

2015



WICE

NYS WOMEN IN COMMUNICATIONS AND ENERGY

The Sustainable Customer Relationship

@NYWICE



#NYWICE2015

#SustainableCustomers

#SustainableFuture

Welcome

November 6th, 2015

Good Morning,

It is my pleasure to welcome you to the Women in Communications & Energy (WICE) Annual Fall Conference, The Sustainable Customer Relationship. Our most recent conference focused on Reforming the Energy Vision (REV) strategy, highlighting the impact to the industry and environment around us. Today we will tie together the industry's future with what is being done to ensure the customers' needs are incorporated into the plan.

As the utility industry changes organizations are adapting to meet and exceed customer expectations. Today, our speakers will help us better understand what is meant by sustainability and how it can be used to create opportunities to provide our customers with more choices and a positive customer experiences.

As part of today's activities, we will also continue our history of integrating professional and personal development in our conference. We will receive insight from an executive coach focusing on strategies to help us enhance our personal and professional relationships.

I'd like to thank the planning committee for their commitment and efforts in making today happen. They're a remarkable group of women from diverse organizations, whose contribution to today's conference resulted in a day filled with knowledge and learning opportunities. Furthermore, I would like to thank our speakers for sharing their insight with us.

Lastly, thank you to our audience for coming here today to spend a day with WICE. I am honored to be a part of such committed organization that provides our members with opportunities to participate in events such as todays.

Thank you,

Danielle Ellis

2015 WICE Fall Conference Chairperson
Operating Supervisor - Fleet Operations
Consolidated Edison Company of New York

The Sustainable Customer Relationship

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- 8:30 a.m. Registration and Breakfast**
- 9:30 a.m. Welcome**
Tabitha Robinson, New York Power Authority
Danielle Ellis, Consolidated Edison Company of New York
Morgan Scott, Electric Power Research Institute
- 10:00 a.m. Demystifying Sustainability and the Sustainable Consumer**
Anda Ray, Electric Power Research Institute
- 10:45 a.m. Coffee and Networking Break**
- 11:15 a.m. Transforming the Utility Customer Experience**
Marisa Uchin, Opower
- 12:00 p.m. Lunch**
- 1:00 p.m. Bottomless Closet Organization**
- 1:15 p.m. Panel: CRM in the Workplace**
LuAnn Scherer, NYS DPS (moderator)
Lori Acker, National Grid
Michael Murphy, Consolidated Edison Company of New York
Emily Small, New York Power Authority
- 2:00 p.m. Coffee and Networking Break**
- 2:30 p.m. Building Sustainable Confidence in CRM**
Claire Steichen, Clear Strategy Consulting
- 3:30 p.m. Gift Basket Raffle and Closing Remarks**
Tabitha Robinson, New York Power Authority
Danielle Ellis, Consolidated Edison Company of New York



Thank you to our 2015 WICE Planning Committee:

Alana Marcello, NYPA
Amber Sisson, NYPA
Alexandria Rodriguez, NYPA
Betsy Katz, DPS
Christina Iwaniw, NYPA
Danielle Ellis, ConEd
Emily Alkiewicz, NYPA
Erin Rice, NYPA
Evie Buckett, NYPA
Jalila Aissi, DPS
Jill Anderson, NYPA
Jill Wasser, DPS

Jillian Nelson, NYPA
Joy Zimmerlin, NYISO
Kandi Terry, Just Energy
Megan Blank, NYPA
Mei Lee, NYPA
Morgan Scott, EPRI
Rachel Friedman, ConEd
Sandra Reulet, DPS
Tabitha Robinson, NYPA
Victoria Nadile, NYPA
Vivian Santiago, NYPA

Tabitha Robinson

*Program Operations Manager (@TabithaEnergy)
New York Power Authority
President, Women in Communications and Energy*

Tabitha Robinson is the Program Operations Manager of the New York Power Authority's (NYPA) Marketing Department where she provides supervision to strategic departmental projects. Prior to her current position she managed NYPA's relationships with some of New York City's largest governmental entities' agencies, such as the City of New York and the Metropolitan Transportation Authority. During her time at NYPA, she has held positions in Business Allocations and Compliance, launching the ReCharge New York Program economic development power program, and in Business Development for NYPA's Energy Services Program.



Before her time at NYPA, Tabitha worked as an Energy Analyst for the NYC Department of Correction while pursuing her graduate degree, supporting the 15MW Riker's Island Cogeneration Project. During that time she also conducted research on renewable energy markets for Global Change Associates. Prior to moving to New York, Tabitha worked as both a Project Manager and a Distribution Engineer for Florida Power and Light. She also has experience in energy efficiency through her undergraduate work with the US DOE's Industrial Assessment Center and study abroad experiences in Santiago, Chile.

Tabitha holds a BS in Industrial Engineering with minors in Business and Sales Engineering from the University of Florida, and has a MBA in Marketing and Finance from Baruch College. She is also a Certified Energy Manager and has been an active member with WICE over the past five years.

Danielle Ellis

*Operating Supervisor - Fleet Operations
Consolidated Edison Company of New York
Conference Chair, Women in Communications and Energy*

Danielle Ellis joined Consolidated Edison Inc. as a Management Intern in 2013 where she rotated throughout various areas of the Company including Customer Service, Fleet Operations, and Supply Chain. Danielle held the role of Supervisor, gaining leadership and management skills. In 2015, Danielle assumed responsibilities as an Operating Supervisor for Fleet Operations, providing centralized logistical support throughout the company. The support services include, but are not limited to, the transportation of material, equipment and hazardous/non-hazardous waste. Danielle graduated from Farmingdale State University where she majored in Business Management.



Morgan Scott

*Sustainability Technical Lead and Project Manager
Electric Power Research Institute (EPRI)
Membership Director, Women in Communications and Energy*

Morgan Scott works for the Electric Power Research Institute (EPRI) as a Sustainability Technical Lead and Project Manager. In this role, Ms. Scott contributes to EPRI's growing portfolio of sustainability research, focused on the areas of materiality, maturity, and metrics. Ms. Scott co-manages EPRI's Energy Sustainability Interest Group, a collaborative forum for electric power company sustainability managers to strategically advance sustainable generation and distribution of electricity. This effort includes over 40 electric utilities and is the largest collective group in the industry addressing sustainability. She also serves as a member of the steering committee leading EPRI's own Corporate Social Responsibility effort.



Prior to joining EPRI, Ms. Scott was the Sustainability Manager at Consolidated Edison Company of New York. In this role, Ms. Scott managed the company's sustainability strategy and associated initiatives, including the redesign of their sustainability strategy to better align it with the triple bottom line concept and the company's material issues. Additionally, she managed the production of the company's annual sustainability report and voluntary reporting to organizations such as CDP and the Global Reporting Initiative, among others. Prior to the role of Sustainability Manager, Ms. Scott held positions of increasing responsibility during her tenure at Con Edison in the areas of Procurement, Customer Service, Energy Management, and Environment, Health & Safety.

Ms. Scott received a Bachelor of Science in Business Administration from Wagner College and a Master of Science in Sustainability Management from Columbia University.

Anda Ray

*VP Environment and Chief Sustainability Officer
VP Global Strategy and External Relations
Electric Power Research Institute (EPRI)*

Anda Ray serves as the VP of Environment & Chief Sustainability Officer and the VP of Global Strategy & External Relations, and at the Electric Power Research Institute (EPRI). She leads EPRI's environmental research sector that addresses environmental sciences, energy analysis, sustainability and occupational health and safety. She also leads EPRI's government relations, external stakeholder relations and communications teams.



Ray began at EPRI in September 2013. Prior to EPRI, Ms. Ray spent over 30 years in the electric utility business, primarily with the Tennessee Valley Authority. She served in several executive positions whose scope of responsibilities spanned almost all aspects of the electric utility's operations and business areas.

Ms. Ray's career milestones include: establishment of the Southeastern U.S. first renewable energy premium program; Recovery Executive responsible for TVA's Kingston Ash Spill; testifying before Congress, including on the Water-Energy Nexus; appearing on "World Business Review" with former U.S. Secretary of Defense Caspar Weinberger; Appearance on "60 Minutes"; National Public Radio (NPR); and recognized by the Harvard Business Review for efforts on corporate performance. She also collaborated with the Secretaries of Energy and Agriculture on delivering the first U.S. "Vision and Roadmap for Bioenergy and Biobased Products in the United States."

Ray earned a BS in Nuclear Physics from Auburn University, and an MS in Solid State Physics from Emory University. She serves a regional Board of Directors for the American Red Cross and is a Disaster Assistant Responder); the Leadership Council for the College of Science and Math, at Auburn University; and the Society for Women in Science and Math); as well as, leading educational classes for teens at a local church.

Marisa Uchin

*Director, Regulatory Affairs and Market Development
Opower*

Marisa Uchin is Director, Regulatory Affairs for Opower where she is responsible for policy and advocacy to advance markets for energy efficiency and demand response. Marisa joined Opower from Pacific Gas and Electric, where she held a variety of roles including Sr. Manager of Energy Efficiency Strategy, and as a lead lobbyist in Washington, DC covering a broad set of issues including climate change, natural gas distribution and transmission, transportation electrification, energy efficiency, renewables and tax policy. Prior to joining the energy industry, Marisa held a variety of leadership and advisory roles in strategy, marketing and communications at companies including XM Satellite Radio, General Motors, and Fleishman Hillard.



She is a graduate of Wesleyan University and holds an MBA from the Ross School of Business at the University of Michigan.

LuAnn Scherer

*Deputy Director, Office of Consumer Services
New York State Department of Public Service*

LuAnn Scherer has been with the Department of Public Service for over thirty years. Although LuAnn has worked in various offices including, Utility Efficiency and Productivity, Executive and Telecommunications, the majority of her career has been in the Office of Consumer Services. LuAnn currently oversees a multi-disciplinary staff responsible for Retail Access, Metering, Submetering, Consumer Education and Outreach including public participation, and Consumer Advocacy including participating in rate cases and commission proceedings on issues related to, among other things, utility customer service quality, low income programs, and customer billing. LuAnn recently led the REV Track 1 Consumer Engagement working group and is working on several other REV related activities including Community Distributed Generation, Community Choice Aggregation, and bill format modifications.

LuAnn received her B.S. in Business Administration with a concentration in Accounting from Bloomsburg University.



Lori Acker

*Vice President of Marketing and Customer Experience
National Grid*

Lori Acker is a general management and marketing senior executive at National Grid, known for building brands and crafting strategies to deliver strong business results. Her career includes leadership roles across energy, food, clothing and small appliance consumer products. Lori believes that ideas drive growth and people make a difference.

In her current role as Vice President of Marketing and Customer Experience for National Grid, Lori is responsible for strengthening National Grid's relationship with 7 million electric and gas customers in the Northeast. She is transforming the perception of the stodgy utility company of the past to a personable and local company that cares about improving customers' experiences. Lori strategically leverages the full range of vehicles to communicate with customers from traditional paid media to owned media such as the bill, website, social media and even trucks! She believes customers deserve real-time information when, where and how they want it.

Lori also worked at Kraft Foods for 15 years in various marketing roles and is touted for developing some of the highest scoring advertising and highest payback marketing vehicles company-wide. In her last role at Kraft as Vice President of Strategy for Beverages, Lori was responsible for setting the strategic direction for the \$4 Billion business unit that includes iconic brands such as Maxwell House, Capri Sun, Crystal Light and Kool-Aid. She spearheaded development of innovation platforms and strengthened marketing plans across multiple brands.

Lori earned her Bachelor of Science degree in Business from the State University of New York at Albany and a Masters in Business Administration degree from Harvard Business School.



Michael Murphy

*Department Manager for Digital Customer Experience
Consolidated Edison Company of New York*

Michael Murphy is Department Manager for Digital Customer Experience at Consolidated Edison Company of New York. In this role, Michael is responsible for Company's efforts engaging customers through digital channels including mobile, web, and apps. Michael is currently leading a major effort to re-design all customer facing digital channels, to improve the experience. Michael has significant experience in customer services and engagement, including prior roles at Con Edison responsible for customer billing systems, commercial and industrial customer care, and de-regulated customer choice programs. He earned a bachelor's of business administration degree from the University at Albany and a master's of business administration from Fordham University.



Emily Small

*Director Business Performance & Operations, Customer Energy Solutions
New York Power Authority*

Emily Small is the Director of Performance & Operations for the Customer Energy Solutions team at the New York Power Authority (NYPA). In this role she leads cross-functional teams developing new processes and procedures to improve the delivery of energy services, defines and develops measures of success to ensure that the processes and systems allow NYPA to efficiently meet the needs of its customers. Ms. Small is responsible for defining success and measuring program performance, and ensuring that NYPA's energy services programs help customers achieve their energy goals. Prior to joining NYPA, Emily served as the Acting Deputy Commissioner and Chief-of-Staff for NYC DCAS' Energy Management, the team that manages capital efficiency and energy performance for the over 4,000 buildings owned and operated by the City of New York, as well as the City's \$1.3 billion annual utility and services budget.





Claire Steichen

*Professional Certified Coach
Clear Strategy Coaching*

As a Professional Certified Coach* with 18 years of international cosmetics sales and marketing experience, Claire Steichen works with professionals to perform to their highest potential and help organizations achieve extraordinary results. Claire specializes in Career Management, individual Leadership Development, Leadership Communication, Social and Emotional Intelligence and Executive Presence.



Before becoming a coach Claire worked at L’Oreal, Christian Dior Perfumes and Givaudan, and with clients Estee Lauder, Victoria’s Secret and Avon. Claire has an MBA in Management and Marketing from Columbia Business School. An Associate of Columbia University, Claire coaches and trains in several executive education programs. Claire is a native English and French speaker and is fluent in Spanish. [*International Coach Federation](#)

Contact:

«clairesteichen@gmail.com»

«www.clearstrategycoaching.com»

«917-488-3972»

Insights that align individuals and organizations



Clear Strategy Coaching Programs

Using the easy to understand and implement *Tracom Social Style* and *Strengths Finder 2.0*, Clear Strategy Coaching has developed targeted programs to:

- Motivate direct reports and empower interdepartmental relationships
- Gain influence with others, particularly with clients in on-going relationships
- Increase collaboration and innovation for high performance in teams
- Raise the bar on public speaking and corporate communication

Emotional Intelligence *using Social Style*

This program focuses on broadly applicable emotional intelligence. It helps leaders leverage their own strengths and engage the strengths of others to achieve and sustain extraordinary outcomes. For themselves and their organizations.

Influence in the Client Relationship *using Social Style*

There is a fine line between serving a client and getting what your organization needs. This program uses Social Style and Cialdini's *Influence* to help participants provide excellent service and build a mutually beneficial partnership.

Building High-Performance Teams *using Social Style*

Using the Social Style and *Lencioni's Five Dysfunctions of a Team*, this program focuses on the structure and communication of high-performance teams. Usually done with a team, exercises are designed to elicit commitment and accountability.

Creating Your Own Engagement *using Strengths Finder 2.0*

It may seem counterintuitive, but organizations that help employees plan their careers can actually increase loyalty and engagement. In this program, participants use *Strengths Finder 2.0* to lead and manage career from their strengths.

Public Speaking and Corporate Communication

Clear Strategy Coaching uses the methodology from top-ranked *Communicating in Organizations* course at Columbia's School of International and Public Affairs.

Musings on Confidence

This year I asked my newsletter readers what confidence means to them. What follows is my take on their responses. I took what they wanted to hear about and responded with perspectives, tools and ideas culled from years of working with clients in the corporate world. To see the complete articles, go to: www.clearstrategy.com/posts/ .

The Zuckerberg Effect

The distorted value of confidence in an incredibly fluid employment market

“Just be Yourself”

The importance, and challenge, of being authentic

It Takes All Types

Understanding what makes each of us feel confident

Scary Monsters

The role of negative voices and limiting beliefs

Confidence and the Universe

The role of faith and purpose as lines of sight

The Physicality of Confidence

Exercise, Meditation and Power Poses

Still to come...

Know the Rules

How understanding the rules of communication can help you manage conversations and presentations

It’s All About Them

Using listening skills and focus on others to increase influence, and confidence

It is What it is

Covey’s “Circle of Influence” and how simple things like grooming and appearance make a difference

Confidence and Action

The role of “Just Do It” in increasing feelings of confidence