

 EUCI CONFERENCE

8TH ANNUAL PUBLIC PARTICIPATION FOR TRANSMISSION SITING

January 23-24, 2014
Hyatt Regency Houston
Houston, TX

POST-CONFERENCE WORKSHOP
**FRAMING THE MESSAGE: MEDIA
& COMMUNICATIONS TRAINING**
FRIDAY, JANUARY 24, 2014

Host

CLEAN LINE
ENERGY PARTNERS



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

**DEPOSITION
EXHIBIT**

LPH #1
8/2/14 ML

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OVERVIEW

New transmission is needed to accommodate growing load and new generation sources. The process for getting new transmission sited and built is costly and often controversial among the public. A key tenet of transmission siting is a comprehensive public outreach process. By communicating with all stakeholders and the public early and often, transmission owners can balance the need for system improvements with landowner priorities, environmental considerations, and political pressure. However, this is a daunting challenge, especially with constantly evolving means of communication with the public. Many utility infrastructure projects are modified, delayed, or stopped altogether due to public opposition. These changes are often expensive and can affect the capacity and reliability of the power system.

Resources are limited, and it's more important than ever to ensure that public involvement efforts are efficient and effective. It is becoming clear that in successfully and strategically engaging the public, utilities are moving beyond traditional approaches and employing a wide range of participation techniques in order to successfully complete the siting process.

Attendees at this EUCI conference will learn how transmission developers are able to obtain meaningful input and which approaches are used in order to effectively reach their public. Communication strategies on how to effectively communicate with different kinds of customers and improve relationships with the public will be addressed. Subject matter experts will present the importance of early engagement, communication approaches for each type of audience, addressing opposition, and how to prepare for public involvement. Case specific examples of the communications process and their results - both positive and negative - will be given by industry peers.

WHO SHOULD ATTEND

- Utility/transmission developer staff with regulatory, public communications, and local affairs responsibilities
- Siting, right-of-way, and land management professionals
- Transmission owners and developers
- Transmission project managers
- Regulators and regulatory staff
- Transmission construction contractors and consultants
- Environmental and community group representatives

LEARNING OUTCOMES

- Demonstrate visualization tools utilized to assist in customer explanation of the transmission siting process
- Discuss processes of landowner engagement to assist in route selection and right-of-way negotiation
- Identify key strategies involved in working with engaging tribes during the siting process
- Demonstrate proper uses of social media to engage the public and examine case studies of how they are utilized for different transmission projects
- Identify challenges and solutions in engaging rural audiences
- Operate and attend a mock open house to examine different circumstances and how to address them successfully
- Evaluate specific case studies and identify what went wrong during the process and how to avoid the problems in the future
- Discuss public engagement tools and websites used to identify key concerns of the public and how to prepare for them

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AGENDA

Thursday, January 23, 2014

- 8:00 – 8:30 a.m. Registration and Continental Breakfast**
- 8:30 – 9:15 a.m. Keynote Presentation: Lessons Learned - Clean Line Energy Discusses Challenges During Public Outreach Process**
- Clean Line energy will discuss the public engagement challenges that are inherent when developing and building new large infrastructure projects. How do we overcome these challenges and work to ensure that our stakeholders feel they are informed and part of the process, each step of the way? He will discuss the lessons learned and some of the challenges faced in his career developing transmission projects across multiple states.
- Jimmy Glotfelty, Executive Vice President, Clean Line Energy
- 9:15 – 10:00 a.m. Change the Conversation by Utilizing Advanced 3D Visual Imagery to Explain Your Siting Project**
- Dominion Energy and Truescape have been involved in a number of high profile projects over the past four years. Visualization technology has enabled Dominion Energy to accurately portray their projects to the public from initial open houses through to permitting.
- Stephenie Harrington, Manager - Electric Transmission Project Communications, Dominion Virginia Power
- Edward Twiss, Operations Manager - North America, TrueScape
- 10:00 – 10:30 a.m. Networking Break**
- 10:30 – 11:15 a.m. The Importance of Early Landowner Outreach**
- Early and consistent outreach to, and input from, potentially affected landowners is a critical element of transmission route analysis. This presentation will walk through the process of landowner engagement as a route selection tool and as a foundation for right-of-way negotiation.
- Steve Gray, Land Rights Acquisition Manager, Tri-State G&T
- 11:15 a.m. – 12:00 p.m. Understanding Native American Perspectives and Overcoming Cultural Barriers to Achieve Meaningful Consultation**
- This presentation will briefly summarize the various laws requiring consultations with Native American Tribes, discuss tribal attitudes towards energy development and the regulatory process, and review some of the common issues encountered when working with Native American Tribes. Finally a case study involving the Ruby Pipeline Project will be presented as an example of how effective communication can be achieved on a major energy project.
- Glenn Darrington, Senior Project Manager, POWER Engineers
- 12:00 – 1:00 p.m. Group Luncheon**



"The content of their events aside – and it's typically great – what sets EUCI apart is their ability to get you in a room with a diverse and compelling set of peers who you can learn from even between sessions."

– Public Affairs Manager,
Tri-State G&T



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AGENDA

Thursday, January 23, 2014 (CONTINUED)

1:00 – 2:00 p.m.

Case Studies: Understanding Ins-and-Outs of Utilizing Social Media for Public Engagement

In a time where social media is one of the most common forms of communication, it is important to understand when it is appropriate to utilize it to engage the public and stakeholders during the transmission siting process. It is crucial to understand when to use it as a main form of communication or as a supplementary form of communication - and who you can expect to reach, and how. This presentation will use and demonstrate how social media is currently being used as an integral portion of a public outreach and communications plan.

- Louisa Kinoshi, Associate, Clean Line Energy

- Thomas Stredwick, Public Affairs Officer, Grant County PUD

2:00 – 2:30 p.m.

Networking Break

2:30 – 3:15 p.m.

Going BANANAs with NIMBYs – Best Practices in Dealing with Community Based Opposition Groups

Increasingly, organizing public participation opportunities means having to handle disruptive influences from community-based opposition groups - BANANAs (Build Absolutely Nothing Anywhere near Anything/Anyone) and NIMBYs (Not In My Back Yard). This presentation will discuss experiences at Southern California Edison and how the company has adapted to this new business environment. Southern California Edison is currently experiencing one of the largest infrastructure capital investment programs in company history. Driving this are multiple factors, including California's ambitious renewable energy goals and the need to replace aging infrastructure that was constructed during the post-World War II boom. As a result, the opportunity for community based opposition groups to develop has increased significantly. Recent advances in technology have made it easier for community-based opposition groups to organize and, more importantly, to strategize. With the opportunity cost of starting and participating in such groups constantly decreasing, it is important for public participation practitioners to have a healthy understanding of how such groups are motivated and how to manage them effectively.

The discussion will provide the audience with best practices on dealing with community-based opposition groups as well as tips on how to prepare internal, technical subject matter experts to effectively handle emotionally charged situations. These best practices are based upon the experiences of Southern California Edison's local public affairs department.

- Joshua Torres, Public Involvement Representative, Southern California Edison

- Michael Huynh, Local Public Affairs/Public Involvement, Southern California Edison

3:15 – 4:00 p.m.

Marketing to Mayberry: Communicating with Rural America

Communications and marketing outreach in small town America requires entirely different tactics than those used with larger more metropolitan communities. Join this conversation to learn some of the pitfalls to avoid and the strategies to deploy when reaching out to small communities. Attendees will learn to prepare for the challenges of engaging a rural setting, communicate in a conversational tone rather than corporate tone, identify and engage credible spokespersons in rural communities and understand which communications and marketing tactics to utilize.

- Thomas Stredwick, Public Affairs Officer, Grant County PUD



The annual EUCI Public Participation in Transmission Siting conferences provide utilities and contractors a valuable forum for gaining best practices and discussing the latest technologies for successfully engaging the public throughout the transmission siting process."

- Local Public Affairs, Region Manager, SCE

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Thursday, January 23, 2014 (CONTINUED)

4:00 – 5:00 p.m.

Mock Open House

Open houses are commonly used during the public outreach campaign through the transmission siting process. They are used to communicate with the community, land owners, stake holders and public officials and allow them to express their concerns regarding the transmission lines. Effective, clear and concise communications are crucial for the open house to run smoothly and successful. This mock open house will allow key subject experts to run an open house and the attendees to participate in the "open house," showing effective forms of communication, how to answer questions and walk away with everyone being pleased with the outcome.

- Emily Hyland, Associate Public Involvement Coordinator, HDR
- Dana Peterson, Public Involvement Coordinator, HDR
- Arlee Jones, Project Administrator - Project Management, Tampa Electric Company
- Michael Huynh, Local Public Affairs/Public Involvement, Southern California Edison



I appreciated the opportunity to engage industry professionals in best practices. It's one thing to read information in a newsletter and another to experience the information first hand."

– Public Affairs Officer,
Grant County PUD

5:00 – 6:00 p.m.

Networking Reception

Friday, January 24, 2014

8:30 – 9:00 a.m.

Continental Breakfast

9:00 – 10:30 a.m.

Panel Discussion: Lessons Learned - What Went Wrong and Why

Without the public support, the transmission siting process can be delayed or stopped all together. This panel discussion will highlight case studies of public outreach campaigns that have not been successful and why. Hearing situations that have not effectively reached their goals can help attendees understand situations that may go wrong while engaging the public - why, and how to move forward in order for all parties to be satisfied with the end result.

- MaryBeth Vrees, Director of Customer Marketing & Communications, PEPCO Holdings, Inc.
- Rick Thompson, Senior Manager - Transmission Land Rights & Permitting, Tri-State G&T
- Michael Huynh, Local Public Affairs/Public Involvement, Southern California Edison
- Arlee Jones, Project Administrator - Project Management, Tampa Electric Company

10:30 – 11:00 a.m.

Networking Break

11:00 – 11:45 a.m.

Utilizing Interactive Websites to Engage the Public

- AEP, TBD
- Ryan Otto, Visualization Specialist, POWER Engineers

11:45 a.m. – 12:00 p.m.

Formal Q&A Session

12:00 p.m.

Conference Adjourns



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POST CONFERENCE WORKSHOP: FRAMING THE MESSAGE: MEDIA & COMMUNICATIONS TRAINING

OVERVIEW

Industry experts will discuss how to frame and “sell” infrastructure projects as the beneficial investments on behalf of the customers that they actually are. Attendees will learn how to keep messaging succinct, consistent and well-positioned, and how to be an effective messenger. Learn effective strategies and tactics, and share in critique of on-camera training for attendees.

LEARNING OUTCOMES

Attendees will learn:

- Discuss different types of media, how to identify their purpose and how to work with them
- Recognize how to convey your message properly by positioning your message
- Demonstrate understanding of how to properly communicate your message through application and critique

WORKSHOP AGENDA

Friday, January 24, 2014

12:30 – 1:00 p.m. Registration

1:00 – 5:00 p.m. Workshop Timing

- **Introduction**
- **Media Outlets and Reporters**
 - o What to know about different media outlets
 - o What reporters really want
- **Introduction to Interviews**
 - o What to expect
 - o Getting into a reporter’s head
 - o Do’s and don’ts
- **Preparing for the Media**
 - o Anticipating scenarios, story angles and questions
 - o Positioning your message
 - o How to answer questions you don’t want to be asked
 - o How not to comment without saying “no comment”
 - o Developing solid and succinct answers
- **On Camera Interviews**
 - o Interviews with select attendees
- **Critiques**
 - o Group critiques of recorded interviews
 - o Discussion of techniques
- **Final Thoughts and Wrap Up**

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WORKSHOP INSTRUCTORS

MaryBeth Vrees / Director - Customer Communications & Marketing / Pepco Holdings, Inc.

MaryBeth Vrees is Director of Customer Communications and Marketing for Pepco Holdings, Inc. (PHI), a regional energy holding company that provides utility service to about 2 million customers. Ms. Vrees serves as the executive communications interface between PHI and its regulated and non-regulated subsidiaries to ensure strategic alignment and integration of all market research, customer communication, customer education, marketing, brand-building and advertising strategies.

Ms. Vrees brings over 20 years of integrated communications strategy and leadership experience to the Corporate Communications team including extensive experience in customer communications for investor-owned utilities. She led and directed the rebranding and repositioning of American Water for the company's initial public offering, which led to dramatic increases in customer brand advocacy, recall of customer educational materials and important improvements in the company's reputational rating.

Ms. Vrees began her career in television news and served as an anchor and reporter across the country. She then transitioned into public relations, advertising and marketing, to provide support for such brands as Borders and Ford, and develop a media training course for executives, state officials and politicians. She has media trained over 400 people coast to coast, including a 2008 U.S. Presidential candidate.

A graduate of the S.I. Newhouse School of Public Communication at Syracuse University, Ms. Vrees has won nearly 100 awards for communications and marketing excellence and was nominated for an Emmy.

Myra Oppel / Regional Communications Vice President / Pepco Holdings, Inc.

Myra Oppel is Regional Communications Vice President for Pepco Holdings Inc. (PHI), where she leads and manages media relations and communications staff for three utilities. She began her career as a reporter and editor at Mississippi newspapers. She joined The Associated Press in 1990 as a newswoman in Mississippi and Connecticut bureaus. She then shifted to Northeast Utilities in Connecticut, where she was corporate spokesperson and headed media relations. She left NU in 1997 and worked as an award-winning political media consultant and general public relations professional until 2012, when she joined PHI. Her skills include strategic communications, integrated marketing and advertising, writing, editing, design, media relations and media training. She graduated Magna Cum Laude from the University of Mississippi with a bachelor's degree in journalism and is an accredited PR professional by the Public Relations Society of America.



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INSTRUCTIONAL METHODS

Case Studies, PowerPoint presentations, and panel discussions will be used in this conference.

REQUIREMENTS FOR SUCCESSFUL COMPLETION OF PROGRAM

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 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 its 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 1.0 CEUs for the conference and 0.4 CEUs for the workshop.

EVENT LOCATION

A room block has been reserved at the Hyatt Regency Houston, 1200 Louisiana St., Houston, TX 77002, for the nights of January 22-23, 2014. Room rates are \$189, plus applicable tax. Call 713-654-1234 for reservations and mention the EUCI program to get the group rate. The cutoff date to receive the group rate is December 30, 2013, but as there are a limited number of rooms available at this rate, the room block may close sooner. Please make your reservations early.

PROCEEDINGS

A copy of the conference proceedings will be distributed to attendees at the event. If you are unable to attend or would like to purchase additional copies, flash drives are available two weeks after the conference is complete. The cost per flash drive is US \$395 (add US \$50 for international shipments). Flash drives include visual presentations only. Upon receipt of order and payment, the flash drive will be shipped to you via regular USPS mail.

NOTE: All presentation flash drive sales are final and are nonrefundable.

SPONSORSHIP OPPORTUNITIES

Do you want to drive new business through this event's powerful audience?

Becoming a sponsor or exhibitor is an excellent opportunity to raise your profile before a manageably sized group of executives who make the key purchasing decisions for their businesses. There is a wide range of sponsorship opportunities available that can be customized to fit your budget and marketing objectives, including:

- Platinum, gold, or VIP sponsor
- Workshop sponsor
- Reception host
- Lanyard sponsor
- Networking break host
- Luncheon host
- Tabletop exhibit
- Breakfast host

Custom sponsorship opportunities are also available. Please contact Jen Smith at 720-988-1259 or jsmith@euci.com for more information.

REGISTRATION INFORMATION

EVENT LOCATION

Mail Directly To:

Electric Utility Consultants, Inc. (EUCI)
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PLEASE REGISTER THE FOLLOWING

- PUBLIC PARTICIPATION FOR TRANSMISSION SITING CONFERENCE AND FRAMING THE MESSAGE POST-CONFERENCE WORKSHOP**
JANUARY 23-24, 2013/4 US \$1795
EARLY BIRD ON OR BEFORE JANUARY 10, 2014: US \$1595
- PUBLIC PARTICIPATION FOR TRANSMISSION SITING CONFERENCE ONLY**
JANUARY 23-24 2014: US \$1395
EARLY BIRD ON OR BEFORE JANUARY 10, 2014: US \$1195
- FRAMING THE MESSAGE POST-CONFERENCE WORKSHOP ONLY**
JANUARY 24, 2014: US \$595
EARLY BIRD ON OR BEFORE JANUARY 10, 2014: US \$495
- I'M SORRY I CANNOT ATTEND, BUT PLEASE SEND ME THE CONFERENCE PROCEEDINGS FOR US \$395. (PLEASE ADD \$50 FOR INTERNATIONAL SHIPPING.)

ENERGIZE WEEKLY

EUCI's Energize Weekly e-mail newsletter compiles and reports on the latest news and trends in the energy industry. Newsletter recipients also receive a different, complimentary conference presentation every week on a relevant industry topic. The presentations are selected from a massive library of more than 1,000 current presentations that EUCI has gathered during its 26 years organizing conferences.

Sign me up for **Energize Weekly**.

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

Telephone

Email

List any dietary or accessibility needs here

CREDIT CARD

Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

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

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

All cancellations received on or before December 27, 2013, will be subject to a US \$195 processing fee. Written cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event or publication. This credit will be good for six months. In case of event 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 303-770-8800. EUCI reserves the right to alter this program without prior notice.



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