Conference Planning Committee Meeting Minutes

**Theme of the Next Meeting** – many ideas and themes were discussed for our Spring Conference in Albuquerque. Some of the themes suggested and discussed were Area 51, Frontier of Power, Wild Wild West, Plateau of Power, Breaking Bad for Power.

The group came to a consensus and voted for the theme “Lighting the Dark Desert Highway”.

**Review of Monday Presentations** - The idea of 15 minutes presentations was well received, with the general thought being that while 45 minutes of focused technical topic is too long to ask non-interested members (of that one topic) to sit through, the 15 minutes might be just a little too short. So the new proposal is for 20 minute talks, thinking that extra 5 minutes would allow topics to not feel rushed. We could do 4 twenty minute talks on Monday morning after the keynote for example with a short break in between.

There were very mixed reviews for our Keynote, Brian Kilmeade. On the evaluations sheets, the keynote got all 6’s or all 1’s, depending on your politics. There also were many comments and discussion that the keynote talk lacked a message or theme. We need to consider that the political climate is too divisive to have a purely political talk for our organization.

The topic of political keynote speakers was raised by several comments written onto the Speaker Evaluation forms. The group aired their concerns as well and discussed the fact that, when political keynote speakers are scheduled, that they need to better tie in to our trade organization. In general, any keynote should better prepare working with EGSA Staff ahead of time, to ensure the “message” resonates with our members in some way.

**Speakers for Albuquerque**

Monday

Keynote – Jeff Odie Espenship (Safety & Motivational Speaker), Or other Safety/Motivation speaker.

(4) 20 minute talks tied in or related to Hurricane Irma and Harvey

1) Human Interest Story – related to how generators came on line and saved the day (FEMA?)
2) Statistics of our Industry’s performance during hurricanes (Consultant/Marketing)
3) Member Case Study – Florida/Irma
4) Member Case Study – Houston/Harvey

Tuesday

Keynote – Cliff Clavin (John Ratzenberger)

- Alternates – Mike Rowe (expenses – would need to be offset by other interests related to jobs/schooling/tech training)
- Rob O’Neil – Navy Seal killed Bin Laden
- Rocky Bleir (ex-Steelers Fullback – motivational)

Panel – Remote Monitoring (45 minutes – 3,4,5 Member companies)