



# THE NEWS EXCHANGE

June-July, 2009

Volume 1, Number 5

## In This Issue

- Did You Get to Attend?
- General Session Highlights
- Welcome Reception & Trade Show
- Breakout Sessions
- Spectacular Side Events
- Sponsors Add Value
- What did Attendees Say?

Link to the live Dominion Safety Performance

<http://www.vimeo.com/5429203>

View the Mississippi Power Safety Video "Brother's Keeper" from <http://www.theexchange.org/private/conferencepresentations09.html> under General Session



## Did You Get to Attend?

The S.E.E. Annual Conference and Trade Show marks the grand finale of our spring meeting season, and we consider it the highlight of our summer. Many of our members feel the same way. Held June 8-10 at the Omni CNN Center Hotel in downtown Atlanta, the conference was attended by over 680 members and industry partners, with an additional 50+ guest speakers who graciously came to give their presentations but were not able to attend the full event.

## General Session Highlights...

### *A Safety Message to Remember*

Starting off Wednesday's General Session with a safety message was a good idea. But a live rap performance about safety basics? Even better. And that's what Dominion's line team gave us. Our thanks go out to Dennis McDade, Norman Soaper, Ashley Windsor and Winton Funk for their entertaining way of showing our audience how Dominion's employees keep themselves and their crew... **"SAFE."**



Attendees were delighted to hear from Atlanta's own **Mayor Shirley Franklin**. Southern Company Chairman, President & CEO David Ratcliffe introduced Mayor Franklin, who cordially welcomed attendees to our fine city.



### *Safety Awards*

The safety rap performance segued right into the Safety Awards Ceremony, where Executive Director Jim Collins honored executives from **Mississippi Power, Dominion, Duke Energy Carolinas, South Carolina Electric & Gas and American Electric Power** for their outstanding safety performance during 2008.



See video on all twelve Industry Excellence Awards projects at <http://www.amagicmoment.com/pub/flash/see09/>

Dan Ford's PowerPoint slides are posted along with other conference presentations at <http://www.theexchange.org/conferenceagenda.html>

Want to get in touch with one or more of the exhibitors? Email Kendra Cutno for contact information. [Kendra@TheExchange.org](mailto:Kendra@TheExchange.org)

A complete list of 2009 exhibitors is posted at <http://www.theexchange.org/floorplan.html>

PDF copies of 95 presentations from 15 different sessions are posted at <http://www.theexchange.org/conferenceagenda.html>

Contact Amy Bekele [amy@theexchange.org](mailto:amy@theexchange.org) if you forgot the username & password. Files will remain posted through September.

The twelve winning teams of the **Industry Excellence Awards** were honored with commemorative awards while a video segment highlighted their projects and accomplishments.

Winners included teams from Alabama Power, Baltimore Gas and Electric, Dominion and Mississippi Power.

*Shown at immediate right is BGE Internal Audit winner Janice Potter with S.E.E. President Kenneth DeFontes and*

*Engineering & Operation Div. Chairman Steve Woerner. At far right are John Woody, Brett Hamrick and Brad Weaver of Alabama Power, winners of the distinguished Chairman's Award.*



The General Session also featured two speakers. Economist **Dan Ford** of Barclays addressed Wall Street's impact on the utility industry and engaged in a lively Q&A session with the audience.



To round out the afternoon, syndicated radio personality **Neal Boortz** charged up the audience with his humor and political opinions on Fair Tax.



The General Session adjourned and attendees were invited to enjoy themselves at the **Welcome Reception and Trade Show** where 81 exhibitors stood ready to showcase their latest technology and services.



Thursday and Friday were dedicated to **Breakout Sessions** for Distribution, Environmental, Production, NESC, Real Estate & Right of Way, Substations, Supply Chain, Transmission Line and Transportation. The Finance and Accounting groups gathered for two General Sessions targeted to their interests and held breakouts on Thursday afternoon. Sessions featured technical presentations, panels and peer-to-peer roundtable discussions.



S.E.E. will soon begin announcing registration details for the fall Working Group meetings. Attendance is open to all S.E.E. member utility personnel. These smaller meetings offer excellent opportunities to hear presentations targeted to your area of expertise, to network with utility peers, and to learn and share best practices. If you would like more information on any of the following meetings, please contact Amy Bekele to add you to that mailing list. If a meeting is being held in your service area, check with us for host company specials!

**Real Estate & R/W Planning** (Sept 20-22, Charleston, SC)

**Special Workshop! CSI SEE—Uncover the Mystery**  
Instructor Lee Taylor, Duke Energy (Sept 30, Baltimore)

**Power Quality & Reliability**  
(Oct 1-2, Annapolis, MD)

**Integrated Resource Planning Task Force**  
(Oct 6-7, Atlanta, GA)

**Network Underground**  
(Oct 6-7, Myrtle Beach, SC)

**Underground Dist. Cmte with O&M** Subcmte  
(Oct 6-8, Myrtle Beach, SC)

**Accident Prevention**  
(Oct 12-14, Baltimore, MD)

**Substations Planning**  
(Oct 14-15, Lexington, KY)

**Joint Use Committee**  
(Oct 21-23, Oklahoma City)

**Transmission Line**  
(Oct 22-23, Alexandria, VA)

**Metering Committee**  
(Oct 28-30, Charlotte, NC)

Among presentations that rated very high scores on the evaluations were:

*“Energy Economic Forecast”* by Dr. Loren Scott and the *“CFO Panel”* with CFOs from SCE&G, Southern Company and Tampa Electric (Finance Accounting General Session)

*“Eagle Nest Relocation”* by Baltimore Gas and Electric (Environmental)

*“Small Wood Chips Co-Firing”* by Alabama Power (Environmental/Production Joint Session)

*“Condemnation Laws in Georgia”* by Troutman Sanders (Real Estate)

*“High Temp/Low Sag Conductors”* by Georgia Power & Dominion (Transmission)

*“Constant Tire Inflation Systems”* by TPC International (Transportation)



*Spectacular side events* added extra flavor to the conference...



On Tuesday, GE hosted a **Golf Tournament** at Chateau Elan. 98 people turned out for the event and had a great time.

Regarding a **factory tour** sponsored by Southern States LLC of its switchgear manufacturing plant in Hampton, GA, one attendee said, *“Enjoyed the tour of Southern States. It was nice to combine a technical tour with the Conference. This helps minimize costs for both activities.”*

A special two-hour course on **“Electricity Generating 101 for Accountants”** helped Finance and Accounting attendees broaden their understanding of plant operations, new technologies and environmental standards and regulations. Having a better grasp of these topics is critical as utilities continue to make enormous capital investments in these areas.

Thanks to the efforts of Aaron Strickland and Franklin Palmer, attendees got a chance to see inside Georgia Power’s **Mobile Command Center**. This state-of-the-art unit is used when Southern Company has to take emergency restoration coordination on the road.



## Rates & Regulation

(Oct 28-30, Charleston, SC)

## Transportation/Fleet

(Nov 4-5, Orlando, FL)

## Overhead Dist. Cmte with Methods Subcmte

(Nov 11-13, Clearwater, FL)

## Mutual Assistance

(Nov 18-20, Naples, FL)

### Link: 2009 Sponsors

*S.E.E. partners with these companies to help keep your registration costs lower than industry standard and ensure you an enjoyable conference experience. Click on sponsor logos to learn more about each one.*

If you work closely with a company that might be interested in being a Sponsor in 2010, Amy Bekele can contact them with more info.

**If you did not get to attend this year, we hope this brief overview encourages you to register next year.**

**MARK YOUR CALENDAR for June 23-25, 2010 Miami, Florida**

**We will open up early-bird member registration in December!**

## Contact Us

404-233-1188

[www.TheExchange.org](http://www.TheExchange.org)

## Sponsors Add Value...

We would be remiss if we did not mention our sponsors. Contributions from companies like Pike Energy Solutions, Burns & McDonnell, Davis Elliot, SERT, Valmont Newmark and a host of others allow us to keep registration rates lower while still offering extras – such as an Internet Café, document bags, bottled water, padfolio & pen sets, and delicious breaks and meals – that make the conference experience more enjoyable.



## What did attendees say about the conference?

*"This was my first S.E.E. conference. Very informative and enjoyable."*  
– Fleet Technical Services Manager, Alabama Power

*"S.E.E. reps did a great job of making sure I was fully prepared as an Award Winner and speaker."* – Sr. Environmental Scientist, Baltimore Gas and Electric

*"Made several contacts at the Trade Show on issues I am working on."* – Manager Reliability, Entergy

*"Was looking for technology solutions to reliability improvement. Presentations provided some excellent solutions."* – Overhead Product Reliability Engineer, Florida Power & Light

*"Every presentation was spot on and related directly to my job and company's direction. A 10+ on scale."* – Sr. Real Estate Specialist, Gulf Power