2020. This dramatic shift requires organizations to move beyond stereotypes and understand the characteristics that distinguish this generation from those before. Understanding millennials will be fundamental to creating dynamic and positive workplaces that attract talent and promote creativity and leadership. In this session, we will hear millennial energy professionals discuss their motivations, priorities and career expectations and answer questions such as:

- What stereotype most affects you as a millennial?
- As a young woman, do you feel that there is still a gender gap in potential leadership?
- How important has mentoring been in your professional development?
- What does job satisfaction mean to you?
- How can organizations promote intergenerational collaboration?

Moderator:

Gina Garner, Vice President, General Manager Sales and Customer Operations, Landis+Gyr

Panelists:

- *Jordan Blackhurst, Leadership & Organizational Effectiveness Consultant, Ameren*
- *Katherine Gil, Department Leader, Strategic Planning, Arizona Public Service Company*
- *Lauren Porter, Planning Team Leader, Alabama Power Company*

4:45 – 5:00 pm **Closing Remarks**

5:00 pm **Conference Adjourns**



"Perhaps one day there may not be a need for a women's conference, but today there is. Thank you for providing an opportunity for women in energy to network, learn and grow!"

Specialist Leader, Deloitte



"What amazing, awesome, women who gave their time to encourage women in energy. It is a great time to be a woman in this industry."

Onboarding Specialist, Southwest Power Pool



"This conference is truly collegial and the perfect outlet for women to learn from each other in a male-dominated field."

Emergency Management Specialist, PG&E

PRE-CONFERENCE WORKSHOP A

Take Charge of Your Career – and Life – Through a Lifetime of Learning

TUESDAY, NOVEMBER 7, 2017

7:00 - 8:00 am **Registration & Continental Breakfast**

8:00 - 11:30 am **Workshop Timing**

OVERVIEW

Ever wonder where your career is headed? Perhaps you're not in the role you thought you'd be by now or you've been looking for new challenges. Alternatively, you may be progressing well, but are not sure how to get to the next great opportunity. What steps can you take to keep moving forward?

The Lifetime of Learning process was created for the Electric Power Research Institute's (EPRI's) Technical Women's Network and rolled out in Spring 2017. This voluntary process encourages continuous growth and learning and is available to anyone interested in identifying how to better leverage their unique skills and talents. In this session, you will experience elements of the Lifetime of Learning framework, including a chance to explore the skills and characteristics impacting your success, and action planning for capitalizing on strengths and development opportunities.

Anyone interested in growth and self-improvement is an excellent candidate for this process. Determine the path you want to be on, what you want to learn and the best way to learn it. Don't wait for others to manage your career, YOU take charge!

AGENDA

Are you there yet?

Complete a self-evaluation to help you recognize realities and explore ways to lead your own longer-term career development versus waiting for growth experiences to come to you.

Feedback: It's Important

Get more comfortable with actively seeking meaningful feedback. Learn and practice ways to ask for it, effectively hear it, analyze key takeaways and decide how to apply it.

Develop Your Plan

Brainstorm ideas for development activities to build key competencies and use planning tools to design your pathway to growth.

Keep on Track

Construct milestones that allow for flexibility but maintain forward momentum. Take home additional tips and templates to support key actions.

PRE-CONFERENCE WORKSHOP A (CONTINUED)

WORKSHOP INSTRUCTORS



Rebecca (Becky) Wingenroth

Technical Leader, Principal, Electric Power Research Institute (EPRI)

In her role as Technical Leader, Principal, Becky supports strategic initiatives for Distributed Energy Resources, serving as EPRI's liaison for the New York State's Reforming the Energy Vision proceedings. Becky has held leadership positions for an investor-owned utility, state government and not-for-profit organizations in the areas of Rates, Customer Service and Community & Economic Development, initiating international business development and testifying in rates cases in several state jurisdictions. Becky has served on several boards at the international, national and local levels and was the co-chair of TEAM Pennsylvania, an organization coordinating over 500 business leaders. She is formerly a chairman of EPRI's Technical Women's Network and led EPRI's efforts for the Lifetime of Learning Process. She has a BS in Mathematics (Kutztown University) and a MSM in Management (Purdue University).



Helen Harris

Training & Organizational Development Principal, Electric Power Research Institute (EPRI)

Helen oversees learning and development for all EPRI employees. In addition, she leads EPRI's performance management and employee engagement processes. Her focus includes leadership development and succession planning, career development, competency frameworks and 360 assessments, feedback processes, team building/team facilitation and employee surveys. Helen received her Bachelor of Business Administration from Eastern Kentucky University and Master of Science in Educational Psychology from the University



Angelique (Angie) Henegar

Technical Assistant, Electric Power Research Institute (EPRI)

Angie supports several programs in the Energy Utilization and Grid Operations and Planning, Modeling and Simulation areas. Angie has 25+ years in Customer service related fields demonstrating her strengths in training. She is pro-active in assessing situations and making appropriate problem-solving decisions in a timely manner. Angie participated in the original roll out of EPRI's Lifetime of Learning Process. She has an undergraduate degree in Exercise Physiology from the University of Tennessee. Angie has been a volunteer for Mobile Meals, Ronald McDonald House, Zoo Knoxville, and Young-Williams Animal Shelter.

PRE-CONFERENCE WORKSHOP B

Fundamentals of the Electric Utility Industry

TUESDAY, NOVEMBER 7, 2017

7:00 - 8:00 am **Registration & Continental Breakfast**

8:00 - 11:30 am **Workshop Timing**

OVERVIEW

This workshop is targeted toward increasing the knowledge of non-technical staff who work or have an interest in the electric utility industry. The workshop is presented in a professional manner which is not stressful. No one will be called on to participate, however, it is delivered in a way which encourages questions and interactive discussions between the attendees and the instructor on the issues they are facing and the things they want to learn. This workshop will not be "Death by PowerPoint." The participants will have an interesting, fun and rewarding learning experience with some laughter mixed in.

Participants who are not familiar with utilities and electric power systems can significantly benefit from attending. Since this is a basic workshop, a prior background in electric utility systems or engineering is not expected or required. The workshop discusses basic concepts ranging from "what is electricity?" to the functions of the major components in electric power systems. The attendees will learn how generation, substations, transmission and distribution work together to provide a reliable energy supply chain. The workshop identifies opportunities, challenges and uncertainties facing the electric utility industry resulting from a paradigm shift driven by customers, technology, legislation and regulation.

The following topics will be included from a non-technical perspective:

- The major non-utility players in the industry
- Types of electric companies; IOUs, cooperatives, public power and government utilities
- What is electricity and its voltage, current and resistive components?
- What is power and how does it relate to voltage, current and resistance?
- What is single phase and three phase power? How are they produced and used?
- Types and reasons for diverse forms of generation; Traditional and renewable
- Distributed energy resources (DER); Solar, batteries, customer self-generation
- The role of substations in a reliable electric grid
- The types and functions of transmission lines in the energy supply chain
- Major components in the distribution systems and how they contribute to a reliable system
- The paradigm shift from vertically integrated to distributed energy resources
- Changing customer's needs, wants, expectations and demographics and how utilities must adapt

PRE-CONFERENCE WORKSHOP B (CONTINUED)

WORKSHOP INSTRUCTOR



Wallace Barron

President, Barron & Associates Corporate Solutions, LLC

Wallace Barron is a teacher, a conveyer of knowledge and fun guy who found his calling many years ago in teaching and training. Prior to that epiphany he was an electrical engineer. He has taught for EUCI and engineering courses at Mississippi State University and the University of South Florida and has also participated as a speaker in many IEEE, EEL, EPRI, NRECA, APPA conferences. Mr. Barron delivers a variety of Staff, Director and Policy Makers webinars and seminars on governance and utility issues. Mr. Barron has over four decades of experience in the electric energy industry. He is currently the President of the consulting firm, Barron & Associates, Corporate Solutions, LLC, located in Atlanta, which specializes in consulting to the energy industry. He was a Vice President at Florida Power Corporation in St. Petersburg. He was president of two unregulated subsidiaries developing Cogeneration Projects. He is the past Chairman of the IEEE System Planning Subcommittee, and various other organizations. Mr. Barron holds a MS Degree in Electrical Engineering from Mississippi State University. Mr. Barron is an expert witness and has submitted testimony in dockets before the Florida PSC and FERC.

POST-CONFERENCE WORKSHOP A

Learning to Ask: Women and the Power of Negotiation

THURSDAY, NOVEMBER 9, 2017

8:00 - 8:30 am **Registration and Continental Breakfast**

8:30 am - 12:00 pm **Workshop Timing**

OVERVIEW

By neglecting to negotiate her starting salary for her first job, a woman may sacrifice over half a million dollars in earnings by the end of her career. Research reveals that men are four times more likely to ask for higher pay than are women with the same qualifications. Convinced that negotiation requires bluffing, steamrolling, and playing hardball, many women avoid negotiating whenever they can. Whether they want higher salaries, better career opportunities, or more help at home, women are hesitant to ask for what they want. They pay for this decision in every aspect of their lives—in lost income, delayed career advancement, and under-utilization of their skills at work. They also pay in strained relationships and health problems at home. These are losses women don't need to suffer.

By mastering a few basic principles, planning carefully, and practicing, anyone can become an effective negotiator. Using a combination of lectures, interactive exercises, case studies, videos, and group discussion, we will explore the internal and external barriers that can prevent you from asking for what you need and deserve—and show you how to overcome your socially imposed reluctance to negotiate. In this workshop, you will learn to:

- Evaluate the economic value of your work
- Set the right targets for your negotiations
- Employ best practice negotiating strategies that have been shown to work especially well for women
- Explore ways to maximize your bargaining power
- Rehearse and practice your negotiations beforehand
- Acquire techniques to manage the anxiety often felt when negotiating
- Recognize many more opportunities to negotiate

WORKSHOP INSTRUCTOR



Sara Laschever

Sara Laschever is an author, editor, and cultural critic who has spent her career investigating the obstacles, detours, and special circumstances that shape women's lives and careers. She is the co-author of two groundbreaking books about women and negotiation, *Women Don't Ask: The High Cost of Avoiding Negotiation*—and *Positive Strategies for Change and Ask for It! How Women Can Use the Power of Negotiation to Get What They Really Want*. Her work has been published by *The New York Times*, *The New York Review of Books*, *The Harvard Business Review*, *Vogue*, *Glamour*, and many other publications. Sara is frequently cited in the media as an expert on the persistence of the wage gap, women and conflict resolution, work-life balance issues, and the multiple factors influencing women's long-term career success. She lectures and teaches workshops about women and negotiation for corporate audiences, universities, law firms, government agencies, and women's leadership conferences. She is a founding faculty member of the Carnegie Mellon Leadership and Negotiation Academy for Women and the Academic Coordinator for the WIN Summit, a global women's conference focused on women and negotiation.

POST-CONFERENCE WORKSHOP B

Business Essentials for Engineers

THURSDAY, NOVEMBER 9, 2017

8:00 - 8:30 am **Registration and Continental Breakfast**

8:30 am - 12:00 pm **Workshop Timing**

OVERVIEW

For the past 20 years, utilities have gradually been transitioning from engineering-driven to business-driven decision-making. In the past, most top executives at utilities came from the engineering ranks and understood engineering issues in detail. Today, most top executives at utilities have business backgrounds and are primarily concerned with investor relations and “the bottom line.” One consequence of this shift is an increasing communications gap between utility executives and the engineers. Spending can no longer be justified with the argument “it makes good engineering sense.” Rather, spending must be justified with “it makes good business sense.” It is now the responsibility of the engineer to communicate engineering needs in terms of business goals and metrics. To do this, it is critical for utility engineers to be armed with the essential business skills covered in this course.

In this workshop you will learn:

- Why Engineers Need to Understand Business Issues
- Economics and Regulated Monopolies
- Basic Accounting
- Financial Statement Analysis
- Finance and Capital Structure
- Financial Risk Management
- Utility Ratemaking
- Business Case Justification
- Budgeting and Spending Prioritization
- Summary and Conclusions

WORKSHOP INSTRUCTOR



Richard E. Brown

Richard E. Brown, Practice Director, Exponent

Richard E. Brown is Director of the Engineering Management Consulting practice for Exponent. He has been on the leadership team for three successful startup organizations, has published more than 90 technical articles related to asset management and performance management, and is the author of the books *Business Essentials for Utility Engineers* and *Electric Power Distribution Reliability*. Prior to Exponent, he held executive positions with ABB, KEMA, Quanta Services, and WorleyParsons. Richard earned his BSEE, MSEE, and Ph.D. from the University of Washington in Seattle and his MBA from the University of North Carolina at Chapel Hill. He is a registered professional engineer and a Fellow of the IEEE.

INSTRUCTIONAL METHODS

Case studies, PowerPoint presentations, panel sessions and group discussion will be used in this event.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference to be eligible for continuing education credit.

IACET CREDITS



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

EUCI is authorized by IACET to offer 1.0 CEUs for the conference and 0.4 CEUS for each workshop.

CPE CREDITS



EUCI 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 submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Upon successful completion of this event, program participants interested in receiving CPE credits will receive a certificate of completion. EUCI is authorized by CPE to offer 12 credits for the conference and 4 for each workshop.

There is no prerequisite for this course.

Program Level: Beginner

Delivery Method: Group-Live

Advanced Preparation: None

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this conferences may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

EVENT LOCATION

The event is located at the Atlanta Marriott Century Center, 2000 Century Blvd NE, Atlanta, GA 30345. A room block has been reserved for the nights of November 6-8, 2017. Room rates are US \$162. Call **1-404-325-0000** or [click here](#) for reservations. Mention the EUCI event to get the group rate. The cutoff date to receive the group rate is October 9, 2017 but as there are a limited number of rooms available at this rate, the room block may close sooner. **Please make your reservations early.**

PLEASE SELECT

LEADERSHIP CONFERENCE FOR WOMEN IN ENERGY AND TWO WORKSHOPS:
 NOVEMBER 7-9, 2017: US \$2295
 EARLY BIRD ON OR BEFORE OCTOBER 20, 2017: US \$2095 (MAKE SELECTION BELOW)

LEADERSHIP CONFERENCE FOR WOMEN IN ENERGY AND ONE WORKSHOP
 (MAKE SELECTION BELOW)
 US \$1895, EARLY BIRD ON OR BEFORE OCTOBER 20, 2017: US \$1695

PRE-CONFERENCE WORKSHOPS, (MAKE SELECTION BELOW)
 TUESDAY, NOVEMBER 7, 2017, 7AM-11:30AM
(WORKSHOPS RUN CONCURRENTLY)

PRE-CONFERENCE WORKSHOP A: TAKE CHARGE OF YOUR CAREER – AND LIFE – THROUGH A LIFETIME OF LEARNING

PRE-CONFERENCE WORKSHOP B: FUNDAMENTALS OF THE ELECTRIC UTILITY INDUSTRY

POST-CONFERENCE WORKSHOPS, (MAKE SELECTION BELOW)
 THURSDAY, NOVEMBER 9, 2017, 8AM-12PM
(WORKSHOPS RUN CONCURRENTLY)

POST-CONFERENCE WORKSHOP A: LEARNING TO ASK: WOMEN AND THE POWER OF NEGOTIATION

POST-CONFERENCE WORKSHOP B: BUSINESS ESSENTIALS FOR ENGINEERS

LEADERSHIP CONFERENCE FOR WOMEN IN ENERGY ONLY
 NOVEMBER 7-8, 2017: US \$1495,
 EARLY BIRD ON OR BEFORE OCTOBER 20, 2017: US \$1295

REGISTRATION
to register [CLICK HERE](#) or

Call: 201 871 0474
fax: 253 663 7224
email: register@pmaconference.com
web: <http://pmaconference.com/>
Mail: POB 2303 Falls Church Va 22042

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name Job Title

Company

What name do you prefer on your name badge?

Address

City State/Province Zip/Postal Code Country

Phone Email

List any dietary or accessibility needs here

CREDIT CARD INFORMATION

Billing Address

Name on Card

Billing City

Billing State

Account Number

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

Billing Zip Code/Postal Code

Exp. Date

OR Enclosed is a check for \$ _____ to cover _____ registrations.

Substitutions & Cancellations - Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before October 6, 2017 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.