



Women in Energy Conference
May 20-21, 2018
Foxwoods Resort Casino, Mashantucket, CT
In conjunction with Eastern Energy Expo 2018

Sunday, May 20

1-4pm Kickoff Brunch & Program; Leading Women in Energy

Leading Women in Energy is an impactful conversational workshop that explores the holistic characteristics and unique dynamics of contemporary female leaders. The program is tailored to the makeup of the audience and explores the issues, challenges, needs and strengths of women in leadership roles. This session also provides participants the opportunity to take the DISC assessment (prior to the session) to understand the critical role communication plays in their leadership. In addition to lively group discussion, each participant benefits from small group activities, individual reflection time and Planning in Place. This session will cover the topics owning your value, confident conversations, personal coalitions, identifying your personal line in the sand, and self-care.

Lindsey Weigle, Associate Principal Consultant, Bluewater Advisory

4:15-5:30pm Bioheat - New Technologies

The unfortunate reality is that when heating oil companies lose customers, heating oil technicians lose jobs. Our technicians are the most highly trusted employees by our customers, and they can play a critical role in keeping more of our customers. This session will focus on helping technicians improve their communication skills around the non-technical topics that are essential to helping our customers understand the benefits of oilheat so they are more likely to stick with their trusted oilheat provider. From BioHeat and ultra-low sulfur heating oil, to budget plans and service plans, we will help technicians gain mastery over these topics and share strategies for bringing these issues to light for their customers during a service call or a tune-up.

Ed Cardell, Senior Consultant and Trainer, Warm Thoughts Communications

4:15 – 5:30pm Strategies for Leadership – Panel Discussion

This will be a moderated panel discussion with the strong leaders of Women in Energy. Learn more about the organization, its goals, and how you can help make a difference in our industry and your career. The panelists will share stories of how they achieved success in a male-dominated industry and give advice about how to overcome challenges and meet your career goals. There will also be ample time to ask questions.

6:00pm – 7:30pm WELCOME RECEPTION (in conjunction with Eastern Energy Expo)

Monday, May 21

8:00am Continental Breakfast

8:30- 11:00am Keynote Speaker, Ann Ward, "Ladies Who Lead"

It's time to use our superpowers to break through barriers, stereotypes, and perceptions and rise to the level we set, not one imposed by others. This session has been specifically designed to harness the leadership power of women so that they can do just that.

For anyone who's been told that they're too timid, aggressive, nervous, bossy, or emotional, *Ladies Who Lead* provides tools to lead with authenticity and confidence. Whether you are leading now or preparing to lead, this session will provide the structure to get results through others.

Ann Ward, Ward Certified Consulting

10:00am – 2:00pm Understanding Budgets

This session will look at the following questions and at the conclusion each participant will have the opportunity to take what they learned during these sessions and apply it to their own company's needs.

- Is the company making a fair return on the asset it controls?
- What should a "fair" return look like in real dollars?
- If it is not making this "fair" return, why not?
- What steps should be taken to improve profitability?
- Who is responsible to make the changes necessary?

Joe Vassallo, Oilheat Associates

11:15am – 12:15pm The Ugly Truth about Cash - Top 10 Ways Employees and Vendors Steal from You

Discover 10 of the most dastardly, devious ways employees and vendors steal from you. Put the procedures in place to keep the 99% honest. And the remaining 1% - watch out! I reveal many of the methods you use to rob HVAC Contractors of their hard earned money.

Ruth King, Channel Manager for HVACChannel.tv

12:15pm Lunch on your own

2:30 - 3:30pm High Powered Communication

High-Powered Communication is a 1 hour, highly interactive session that helps audience members appreciate differences in communication styles and learn techniques to communicate more effectively. This is accomplished in a very interactive, engaging way, with a lot of laughter.

Ann Ward, Ward Certified Consulting

6:00pm – 9:00pm EEE Hospitality Night

Join EEE sponsors as they hospitality events on Monday evening in the Grand Pequot Ballroom.

Please note: In addition to these *We Conference* programs, attendees may opt to attend any of the programs listed under the Business or Technical tracks on Monday. For those that wish to stay for the full EEE show, attendees can register (for additional fee) to attend any of the programs being offered on Tuesday and Wednesday.

Registration Fee: Women in Energy - \$175 Additional company representatives \$150 each

This Registration Option includes all *Women in Energy* programming: Sunday's Opening Brunch, Networking Reception, Continental Breakfast Monday and business programs on Sunday and Monday (in any track) as well as admission to the trade show.

For those that plan to stay for the Eastern Energy Expo:

If your company is registered or plans to register for the Full Convention, additional fee of \$25. If your company is not registered for the Full Convention, an additional fee of \$200. If your company is registered as an exhibitor, no additional fee.