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)

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

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


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 TBD – 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. Jimmy Sandlin, CEO, Holston Electric Cooperative. 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


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 Special Event Sponsor

•  Networking Event Sponsor – TBD

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

Join us for a casual networking event sponsored by TBD

**Wednesday, October 16th**

8:15 – 8:30  Breakfast – on your own. Breakfast included in hotel stay at Embassy Suites.

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. TBD, 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 TBD – Atrium**

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

1:30 – 2:15  **AI for Contact Center Agents** – Mark Morrell, SR Consultant, Knoxtel. TBD - Five 9, TBD - 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 three 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

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.

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  TBD

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