

2012 Sales & Marketing Conference

"Taking Growth to the Next



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March 13 and 14, 2012—Renaissance Hotel—Providence (Downtown), RI

Our Sponsors



CAMBRIDGE
ENGINEERING INC[®]



The Clover Corporation



questline

Conference Program

MARCH 13, 2012

6:00 PM

Welcome Reception

Join us Tuesday evening in the Temple Lounge to meet and relax with your colleagues and peers. Light food and drink will be served. Take this occasion to explore our Sponsor's latest products and services. Mingle with our Conference speakers.

MARCH 14, 2012

8:00—9:00 AM

Buffet Breakfast

9:00 AM

General Session

REGIONAL MARKET UPDATE

Thomas M. Kiley, President and CEO

Northeast Gas Association

The regional natural gas market continues to grow - buoyed by ample domestic supplies and low commodity prices. Tom Kiley of NGA will provide an update on key market trends - from production and supply basins to infrastructure projects and regional demand and price forecasts. He will also provide updates on other trends shaping market demand, including environmental regulations.

9:45 AM

General Session

ECONOMIC OUTLOOK: SEEKING CLARITY

Dr. Edinaldo Tebaldi, Assistant Professor of Economics

Bryant University

The U.S. economy is showing signs of growth, but the troubled housing market, persistently high unemployment, and worries over Europe remain serious impediments to growth and market confidence. The Northeast economy wasn't as badly impacted by the "great recession" as other U.S. regions, but the return to growth is also sluggish here. What is the outlook for the economy, and what are the concerns and obstacles to recovery? This session will highlight key trends.

2012 NGA Sales and Marketing Conference Conference Program—March 14, 2012

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Concurrent Sessions

SUCCESSFUL STRATEGIES FOR ADDING COMMERCIAL BASE LOAD TECHNOLOGIES

Fred Farrand, Director, Marketing and Sales

Northeast Energy Systems and Western Energy Systems

Stuart Temple, CEM, DGCP, Northeast Representative, GE/Jenbacher Product Line

Northeast Energy Systems

Commercial base load technologies provide significant opportunities for utility sales. Learn about the high-volume technologies of greatest applicability to the commercial sector, and how to help the commercial customer realize the potential of multiple technology options.

RESIDENTIAL SALES SUPPORT TOOLS

Eric Burgis, Director, Commercial and Residential Markets

Energy Solutions Center

Energy Solutions Center creates tools and resources designed to enhance your success as a natural gas sales professional. Join Eric in a tour of ESC's offerings and see how utilizing these tools can assist in delivering improved energy solutions to your customers.

12:00 Noon

Buffet Lunch

General Session

DRIVING AHEAD WITH NGVs

Michael P. Manning, Director of Marketing & Business Development

AVSG

Natural gas vehicles (NGVs) have long offered promise but have been characterized by stops and starts. In the last couple of years however, as the price of natural gas has been well below other vehicle fuels, the NGV progress has been steadier and faster. Large commercial fleets are looking to natural gas to fuel their vehicles, and fueling station developers are moving ahead with new infrastructure. Mike Manning of AVSG will highlight recent developments and market opportunities for LDCs and their customers.

Concurrent Sessions

RESIDENTIAL APPLIANCE LEASING FOR TODAY'S BUDGET MINDED CONSUMERS

Scott MacDonald, Vice President

NiSource Retail Services

Enhance Customer Growth and Loyalty With Value-added Services Scott MacDonald NiSource Retail Services Low and stable natural gas prices are creating a unique opportunity for the natural gas industry to grow its markets and modernize its systems. At the same time, customers are facing economic pressures and budget constraints. Learn how NiSource is using value-added services to help customers convert to natural gas and manage their household budgets while increasing the positive perception of its natural gas utilities.

SELLING THE COMMERCIAL CUSTOMER — FACE-TO-FACE and ONLINE

Vincent (Vinnie) Chiochio, President

Control Air, Inc.

Bill Kiefaber, Vice President of Business Development

Questline

How best to make that sale to a commercial customer prospect—online or in-person? There are advantages to each—and strategies for making these different (but complementary) approaches work. Learn about how to make the connection with commercial customers in ways that reinforce your contact capabilities. Vinnie will share his sales techniques and strategies, including his successful focus on selling high efficiency natural gas technologies. Bill describes Quesline's success with e-mail marketing as one of the most powerful communication channels for the gas utility's approach to educate prospects and customers and increase sales.

Concurrent Roundtables

RESIDENTIAL PARLEY

Facilitator: Dennis Hogan

The residential sales market in the region remains hot thanks to the continued price advantage of natural gas. Share your experiences on what is working to take residential market gas growth to the next level.

COMMERCIAL /KEY ACCOUNTS SUMMIT

Facilitators: Kim Proctor

Discuss the technologies and sales techniques that are of greatest interest to your commercial and industrial customers. Gas has the market advantages, but how do you close the deal? Share what is working in your market and learn from your peers as well.

10:45 AM

1:15 PM

2:30 PM

3:30 PM

2012 NGA Sales and Marketing Conference

General Information

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Who Should Attend?

The Northeast Gas Association's 2012 Sales and Marketing Conference is open to natural gas distribution company sales and marketing professionals; energy marketers and energy service company personnel; trade allies; and members of the regulatory community.

How to Register

All registrants must pre-register, via our online service or with a paper registration form. All registrants are responsible for the registration fee. Payment can be made by check or credit card. Registration via our website, www.northeastgas.org requires you to follow a few protocols, such as login using an established password.

Mail: Northeast Gas Association, 75 Second Avenue, Suite 510, Needham, MA 02494

Fax: 781-455-6828 . Your NGA Contact for this Conference: Bonnie Ayer.

Tel: 781-455-6800 (108) Email: bayer@northeastgas.org

Registration Fees

	Member Rate	Non-Member Rate
• Conference Registration	\$349.00	\$450.00
• Government Rate	\$ 75.00	--

Registration Deadline

Friday, March 9, 2012

Cancellation Policy

All 2012 Sales and Marketing Conference attendees are responsible for the registration fee. There will be no refunds issued to registrants who cancel after 12:00 noon on Friday, March 9, 2012. Substitutions are allowed. No refunds for "no shows."

Hotel Accommodations



A limited number of rooms have been reserved at the Renaissance Providence Hotel in downtown Providence, RI. Group rate is **\$129**. Rates are subject to state and local occupancy taxes (currently 13%). Please add \$25 for each additional guest in guestroom. Attendees are responsible for making their own reservations and in order to receive the group rate you must identify yourself with the Northeast Gas Association Conference.

Hotel rate includes complimentary Internet in guestrooms.

The cut-off date for rooms is Tuesday, February 27, 2012. Contact the hotel directly at 1-866-630-0704 or at www.renaissanceprovidence.com.



The Renaissance Providence Hotel boasts a prime location in the heart of Rhode Island's Capitol District, just across the street from the State House. The keystone of Providence's new Avenue of the Arts, the Renaissance Providence Hotel is a destination that is an expression of the artistic renaissance of Rhode Island's capital city.

In addition to the elegance of a stay at the Renaissance Providence Hotel, guests are ensured the convenience of location just 15 minutes from TF Green Airport and steps away from the Providence Train Station with Amtrak Acela service throughout the northeast corridor and commuter rail service from Boston.

The Hotel has offered a substantial discount in parking for our conference attendees.

Overnight parking is \$18 Valet per car per day

Event Day Valet parking is \$12 per car per day

