RECRUITING, TRAINING, AND MANAGING MILLENNIALS IN THE UTILITY INDUSTRY

September 17 – 18, 2018
Sheraton Denver Tech Center Hotel
Denver, CO

PRE-CONFERENCE WORKSHOP

Digital Talent & The Utility Industry: When Millennials Take Over

MONDAY, SEPTEMBER 17, 2018

EUCI is authorized by IACET to offer 0.9 CEUs for the conference, 0.4 CEUs for the workshop.

At the date of this posting, IACET is approved by the Society for Human Resources Management (SHRM) for continuing education.
OVERVIEW

With a rapidly aging workforce and advances in technology, it’s critical that utilities adequately recruit, hire, retain, and develop the right talent. In come the Millennials! They are trailblazers who quickly adapt to leading technology, and they will comprise 50% of the workforce in the next 18 months.* They’re also quick to discover—or create—innovative and resourceful approaches that boost company productivity. They bring a tremendous amount of passion to their job. But, they have a different understanding of business rules, hierarchies and roles—they don’t respond well to traditional top-down management, and they value flexibility and challenge. Their career approach and work expectations are vastly different from previous generations, and they have a 3x higher attrition rate across every industry.

All industries are competing for their skills, at a time when our industry needs future innovators and bright minds more than ever to keep up with changing technologies. While industry insiders know that this is an exciting time for the sector—with advances in smart grid, microgrids, distributed generation, and energy storage revolutionizing the industry—it still maintains its static public image: old-fashioned, lacking innovation and slow to adapt. This makes it difficult to attract and retain the talent of skilled workers who are required not only to replace the rapidly aging workforce, but also to position utility companies to keep pace with the digital revolution.

In this essential program filled with up-to-the-minute data and case studies, you’ll gain ideas and best-practices from industry colleagues on how to attract, retain, and manage Millennial talent. You’ll also gain information and knowledge to share with top decision makers to spark change and action within your company. Join us for this hands-on, highly-interactive, tangible-takeaways conference.

*The 2016 Deloitte Millennial Survey

LEARNING OUTCOMES

- Gain insights into successfully attracting and recruiting ambitious talent
- Discuss how industry colleagues are defining their employer value and working with social media channels to influence Millennial candidates
- Identify how to assess your organization’s current culture against today’s workers’ expectations
- Create a strategy for defining the culture shift you want to make
- Explore the real costs of turnover
- Review how culture impacts performance
- Dispel common millennial myths and create momentum towards modernizing the industry for all talent
- Review cross-generational techniques for managing employees
- Assess tactical strategies for managing, engaging and training entry-level employees
- Discuss how to incentivize Millennials through building desirable career packages

WHO SHOULD ATTEND?

- Human Resources Executives
- CIOs / CTOs
- Regulatory
- Organizational Development VPs
- Talent Acquisition Managers
- Training Managers
- Engineers
- Recruiters
- Digital Communications
AGENDA

MONDAY, SEPTEMBER 17, 2018

12:30 – 1:00 pm  Registration

1:00 – 1:45 pm  Keynote Address
Lisa Marcuz, VP of Talent Management, Duke Energy

1:45 – 3:15 pm  Panel 1: Sourcing Talent for the Workforce of the Future
Join us as experts from across the Power Industry share their industry perspective, workforce vision and unique approaches to attracting Millennial talent. Hear success stories, new technologies, preferred communication strategies, and best practices for building a modern recruiting toolbox.

Takeaways: Insights into successfully attracting and recruiting ambitious talent. Planning and preparing for future talent needs.

**Moderator:** Foluso Atelumo, Manager of Development Operations and Database Management, PJM

**Panelists:**
- Jane Albert, Chief of Staff, Operations, Hydro One
- Bishop Blackwell, Supervisor of Organizational Planning and Talent Sourcing, Entergy
- Buck Braswell, VP Operations Support, Osmose Utilities Services
- Stephanie Winn, Manager Talent Acquisition, Salt River Project

3:15 – 3:45 pm  Networking Break

3:45 – 5:30 pm  Panel II: Communicating Your Employer Value and Brand
Critical to capturing, and retaining, Millennial talent is having a compelling Employer Value proposition that clearly communicates “Why work for you” over the competition. Listen to experts and industry colleagues who are focused on building and communicating a desirable employer brand that inspires and connects Millennial employees to their company mission.

Takeaways: Learn how industry colleagues are defining their employer value and working with social media channels to influence Millennial candidates.

**Moderator:** Janet Kieffer, Principal Consultant, Influence Matterz

**Panelists:**
- Lisa Marcuz, VP Talent Management, Duke Energy
- Foluso Afelumo, Manager of Development Operations and Database Management, PJM
- Alicia Duhon, Digital Communications Analyst, MISO
- Doreen Nichols, VP of Talent, Culture, and Organizational Development, Eversource Energy

“All employers need to embrace the fact that the Millennial generation is our future and start looking at this as a positive. Millennials are the future leaders, innovators and profit builders for our companies.”

Supervisor of Staffing, contractor to Hanford Nuclear Site
TUESDAY, SEPTEMBER 18, 2018

8:00 – 8:30 am  Continental Breakfast

8:30 – 9:30 am  Five Simple (Not Easy, Simple) Steps to an Effective Culture Shift
In a highly competitive talent market, the growing influence of Millennials, and the increased transparency of a digital world, employers need new strategies to attract and retain the best talent. Employees now expect a work experience they find enjoyable, engaging, and meaningful, and organizational culture plays a major role in the overall employee experience. This presentation will offer information on how to assess your organization's current culture against today's workers' expectations; a strategy for defining the culture shift you want to make; and critical steps in making the new culture a sustainable reality.
Cynthia Young, Assistant Vice President Executive Administration, UT Southwestern University Hospitals

9:30 – 10:00 am  Networking Break

10:00 – 11:30 am  Panel III: Creating an Engaging Company Culture
What's the secret formula to creating a great company culture, and how much does it matter? Join us for this discussion sharing best practices on building and maintaining your company culture, especially during changing times. Gain insight towards realistic and attainable culture shifts that you can make within your office that will significantly impact your retention rates.
Takeaways: Explore the real costs of turnover. Understand how culture impacts performance.
Moderator: Cynthia Young, Assistant Vice President Executive Administration, UT Southwestern University Hospitals
Panelists:
Bishop Blackwell, Supervisor of Organizational Planning and Talent Sourcing, Entergy
Nicole Thuringer PHR, SHRM-CP, MHRM, HR Manager, E.On Energy
John Demarest, Workforce Development Manager, Georgia Power
Doreen Nichols, VP of Talent, Culture, and Organizational Development, Eversource Energy

11:30 am – 12:30 pm  Meet the Millennials: Open Q&A Panel
Take a deep dive with this open group discussion and Q&A session that will feature Millennials of the utility industry and provide a platform for your most pressing questions.
Moderator: Janet Kieffer, Principle Consultant, Influence Matterz
Panelists:
Foluso Afelumo, Manager of Development Operations and Database Management, PJM
Alicia Duhon, Digital Communications Analyst, MISO
Cameron Day, Senior Human Resources, PPL Electric
Kavya Setty, Talent Acquisition Specialist, Seattle City Light

12:30 – 1:30 pm  Group Luncheon

1:30 – 2:15 pm  Dispelling Millennial Myths and Bridging the Generational Divide
Have you ever wondered why the Millennial conversation is important? Come ready to shift your lens on the topic as Crystal Kadakia dispels the most common millennial myths and creates momentum towards modernizing the industry for all talent in today's digital world.
Crystal Kadakia, Founder, Invati, TEDx speaker, Author

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TUESDAY, SEPTEMBER 18, 2018 (CONTINUED)

2:15 – 3:15 pm  Panel IV: Effectively Managing a Multi-generational Workforce
How do you effectively manage a team spanning multiple generations with diverse working styles and expectations? The answer is crucial to your organization’s day-to-day productivity and long-term success. Learn how to engage your managers in crafting this new workplace, and tips for mentoring and developing a generationally diverse term.

Takeaways: Learn cross-generational techniques for managing employees. Assess tactical strategies for managing, engaging and training entry-level employees.

Moderator: Buck Braswell, VP Operations Support, Osmose Utilities Services
Panelists:
Lisa Marcuz, VP Talent Management, Duke Energy
John Demarest, Workforce Development Manager, Georgia Power
Lauren Mersich, Human Resources Business Partner, City of Boulder
Keith Gulley, Talent Acquisition Manager, Seattle City Light

3:15 – 3:45 pm  Networking Break

3:45 – 5:00 pm  Panel V: Right-Sizing Career Progression, Compensation and Benefits
Come listen to our panel of experts who offer best practices regarding right-aligning career progression, promotion tracks, compensation and benefit packages, and unique solutions to attract and retain Millennial employees.

Takeaways: Discuss how to incentivize Millennials through building desirable career packages.

Moderator: TBD
Panelists:
Nicole Thuringer PHR, SHRM-CP, MHRM, HR Manager, E.On Energy
Cameron Day, Senior Human Resources, PPL Electric
Kavya Setty, Talent Acquisition Specialist, Seattle City Light
Lauren Mersich, Human Resources Business Partner, City of Boulder

“Information that I received in the course was really useful. I could compare different strategies from American companies from the energy sector and analyze which one can be applied in CENAGAS to be better in our recruiting and retaining processes.”
Organizational Analysis Director, CENAGAS

“Group conversation and discussion was very high in comparison to other seminars. Provides valuable insight.”
HR Business Partner, Black & Veatch
PRE-CONFERENCE WORKSHOP

Digital Talent & The Power Industry: When Millennials Take Over

MONDAY, SEPTEMBER 17, 2018

8:00 – 8:30 am  Registration & Continental Breakfast
8:30 am – 12:00 pm  Workshop Timing

OVERVIEW

In the age of the Digital Grid, every company within the Power industry is competing for digital talent. And competing with every other industry for that same talent. In just 18 months, Millennials will comprise 50% of the US workforce.* They don’t know business rules, understand workplace roles nor value hierarchies. In contrast, they value entrepreneurism and purpose. They want to work in cultures that reflect them. And, with all the benefits and career opportunity you offer, they will move on in 13-24 months.

Join us for a pre-conference workshop that provides an in-depth, actionable understanding of:

- **The Social Hive** – Who the Millennials are, what they value and how being the first digital generation has shaped their expectations
- **When Millennials Take Over** – How Millennials’ career expectations and workplace behaviors differ from Baby Boomers and Gen X employees
- **The Millennial Employee** – Balancing YOLO, Purpose and their Entrepreneurial Spirit
- **“Don’t Know / Don’t Care”** – Building awareness of the Utility Industry with a generation who only think of electricity (never the Grid!) when they plug in their iPhone.
- **$1.5M** – The Cost of Gen X Jeopardy
- **“Being Cool”** – 7 Must-Do actions for attracting Digital Talent now
- **The Employee Lifecycle vs. The Employee Experience** – Differentiating your company to attract the best talent via “moments that matter.”

“Very eye opening! As a ‘Millennial’ in management it was great to see pros that my generation can offer!”

Operations Supervisor, UC Synergetic
TAKEAWAYS

Participants of “When Millennials Take Over” will receive a unique business case presentation for educating senior executives, managers and colleagues on key aspects and issues of the Millennial workforce. Participants will leave with evidence and applicable formulas to quantify the need for budget allocation and executive buy-in relating to recruiting Millennial talent and making culture shifts within the company.

WORKSHOP PRESENTER

Janet Kieffer
Principal
INFLUENCE

Course instructor for EUCI’s “Winning the Millennial Talent War in Utilities” and “Attracting & Retaining Millennials in the Power Industry,” Janet Kieffer melds 25 years of experience across all aspects of the Power Industry with deep expertise in Millennial workforce issues. Fluent with AMR, DER, CIS systems, NERC CIP & PRC-005, voltage / current phase angles, protective relays and how to communicate with electrical engineers, she is author of more than 35 industry articles and a featured speaker at the 2017 Electric Power Conference on the topic, “Surviving the Coming Millennial Tsunami.” Janet holds a Masters in Marketing with a specialization in Growth Strategy from the University of California, Berkeley.

*The 2016 Deliotte Millennial Survey
SPEAKERS

Jane Albert
Chief of Staff, Operations
Hydro One
Jane Albert is Chief of Staff, Operations at Hydro One. She is commencing her 32nd year working in the electricity industry where she’s enjoyed focusing on several lines of business including marketing, operations, conservation, and customer service, regulatory. Jane’s career path included everything from staking new pole lines to CEO, and for half of her career she has held a senior management position strategically involved in leading a people focused solution.

Foluso Afelumo
Manager of Development Operations and Database Management
PJM Interconnection
Foluso P. Afelumo is manager of the Development Operations and Database Management department of PJM Interconnection. His core responsibilities involve enabling and empowering development teams to realize business outcomes by providing infrastructure, tools and services to speed up and enhance the software development lifecycle.

Bishop Blackwell
Supervisor of Organizational Planning and Talent Sourcing
Entergy
Mr. Blackwell is Entergy’s HR Operation’s Supervisor over Organizational Planning and Talent Sourcing. He currently governs the company’s enterprise wide organization control process, workforce analytics and executing HR talent sourcing emphasizing campus, military and diversity recruiting. Bishop has a near forty year career, diverse in HR operations and commercial nuclear energy consisting of construction, project controls, project management, and financial operations.

Buck Braswell
VP Operations Support
Osmose Utilities Services
Buck is the Vice President of Operations Support at Osmose Utilities Services, overseeing a team responsible for Safety, Quality, Training, and Fleet Management. For the last four years in his current role he has been extremely focused on improving the retention of the Field workforce made up of approximately six hundred Foremen spread across the country.

Cameron Day
Senior Human Resources
PPL Electric
Senior Human Resource Business Partner Cameron Day collaborates with Client Human Resources Departments igniting a passion for Recruitment, Talent Development, Compensation, Talent Management and strategic Human Resources. He has a Master’s degree in Human Resource Management with a concentration in Learning and Performance Management ensuring he is equipped with the right tools to support the ever evolving needs of the millennial workforce.
SPEAKERS

Alicia Duhon  
*Digital Communications Analyst*  
MISO  
Alicia specializes in social media and web-based communications. In her role as Digital Media Strategist, she manages and curates content for all of MISO’s digital channels. Alicia earned a bachelor’s degree in Public Relations and Strategic Communication from Purdue University.

John Demarest  
*Workforce Development Manager*  
Georgia Power  
John Demarest is an HR Business Consultant with Georgia Power. He is in his 36th year with Southern Company and has supported Generation, Customer Service and Sales, Distribution and Transmission during his 20 year HR career. In addition, he has been in leadership roles in both Generation and HR.

Keith Gulley  
*Talent Acquisition Manager*  
Seattle City Light  
Keith manages the production of SCL’s Talent Acquisition professionals, where he oversees the development and implementation of processes and policies related to hiring and recruitment to help promote, support and manage key City Light initiatives including those related to equal employment, diversity and social justice in the workplace.

Crystal Kadakia  
*Founder*  
Invati Consulting  
Crystal Kadakia is an internationally-known thought leader on the topics of millennials, digital behavior and future of work. Besides being a bicultural, female millennial, she has a wide array of experience, including giving over a hundred talks, authoring several books, and consulting with a variety of clients including Fortune 500 companies in the energy & utilities. Her educational background includes a degree in Chemical Engineering and a Master’s in Org Development.

Lisa Marcuz  
*VP Talent Management*  
Duke Energy  
Lisa Marcuz is responsible for the development and delivery of an enterprisewide talent management strategy that better prepares the company to forecast and hire talent, build people and organizational capabilities, and foster a culture that engages and retains employees. The talent management function includes talent acquisition, workforce planning, executive and leadership effectiveness, succession planning, learning and employee development, diversity and inclusion, and employee engagement.

Lauren Mersich, SPHR  
*Human Resources Business Partner*  
City of Boulder  
Lauren Mersich, SPHR, is an innovative HR professional with direct experience in the energy and utility industries for both the public and private sectors. At the City of Boulder, she supports the Energy Strategy & Electric Utility Development, Utilities & Public Works, and Planning & Sustainability. Lauren brings her own insights as a millennial when working through the complexities of multigenerational engagement, retention, and development.
SPEAKERS

Doreen Nichols  
**VP of Talent, Culture, and Organizational Development**  
Eversource Energy  
Doreen is a highly accomplished human resources executive who is sought out to build and transform HR strategy that fully aligns with business objectives, resulting in substantive organizational improvement. With broad experience in both big brand corporations and early-stage start-ups, she’s recognized as a thought leader in global operations, acquisitions, divestitures, talent strategy, performance management, and diversity.

Kavya Setty  
**Talent Acquisition Specialist**  
Seattle City Light  
Kavya is an expert at building staffing strategies for organizations and skilled at delivering strategies that positively impact productivity and bottom-line results through human capital initiatives. She supports hiring processes in City Light divisions, building and executing full life cycle recruitment, succession planning, training, and developing workshops and serving as a liaison to her divisions.

Nicole Thuringer PHR, SHRM-CP, MHRM  
**HR Manager**  
E.On Energy  
Nicole manages the operational processes and process improvement strategies within the HR department at E.ON, Nicole is passionate about creating a great company culture and providing an excellent employee experience. She especially enjoys communicating HR policies so that employees are aware of the benefits the company offers.

Stephanie Winn  
**Manager Talent Acquisition**  
Salt River Project  
Stephanie Winn is Manager of Talent Acquisition at Salt River Project (SRP). She has been with SRP for more than 20 years. Stephanie oversees the external recruiting and hiring process for the company and serves as the corporate liaison for SRP’s 11 employee resource groups.

Cynthia Young  
**Assistant Vice President Executive Administration**  
UT Southwestern University Hospitals  
Previously: Southwest Airlines  
Cynthia joined Southwest Airlines for a 21-year career of service in leadership roles. She founded and led two departments there – Internal Customer Care and Labor & Employee Communications – specifically created to support the iconic culture that has defined Southwest Airlines for over 40 years. She understands the importance of organizational culture, and across a career has also helped build foundational culture initiatives at Ambit Energy, and UT Southwestern Medical Center.
INSTRUCTIONAL METHODS

Case studies, PowerPoint presentations and group discussion will be used in this event.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference to be eligible for continuing education credit.

IACET CREDITS

EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

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EVENT LOCATION

A room block has been reserved at the Sheraton Denver Tech Center Hotel, 7007 S Clinton St, Greenwood Village, CO 80112, for the nights of September 16-17, 2018. Room rates are $139 plus applicable tax. Call 1-303-799-6200 or click here for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is September 4, 2018 but as there are a limited number of rooms available at this rate, the room block may close sooner. Please make your reservations early.

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this conference may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

SPONSORSHIP OPPORTUNITIES

Do you want to drive new business through this event’s powerful audience? Becoming a sponsor or exhibitor is an excellent opportunity to raise your profile before a manageably sized group of executives who make the key purchasing decisions for their businesses. There is a wide range of sponsorship opportunities available that can be customized to fit your budget and marketing objectives, including: Platinum, gold, or VIP sponsor, Reception host, Networking break host, Tabletop exhibit, Workshop sponsor, Lanyard sponsor, Luncheon host and Breakfast host.

Please contact Maryjane Jarvis at mjarvis@euci.com or 720-988-1227 for more information.
A room block has been reserved at the Sheraton Denver Tech Center Hotel, 7007 S Clinton St, Greenwood Village, CO 80112, for the nights of September 16–17, 2018. Room rates are $139 plus applicable tax. Call 1-303-799-6200 or click here for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is September 4, 2018 but as there are a limited number of rooms available at this rate, the room block may close sooner. Please make your reservations early.

**EVENT LOCATION**

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 30 years organizing conferences.

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