



EUCI Presents a Web Conference on:

# HOW TO CONDUCT A PUBLIC MEETING FOR ENERGY INFRASTRUCTURE SITING

February 23, 2010

• 12:00 – 1:30 PM Eastern Time



EUCI is authorized by IACET to offer 0.1 CEU for this program.

# HOW TO CONDUCT A PUBLIC MEETING FOR ENERGY INFRASTRUCTURE SITING

February 23, 2010

12:00 – 1:30 PM Eastern Time

## OVERVIEW

Creating the perfect scene for a public meeting about your energy project isn't as difficult as it may seem. It's important to provide stakeholders with enough information, time, and access to experts. A public meeting may be primarily to inform the public, involve the public, or consult the public. The first step is to identify the purpose of your public meeting, then implement a well-thought out agenda and identify effective roles for organizers and participants.

However, when planning for and executing a public meeting for a contentious project, such as getting infrastructure approved, permitted and built, it's important to also have a plan in place for disapproving visitors, media coverage, and other challenges. This web conference will give you the tools needed to keep your meeting from turning into their soap box.

This web conference will address key issues such as finding the right venue, the appropriate window of availability, and assembling the perfect mix of experts, along with how to effectively set up information booths and implement a fruitful and well managed town-hall style discussion.

## WHO SHOULD ATTEND

- Utility employees with regulatory, public communications and local affairs responsibilities
- Utility professionals tasked with siting for new facilities
- Transmission and distribution planners and right-of-way managers
- Renewable project developers
- Project managers
- Regulators and regulatory staff
- Power consumer representatives and community groups
- NGO representatives

## LEARNING OUTCOMES

Attendees to this web conference will:

- Identify the appropriate purpose for a public meeting
- Examine how to develop and use an agenda
- Recognize the importance of various types of public notice
- Identify the roles for all stakeholders
- Discuss key location and logistical considerations
- Examine strategies to address opposition

## AGENDA

1. Identify purpose of meeting
  - Inform – providing information
  - Involve – using public input for development needs
  - Consult – seeking reaction to a proposal
2. Agenda development
  - Who should approve the agenda?
  - How does the facilitator use the agenda?
  - What elements should be included?

## IACET



EUCI has been approved as an

Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. In obtaining this approval, EUCI has demonstrated that it complies with the ANSI/IACET Standards which are widely recognized as standards of good practice internationally.

As a result of their Authorized Provider membership status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards.

EUCI is authorized by IACET to offer 0.1 CEU for this program.

### Requirements for Successful Completion of Program

Participants must be logged in to the web conference for its entirety to receive continuing education credit.

### Instructional Methods

Web based PowerPoint presentation and on-line interactive question/answer session.

# HOW TO CONDUCT A PUBLIC MEETING FOR ENERGY INFRASTRUCTURE SITING

February 23, 2010

12:00 – 1:30 PM Eastern Time

## AGENDA (CONTINUED)

---

3. Public notice
  - News media announcements (print, radio placements)
  - Direct mail invitations
  - Government regulated notices
4. Roles for participants, organizers, third party advocates
  - What you expect of your guests
  - Responsibilities of organizer(s)
  - Cultivating relationships with key stakeholders
5. Location and logistics
  - Considerations when choosing a location
  - After a location is chosen
  - On site logistics
  - Scheduling issues
6. How to set-up for your public meeting
7. PRW's effective public meeting format, combining issue booths and town hall meeting
8. Opposition identification and management
9. Case Study: Arrowhead-Weston – successes, challenges

## INSTRUCTORS

---

**Putnam Roby Williamson Communications has years of experience in planning and conducting successful public meetings.**

### **Mark Williamson, Chairman, Putnam Roby Williamson Communications (PRW)**

Mark Williamson is a veteran utility executive who has been responsible for successfully permitting and placing in service several billion dollars of extra-high voltage transmission lines, power plants and natural gas pipelines. He served as executive vice president and chief strategic officer for Madison Gas & Electric Company in Madison, Wisconsin, and as vice president of major projects for American Transmission Company (ATC) based in Pewaukee, Wisconsin. While at ATC he managed all aspects of the Arrowhead—Weston transmission line project, a new right-of-way 220-mile 345 kV interstate line, which received the prestigious Edison Award in July, 2009, from EEI. Williamson has addressed countless groups over the past 30 years on the importance of building strong relationships with the public, politicians, regulators and others when approaching utility infrastructure projects. He teaches the “political campaign method” of getting needed infrastructure through the process from concept to completion. Since January 2008, Williamson has served as chairman of Putnam Roby Williamson Communications, a public relations firm based in Madison, Wisconsin, specializing in strategic communications, media relations and government affairs. The firm works closely with utilities throughout North America on infrastructure projects.

### **Paula Gilbeck, Vice President of Corporate Relations, for Putnam Roby Williamson Communications (PRW)**

Paul Gilbeck handles just about everything at PRW ranging from client relations, office management, and news media outreach to product development and art direction. Her diverse professional background in radio, TV and public relations brings a wealth of experience to every client mission PRW faces. Ms. Gilbeck employed her dynamic leadership skills as news director at various Wisconsin radio stations for more than eight years, and felt equally comfortable behind the microphone as news anchor. She honed her crisis management and organizational skills while serving as the newsroom Assignment Editor for two Madison television stations. Ms. Gilbeck then took her news media credentials and impressive managerial skills and entered the new professional arena of public relations. She held the title of Associate Account Manager for a respected Madison-based PR firm for four years where she was responsible for client management, media training seminars and targeted magazine publications for national and state trade organizations. She joined Putnam Roby Williamson Communications in 2004 as an account executive being promoted to vice president, corporate relations in 2007.

register today! Call (201) 871-0474

# HOW TO CONDUCT A PUBLIC MEETING FOR ENERGY INFRASTRUCTURE SITING

February 23, 2010

12:00 – 1:30 PM Eastern Time

## LOGGING IN TO THE WEB CONFERENCE

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an e-mail with appropriate login information and more information regarding the event 24 hours prior to the start of the event. To log on, you will need a broadband connection and audio system.

### WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the web conference. That connection is open to any number of users in a collaborative setting. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per participant significantly.

By purchasing a site connection, you can invite as many people as you would like to view and participate in the session from a single location. Set up the session in a conference room and project the presentation and chat on a large screen. You also have rights to distribute copies of the presentation materials to everyone involved. Please note that audio is received via the computer sound system and must be broadcast to your group.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of US \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way.

If you have any technical or purchasing questions, please contact us at (201) 871-0474.

Start Time: 12:00 PM Eastern Time

United States Regional Start Times:

9:00 AM Pacific :: 10:00 AM Mountain :: 11:00 AM Central :: 12:00 PM Eastern

Use the time zone converter (<http://www.timezoneconverter.com/cgi-bin/tzc.tzc>) to find your correct start time.

# HOW TO CONDUCT A PUBLIC MEETING FOR ENERGY INFRASTRUCTURE SITING

February 23, 2010  
12:00 – 1:30 PM Eastern Time

## REGISTRATION INFORMATION

Mail or fax this form along with payment. You will receive a confirmation and/or invoice within 48 hours. Make checks payable to "PMA".

### MAIL DIRECTLY TO:

"PMA"  
P.O. Box 2303  
Falls Church, VA 22042

### ONLINE:

www.pmaconference.com

### FAX TO:

(253) 663-7224

### PHONE:

(201) 871-0474

## REFUND / CANCELLATION POLICY

All cancellations received prior to February 5, 2010 will be subject to a US \$50 processing fee per web conference per registrant. Written cancellations received after this date will create a partial credit of the tuition good toward any other EUCI conference, publication or web conference. This credit will be valid for six months. No refunds will be given after February 5, 2010 in any case. In case of conference cancellation, EUCIs' liability is limited to refund of the conference registration fee only.

## PLEASE REGISTER THE FOLLOWING

How to Conduct a Public Meeting for Energy Infrastructure Siting, February 23, 2010, Single Site Connection: US \$345  
**Early Bird on or Before February 22, 2010: US \$295**

Additional Connection: US \$245,  
**Early Bird on or Before February 22, 2010: US \$195 each**  
Number of additional connections: \_\_\_\_\_

**Web Conference Presentations Available on CD:**  
CDs are available 48 hours after the web conference is complete. The cost per CD is US\$295 [add US\$50 for international shipments]. Upon receipt of order and payment the CD will be shipped to you.

NOTE: All presentation CD sales are final and are non-refundable.

### ENERGIZE WEEKLY

When you sign up for "Energize Weekly" you will receive a new conference presentation each week via email on a relevant industry topic. The presentations are selected from a massive library of over 1000 current presentations that EUCI has gathered during its 22 years organizing conferences.

**Sign me up for "Energize Weekly"**

How did you hear about this event?  
(Direct email, Colleague, Speaker(s), etc.)

Name \_\_\_\_\_ Job Title \_\_\_\_\_

E-Mail \_\_\_\_\_

Company \_\_\_\_\_ Telephone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## PAYMENT METHOD

Please make checks payable to "PMA"

Please charge my credit card:  Visa  MC  AMEX  Security Code \_\_\_\_\_

Visa and MC cards have a 3 digit code on the signature panel on the back of the card, following the account number. American Express cards have a 4 digit code on the front of the card, above the card number.

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Phone Number \_\_\_\_\_

Billing Address \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Or enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ connections.

W861