



# WICE

NYS WOMEN IN COMMUNICATIONS AND ENERGY

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# WICE Spring Conference

June 20, 2019

# Welcome!

**Jalila Aissi**

Session Counsel – NYS Department of Public Service

*WICE President and Board Member*

**Erin Gryniak**

Lead Stakeholder Specialist – National Grid

*WICE Conference Chair and Communications & Marketing Manager*

# Women in Communications and Energy (WICE)

- ▶ **Community:** 1,500 women and men across NYS and beyond
- ▶ **Mission:** increase gender diversity and inclusion in our fields while learning from each other to enhance our career development
- ▶ **Programming:** educational events, including technical and professional development opportunities
- ▶ **Activities:** two annual conferences, training and networking events, tours, volunteering, mentoring, monthly lunches, and webinars
- ▶ **Visit:** [wiceny.com](http://wiceny.com) to learn more and feedback in our survey
- ▶ **Contact:** [info@wiceny.com](mailto:info@wiceny.com) or drop suggestions or contact details Box on registration



# Recent WICE Activities

## Fall 2018 Conference at Columbia University

- December 4<sup>th</sup>



# Recent WICE Activities

## Mentoring Program Launch

- January 25<sup>th</sup> Webinar



## WICE Mentoring Program

January - June 2019

# Recent WICE Activities

## Lunchtime Webinar: Electricity Markets 101 & Personal Narrative

- June 4<sup>th</sup>



*Gina Craan, Education & Training Manager*

*New York Independent System Operator*



A graphic with a teal background and white text that reads "Lunch & Learn" with a white fork icon below it. The graphic is set against a background of a computer keyboard.

JUN 04

**WICE Lunchtime Webinar: NY Electricity Markets 101 and Personal Narrative**

by Women in Communications and Energy (WICE)

Free

Sales Ended

Details

Description

Please note: this is a members-only event. *Members include all employees of the organizations listed [here](#), Orange & Rockland Utilities, and any individual-paid members for 2019. If you are not yet a member, you can sign up [here](#).*

You're invited to spend your lunch break with Gina Craan, Education and Training Manager for the NYISO.

Gina will share her expertise in the New York electricity markets as well as her personal journey to her current role.

Date And Time

Tue, June 4, 2019  
12:00 PM - 1:00 PM EDT  
[Add to Calendar](#)

Location

WebEx:  
<https://nypa.webex.com/meet/carley.hume>

Gina Craan is the Education and Training Manager for the New York Independent System Operator (NYISO), an organization responsible for managing New York's electric grid and its competitive wholesale electric marketplace. She has extensive instructional experience and industry expertise. Over the past 17 years, she has taught a variety of energy market courses, including wholesale energy sales and purchases; wholesale energy pricing methodology; market and cost based ancillary services geared towards energy grid reliability; installed capacity market; energy market

# Recent WICE Activities

## Networking in Long Island

- June 13<sup>th</sup> at Novitá in Garden City

## Monthly Albany Lunch Club



JUN 13

### WICE Networking on Long Island

by Women in Communications and Energy (WICE)

Free

Sales Ended

Details

#### Description

WICE is excited to host its first event on Long Island on Thursday, June 13th from 5-7 at Novita Wine Bar Trattoria in Garden City, NY! Light fare will be provided courtesy of WICE and a cash bar will be available. Please sign up for a free ticket below to help us plan our reservation and refreshments.

Venue: Novitá serves 100 global wines and boasts a full Italian kitchen in addition to its state-of-the-art temperature-controlled wine system, which is the largest on the east coast. It is easily accessible by public transport (walk 10 min from Garden City LIRR station) or from major highways (Jericho Turnpike/Grand Central Pkwy). Get directions here.

#### Date And Time

Thu, June 13, 2019  
5:00 PM - 7:00 PM EDT  
[Add to Calendar](#)

#### Location

Novitá Wine Bar & Trattoria  
860 Franklin Avenue  
Garden City, NY 11530  
[View Map](#)



Women in Communications and Energy (WICE)

## WICE

Date: 02/27/2019 (Wed.)

Time: 12:00pm - 1:00pm EDT

Location: The Pump Station

Created by:  Women in Communications and Energy (WICE) 



Women in Communications and Energy (WICE)

### March 27th WICE Lunch Club

Please join us at the March WICE lunch club, on March 27th at noon. We will be eating at the Albany Pump Station, and discussing Women's History Month. Let's transform a nomination to submit to the Women's Hall of Fame, along with other related topics. Please be sure to invite your friends and colleagues too.

<http://www.evansale.com/>

Date: 03/27/2019 (Wed.)

Time: 12:00pm - 1:00pm EDT

Location: The Albany Pump Station

Created by:  Women in Communications and Energy (WICE) 

# Upcoming Events

- ▶ **Monthly Lunch:** June 26<sup>th</sup> at Albany Pump Station
- ▶ **Learn Over Lunch:** July 18<sup>th</sup> in Rochester at RG&E
- ▶ **NYC Tour and Networking:** Summer (Details Coming Soon!)
- ▶ **Fall Conference:** November 8<sup>th</sup> in NYC at Con Edison

# Thank you Organizational Members!



And our many Individual Members!

# Membership Benefits

- ▶ Discounts on conference & event attendance
- ▶ Invitations to member-exclusive events
- ▶ Priority access to limited-invitation events
- ▶ Eligibility to participate in mentoring program

Questions?

**Morgan M. Scott**

Membership Director

[membership@wiceny.com](mailto:membership@wiceny.com)

**Poornima Eber**

Membership Programming Manager

[membership@wiceny.com](mailto:membership@wiceny.com)

**Lili Gao**

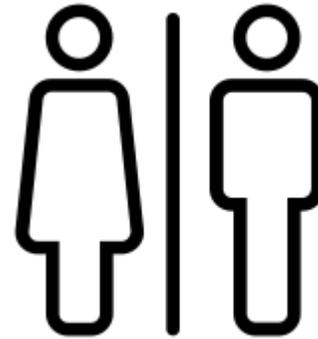
Membership Manager

[membership@wiceny.com](mailto:membership@wiceny.com)

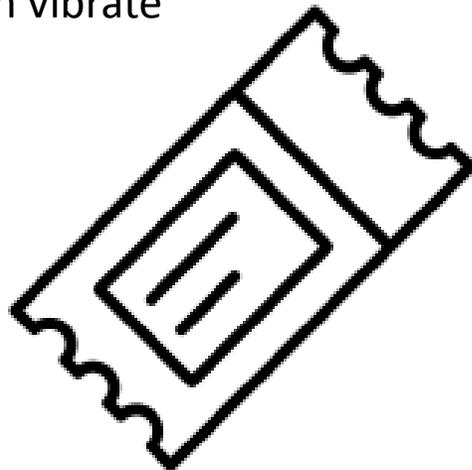
# Housekeeping Items



Please keep your phones on vibrate



Restrooms right outside  
the main doors



Raffle tickets to win gift baskets:  
\$5/ticket or 5 tickets for \$20



Paper survey distributed on tables  
- please take some time to provide  
your feedback

# Thank you Exhibitors!



# Clarkson™

GRADUATE SCHOOL



# EXCELSIOR COLLEGE®



# WPI

# The WICE Family Tree

How are you going to *Innovate & Grow* this year?

Write a goal on a leaf and stick it to the tree.

Let's create greatness in 2019!

# Today's Agenda

- 8:30 a.m. Registration and Breakfast
- 9:00 a.m. Welcome Remarks
- 9:15 a.m. WICE Mentoring Program Update & Speed Mentoring Exercise
- 10:30 a.m. Remarks from Elizabeth Miller Guthier, WERC
- 10:45 a.m. Morning Break
- 11:00 a.m. Panel Discussion: Artificial Intelligence in the Utility Industry
- 12:15 p.m. Lunch
- 1:00 p.m. Personal Narrative from Kimberly Harriman, NYPA
- 1:30 p.m. Afternoon Break
- 1:45 p.m. Professional Development Training: Impactful Communications
- 3:15 p.m. Gift Basket Raffle & Closing Remarks



# WICE

NYS WOMEN IN COMMUNICATIONS AND ENERGY

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# WICE Mentoring Program

January - June 2019

Poornima Eber, WICE Membership Programming Manager  
Sr. Analyst, National Grid

# WICE Mentoring Program Structure

- ▶ Six-month time period, with the option to continue relationship informally afterward
- ▶ One-on-one mentoring program structure
- ▶ Monthly meetings virtually or in-person, depending on location and individual preferences

## *Resources Provided by WICE:*

- ▶ Webinar Orientation for all mentees and mentors
- ▶ Mentoring Program Packet and MOU
- ▶ Contact information for mentee/mentor
- ▶ Monthly emails from WICE with additional resources and suggestions
- ▶ End-of-program survey

# 2019 Program Results

- ▶ 33 participants matched across 10 organizations in NY State
- ▶ Webinar Hosted in January, led by Poornima Eber, with a special session on the benefits of mentoring by Commissioner Diane X. Burman
- ▶ Monthly tips and suggestions provided to aid in mentoring efforts

# Benefits of Mentoring and Sharing of Program Experience

- ▶ Diane X. Burman, Commissioner at NYS Public Service Commission
- ▶ Laura Tadevossian, Lead Analyst at National Grid
- ▶ Brittany Nelson, Engineering Supervisor at Con Edison

# Questions and Feedback

- ▶ Do you have any questions about the Mentoring Program or WICE?
- ▶ Please feel free to contact us at [info@wiceny.com](mailto:info@wiceny.com) with any questions or feedback, or reach out to our Mentoring Program Chair Poornima Eber at [Poornima.Eber@nationalgrid.com](mailto:Poornima.Eber@nationalgrid.com)
- ▶ Visit [wiceny.com](http://wiceny.com) to learn more about WICE and our upcoming activities

# Speed Mentoring

- ▶ Structure: 25 min for one half of the exercise, 25 min for second half of exercise, and 5 min to have people share their feedback at the end. See handout at your table for more details.
- ▶ For the first 25 min, one person will start as mentee and one person as mentor. On your table, each seat will have a #1 or #2. Pair off with the person to your right so that you form a pair of #1 and #2. For the first round, #1s will be the mentees and #2s will be the mentors.
- ▶ To begin, the mentee should give a brief (2 min) introduction, with the following information, followed by the mentor providing the same information:
  - Name
  - Company
  - Educational background
  - Number of years in the company
  - Fun fact about themselves (e.g. summer vacation plans)
- ▶ Then the mentee and mentor can proceed with the suggested questions (no need to finish all of them and feel free to add your own).
- ▶ Rotate partners to work with the person to your left and switch roles (i.e. #1s will be mentors and #2s will be mentees for this last round).

# Questions for Mentee and Mentor

## Mentor to ask mentee:

- ▶ What are some of your strengths?
- ▶ What are some areas that you can focus on to grow?
- ▶ Are there any trainings or learning opportunities that you are interested in pursuing?
- ▶ Are you interested in meeting people who work in a specific role or area?
- ▶ Where would you like to see yourself in the next 5 years?
- ▶ What are some things you like to do outside of work for fun?
- ▶ What are some strategies that you use to take yourself (e.g. eating and sleeping well, exercising, making time for yourself and those you care about)?

## Mentee to ask mentor:

- ▶ What advice can you share to help me develop professionally?
- ▶ How can I improve my professional visibility?
- ▶ When was a time that you overcame hardship or challenges in your career?
- ▶ How does mentoring someone help you in your career?
- ▶ How do you continue to learn and grow in ways that help you in your current role?
- ▶ What are some things you like to do outside of work for fun?
- ▶ What are some strategies that you use to take yourself (e.g. eating and sleeping well, exercising, making time for yourself and those you care about)?

Feedback and Questions

# Capital District Women's Employment and Resource Center

*Introduced by Elizabeth Katz Toohey, WICE Philanthropy Director and Utility  
Consumer Program Specialist 4, NYS Public Service Commission*

**Elizabeth Miller Guthier**

Executive Director  
Capital District WERC

# Morning Break

## Raffle Tickets

One for \$5

Five for \$20

Up Next: **Artificial Intelligence Panel** at 11:00 a.m.

# Panel Discussion: Artificial Intelligence in the Utility Industry

*Introduced by Alison Cumbow, WICE Vice President  
Supervisor – B/Q Operations Support, Consolidated Edison*

**Lea Boche, Ph.D.**  
Technical Director, AI  
Electric Power Research Institute

# Artificial Intelligence Panel

## Moderator:

**Lea Boche, Ph.D**, Technical Director of AI at Electric Power Research Institute

## Panelists:

**Aida Hakirevic**, Director, Utility & Energy Companies at Navigant

**Brendan Hanna**, Director of Enterprise Architecture and Head of Digital Innovation Lab at National Grid

**Suzanne Russo**, CEO of Pecan Street

# Artificial Intelligence in the Utility Industry

## Demystifying AI

Lea Boche, Ph.D.  
Technical Leader, AI.EPRI



# What is AI?

## PERCEPTION AND INTERACTION

Speech, Audio, Video, Human Interaction, M2M

## LEARNING

Iterative and Example Based

## REASONING

Autonomous Decision Making

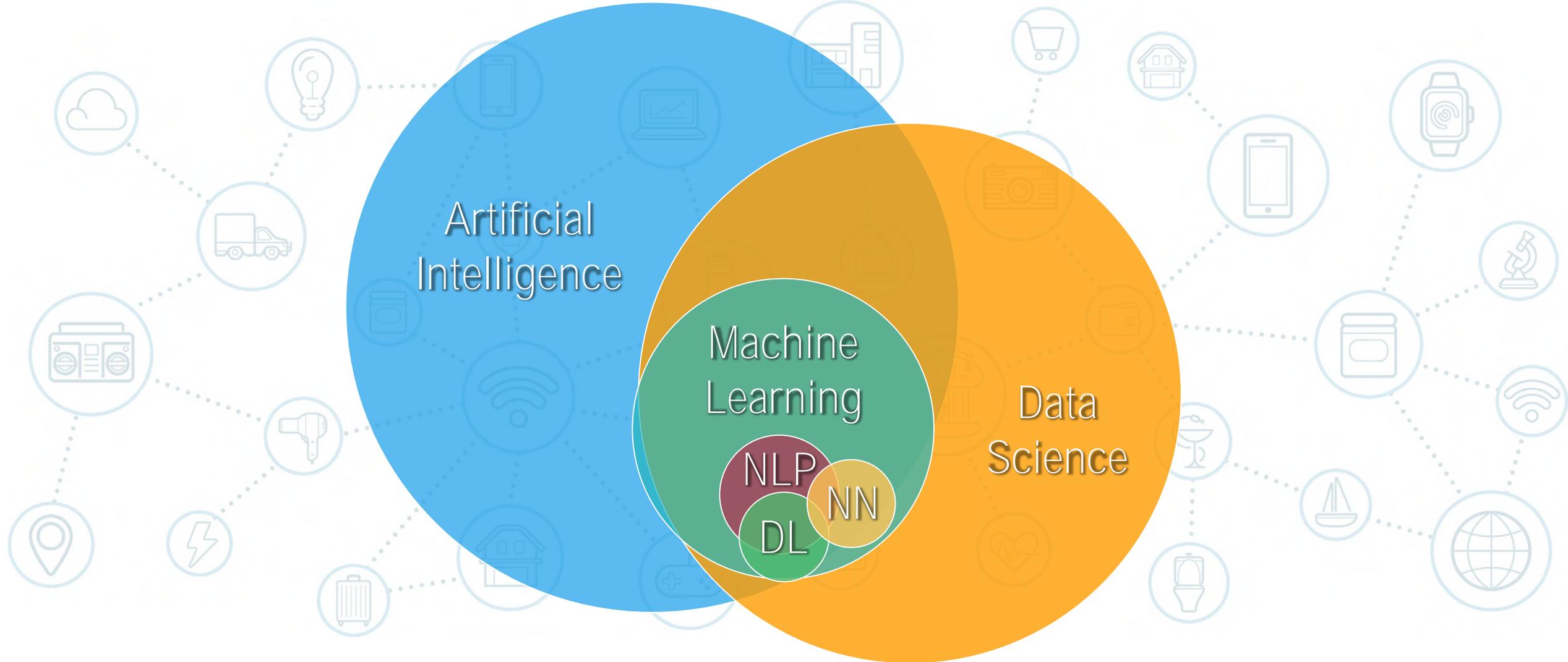
## PROBLEM SOLVING

Selecting the Best Suitable Alternative

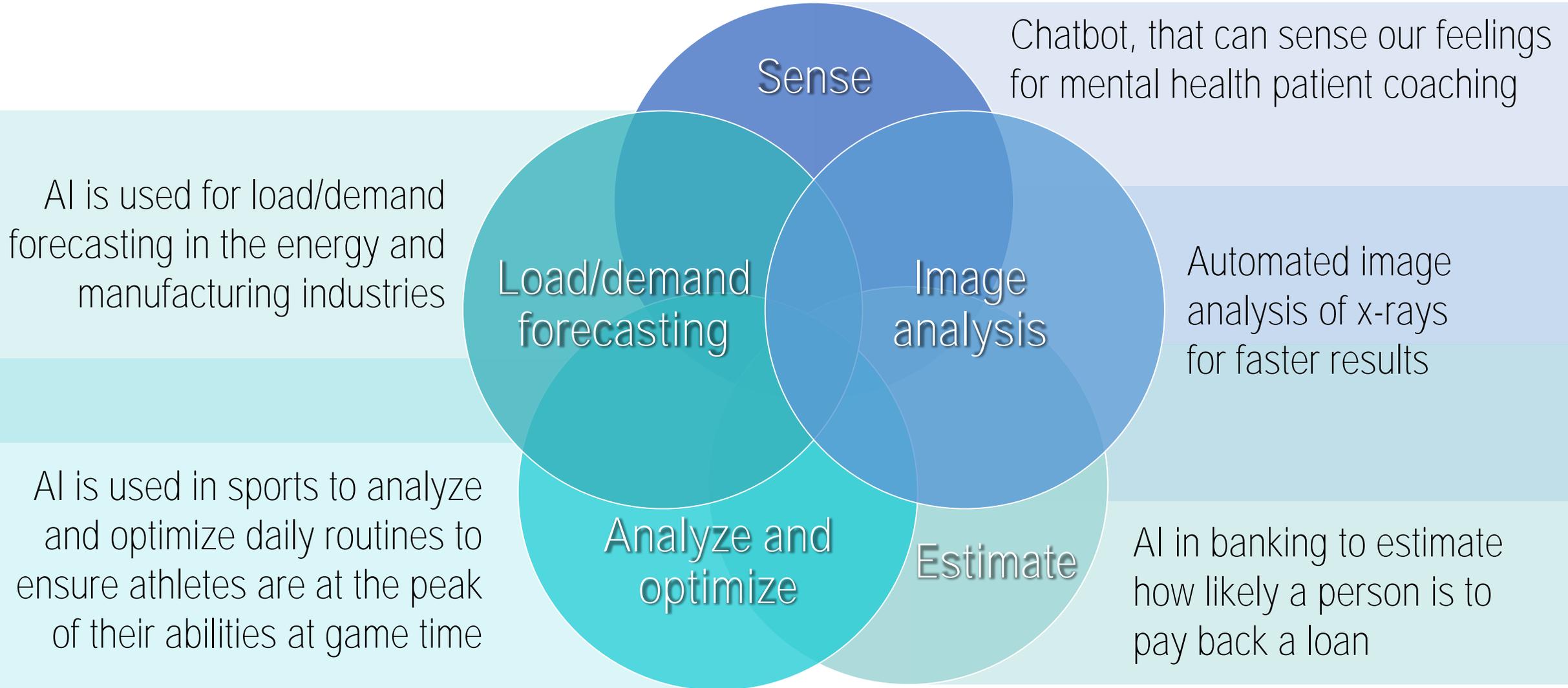


Source: CXP Group, 2018

# How is Everything Connected?



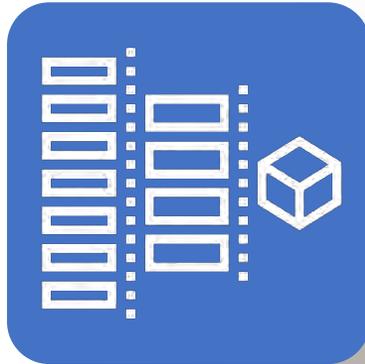
# Where do we come across AI?



# Robotic Process Automation

## Cognitive Computing

Systems that learn from their data and apply those learnings



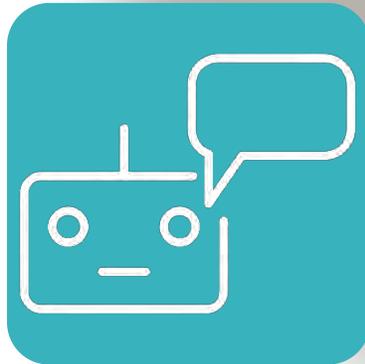
## Integrated Desktop

Consolidation of data from multiple sources



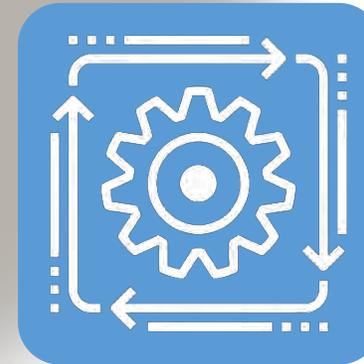
## Digital/Virtual Assistance

NLP empowered virtual assistance in problem solving



## Process Automation

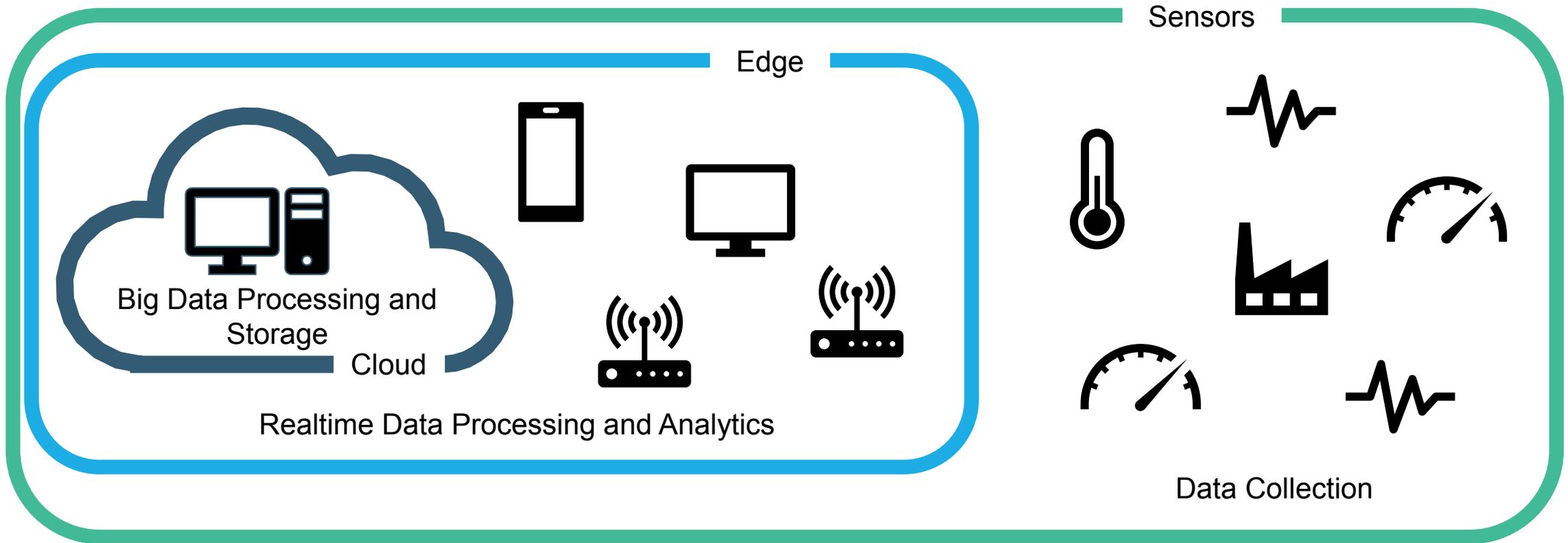
Automatically execute standard procedures



Automate repetitive tasks that unnecessarily bind skilled manpower

# Edge Computing

Edge Computing are computational processes that don't happen on central computers but on or near the devices that collect the data



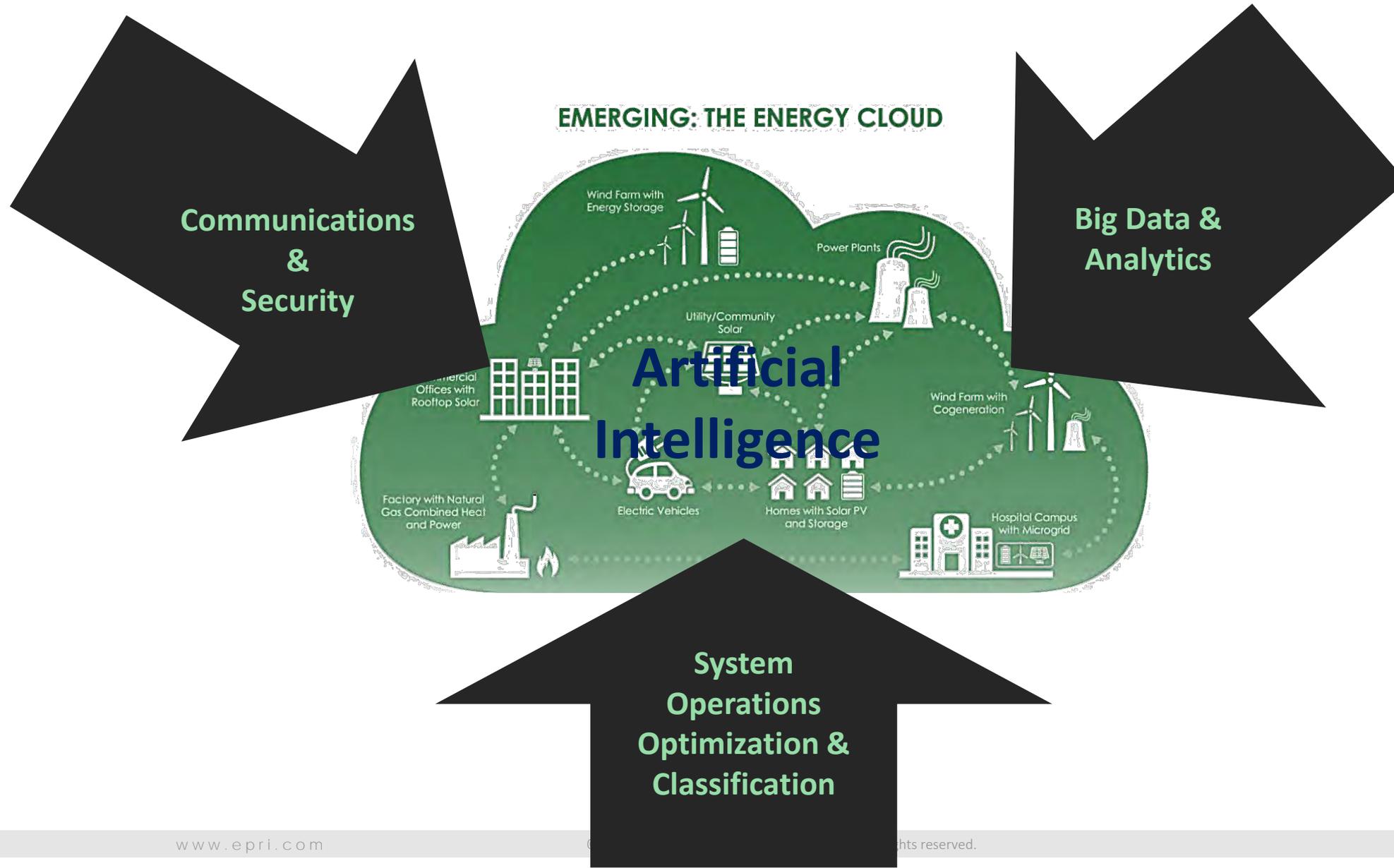
# Together...Shaping the Future of Electricity

# AI IN THE UTILITIES INDUSTRY

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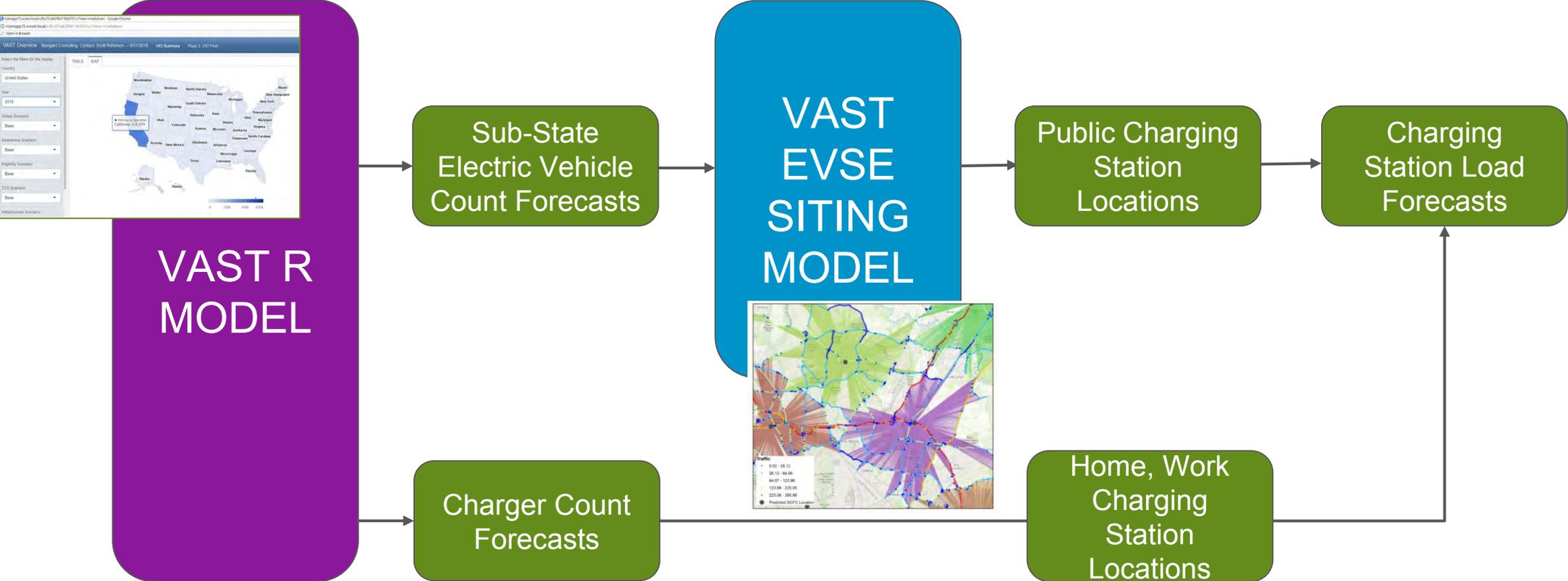
WICE 2019 SPRING CONFERENCE

# High-value Energy Industry AI “Leverage Points”



# Case Study 1: Locating Future EV Charging Infrastructure by Navigant

**Navigant's EVSE Siting model** is designed to site public electric vehicle charging stations accounting for local traffic and prevalence of existing charging stations, and to estimate load and peak demand at public charging stations.

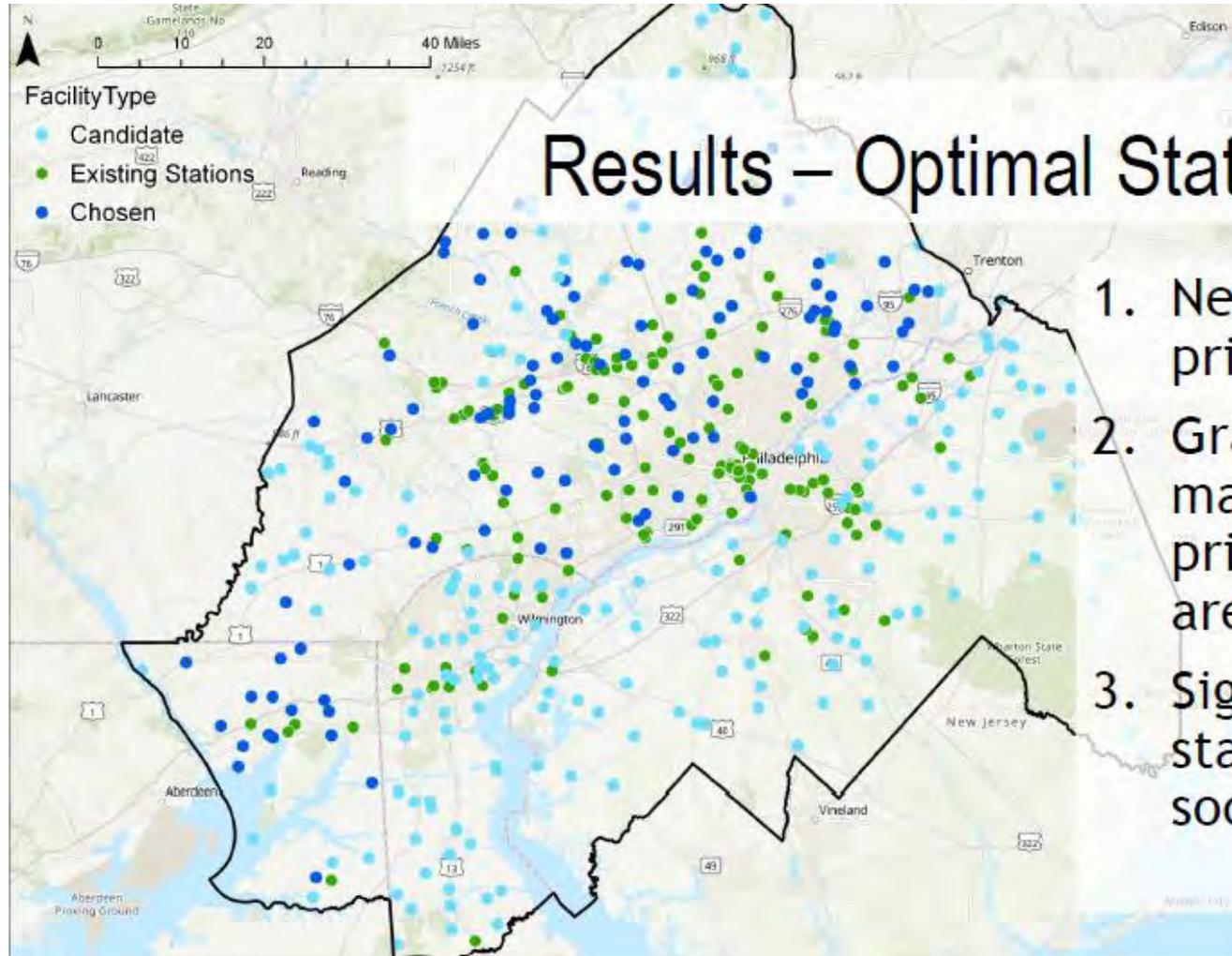


# Case Study 1: Locating Future EV Charging Infrastructure by Navigant

## Optimal Station Locations

See the supporting data in the online interactive map:

<https://tinyurl.com/EVmapAESP>



## Results – Optimal Station Locations

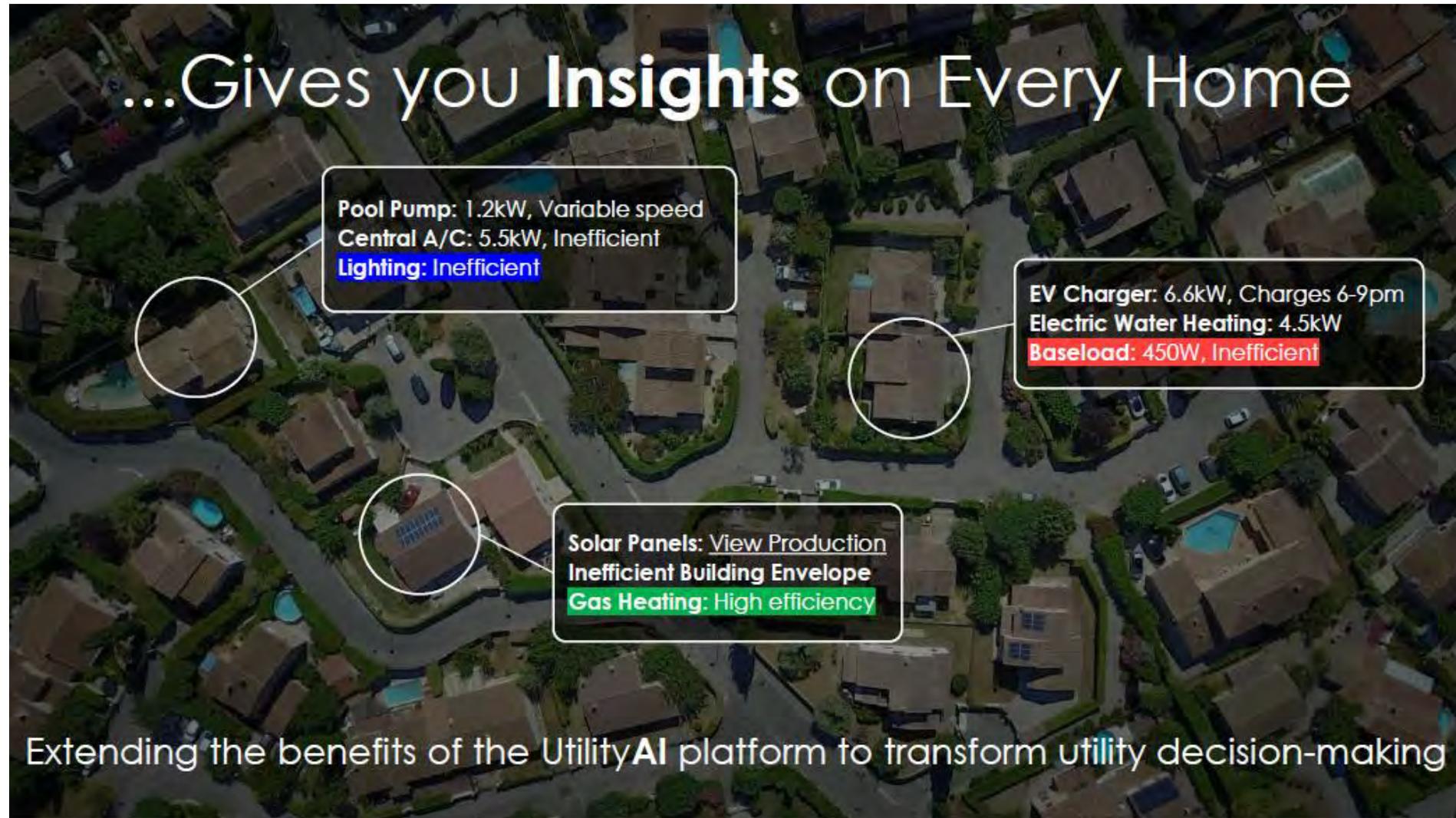
1. New station locations are primarily in suburban areas
2. Gravity algorithm + target market share strategy prioritizes high BEV growth areas
3. Significant clustering of EV stations exists (not societally optimal)

# Case Study 2: Utility AI by Bidgely

*Bidgely* is an AI driven Enterprise software platform for personalizing all Energy interactions between Utility and its Customers.

- Energy disaggregation
- Machine learning
- No sensors
- Smart and non-smart meters via ML

Source: Bidgely



# Personalized Energy Insights

**ALERT**

**ANSWER**

**ASSURE**

"The voice channel feels, by its very nature, highly personalized. Having one-size-fits all interactions diminishes a utility's ability to truly engage its customers, so it's critical to captivate consumers with relevant and useful information about their own, actual energy usage in this medium"



Source: Bidgely

# CONTACTS

## **AIDA HAKIREVIC**

Director

917.538.1814

[aida.hakirevic@navigant.com](mailto:aida.hakirevic@navigant.com)

Linked-in:

<https://www.linkedin.com/in/aidahakirevic/>



**Helping the world's best minds  
solve the biggest energy and water challenges**

# Energy



# Water



# Transportation







Brummett Family



McCann Family



Sandy & Bill Fivecoat



The McAtees

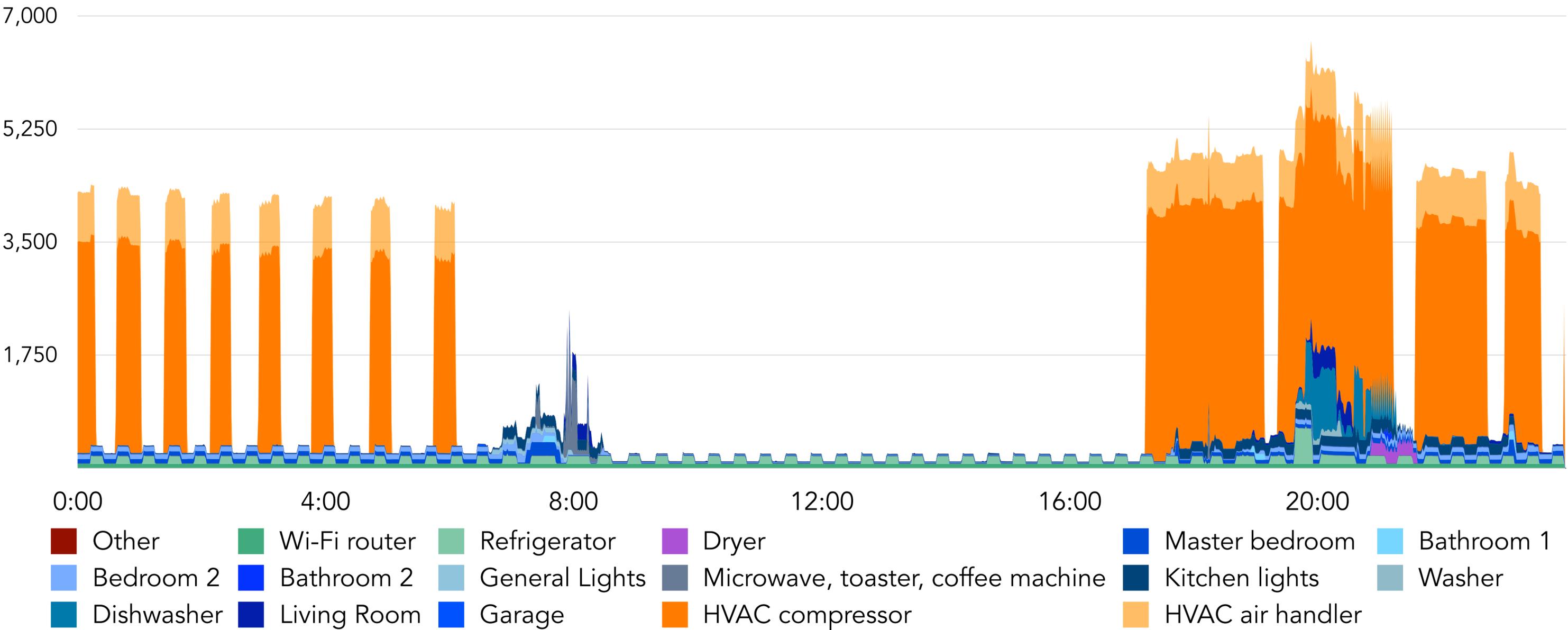


Barrerra Family



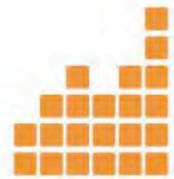
Robertson Family

# Household Energy Profile



# Dataport: an online resource for energy insights

## INNOVATION IN THE CLOUD — A WORLD OF ENERGY DATA



**750 MILLION**  
RECORDS DAILY



**2,000**  
UNIVERSITY-SPONSORED  
RESEARCHERS



**60**  
COUNTRIES

Pecan Street developed, hosts and maintains the largest database of consumer electricity and water use in the world.

**DATAPORT** FROM PECAN STREET

More than the largest source of energy data and water data

With Dataport's sophisticated research tools, you can analyze, visualize and create custom reports from a vast database of original and curated data that ranges from utility market operations to appliance-level consumer behavioral research.

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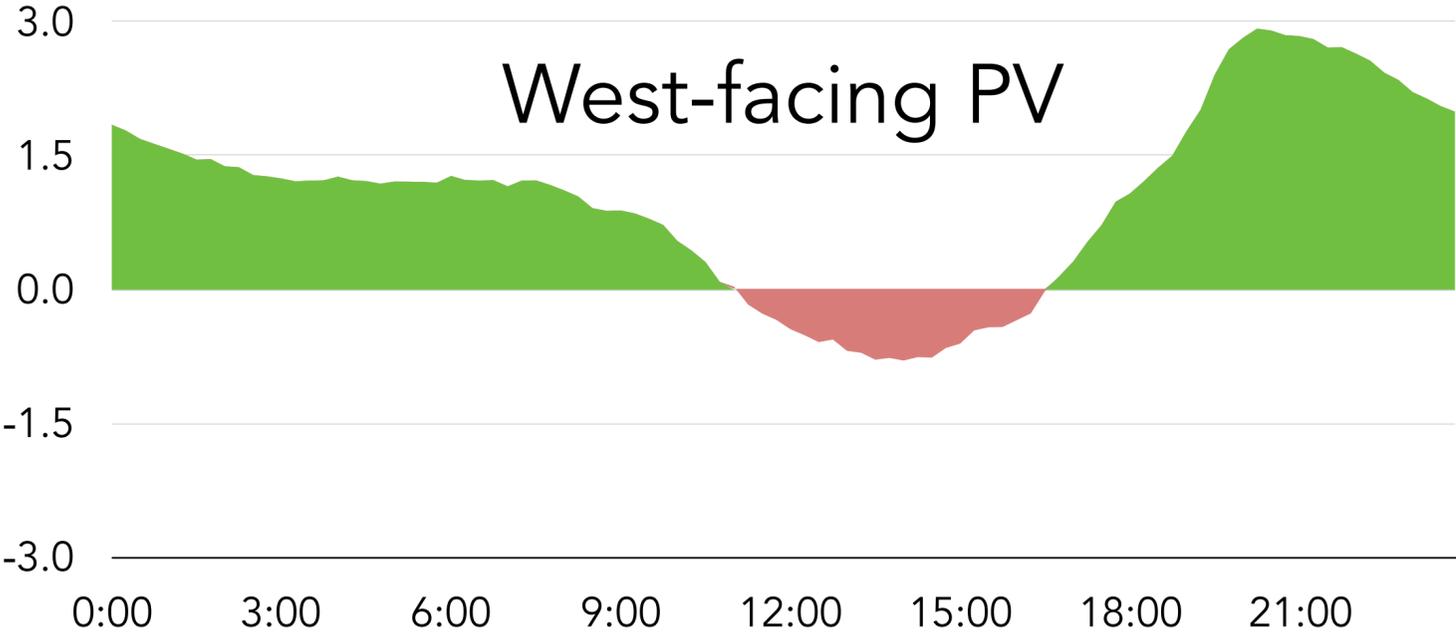
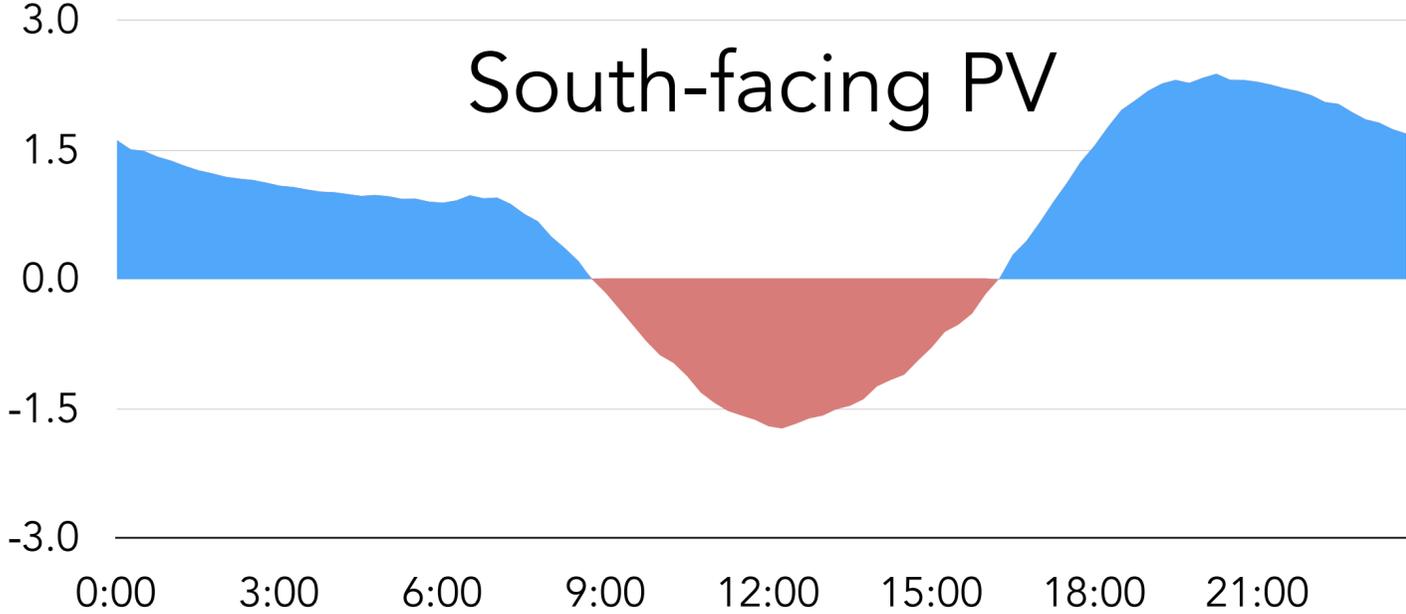
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*All available for free to university researchers  
at [www.dataport.com](http://www.dataport.com)*

# Net grid impact of rooftop solar PV

June 1-Aug. 31, 2013, Austin, TX

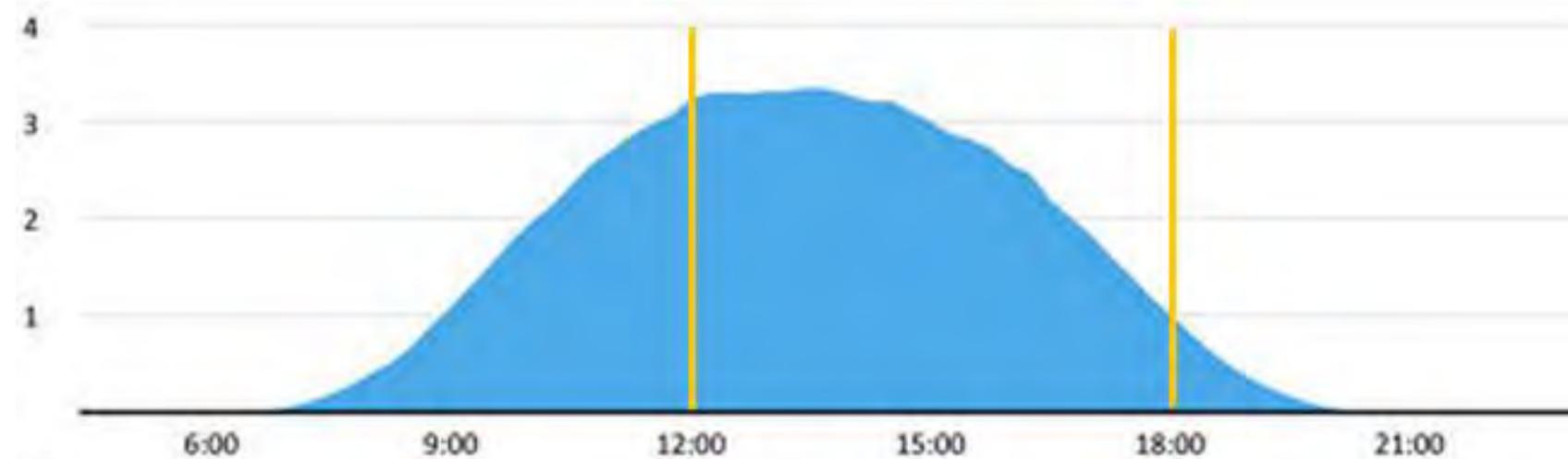


Peak grid demand reduction from rooftop solar:

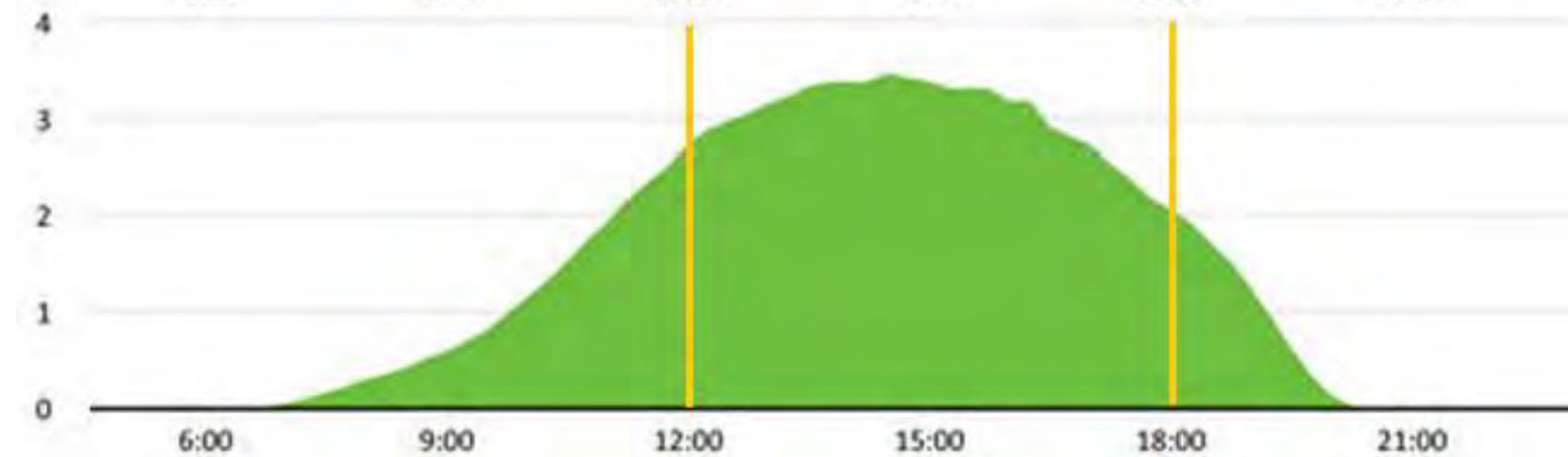
- South-facing PV 56 percent
- West + South 64 percent
- West-facing PV 70 percent

# Pecan Street Demonstrates Solar Impact on Peak Demand

South  
54%



West  
65%



One Year Later, CA Energy Commission Approves  
New Incentive for West Facing Solar

# Automated Intelligence Applications

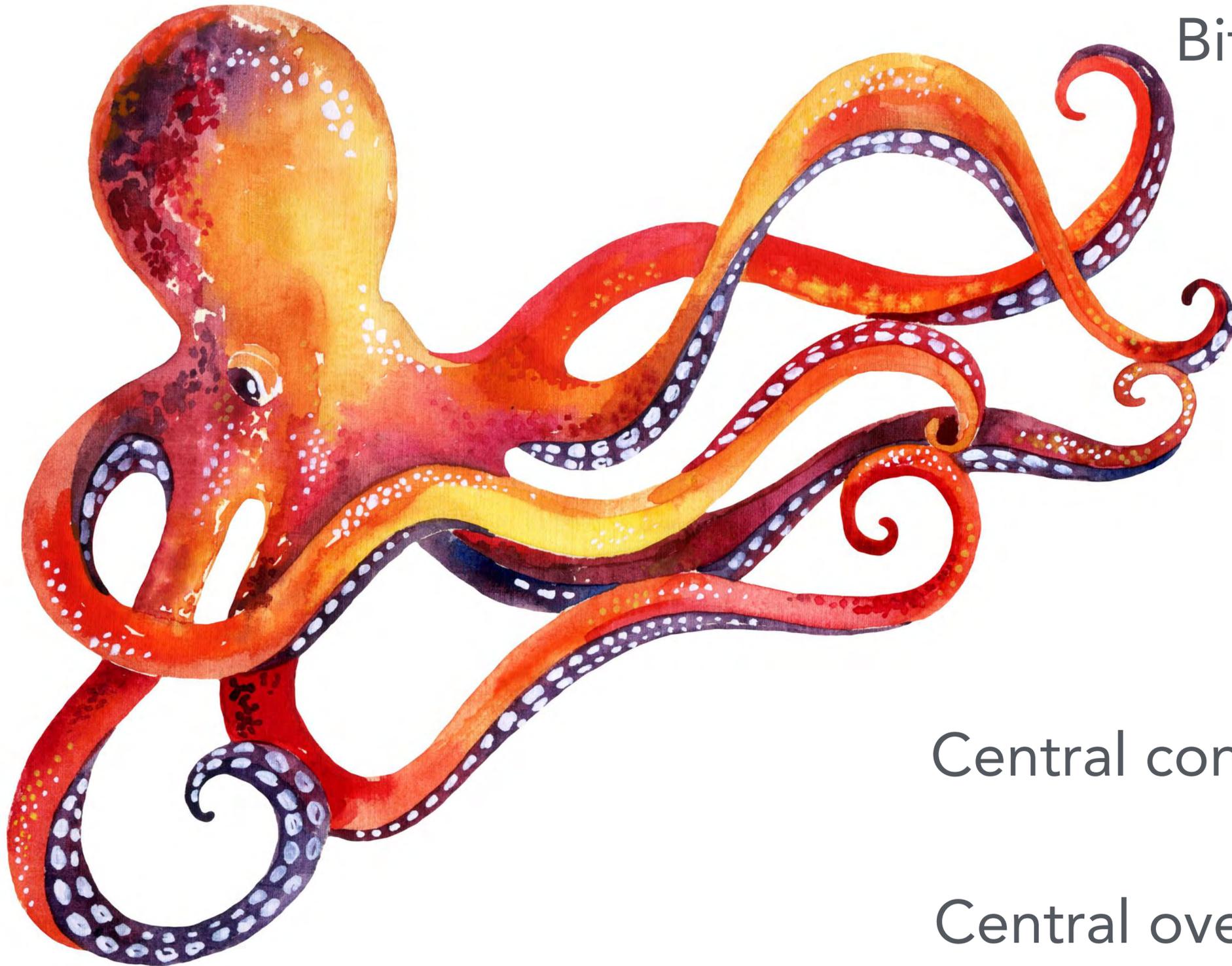
*to advance clean energy adoption*

# Much of the smart DER value is left on the table

- Power supply
- Voltage regulation
- Frequency stabilization
- Cybersecurity and grid resilience
- Energy arbitrage
- Congestion management



# How is the electric grid like an octopus?



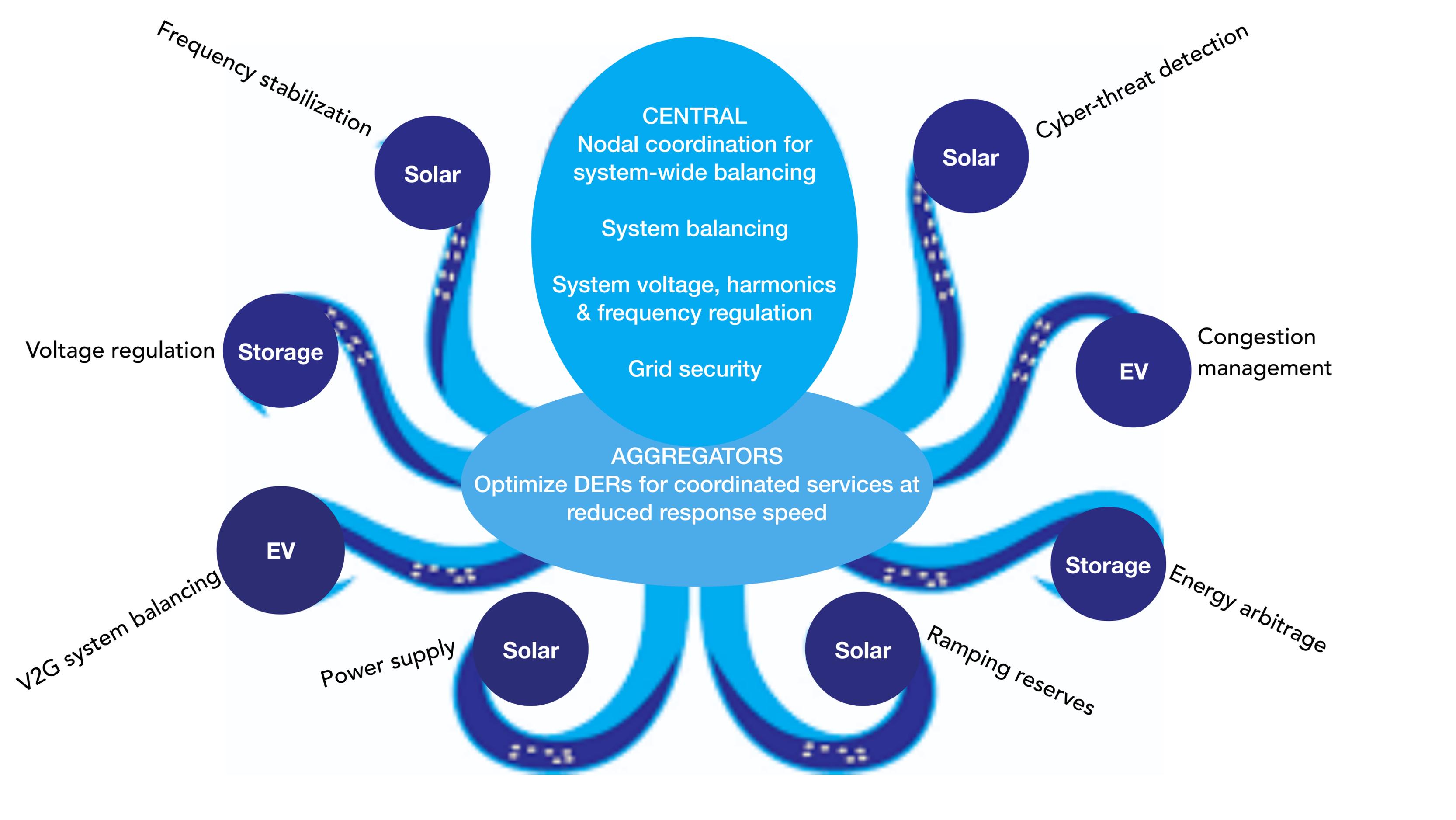
Bifurcated decision-making process

Distributed neural network enables *rapid* response

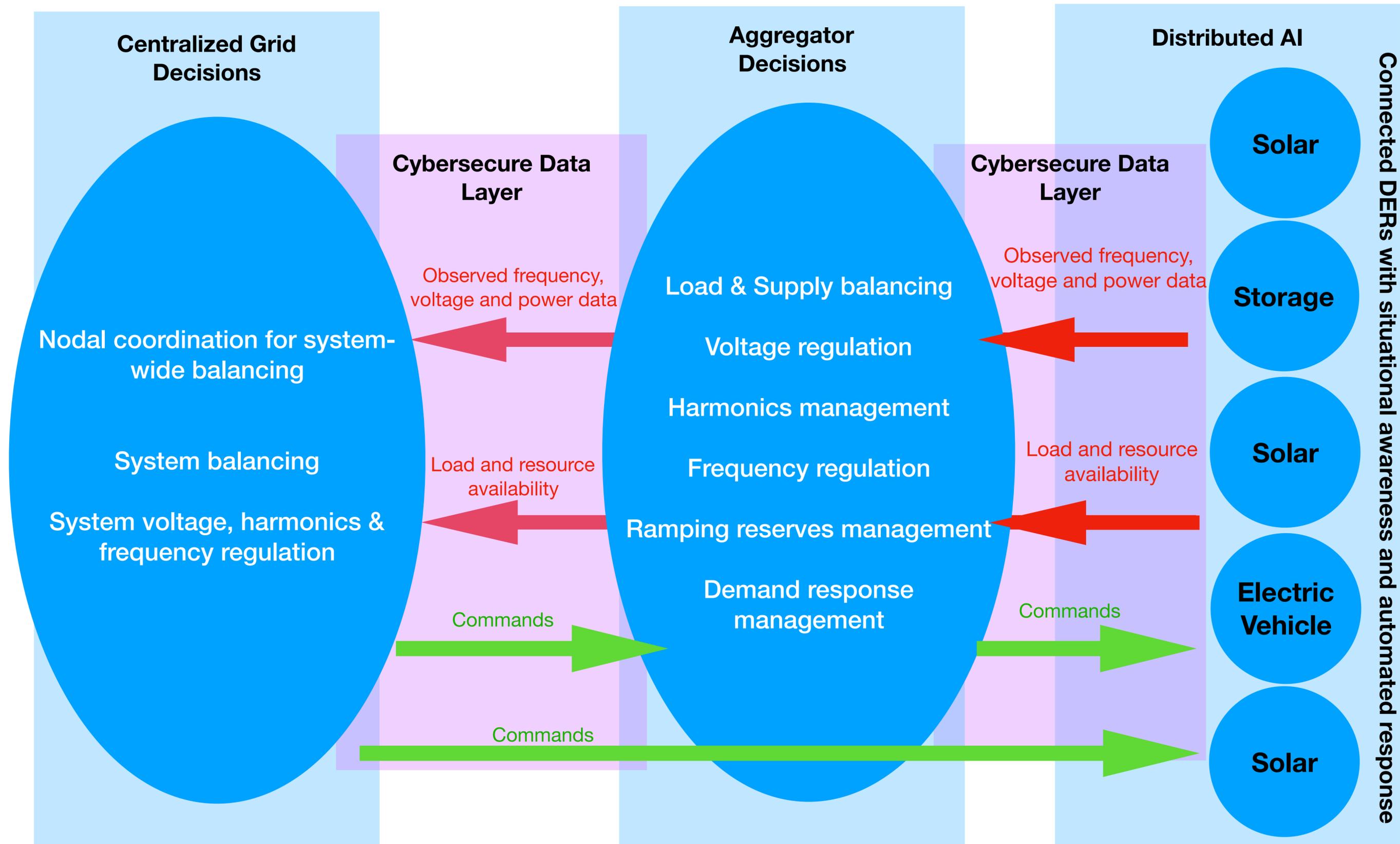
Distributed decision-making centers maximize brain power for complex decision-making

Central control over trajectory and speed

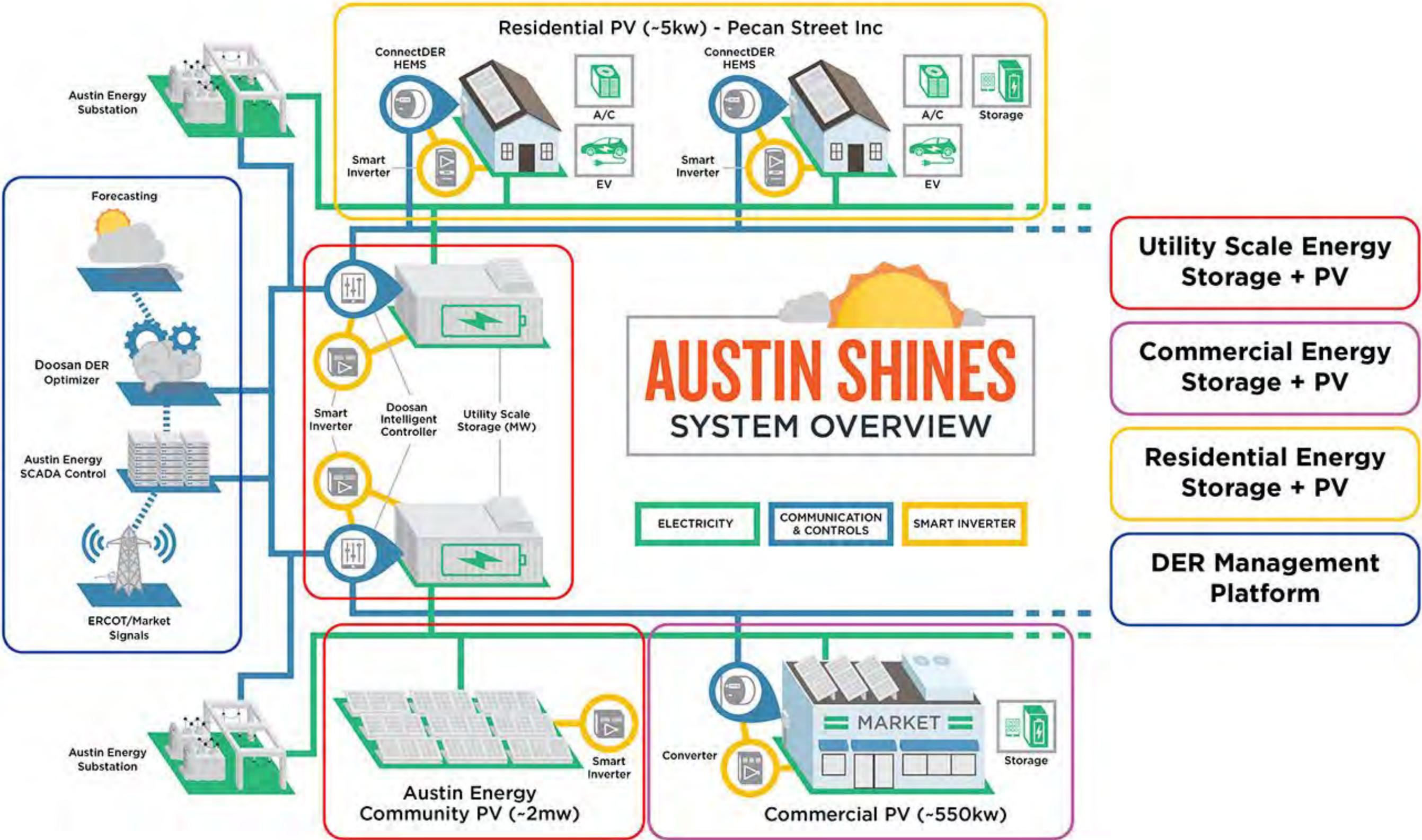
Central over-ride when danger is detected



# Optimized, Cybersecure Transformation and Operation of Private Utility-tied Solar (OCTOPUS)

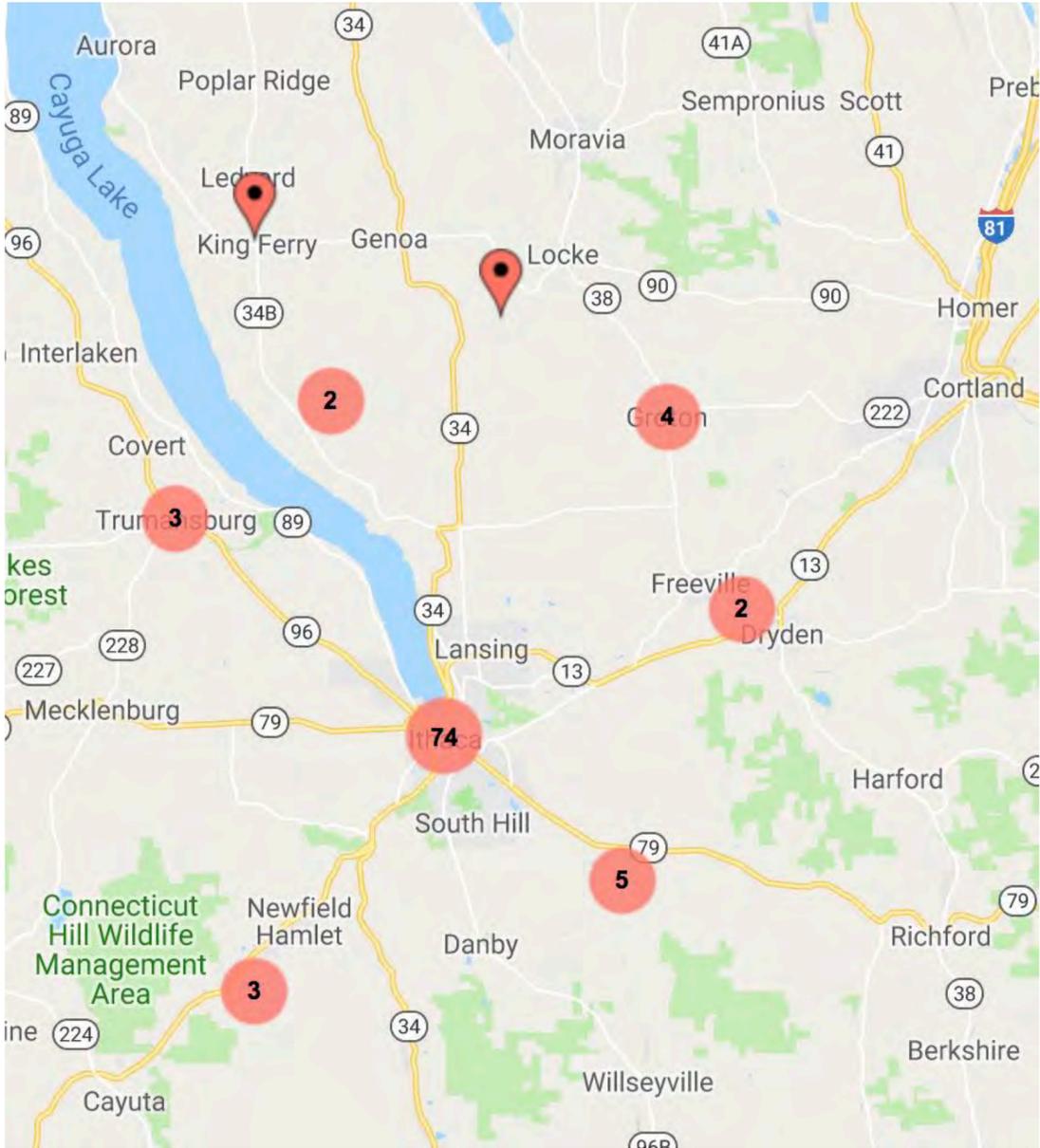


# Demonstration Project



# New York Research Platform for AI & DERs

100 homes (75 with DERs)

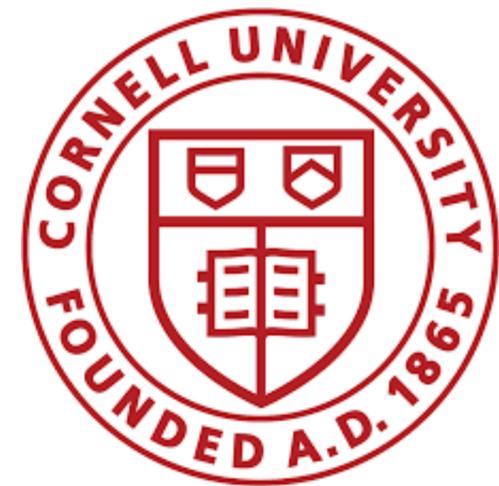


Dual-socketed smart meters



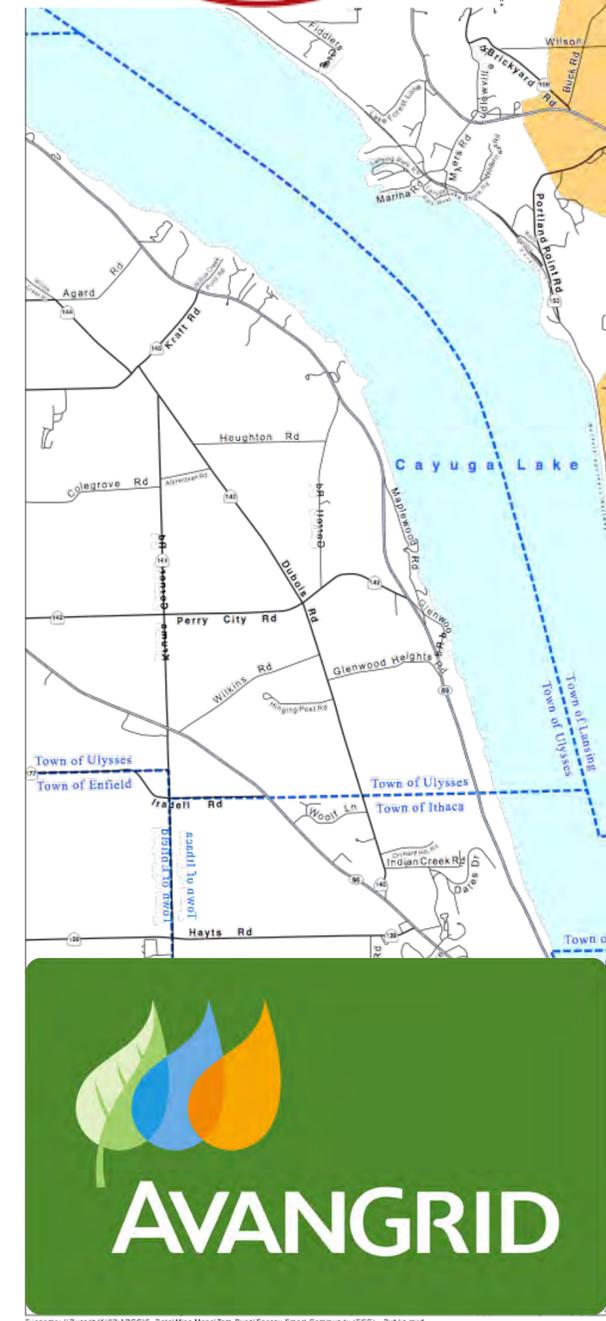
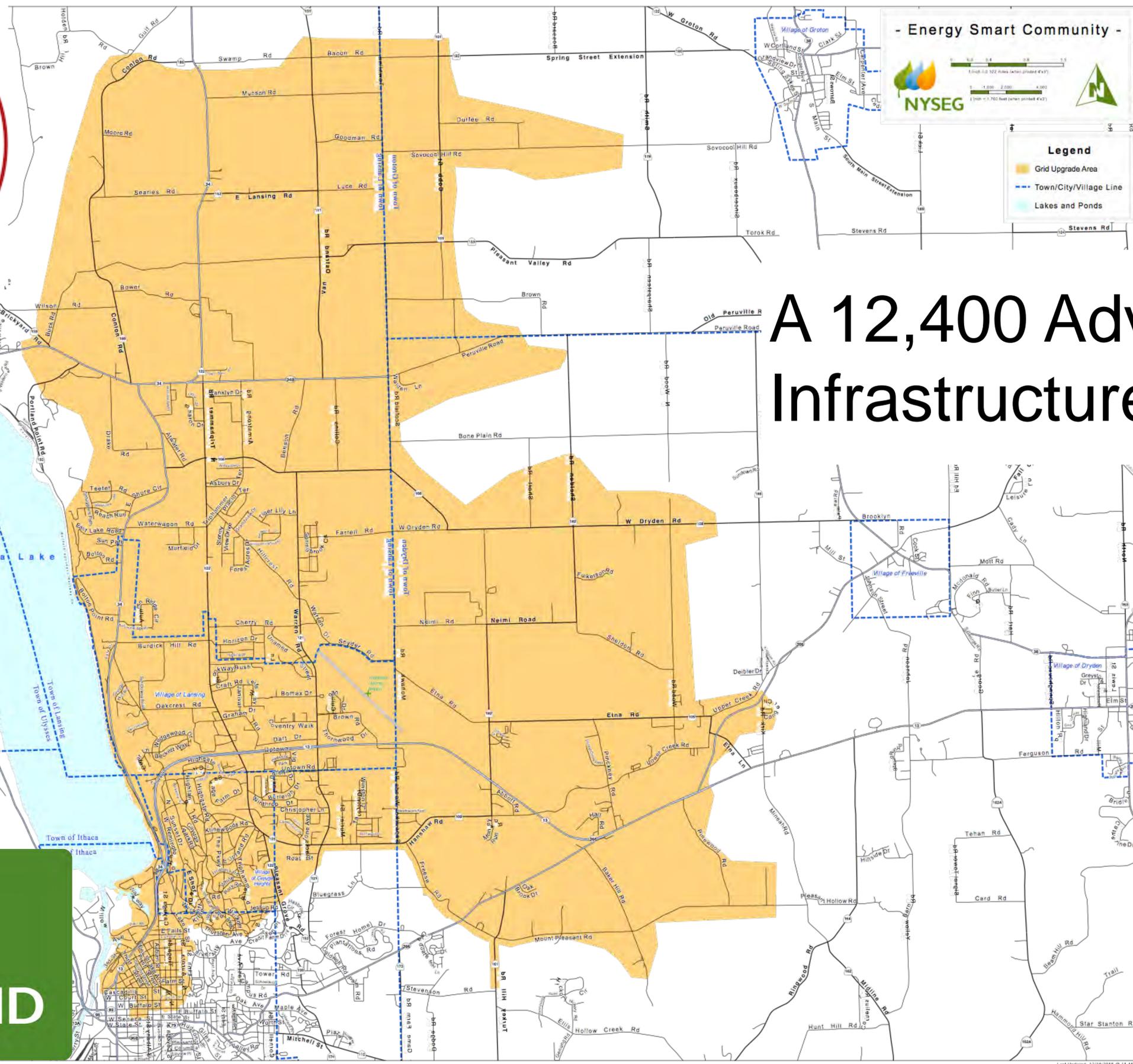
Smart inverters





# Energy Smart Community

## A 12,400 Advanced Metering Infrastructure (AMI) Test Bed





# PFI:BIC - Energy Smart Community - Leveraging Virtual Storage to Turn Advanced Metering Infrastructure into a Smart Service System

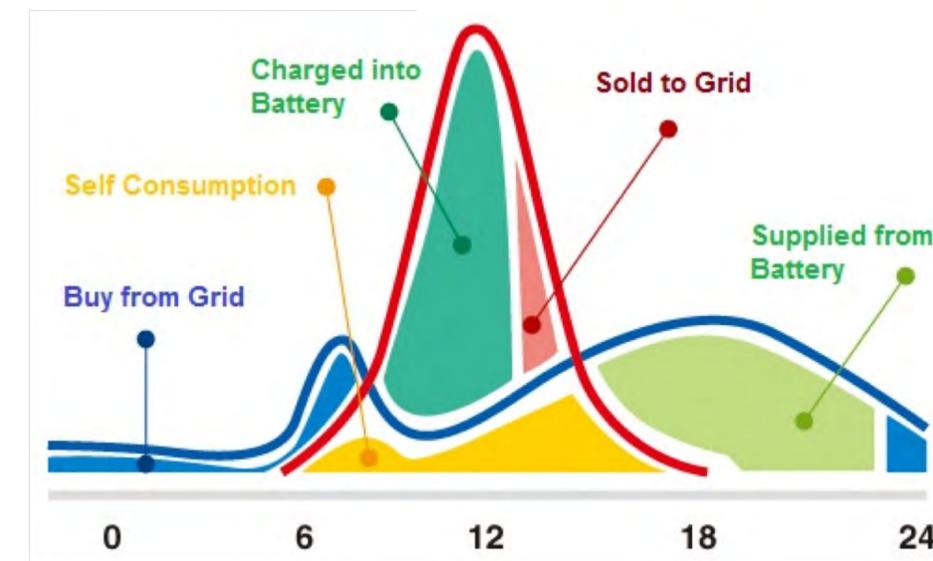
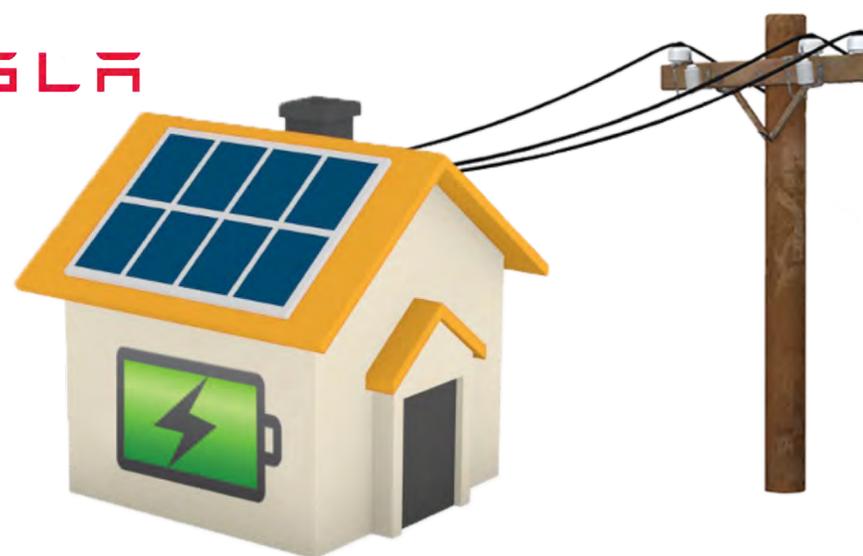


DAVID R. ATKINSON CENTER  
for a Sustainable Future



Red line: solar power generated  
Blue line: home power use  
Alternatively (if no solar), imagine red line shifted to right a few hours is a peak demand charge and green "charge battery" area shifts to overnight hours yet the blue curve remains the same. Battery allows homeowner to avoid peak demand charges

TESLA



Price (\$/kWh)	Deadline (hour)
0.35	1
0.25	2
0.20	3

Our team is exploring multiple pricing signals as inputs into the smart service system being developed. One idea for electric vehicles is pricing energy according to charging deadline (longer deadline = lower price as shown in the bubble above). We call this *deadline differentiated energy services*.

**Thank you**

Suzanne Russo

CEO, Pecan Street Inc.

[srusso@pecanstreet.org](mailto:srusso@pecanstreet.org)

# Lunch

Up Next: **Narrative from Kimberly Harriman** at 1:00 pm

# Personal Narrative

*Introduced by Tabitha Robinson-Zogby, Director,  
Program Operations – Economic Development at NYPA*

**Kimberly Harriman**

Senior Vice President, Public & Regulatory Affairs  
New York Power Authority



# Stages of Life & Career

Kimberly A. Harriman

*adapted from Mark Manson's "The Four Stages of Life", May 21, 2015*



# Stage One – Mimicry

- We mimic others around us
  - The way we talk, walk and interact
  - Being the new professional
- 



## Stage Two – Self Discovery

- ▶ Learning what makes us different
  - ▶ Trial & Error name of the game
  - ▶ Double down or move on
  - ▶ Knowing limitations
- 



## Stage Three – Commitment

- What's important to you
- Maximizing Potential
- Not Giving a Fig (use your imagination)



## Stage Four – Legacy

- Focus on the meaningful
  - Be impactful
  - Legacy – children, friends & colleagues.
- 

# Afternoon Break

## Raffle Tickets

One for \$5

Five for \$20

Up Next: **Impactful Communications** at 1:45 pm



# WICE

## STRUCTURED COMMUNICATIONS BITESIZE TRAINING: AUDIENCE AND INTRODUCTIONS

20 June 2019

# CONTENTS

1	THE STRUCTURED COMMUNICATIONS FRAMEWORK	3
2	UNDERSTANDING YOUR AUDIENCE	4
3	ESTABLISHING THE RELEVANCE OF YOUR COMMUNICATION	6
4	CONTACT DETAILS	7

# 1 THE STRUCTURED COMMUNICATIONS FRAMEWORK

Introduction	Audience:
	Situation:
	Complication:
	Question:

▼

Answer – ‘Governing Thought’:

Implied question

Key Line			
	▼	▼	▼

Facts	Further question			Further question			Further question		

## 2 UNDERSTANDING YOUR AUDIENCE

A compelling communication needs to resonate with your audience. There are a number of essential questions or considerations to take into account when tailoring your message.

### **Why are they present?**

Whether presenting to an individual or a group, it is essential that you take time to explore the needs of those that are receiving your message.

Your starting point should be to think about why they are receiving your message:

- Are they decision makers or influencers that need to be persuaded?
- Are they wider stakeholders that need to understand how they will be impacted or need more information to take action?
- Are they there because they want to be or because they have to be?

As well as understanding why they are there, it is also worth considering their likely reaction – are they likely to agree, disagree or be neutral to the subject matter?

### **Are they ready to receive your message?**

Where audiences are negative, it is often because you are asking them to make a change. When communicating a message that will require a change on the part of your audience, you need to understand where in the change cycle the audience is and tailor your message accordingly (see the Change Curve below):

For example, if this is the first time they have heard of the need to change, you need to build their awareness, understanding and acceptance (answer the “why” questions) before you can gain involvement or commitment (persuade them of the “how”).



### Do they trust your advice?

Trust is a difficult and intangible thing to assess and build. However, by seeking an understanding of the level of trust your audience has, you can more easily tailor your message to meet their needs and build greater trust.

The trust equation is a useful tool to assess the trust that you perceive your audience has in you:

$$\text{Trust} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-orientation}}$$

- **Credibility is about your credentials:** Do you have the expertise and/or experience to back up your message? And have you presented yourself in a way that ensures your audience is aware of this?
- **Reliability is about how dependable you are:** Have you delivered on expectations in the past, in terms of time, value and quality?
- **Intimacy is about comfort and vulnerability:** How comfortable is your client about opening up and telling you what is really going on? Have you convinced them of your emotional investment?
- **(Low) Self-orientation is about a true focus on the needs of the client:** Does your client trust that you are there primarily to serve their needs rather than your own?

### 3 ESTABLISHING THE RELEVANCE OF YOUR COMMUNICATION

By ensuring that your Governing Thought is introduced within a context that grabs the interest of your audience, you can get your audience to take notice and invite your insights.

Introductions should tell a story which:

- Grabs the attention of the audience
- Level sets the audience’s understanding of the current situation or context
- Identifies the key question in the mind of the audience and provides the answer
- The introduction is also essential in building trust, rapport and credibility with your audience.

The SCQA approach structures your introduction into a story that draws the audience in:

- **Situation:** Statement of known facts that sets the scene
- **Complication:** A change to the situation that presents an opportunity or raises an issue
- **Question:** The natural question that arises in the mind of the audience
- **Answer:** The answer to the question - the Governing Thought of the communication

The situation and complication helps us to articulate the question in the mind of the audience. The governing thought provides an answer to that question.



A clear understanding of your audience enables you to frame an introduction that meets their needs and present your proposal in a way that influences and draws them in.

## 4 CONTACT DETAILS



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