

Dear Electric Cooperative Member Service Representatives and Communicators,

You are cordially invited to attend the third annual Southeast Regional Member Services Conference in historic Savannah, Georgia, March 28-31. **Shipshape in Savannah** will bring together co-op representatives from Alabama, Arkansas, Louisiana, Mississippi, Georgia, Kentucky, North Carolina, South Carolina, Tennessee, Virginia, Maryland, Delaware and Florida to learn the best strategies for communicating to members, elected officials, the media, the general public and employees.

Shipshape!

Conference speakers and breakout session leaders will offer new ideas and strategies as co-ops deal with the nation's turbulent economy. Participants will learn and discuss ideas for conveying information about: rate hikes; energy efficiency; "green" energy; and climate change. Break-out sessions will present the latest social media, graphic design, and photography techniques.

"Savannah Would Be Better For You"

Maybe Scarlett O'Hara in *Gone With the Wind* should have followed her mammy's advice and gone to Savannah. Conference planners believe this sage advice should be heeded 150 years later for Southeast co-ops. In addition to gaining valuable information, conference attendees will enjoy Savannah's architecture, gardens, history, and Southern charm in the "Hostess City of the South."

You will have an opportunity to take a riverboat cruise and eat in renowned restaurants, including Paula Deen's. You may tour the historic National Landmark District on foot or bicycle while beautiful blooming azaleas, dogwood trees and magnolias awaken spring fever in all winter-weary souls. Before or after the conference, the sound of music may entice you to the famous Savannah Music Festival, March 18–April 3.

The organizing committee and our conference host, the Georgia Marketing, Member Services and Communicators Association and Georgia Electric Membership Corporation, are looking forward to seeing *you all* in Savannah!

Sincerely,

The Southeast Regional Member Services Conference Planning Committee

Shipshape in Savannah

Regional Marketing, Member Services
& Communications Conference

March 28-31

2010

Savannah

Marriott

Riverfront

Conference Registration Form

Please complete one form for each attendee

Cost: \$250 to \$300 estimate per participant based on actual conference cost
\$75.00 per guest – includes all meals and entertainment functions
To make reservations, call 1-800-285-0398 – Group Name: Regional Member Services
Room rate: \$165.00 per night
Your cooperative will be billed for the conference fee after the conference

Attendee Name: _____

Cooperative: _____ State: _____

E-mail address: _____

Guest Name(s): _____

Please check the functions you plan to attend:

Sunday _____ Photo Safari (limit of 15)

Monday _____ Monday morning run

_____ Monday morning stroll

_____ Monday ice cream social

_____ Monday night reception

Tuesday _____ Tuesday morning run

_____ Tuesday lunch with exhibitors

_____ Tuesday pre-dinner boat cruise

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Breakouts: Please check the breakout sessions you plan to attend:

Monday PM

- _____ Soothing the Irate Member
- _____ What's New in Green Power
- _____ Media Relations
- _____ Solar Water Heaters
- _____ What's Hot in Layout & Design
- _____ Photography, Composition

Tuesday AM

- _____ Plan an Energy Efficiency Expo
- _____ Communicating Rate Increases
- _____ Energy Efficiency/Weatherization
- _____ Photo Safari Follow Up
- _____ Green Communication Strategies

Tuesday PM

- _____ Social Media (Part 2)
- _____ Communicating Rate Increases (repeat)
- _____ Touchstone Energy Update: Together We Save
- _____ Federal & State Legislation
- _____ Engaging Our Employees

Optional Small Group: **Dinner Signup – Sunday, 6:00pm**

Google and look at the website of the restaurant to check a price and menu options. Give your 1st, 2nd and 3rd choice of the restaurant you would like to attend. You will be responsible for paying for your own dinner. Group size will be limited to **16 people**.

- _____ Pirate's House - www.thepirateshouse.com
- _____ Uncle Bubba's Oyster House - www.unclebubbas.com
- _____ Noble Fare - www.noblefare.com
- _____ Garibaldi Café - www.garibaldisavannah.com
- _____ Elizabeth's on 37th - www.elizabethon37th.net

The registration deadline is Friday, March 5th, 2010

Cancellation deadline is Friday, March 19th, 2010,

After this time your co-op will be billed

Please fax to your statewide contact at:

Thank you!