

**NEPPA**

---

# Customer Service Conference 2011

Technology  
and Customer  
Service in the  
Twenty-First  
Century



Thursday, September 22  
9 AM – 2 PM  
Concord's Colonial Inn  
Concord, Massachusetts



## Conference Overview

For the past decade, NEPPA's annual Customer Service Conference has provided an opportunity for customer service professionals in the public power industry to meet in a unique setting and share information, ideas and inspiration. This year's conference will be held in historic Concord, Massachusetts, the site of the first battle of the American Revolution. Participants will learn about Concord's historic past, as well as the impact of technology on customer service in the twenty-first century from three different perspectives: a coffee brewing company; a website that connects customers with human beings; and a technology consultant who studies how successful innovations get introduced to the world. We will also recognize outstanding customer service professionals with the presentation of the annual Carol Tracey Customer Service Award.

## Who should attend?

Everyone in your electric utility serves customers, from top management to field staff, from billing clerks to commissioners. It is not a responsibility that can or should be isolated from other activities, although it frequently is. Customer service is more than just a department, it is a mission. To strengthen customer service in your utility, public power officials from all levels of the organization are invited to participate in this conference. It's a team game, so bring the whole team!

## Speakers

**Chris Stevens** is Vice President of Corporate Relations and Customer Development for Keurig Coffee, where he is responsible for building the Keurig brand through outreach efforts to the media, key customers, trade associations and other influencer groups. Chris joined Keurig in 1996 and is one of the original members of the Keurig Senior Team. He brought to Keurig more than 20 years of experience in consumer goods sales and marketing, as well as general management with such companies as Anheuser-Busch, United Liquors and Proctor & Gamble. He also served as the Executive Director of the Sports Museum of New England. He is a graduate of Notre Dame University and the Executive Education program at the Columbia Business School.

**Adam Goldkamp** is the Chief Operations Officer for GetHuman.com. He manages the content on GetHuman.com, ensuring that the information shown pertaining to each company, organization or product is as accurate as possible, and he also writes for the GetHuman customer service news blog. Adam co-manages the website with his business partner Christian Allen, and he lives in Boston.

**Scott Kirsner** writes the weekly "Innovation Economy" column for the Boston Globe, and has been a contributing writer for Fast Company and Wired since 1997. He is also part of the founding team for three annual conferences that focus on the innovation economy in New England: The Nantucket Conference on Entrepreneurship & Innovation; Convergence: The Life Science Leaders Forum; and Future Forward. He has previously served as a columnist for Boston Magazine, and has appeared on many radio and television shows including NBC's Today Show, NPR's Talk of the Nation, CNN, ABC News and New England Cable News. He is a graduate of the Boston University College of Communication.

## Program

<b>9:00 AM</b>	<b>Coffee and Registration</b>
<b>9:30</b>	<b>Welcoming Comments</b> Patrick Hyland, NEPPA Executive Director
<b>9:40</b>	<b>A Brief History of Concord and the Concord Inn</b> Arthur Martin, Local Historian
<b>10:00</b>	<b>Customer Service: One Cup at a Time</b> Chris Stevens, Vice President, Corporate Relations and Customer Development Keurig Coffee
<b>10:45</b>	<b>Keurig Coffee Break</b>
<b>11:00</b>	<b>Customer Service and the Human Connection</b> Adam Goldkamp, Chief Operations Officer, GetHuman.com
<b>Noon</b>	<b>Lunch</b> Presentation of Carol Tracey Customer Service Awards
<b>1:00 PM</b>	<b>The New Frontier of Customer Engagement</b> Scott Kirsner, Innovation Economy Columnist Boston Globe
<b>2:00</b>	<b>Adjourn</b>

## Concord's Colonial Inn

Concord's Colonial Inn is listed on the National Register of Historic Places. The original structure was built in 1716, and was used as a storehouse for arms and provisions prior to the American Revolution. Situated on Concord's town common, known as Monument Square, the Inn is surrounded by landmarks of our nation's literary and revolutionary history. Driving directions to the Inn may be found at [www.concordscolonialinn.com](http://www.concordscolonialinn.com) (click on "Contact Us").



# Customer Service Conference

## September 22, 2011

Mail or fax registration by **Sept. 15** to:

Northeast Public Power Association, 100 Medway Road, Suite 201, Milford, MA 01757

fax: 508.482.0932, Or register online at [www.neppa.org](http://www.neppa.org).

COMPANY \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_

FAX \_\_\_\_\_

NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<b>Fees</b>	Members	Non-Members
	\$ 80	\$120

Late cancellations may be subject to an administrative fee.

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