

2010 Customer Service Conference

This annual event helps keep customer service professionals up-to-date on new trends and developments, and provides opportunities to share ideas and common experiences.

Friday, May 7
9 am - 3 pm
Heritage Museum
Sandwich, Mass.

Overview

For the past nine years, the NEPPA Customer Service Conference has served as a successful venue for the sharing of information, ideas and as an inspiration for public power customer service professionals throughout New England.

Heritage Museum & Gardens

Heritage Museums & Gardens has miles of walking paths and three museums featuring American Art. The beautifully landscaped grounds are a naturalized woodland park on the edge of upper Shawme Pond on Cape Cod conveniently located off of Route 6, accessible by both the Sagamore and the Bourne Bridges. Sessions will be held in the Art Museum which houses an operating hand-carved carousel and many of America's most distinguished artists' works.

Conference participants may wish to take time at the close of the conference to visit both the Shaker-style round barn that houses the J. K. Lilly III Antique Automobile Collection and The American History Museum that hosts an impressive collection of military miniatures, antique firearms, and the distinguished bird carvings of master carvers A. Elmer and Cleon Crowell.



Program

- 9:00 AM** **Coffee and Registration**
- 9:30** **Welcome to Cape Cod and the Heritage Museum**
Libby Knott, *Director of Functions and Sales*
Heritage Museum & Gardens
- 10:00** **Practical Stress Management for Customer Service Professionals**
Dr. Paul Powers
Management Psychologist, Consultant and Author
Dr. Powers will draw on stressful customer service experiences from the field and present new findings from the field of psychology which focus on enhancing the lives of people who are already living a full and enjoyable life.
- 10:45** **Break**
Take a ride on the hand-carved carousel and view the artwork of some of America's most distinguished artists.
- 11:15** **Practical Applications of Social Media**
Linda Fanaras, Abigail Burton
Millennium Integrated Marketing, Manchester, N.H.
A overview of new communication methods such as blogs, facebook, twitter, etc. that have both personal and professional applications
- Noon** **Lunch**
Presentation of Carol Tracey Customer Service Awards
- 1:15 PM** **What the Lineworker Knows That You Need to Know**
Steve Socoby, *NEPPA Trainer*
Do customers often ask you questions that are better answered by lineworkers? Steve will acquaint you with those parts of a lineworker's jobs - and tools - that will help you feel more knowledgeable about the technical side of your utility's business.
- 2:00** **Interactive Discussion and Participants Roundtable**
Q and A with Steve Socoby and discussion of other topics of interest.
- 2:30** **Explore the Museums**
You may take time to enjoy the walking trails if weather permits or hop on the museum shuttle and visit the J. K. Lilly III Antique Automobile Collection and The American History Museum.

Speakers

DR. PAUL POWERS, a licensed psychologist, is the former chairman of the Massachusetts Board of Psychologists and a member of numerous professional organizations. He holds a bachelors, masters and doctoral degree in psychology from the University of Massachusetts at Amherst. He helped found 'The Management Corps for the Emerging East' a non-profit initiative to send American business volunteers to work in enterprises of the republics of the former Soviet Union. He is also a former U.S. Marine, a former licensed pipe fitter, author of "Winning Job Interviews" and co-author of "Love Your Job! Loving the Job You Have, Finding a Job You Love." He also co-hosted 'CareerTalk', a Boston radio call-in show.

LINDA FANARAS has nearly 20 years experience in strategic integrated marketing, with an emphasis on interactive campaigns, communication plans, and brand management. A graduate of Franklin Pierce University, she holds a Bachelor of Science Degree with a concentration in Marketing. She is certified by the American Management Association and has presented seminars on positioning and new media strategies throughout New England. She sits on the Board of the New England Council of the American Advertising Association, and is a Diamond Forum Member. She received an Athena Award and a Small Business Pinnacle Award. She is involved with the Friends Program, Boys & Girls Club, and Rotary Club, and is a member of the Boston Chamber of Commerce, New England Council, and Business & Industry Association.

ABIGAIL BURTON has over 7 years experience in the marketing and advertising industry. A graduate of Old Dominion University in Norfolk, Va, she holds a Bachelor of Fine Arts with a concentration in Graphic Design and a minor in Art History. Abigail is a recipient of the Presidential Scholarship and Virginian-Pilot Scholarship. She is a member of the Manchester Area Networking Group and the Concord Young Professionals Network. She also volunteers her time as the Marketing Coordinator for Pets in Need Animal Rescue, a non-profit organization specializing in the placement and training of at-risk animals.

STEVE SOCOBY is a senior trainer for the Northeast Public Power Association. NEPPA. Prior to joining NEPPA, he had more than 35 years of experience as a journeyman lineworker and line superintendent in Houlton, Maine, where he had complete responsibility for his utility's operations and supervision of lineworker crews.

Customer Service Conference

May 7, 2010

Mail or fax registration by **April 23** to:
Northeast Public Power Association
100 Medway Road, Suite 201, Milford, MA 01757
fax: 508.482.0932

Or register online at www.neppa.org.

NAME(S) _____

COMPANY _____

PHONE _____

FAX _____

- CHECK ENCLOSED FOR \$ _____
- PLEASE SEND INVOICE (members only)
- PLEASE CHARGE A TOTAL OF \$ _____ TO MY:



_____ EXP _____

SIGNED _____

PRINT NAME _____

SEND CREDIT CARD RECEIPT TO THIS ADDRESS: _____

Fees	Members	Non-Members
	\$99	\$150

Late cancellations may be subject to an administrative fee.

Questions? Call the NEPPA office at (508) 482-5906.

Directions to the Heritage Museum and Gardens
67 Grove Street, Sandwich, MA 02563-2110

Go to: <http://www.heritagemuseumsandgardens.org/directions>