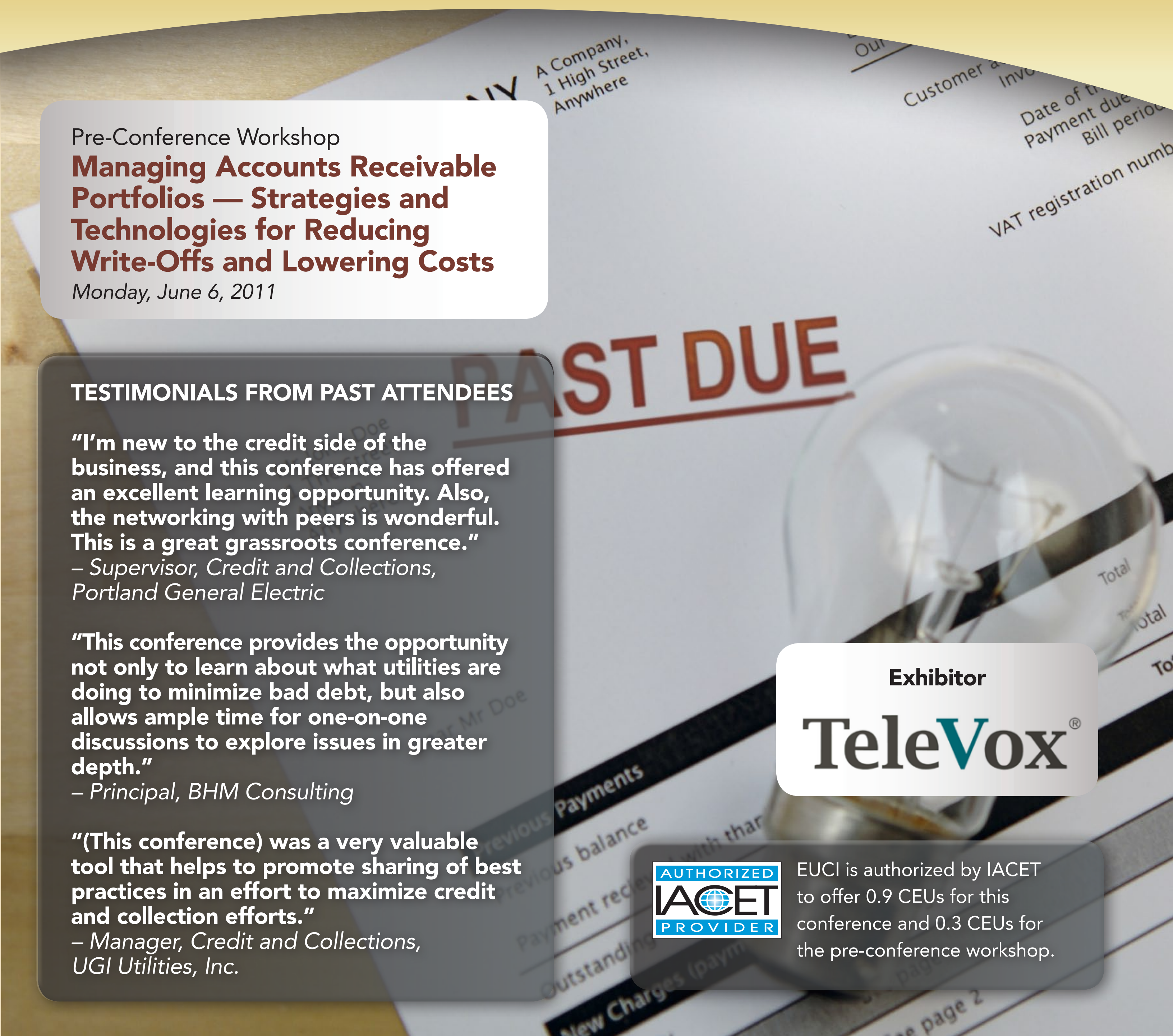
EUCI

EUCI Presents a Conference:

9TH ANNUAL CREDIT AND COLLECTIONS FOR UTILITIES

June 6-7, 2011 • Hyatt Regency Dallas • Dallas, TX



Pre-Conference Workshop

Managing Accounts Receivable Portfolios — Strategies and Technologies for Reducing Write-Offs and Lowering Costs

Monday, June 6, 2011

TESTIMONIALS FROM PAST ATTENDEES

"I'm new to the credit side of the business, and this conference has offered an excellent learning opportunity. Also, the networking with peers is wonderful. This is a great grassroots conference."
– Supervisor, Credit and Collections, Portland General Electric

"This conference provides the opportunity not only to learn about what utilities are doing to minimize bad debt, but also allows ample time for one-on-one discussions to explore issues in greater depth."
– Principal, BHM Consulting

"(This conference) was a very valuable tool that helps to promote sharing of best practices in an effort to maximize credit and collection efforts."
– Manager, Credit and Collections, UGI Utilities, Inc.

Exhibitor

TeleVox®

AUTHORIZED IACET PROVIDER

EUCI is authorized by IACET to offer 0.9 CEUs for this conference and 0.3 CEUs for the pre-conference workshop.

OVERVIEW

Extreme weather, rate increases, and the rising cost of other necessities such as food and fuel – in addition to the still sluggish economy – all contribute to increasing financial pressure on utilities as many customers (both residential and commercial/industrial) struggle to pay their bills. Higher-than-average delinquencies and charge-offs are occurring across the country. As more consumers scramble to keep up with their monthly expenses, utilities must discover new methods and practices to maintain payments, stem delinquencies, and assist customers.

At EUCI's 9th Annual Credit and Collections for Utilities conference, hear new strategies from utilities in every region of the country. The focus of the program is to highlight how utilities must create a new balance between customer service and consistent recoveries.

LEARNING OUTCOMES

- Demonstrate how changing internal processes and culture can improve collections
- Evaluate advantages and pitfalls of full line credit bureau reporting
- Discuss risk-based strategies, including forecasting and modeling, early accounts alerts, and multi-channel communications
- Identify best practices in bankruptcies: legal costs, effective collections practices, and working within the confines of the bankruptcy code
- Explain ways of using social networking for collections
- Discuss and better understand managing the relationships between utilities, public utility commissions, and consumer advocacy groups
- Demonstrate how to better drive customers to the Web, in turn reducing average speed of answer (ASA) and increasing scores in customer satisfaction surveys
- Report success in remote connect and disconnect
- Identify ways to improve performance management, including discussion of key performance indicators and collections agency management

WHO SHOULD ATTEND

Credit and collections directors, managers, supervisors, and team leaders should attend this conference. This event will also assist professionals within the customer service arm of your organization, including call center and customer service directors, billing professionals, and analysts.

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 0.9 CEUs for this conference and 0.3 CEUs for the pre-conference workshop.

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.

Instructional Methods
Case studies, PowerPoint presentations, and classroom exercises will be used as instructional methods for this program.

PROGRAM AGENDA

MONDAY, JUNE 6, 2011

12:30 – 1:00 p.m. **Registration**

1:00 – 2:15 p.m. **Moving Toward Universal Standards in Collections**

Every utility incorporates collection standards within its own organization. In this session, TXU discusses developing industry standards for performance and collection agency management.
– *Shane McDonald, Manager, Collection Strategy, TXU (invited)*

2:15 – 3:00 p.m. **Performance Management**

In this session, Direct Energy discusses its best practices in performance management. The utility will provide insight into:

- Key performance indicators (drivers that may impact bad debt)
- Agency management (strategic collection agency management , analytics, and scorecards)
- Platforms and technologies to help performance

– *Ted Nolte, CIO (Former Head of Credit Collection North America), Direct Energy*

3:00 – 3:30 p.m. **Networking Break**

3:30 – 4:15 p.m. **Effective Risk-Based Strategies**

In this session, numerous risk-based collection strategies will be discussed, including:

- Forecasting and modeling (methodology of attributes, back testing, and drivers involved in the the forecast and model)
- Early accounts alerts (predictive modeling and risk triggers)
- Multi-channel communications (SMS, e-mail, and smart blast risk-based strategies and their benefits form a debt management and cost-to-serve perspective)

– *Bruno Mariejeanne, Senior Director, Credit and Debt Manager North America, Direct Energy*
– *Kam Newman, Manager, Credit and Debt Strategies, Direct Energy*

4:15 – 5:00 p.m. **Credit and Collections: Understanding and Managing the Relationships among Utilities, Public Utility Commissions, and Consumer Advocacy Groups**

The relationships among utilities, commissions, and consumer advocacy groups are evolving and becoming more complex. The past several years have seen an increase in the number of utilities filing for rate increases. At the same time, utility commissions have become more pro-active in reviewing, measuring, and assessing utility companies' customer service and credit and collection activities. In some cases, utility commissions have conducted credit and collection assessments as part of rate cases and subsequently set lower bad-debt levels for utilities. Consumer advocacy groups are also more proactive in reviewing and assessing utility companies' customer management and credit and collection activities.

This session will examine the relationships among utilities, utility commissions, and other advocacy groups. In addition, it will review each party's perspective on utility company accounts receivable portfolio management, including customer assistance (low-income) programs, collection calls and notices, disconnections for non-payment and payment arrangements.
– *Bruce A. Gay, President, Monticello Consulting Group*

5:00 – 6:00 p.m. **Networking Reception**

PROGRAM AGENDA

TUESDAY, JUNE 7, 2011

8:00 – 8:30 a.m. **Continental Breakfast**

8:30 – 9:15 a.m. **Atmos Energy: Managing Legal Costs, Maintaining Effective Collections Practices, and Working Within the Confines of the Bankruptcy Code**

- Overview of Atmos Energy's bankruptcy strategy and its successes
- Managing costs when using outside council
- Understanding utility motions and negotiating adequate assurance
- Filing higher-priority 503(b)(9) claims
- Understanding debtors' schedules
- Overview of the automatic stay and its effects on your collection efforts
- Responding to preference claims

– *Trey Cumby, Bankruptcy Coordinator, Atmos Energy*
– *VeLinda Hunter, Bankruptcy Coordinator, Atmos Energy*

9:15 – 10:00 a.m. **Full File Credit Reporting**

We Energies began reporting residential customers, positively and negatively, to one credit bureau reporting agency in the mid-1980s. The utility now reports all customers to four agencies. Learn some of the advantages and pitfalls of full line credit bureau reporting from a combined utility with years of experience:

- Advantages for "thin file" and unbanked customers
- IT concerns
- Credit bureau corrections
- Customer concerns
- Customer behavioral changes

– *Tim Brown, Principal Account Manager, Credit and Collections, We Energies*

10:00 – 10:30 a.m. **Networking Break**

10:30 – 11:15 a.m. **Success in Remote Connect and Disconnect**

Portland General Electric (PGE) has implemented remote reconnect and disconnect capability on 230,000+ meters as part of the Smart Meter Project. In order to educate and prepare stakeholders for change, PGE launched a communication effort that included the PUC, energy assistance agencies, and customers. The remote connect project is considered a success, as the capability is already providing benefits to the customers and the company. Included in the presentation will be a discussion around the phased approach to implementation, the communication efforts to stakeholders, and the benefits captured thus far.

– *Allison Rowden, Supervisor, Credit and Collections, Portland General Electric*

11:15 a.m. – 12:00 p.m. **Using Social Networking for Collections**

In this session, we'll review how industries are using informative platforms like YouTube, Facebook, and LinkedIn and interactive tools like Blogger, Twitter, and smartphone applications. We'll take a look at what utilities are doing in this space and examine what role these tools can play in the collections process to augment the e-mail, Web, and IVR notifications we previously thought were "leading-edge"!

– *Bob Cooke, Director, Customer Care/Credit and Collections, Bass & Company, A CSC Company*

12:00 – 1:00 p.m. **Group Luncheon**

PROGRAM AGENDA

TUESDAY, JUNE 7, 2011 (CONTINUED)

1:00 – 1:45 p.m.

Drive Customers to the Web, Reduce Average Speed of Answer (ASA), and Increase Customer Satisfaction

Now more than ever, utilities find themselves in the difficult spot of having to reduce costs for customer service in an environment where customers are paying higher rates and expecting better service. This presentation will show an overview of how Dominion Virginia Power implemented several different payment notifications and arrangements both online and through the IVR; driving customers to the Web, reducing ASA, and increasing scores in customer satisfaction surveys.

– Robert Estabrook, Manager, Credit Services, Dominion Virginia Power

1:45 – 2:30 p.m.

Changing Internal Processes and Culture for Improved Collections

Las Vegas Valley Water District (LVVWD) has been hit hard by the economic downturn. The utility's territory has an extremely high unemployment rate and is located in one of the top foreclosure states (both for residential and commercial real estate). LVVWD will discuss how it continues to deal with these issues, including customers who were never delinquent in their past history. Technology, outbound dialing, and Web self-service played a major role in the utility's collection success, along withits ability to predict the future trends and behaviors that would face the utility as the downturn continues. LVVWD will also review the customized training programs it put in place to better assist customer service associates in dealing with the stress from the declining economy and the frustrations of customers.

– Alisa Mann, Customer Services Manager, Las Vegas Valley Water District

2:30 – 3:00 p.m.

Networking Break

3:00 – 4:30 p.m.

Creating a More Cohesive Customer Strategy: Helping Customers by Streamlining Collections and Customer Service and Building Large-Scale Cooperation in the Community

Part 1: The City of Austin service territory saw more than 45 days of temperatures at or over 100 degrees during the summer of 2009. The extreme heat led various customer advocacy groups to partner with Austin Energy to determine how its entire customer base (and especially those who are medically vulnerable) could be protected. As a result, Austin Energy combined efforts within the Customer Services Management (CSM) work group (which includes collections, customer escalations, and the Customer Assistance Program) to update guidelines for collection weather moratoriums and enhancement of medically vulnerable programs/collections timeline expansion. The goal within CSM is to ensure that the AR is protected while indentifying and offering all applicable assistance to the customer. The utility has been able to accomplish this through process improvements in ID theft resolution, processes for handling deceased customer holders, in-depth training on bill programs including budget bill and payment terms, proactive tampering notification, and collection agency issue resolution.

– Elaine Kelly-Diaz, Customer Account Manager, Collections and Remittance Processing, Austin Energy

Part 2: Agency services' primary purpose is to process energy assistance and other charitable contributions that are pledged on behalf of customers. At Laclede Gas Company, the scope is much broader and includes being good stewards in the community in cooperation with the agencies who pledge assistance. It has formed relationships with local community action agencies, the Missouri Department of Social Services, and the local electric company, AmerenUE, to help those most in need in the community.

In this session, Laclede will discuss these partnerships along with new additions to its Dollar Help program, a fuel fund born from suggestions made by local charitable agencies, and details on its robust website, which provides authorized agencies real-time access to customer accounts. The utility will report how the website operates and its plans for the system in the future.

– Rhonda O'Farrell, Assistant Manager, Credit and Agency Services, Laclede Gas Company

4:30 p.m.

Closing Remarks and Conference Adjourns

MANAGING ACCOUNTS RECEIVABLE PORTFOLIOS — STRATEGIES AND TECHNOLOGIES FOR REDUCING WRITE-OFFS AND LOWERING COSTS

MONDAY, JUNE 6, 2011

Registration and Continental Breakfast: 8:00 – 8:30 a.m.
Workshop Timing: 8:30 – 11:45 a.m.

OVERVIEW

Learn how to better manage utility accounts receivable portfolios in this interactive workshop. This workshop will provide utility industry professionals a thorough review of the best strategies and the newest technologies in accounts receivable portfolio management. It will focus on how to view, analyze, and manage accounts receivable portfolios vs. a traditional approach to credit and collections operations. The workshop leaders will discuss strategies and techniques for improving AR performance, including:

Why traditional approaches do not solve the fundamental problems of poor AR performance:

- Examine the common mistakes made when trying to improve credit and collections performance
- Review traditional approaches to process improvement including behavioral scoring and segmentation strategies
- Learn why industry benchmarking is not an effective tool in improving performance

How to reduce write-offs in the short term and the longterm:

- Learn how to determine the real drivers of write-offs
- Gain insights in customer account management and how to apply treatment early in the customer delinquency lifecycle
- Review new technologies that treat more accounts with account-level, cost-appropriate strategies

How to improve accounts receivable performance and lower costs:

- Review collection costs and then learn about the unexpected impacts and hidden costs associated with collection activity
- Learn how existing collection treatment paths based on timing, billing cycles, or re-scoring algorithms can increase delinquency and harm customer service
- Discover how past-due balances can cause accounts and AR portfolios to become eventually unmanageable

INSTRUCTORS

Bruce Gay, President, Monticello Consulting Group

Bruce founded Monticello Consulting in 2002. Monticello provides consulting and advisory services to utility companies, utility commissions, and industry suppliers across North America. Bruce specializes in accounts receivable management in the utility industry. Recent project engagements include working as an expert witness for several public utility commissions in rate cases, assessing utility company credit and collections performance. In addition, Bruce has assisted numerous U.S. and Canadian utility clients with operational assessments, credit and collections assessments, predictive analytic and scoring solutions, agency management, and debt sales.

Bruce has more than 25 years of multi-industry achievement. His experience ranges from technical analysis to general management and business ownership. He is a frequent speaker at collection industry conferences and workshops on AR management, credit, collection and debt recovery topics, analytics, and technology solutions.

Bruce has a BBA in economics from The Wharton School, University of Pennsylvania and an MBA in finance from Rensselaer Polytechnic Institute.

Voula Sterjovski, Vice President, Sales and Customer Service, SeeWind

Voula Sterjovski has held her current position since September 2000 and has led numerous implementation efforts of SeeWind's enterprise-grade solutions currently in the marketplace. She comes to SeeWind after spending 25 years at Bell Canada, where she held several senior positions in customer service, marketing, product development, and operations, and led numerous successful transformations. Voula has more than 35 years of experience working with utilities, telecommunications, banks, and government, and she is currently responsible for acquisition and compilation of all customer information and current practices both formal and informal for executing the accounts receivable solution, identifying cost drivers, and cost modeling to enable clients to forecast the impacts of changes.

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.

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

EVENT LOCATION

A room block has been reserved at the Hyatt Regency Dallas, 300 Reunion Blvd., Dallas, TX 75207, for the nights of June 5-7, 2011. Room rates are $165, plus applicable tax. Call 214-651-1234 for reservations and mention the EUCI course to get the group rate. Make your reservations prior to May 16, 2011. There are a limited number of rooms available at the group rate. **Please make your reservations early.**

REGISTRATION INFORMATION

REMEMBER, EVERY FOURTH REGISTRANT IS FREE

For instant registration, call 303-770-8800 or fax the registration form to 303-741-0849.

Register Three, Send Fourth Free!

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

All cancellations received on or before May 6, 2011 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, Electric Utility Consultants' 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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PLEASE REGISTER THE FOLLOWING

☐ 9th Annual Credit and Collections for Utilities, June 6-7, 2011: US $1395
Early Bird on or Before May 27, 2011: US $1195

☐ 9th Annual Credit and Collections for Utilities and pre-conference workshop: US $1795
Early Bird on or Before May 27, 2011 US $1595

☐ I'm sorry I cannot attend, but please send me the conference proceedings for $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 24 years organizing conferences.

☐ **Sign me up for *Energize Weekly***

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

Name ____________________ Job Title ____________________

Name Preferred for Badge ____________________ E-Mail ____________________

Company ____________________ Telephone ____________________

Address ____________________ City ____________ State ____________ Zip ____________

☐ Check here if you have any dietary or accessibility needs. We will contact you for more details.

PAYMENT METHOD

Please charge my credit card: ☐ Visa ☐ MC ☐ AMEX ☐ Discover 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 ____________ registrations.

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