Let’s get together to help your customers really understand how natural gas is clean, safe and sustainable.

By attending this event, you will gain valuable insights into natural gas perceptions. More importantly, you will learn how to effectively respond to customers and stakeholders about the future of natural gas and how it can help reduce our community’s carbon footprint.

Wednesday, May 6
Sheraton Springfield
Springfield, MA

8:00 - 8:45
Registration and Continental Breakfast

8:45 - 9:00
Welcome
Gerry Klingler – NGA Sales and Marketing Training Committee Chair

9:00 - 10:00
Natural Gas Supply and Energy Policy Outlook
Tom Kiley – President and CEO, NGA will present on the gas supply outlook for the Northeast and moderate a panel of utility executives speaking on the impact of state and national energy policies on our industry.

10:00 – 10:45
Engaging with Customers about Natural Gas’ Future on the Pathway toward Emissions Reduction
Rick Murphy – AGA will share AGA’s vision of our industry’s role in reducing carbon emissions.

10:45 – 11:00
Break

11:00 - 12:00
Case Studies on Lowering the Net Carbon Content in our Gas Supply
Sheri Givens – National Grid  Tom O’Rourke – Eversource
Utilities who are working on big initiatives to introduce renewable natural gas and hydrogen blending into our supply will share their experience.

12:00 – 1:00
Lunch

1:00 - 2:00
Employing New Technologies and Applications to Reduce our Carbon Footprint
Jim Ruberti – Eversource
A panel of natural gas utility representatives will share what they are doing to reduce carbon emissions through advanced energy efficiency and operations-related methane emissions reduction programs.

2:00 - 2:45
Customer Communications Strategies for 2020
Tiana Smith – VGS  Alana Daly – Central Hudson
Two utilities will discuss their communication strategy for 2020 to help customer-facing employees address the environmental-related challenges we face and respectfully respond to supporters of cities/towns proposing to ban natural gas with facts.

2:45 - 4:00
Roundtable Sessions:
• Discuss what customers are expecting, challenges faced and an open forum to ask questions.
• Working with residential and small commercial customers. (Room TBD)
• Working with large commercial and industrial customers. (Room TBD)
The Northeast Gas Association’s 2020 Customer Experience Conference is open to natural gas distribution company sales and marketing professionals; energy marketers and energy service company personnel, trade allies, customer service, government relations; renewable energy, energy efficiency professionals, and members of the regulatory community.

Registration
Online registration is available on NGA’s website: northeastgas.org
Then click on Member Login on the top left corner.

**Online Registration (for those entered in NGA’s on-line system)**
If you already have a username and password for the NGA site, you can register online right now.

**To log in:**
- Go to NGA’s website: northeastgas.org.
- After you login, click on the left side on the tab for Online Store.
- You will be taken to the store.
- Look for the 2020 Customer Experience Conference.
- Click on the 2020 Customer Experience Conference Attendees and continue registering from there.

**Online Registration (for those not entered in NGA’s on-line system)**
If you are not yet registered with NGA for online access and would like to do so:
- Complete the Individual Database Profile Form found on NGA’s member log in screen.
- You can also email:
  - Eileen Sitte at esitte@northeastgas.org or
  - Heather Vieira at hvieira@northeastgas.org, and request a form to be emailed to you.
- Please return the forms via email to:
  - Eileen Sitte at esitte@northeastgas.org or
  - Heather Vieira at hvieira@northeastgas.org.
- NGA will contact you once you are entered in our database with a username and password for future access.

Online registration is available on NGA’s website at: northeastgas.org
**Member Rate:** $395.00
**Non-Member Rate:** $550.00
**Government Rate:** $125.00
**Registration Deadline:** Monday, April 27, 2020
**Cancellation Policy:**
Due to contractual obligations, cancellations received 15 business days prior to the program will receive a full refund. Cancellations received 6 to 14 business days prior to the event will receive a refund, less a $100 administrative fee. No shows and last minute cancellations, 5 business days prior to the event or less, will be responsible for the full registration fee. Substitutions from your organization for the same event are always welcome.

Hotel Accommodations
Sheraton Springfield
One Monarch Place, Springfield, MA 01144
NGA has reserved a room rate of $139 per night. For overnight reservations, please call the hotel directly at (413) 781-1010

Conference Contacts
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