We’re crowd-sourcing the round table topics the low-tech way this year! Grab a sticker and vote for your three favorite topics by 5:00 pm Wednesday. The winning six will be selected and room locations will be announced on the mobile app. The action takes place on Thursday from 10:35 – 11:35 am.

Spotlight Café is the hub where CONNECT attendees gather to share information, exchange ideas and learn from peers. Stop by and check-out the award-winning projects. Winners will be on hand during the breaks to talk one-on-one about their projects.

CONNECT is supporting the 7th Cooperative Principle this year by collecting donations for the James A. Haley Veterans’ Hospital Fisher House in Tampa. Donations will be collected near the registration area and presented to the Fisher House at the closing general session. Check the app for donation recommendations.

Search for “NRECA CONNECT 17” to download the cool conference app. Once you’re on the app, use #CoopsCONNECT to link up with other CONNECT attendees.

Note: If you still have the CONNECT ’16 app, you’ll need to “update” to CONNECT ’17 via your app store. Once you’ve updated the app, follow the prompts to enter your email and reset your password. Help is available at the registration desk.
TUESDAY | MAY 2

Note: All meeting space is on the second floor unless otherwise noted.

8:00 am – 7:00 pm  Registration Open | Salon Lobby
9:00 am – 1:00 pm  Pre-Conference Workshops

Adobe InDesign – Advanced | Florida Salon I
Mark Lehr, Adobe Certified Instructor, Easel Solutions

Adobe Illustrator Fundamentals | Florida Salon III
Paul Howlett, Adobe Certified Instructor, Easel Solutions

Creating a Crisis Ready Culture at Your Co-op | Florida Salon VI
Molly McPherson, PR & Digital Media Strategist, Social Shift Media

The Key to Key Accounts | Meeting Room 5
Presented by Touchstone Energy* Cooperatives

Road to Member Engagement: Train-the-Trainer | Florida Salon IV
Presented by Touchstone Energy* Cooperatives
Lynn Moore, President, Moore Innovative Solutions

Energy Solutions Training | Florida Salon V
Presented by Touchstone Energy* Cooperatives
Alan Shedd, Director, Energy Solutions, Touchstone Energy* Cooperatives
Eddie McKnight, McKnight & Associates

2:00 – 2:45 pm  Newcomer Orientation for First-Time Attendees
Il Terrazzo (Lobby Level)
An opportunity to meet your peers and learn about CONNECT in a very informal setting.

2:30 – 3:00 pm  Welcome to Tampa Refreshment Break
Salon Lobby

3:00 – 4:30 pm  GENERAL SESSION 1 | Grand Ballroom

Welcome Remarks
Jeffrey Connor, Chief Operating Officer, NRECA
Tracey Steiner, Senior Vice President, Education & Training, NRECA

Keynote: Making Member Connections: kWhs, iPhones and Lattes
Bill LeBlanc, Chief Instigation Agent, E Source, President, Boulder Energy Group

Concern for Community
Paula Welenc, Fisher House Manager
Presentation of the J.C. Brown CEO Communication Leadership Award
Presentation of the Edgar F. Chesnutt Award for Best Total Communication Program

5:00 – 7:00 pm  
**Spotlight on Excellence Celebration & Welcome Reception** | Florida Ballroom
Reception Co-Sponsored by:

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**WEDNESDAY | MAY 3**

7:30 am – 5:00 pm  
**Registration Open** | Salon Lobby

7:30 – 8:30 am  
**Breakfast** | Salon Lobby

8:30 – 10:00 am  
**GENERAL SESSION 2** | Grand Ballroom
*Presented by Touchstone Energy® Cooperatives*

**Keynote:** Embracing Change to Encourage Creativity and Innovation
Connie Podesta, Motivational Speaker

**Presentation of the Brand Champion Awards**
Mary McLaury, COO/CMO, Touchstone Energy® Cooperatives, Arlington, VA

10:15 – 11:15 am  
**Breakout Sessions**

**Trending Now: How to Stay on the Right Side of a Crisis**
Grand Ballroom

**Your Role in Bridging the Broadband Divide**
Florida Ballroom Salon IV

**Co-op Solar: Maximizing Member Engagement**
Florida Ballroom Salon V

**Cybersecurity in Plain English** | Grand Ballroom A/B

**Find the Story Beneath the Story** | Florida Ballroom Salon I-III
*Sponsored by the Statewide Editors Association*

**A Deep Dive with Connie Podesta: Embracing Your Communication Type to Encourage Creativity** | Grand Ballroom C/D
*Presented by Touchstone Energy® Cooperatives*

11:15 – 11:35 am  
**Refreshment Break** | Salon Lobby

11:35 am – 12:35 pm  
**Breakout Sessions**

**Repeat: Trending Now: How to Stay on the Right Side of a Crisis**
Grand Ballroom
Repeat: Your Role in Bridging the Broadband Divide
*Florida Ballroom Salon IV*

**Power Players: An Advocacy Game** | *Florida Ballroom Salon V*

**Internal Communications = External Rewards** | *Grand Ballroom A/B*

**Repeat: Find the Story Beneath the Story** | *Florida Ballroom Salon I-III*
*Sponsored by the Statewide Editors Association*

**Reaching Members through Digital Channels** | *Grand Ballroom C/D*
*Presented by Touchstone Energy® Cooperatives*

### 12:35 – 2:00 pm  
**Lunch On Your Own**

### 2:00 – 3:15 pm  
**GENERAL SESSION 3** | *Grand Ballroom*

**Remarks**
Scott Peterson, Senior Vice President, Communications, NRECA

**#CoopsLive: Social-Savvy Tactics to Put a New "Face" on the 7 Co-op Principles**
Molly McPherson, Principal, Founder, Social Shift Media, Portsmouth, NH
Adam Schwartz, Founder, The Cooperative Way, Fredericksburg, VA

### 3:30 – 4:00 pm  
**Breakout Sessions**

**Beneficial Electrification - A Game Changer!**  
*Florida Ballroom Salon I-III*

**Co-ops Vote 2017 - Next Steps** | *Florida Ballroom Salon V*

**Crash Course in Cooperative Electric Utilities** | *Grand Ballroom*

**A Case Study in Telling Your Story (Bolivia)** | *Grand Ballroom A/B*

**InDesign Tips + Tricks** | *Florida Ballroom Salon IV*

**Co-op Web Builder: What’s Happening Now?** | *Grand Ballroom C/D*
*Presented by Touchstone Energy® Cooperatives*

### 4:00 – 4:20 pm  
**Networking Break** | *Salon Lobby*

### 4:20 – 4:50 pm  
**Breakout Sessions**

**Road Trips and Flash Mobs: Get Connected with Your Members in New Ways** | *Florida Ballroom Salon I-III*

**RUS Limited English Proficiency Obligations: What You Need to Know** | *Grand Ballroom A/B*

**Rate Design for Beginners** | *Grand Ballroom*

**Going High-Tech with Energy Audits** | *Florida Ballroom Salon V*

**Photoshop Basics** | *Florida Ballroom Salon IV*

**Be a Brand Champion. Think Like a Member.** | *Grand Ballroom C/D*
*Presented by Touchstone Energy® Cooperatives*
6:00 – 9:00 pm  **Touchstone Energy® Cooperatives Reception**
*The Florida Aquarium*
701 Channelside Drive

Enjoy great music, food and dancing among fish and friends! From the hotel, turn right and walk to Channelside Drive. The Aquarium is about a 20 minute walk. Two free trolleys will operate loop service with the first trolley departing from the stop across the hotel at 5:45 pm.

*Note: Your badge is required to ride the free trolleys and enter the Aquarium.*

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**THURSDAY | MAY 4**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 1:30 pm</td>
<td><strong>Registration Open</strong></td>
</tr>
<tr>
<td>7:30 – 8:30 am</td>
<td><strong>Breakfast</strong></td>
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<tr>
<td>7:30 – 8:15 am</td>
<td><strong>Overview of the Certified Cooperative Communicator (CCC) Program</strong></td>
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<tr>
<td>8:30 – 9:00 am</td>
<td><strong>Co-op Case Studies</strong></td>
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**The Evolution of Personalized Video in the Energy Industry**
*Florida Salon V*
Cindy Smallwood, Account Manager, Apogee Interactive, Inc.
Lauren Irby, Communications Specialist, Southside Electric

**Realizing the Power of Engagement Through Apps**
*Florida Salon VI*
Valerie Kniffen, NISC Engagement Team Lead
Bruce Hough, Energy Solutions Manager, Northwestern RECA, Inc.
Mike Wilson, Manager of Communication and Community Relations, Eastern Illini Electric Cooperative

**Improving Member Communications using Topaz Form Tracking**
*Grand Ballroom A/B*
Mike Kaplan, President, Topaz Form Tracking
Iris Levin, Manager of Member Services, GreyStone Power

**Maximizing Voter Participation: How One Co-op Convinced Over Half Its Members to Vote** | *Florida Salon I-III*
Tony Hoff, Cooperative Account Manager, Survey & Ballot Systems
Kaye Bernard, CEO, MiEnergy Cooperative

**A #RuralElectric Town Hall on Social Media** | *Florida Salon IV*
Gus Wagner, Partner, ARC Media
Melissa Shaw, Manager, ARC Media
Tonya Sexton, VP of Marketing and Communications, First Electric
Chasity Anderson, Communications Manager, Farmers Electric
Look Great, Reduce Stress, Save Lives | Grand Ballroom C/D
Kyla Kruse, Communications Director, Energy Education Council, Safe Electricity
Sarah Schaefer, Communications Supervisor, Mountain View Electric Cooperative
Nikki Ricciardi, Communications Specialist, Mountain View Electric Cooperative

9:15 – 10:15 am Breakout Sessions

Shooting Smart: The Video/Photo Playbook
Florida Ballroom Salon I-III

Who Touched the Thermostat? Turning Demand Management into a Member Benefit | Florida Ballroom Salon V

Polish Your Presence: Advanced Social Media Tips & Tricks
Grand Ballroom A/B

Repeat: Cybersecurity in Plain English | Florida Ballroom Salon VI

Your Compass for Navigating a Rate Change
Florida Ballroom Salon IV

Solar 101: The Basics for Communication and Implementation
Grand Ballroom C/D
Touchstone Energy® Cooperatives Session

10:15 – 10:35 am Refreshment Break

10:35 – 11:35 am Roundtable Discussion Sessions
Locations to be announced on the mobile app
The most knowledgeable experts at CONNECT are YOU and your fellow attendees. Here is one last chance to exchange ideas, strategies, solutions, or just soak it in as others share inspiring ideas well worth taking back to your co-op. This year’s format features both small and large group discussions for each topic.

11:35 am – 1:00 pm Lunch on Your Own

1:00 – 1:30 pm Breakout Sessions

Ask an Expert Part 1: Communications Challenges
Florida Ballroom Salon VI

Power Speak. Weak Speak. What Do You Speak?
Grand Ballroom A/B

Integrating Social Media into Customer Care
Florida Ballroom Salon IV

Kilowatts & Brats: Taking Care of Your Millennials
Florida Ballroom Salon I-III

It’s Not What We Say; It’s What Our Members Hear
Florida Ballroom Salon V

Building a Key Accounts Culture: It’s Everyone’s Job!
Grand Ballroom C/D
Touchstone Energy® Cooperatives Session
1:45 – 2:15 pm **Breakout Sessions**

- **Ask an Expert Part 2: Communications Challenges**  
  *Florida Ballroom Salon VI*

- **Repeat: Power Speak. Weak Speak. What Do You Speak?**  
  *Grand Ballroom A/B*

- **Snapchat 101 | Florida Ballroom Salon V**

- **Repeat: Kilowatts & Brats: Taking Care of Your Millennials**  
  *Florida Ballroom Salon I-III*

- **Robocalls Dos and Don’ts: Understanding the Telephone Consumer Protection Act | Florida Ballroom Salon IV**

- **Let Touchstone Energy Make Your Job Easier | Grand Ballroom C/D**  
  *Touchstone Energy® Cooperatives Session*

2:15 – 2:45 pm **Networking Break**

2:45 – 4:30 pm **GENERAL SESSION 4 | Grand Ballroom**

- **Remarks**  
  Phil Carson, President, NRECA

- **Concern for Community Presentation**

- **Keynote:** The Promise of the Engagement Experience  
  Jason Hewlett, Hall of Fame Keynote Speaker

6:00 – 8:00 pm **Closing Celebration at Splitsville Luxury Lanes**  
*Channelside Bay Plaza*  
*615 Channelside Drive*

Take the Riverwalk and stroll over to Splitsville, a cool vintage retro-style alley with a fresh spin on music, dining and entertainment. Enjoy great food (you can count on this for dinner), classy cocktails, and fun times. It’s a 15 minute walk: take Channelside Drive to Channelside Bay Plaza.

**Co-Sponsored by:**

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**FRIDAY | MAY 5**

9:00 am – 1:00 pm **Optional Post-Conference Tours** *(registration required)*

- **Seminole Electric Cooperative Solar Facility Tour**
  
  *Note:* This tour begins with a 30 minute breakout session that is open to all, even if you are not going on the tour.  
  Meet in Grand Ballroom C/D.

  *Note: Participants must wear closed-toe shoes on this tour.*

- **Florida’s Natural Growers Cooperative**
  
  Please meet near the front entrance of the hotel by 8:45 am. The bus will leave promptly at 9:00 am.
SAVE THE DATE
2018 CONNECT Conference
May 8 – 10
Salt Lake City, Utah

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ARC

NISC

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