



BROADCAST

KEEPING CUSTOMERS AT ANY PRICE

Thursday, September 14, 2006

9:30 – 10:30 AM CT

10:30 – 11:30 AM ET

8:30 – 9:30 AM MT



CTN BROADCAST

THURSDAY, SEPTEMBER 14, 2006
9:30 – 10:30 AM CT

Keeping Customers at Any Price

Featuring:

Bonnie McElearney, Director of Employee Development, Atmos Energy Corp.
Vickie Henry, CEO, Feedback Plus, Inc. www.feedbackplus.com
Valerie Sokolosky, Founder, Valerie and Company www.valerieandcompany.com

Target Audience: All employees

Program Overview:

We are dealing with tremendous changes in the energy industry. Our customer dynamics and demographics have changed – they are more sophisticated and better educated.

This panel of industry & customer service leaders will emphasize and help establish a seamless process of customer service whether the customer is face-to-face, on the telephone or online.

Knowledge Gained by Participation:

- Detail picture of who your customer is and how to think about reaching that customer.
- Recommendations for quality service for external customers, internal customers, and remote customers.
- Understanding the competition. It's not just another utility company.
- Raising the bar.

For more information, contact:
Nadine Fred, 972-620-4015 or nfred@ctn-energy.org

BIOGRAPHIES

September 14, 2006

Bonnie McElearney

Bonnie is passionate about what she does--helping people and organizations reach goals. Currently, Bonnie is the director of employee development for Atmos Energy Corporation. She has also held positions in government, retailing and education where she supported work groups in the development of plans and assisted individuals with career management process. Prior to joining Atmos Energy, Bonnie worked for the City of Dallas as the manager of employee development. Her experience with the city also included positions in building and fleet management. In retailing, she performed the role of merchandise and business analyst, as a planner, buyer, and distributor for Sanger-Harris, a division of Federated Department Stores. Initially her first job was as a junior high math and science teacher in Dayton, Ohio. Each position has provided her with invaluable experience and insight. This varied experience assists her work with employees and managers in developing a plan for personal and professional growth. Bonnie's interests include sharing leisure and sporting interests with her husband Bob. They enjoy watching movies and jogging and cycling. They recently purchased off-the-road bikes and are building up to a long bike trip. Their first stop will be Austin to visit their only son, Matt. AtmoSpirit has provided Bonnie an opportunity to learn and grow in her professional and personal relationships. She believes that employees are being given a great opportunity to take some time out for themselves to strengthen personal and professional relationships.

Vickie Henry

Known as "America's Mystery Shopper," Vickie is a pioneer in the customer service industry. Celebrating its 30th anniversary, her company, FEEDBACK Plus, was named Small Business of the Year by the North Dallas Chamber of Commerce. A Summa Cum Laude Northwood University graduate, she was Vice President of Marketing for First City Bank Corporation prior to owning FEEDBACK Plus. Vickie served as President of Executive Women, an Executive Board Member of International Just-Say-No, a Board Member of John C. Ford, and was the Merrill Lynch Entrepreneur of the Year nominee. She served as the 2001-2002 president of MSPA-Mystery Shopping Providers Association, with 130 **mystery shopping** company members, 25% out of the USA. Author of FEEDBACK on Sales and FEEDBACK on Calls, Vickie recalls a born passion for customers. A Kansas native, she loved selling from an early age and even held the much coveted title as "top Girl Scout salesperson" for five years! Vickie is an energetic and inspiring speaker.

Valerie Sokolosky

Valerie Sokolosky is the founder of Valerie & Company, an international leadership development consulting company focusing on people skills. Her executive coaching and training in Fortune 500 companies has motivated their employees to achieve greater success – which has resulted in significant profits for these companies. A widely published author of seven books, Valerie has helped thousands reach their professional goals, both in the United States and internationally. *Monday Morning Leadership for Women* is her latest release and is already a best seller. Corporate Protocol has sold over 100,000 copies and is translated into Spanish and Indonesian. Her fifth book, *The Little Instruction Book of Business Etiquette*, has a Chinese translation and distribution. *Business Casual... Clarify please! What it Is, and What it Is Not*, is used in companies to assist, clarify, and maintain the organization's dress standards. Her devotional and motivational books have touched the hearts of thousands. Valerie serves on the Board of Directors of the prestigious organization, Leadership America. Her expertise has been utilized by international organizations undergoing leadership initiatives. Through her efforts both at the corporate level & in the field organization, she successfully completed programs to coincide with the changing global marketplace. Her long-standing executive coaching with Verizon & Motorola has helped management identify their high-potential change agents & prepare them to move their organization forward. Valerie is a regular contributor to many newspapers & trade magazines & was the featured monthly Executive Quiz author for Southwest Airlines Spirit Magazine from 1991 through 2003.

SIGN – IN
KEEPING CUSTOMERS AT ANY PRICE
September 14, 2006

Site Coordinator _____

Company / City _____

	CPA only CPE √	Name (PLEASE PRINT)	Department	Title	Rec'd Handouts? √
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Please return this evaluation form to your site coordinator ASAP.
Site Coordinator: Please FAX sign-in and evaluations to 972-620-8518.



This form is provided for your convenience as a record of satisfactory completion of Continuing Professional Education through SGA

Name of Participant:

Name of Course: ***KEEPING CUSTOMERS AT ANY PRICE***

Field of Study: All Employees

Date Attended: September 14, 2006

Sponsor and
Authorizing Agent: CTN/Southern Gas Association
3030 LBJ Freeway, Ste 1300
Dallas, TX 75234

State of Texas #001245

Total CEU Credits: 1 Recommended Credit

This document is provided for your records.
Your signature on the Sign-In Sheet for the Program
in which you participated is record of your attendance.

EVALUATION
KEEPING CUSTOMERS AT ANY PRICE
September 14, 2006

We would appreciate your evaluation, comments and recommendations concerning the value of the information presented:

Please rate the next four questions from a high of "5" to a low of "1"

- | | | | | | |
|--|---|---|---|---|---|
| 1. My overall satisfaction with the program was | 5 | 4 | 3 | 2 | 1 |
| 2. As far as my job in concerned, the program content was | 5 | 4 | 3 | 2 | 1 |
| 3. The extent to which my interest level was maintained was | 5 | 4 | 3 | 2 | 1 |
| 4. The extent to which my positive expectations were met was | 5 | 4 | 3 | 2 | 1 |

What did you like about this program?

Do you have any comments or recommendations about how this program might be improved?

Evaluator's Position _____

Evaluator's Signature: _____ Company _____

**Please return this evaluation form to your site coordinator ASAP. Site Coordinator:
Please fax sign-in and evaluations to 972-620-8518.**

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For more information, contact:
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