



2024 Conference Schedule

October 14 – 17, 2024

Hosted by:

Huntsville Utilities

Embassy Suites by Hilton Huntsville

800 Monroe Street | Huntsville, AL 35801

Monday, October 14th

- Noon - 1:00 **Early** Check-In – Lobby area at Embassy Suites by Hilton
This will be for those attending the Cyber Security Round Table only.
- 1:00 – 4:00 **Cyber Security Round Table – NO VENDORS PLEASE**
Embassy Suites – Big Springs Ballroom 800 Monroe St | Huntsville, AL 35801
Mike Baughn, SR VP, CTO, Jackson Energy Authority will moderate. James Cotter Regional Homeland Security will give us an update on TN and National level active events. Bring your thoughts, your actions, your plans, and your concerns to the table and let your peers help you as you share in the discussion. No additional registration required, just show up, we will have plenty of room.
- 4:00 – 7:00 Check-In – Lobby area at Embassy Suites
Vendor Setup – Lobby area at Embassy Suites
- *Vendors - Check in at the registration table before setting up in Big Springs Ballroom C/D/pre-function*

Tuesday, October 15th

- Breakfast – on your own.** Breakfast included in hotel stay at Embassy Suites.
- 7:30 – 8:30 Check-In – Big Springs Ballroom pre-function area
- 7:30 – 8:00 Vendor Setup – Big Springs Ballroom C/D/pre-function (check in first)
- 8:30 Program begins – Big Springs Ballroom A/B**
- 8:30 – 9:00 **Welcome – Vicky Turner - UTA President, Morristown Utilities**
Welcome – Wes Kelley, President/CEO Huntsville Utilities
- 9:00 – 10:00 **Keynote – Julius “Jay” Gamble, Regional Director for Region 4 of the Department of Homeland Security’s Cybersecurity and Infrastructure Security Agency (CISA)**

Strengthening National Resilience: CISA's Role in Safeguarding Critical Infrastructure and Fostering Stakeholder Partnerships

Regional Director Jay Gamble leads a cadre of security professionals located throughout the eight states covering southeast United States (AL, FL, GA, KY, MS, NC, SC, TN). Natural risks impacting the area such as hurricanes, flooding and snow and ice storms all pose significant threats to critical infrastructure and the surrounding communities. Adverse human-caused events, such as cyber and physical security attacks, chemical hazards, and shooting and bombing incidents, also have lasting and dramatic effects. Regardless of the nature or cause of an incident, CISA Region 4 staff are ready to help partners build resilience and readiness to mitigate risk, and to provide response support in the event of an incident. Jay will provide us with high-level programs and priority initiatives his agency is currently working on.

10:00 – 10:20 Vicky Turner – UTA President

- Recognition and Introduction of Special Event Sponsors
 - **Oracle**
 - **TVA**
 - **Central Technologies, Inc.**
 - **Pure Storage**
 - **CSA**
 - **PeopleTec, Inc.**
 - **Juniper Networks**

10:20 – 10:45 **Break – Ballroom C/D/pre-function** - Visit Vendor Booths

10:45 – 11:30 **UTILITY SPOTLIGHT – Using a Consumption Model to Change Your IT Infrastructure – Tim Sharp, Account Executive, Advizex. Mike Fawbush, IT Administrator, Morristown Utility. Boyd Goodin, IT Administrator, Newport Utility**

Learn how to dramatically improve your infrastructure utilizing one of many programs that allow you to consume hardware and software as a service. Learn how to do more with your budget dollars using an operational consumption model.

11:30 – 1:30 **Lunch sponsored by TVA– Atrium**

Visit Vendor Booths – Ballroom C/D/pre-function area

1:30 – 2:15 **Kicking Bad Leadership Habits - Chris Doyle, Executive Coach and Leadership Development Facilitator**

Whether it is eating late night snacks, drinking too much coffee, or scrolling through social media when you are supposed to be working, most people have at least one bad habit they would love to quit. The same holds true with bad leadership habits. In this presentation Executive Coach and Leadership

Development Facilitator, Chris Doyle explains the Top 10 bad leadership habits and how to kick them for good.

2:15 - 3:00 **UTILITY SPOTLIGHT - Lions, Tigers, Bears, OH MY!! Software Evaluation – Todd Henecke, Director of Sales & Marketing, NISC. John Harris, Middle TN Electric. David Champigny, CIO, Huntsville Utilities. Dale Justice, Director of IT, JEA.**

In this panel discussion, learn different approaches and experiences from peers and experts in evaluating next generation software needs for customer service, marketing, financials, operations, and/or enterprise solutions. Panel participants will share insights, challenges, opportunities, and strategies. Gain insights into understanding timelines, utilizing consultants, building/utilizing evaluation, and implementation teams.

3:00 – 3:30 **Break – Ballroom C/D/pre-function - Visit Vendor Booths**

3:30 – 4:15 **UTILITY SPOTLIGHT - Cybersecurity: Aligning Objectives and Strategies in a Dynamic Threat Landscape – Missy Davis, Innovation & Research Team, TVA. Ben Sooter, Program Manager for Cyber Security, EPRI. Jerry Beckley, West Kentucky Rural Electric Cooperative. Bobby Ellis, Lawrenceburg Utility Systems**

Tennessee Valley Authority's Regional Grid Transformation initiative includes a Valley-wide pilot to align cybersecurity strategies and programs to help shape the overall cybersecurity posture of its 150-plus utilities. This panel session will describe the pilot activities and the benefits of a comprehensive approach to protecting critical infrastructure.

4:15 Vicky Turner – Wrap-up, reflection, and recognition of Networking Event Sponsor

- **Central Technologies, Inc.**
- **Pure Storage**

5:00 – 6:30 **Opening Night Networking Event – Orion Room (near grand staircase)**

Join us for a casual networking event sponsored by two of our Special Events Sponsors – **Central Technologies Inc. and Pure Storage**

Wednesday, October 16th

Breakfast – on your own. Breakfast included in hotel stay at Embassy Suites.

8:15 – 8:30 **Welcome Back – Vicky Turner – UTA President, Morristown Utilities**

8:30 – 9:15 **Artificial Intelligence for Utilities: The Good, the Bad, and the Ugly: What to Know Before You Go – Quawn Clark, Co-Founder Pivot Technology School and Solutions**

From Policy to Practice, we'll cover how AI can enable utilities to make better decisions faster, policies to implement for compliance, and dangers to manage through.

9:15 – 10:15 **UTILITY SPOTLIGHT - Enhanced Customer Engagement with Enhanced Data – Amber Wesche, Product Manager, NISC. Glenn Hollandsworth, Member Revenue & Programs Manager, Middle TN Electric**

Your customer needs are evolving. They're interacting with your organization beyond paying their bill. Customer satisfaction is more important than ever, but how do you stay ahead of these changing customer needs? It all starts with data. With the right data, you'll have the information to proactively understand your customers' needs and provide solutions. From EV time of use rates to programs for customers adding solar, the better you understand their needs, the higher customer satisfaction.

10:15 – 10:45 **Break – Ballroom C/D/pre-function - Visit Vendor Booths**

10:45 – 11:30 **IT and OT Convergence: Risk, Reward, and Automated Response – Greg Gray, CIO, Meridian**

Integration, shared infrastructure, data analytics, governance, and information security can all be drivers for the convergence or segmentation of your IT and OT networks. A properly implemented security solution can protect the IT and OT environment, provide integration, visibility, prevention, and detection of advanced threats while providing automated response when properly implemented. This session will cover leading and bleeding edge technologies that your utility should consider implementing to protect both your IT and OT Infrastructure.

11:30 – 1:30 **Lunch sponsored by Oracle – Atrium**

Visit Vendor Booths – Ballroom C/D/pre-function area

1:30 – 2:15 **AI for Contact Center Agents – Mark Morrell, SR Consultant, Knoxtel. John Anderson with SharpenCX. Michael Howells with Five9. Justin O'Brien with NICE.**

Artificial intelligence (AI) in contact centers, also known as contact center AI (CCAI), uses AI technologies to improve your customer service operations. CCAI can automate tasks, provide personalized experiences, and help agents deliver better service more efficiently. This translates into shorter resolution times, more productive agents, and improved customer satisfaction. There are many companies offering their CCAI solutions. We will hear from a few of those on this next level of technology for contact center software.

- 2:15 – 3:00 **UTILITY SPOTLIGHT - Working Together Works – Katie Espeseth, VP New Products New Business, EPB**
- Connecting everyone everywhere requires a monumental effort and financial investment. This session will explore opportunities to collaborate with like-minded partners and leverage their strengths to reduce your financial risk and speed your time to market.
- 3:00 – 3:30 **Break – Ballroom C/D/pre-function - Visit Vendor Booths**
- 3:30 – 4:15 **Free and Low-Cost Fee based Cybersecurity resources from Center for Internet Security – Jeff Sparks, Sr. Account Executive, CIS Security**
- Did you know that the MS-ISAC is a division of the Center for Internet Security (CIS)? CIS is funded by the Department of Homeland Security and was founded in 2000 as a 501C3 nonprofit. We also partner with CISA, an operational component of DHS. In this presentation you will learn about CIS Services including Albert (IDS), Endpoint Security Service – powered by CrowdStrike and managed by the CIS SOC, Malicious Domain Blocking and Reporting powered by Akamai, Penetration and Vulnerability Assessments and about CIS' Cyber Incident Response Team.
- 4:15 – 4:30 Vicky Turner – Wrap up, reflection, and recognition of Special Event Sponsors
- **CSA**
 - **PeopleTec, Inc.**
- 5:30 – 9:30 **Dinner and Entertainment – Travel on your own**
Davidson Center for Space Exploration- Saturn V Hall
1 Tranquility Base
Huntsville, AL 35805

After our second, full day in sessions, your host utility has arranged for a **send-off** that will be a **blast off!** A Smithsonian Affiliate, the **U.S. Space & Rocket Center** houses the most complete collection of national treasures from space exploration on the plant. As you enter the USSRC Davidson Center/Saturn V Hall, behold one of the “Seven Wonders of America” – the Saturn V rocket.

We will begin our voyage with a private cocktail reception, where you will have the opportunity to be fascinated with the many exhibits and hands-on interactive displays that surround this vast room. We will dine under the authentic Saturn V rocket, and have dinner prepared by the chef and

professional catering staff at the USSRC. You will be able to can continue your exploration after dinner.

Thursday, October 17th

Breakfast – on your own. Breakfast included in hotel stay at Embassy Suites.

8:15 – 8:30 Welcome Back – Vicky Turner – UTA President, Morristown

8:30 – 9:30 Monitoring Saved the Substation: SNMP Monitoring Uncovered – Stacy Mill, CEO, Pivot Technology Solutions

SNMP monitoring plays a crucial role in safeguarding substations by providing real-time visibility into their operational status. Join Stacy Mill, Former CIO of Nashville Electric, to learn more about how network monitoring can aid in early detection of potential issues, enable faster intervention, and prevent catastrophic failures.

9:45 – 10:45 UTA Business Meeting – Big Springs Ballroom A/B

10:45-11:00 Door prizes/goodbyes – Big Springs Ballroom A/B

11:00 – 11:30 UTA Committee Meetings