



**April 30 - May 4, 2012 | Dallas, Ft. Worth, TX**  
Gaylord Texan Resort & Convention Center

Dear Boss,

Your entire team knows that our industry is going through a major transformation and our utility is not alone in the challenges we face. I want to be a more knowledgeable part of our solution.

CS Week is the leading source available for smart infrastructure, customer engagement and IT learning for electric gas and water utility professionals. They have provided customer service and IT utility classes for the past 35 years and bring the same quality standards to learning for a smart grid world.

I can choose a tightly focused, one-day College class or the 60+ workshops over 3-1/2 days, plus a free Synergy Group specific to my job. I can even choose between tracks, for example, take 3 smart infrastructure workshops, 4 AMI and 1 MDM based on our goals.

I'll meet peers in utilities similar to ours as well as larger utilities and others farther along in their transformations or taking alternative measures. At every step, I'll learn about best practices and innovation from speakers who know utilities from the inside.

I'll also build industry relationships, meeting mentors and counterparts as well as exhibitor contacts we can use as resources throughout our projects. The spirit of CS Week is one of sharing, camaraderie and networking - looking forward instead of status quo.

Because CS Week is directed by senior utility executives, keeping registration low and value high is essential to every part of this learning opportunity. They even have a "Send 4, Pay for 3" package to encourage teams to attend affordable.

Let's discuss this and see how much attending CS Week can augment our plans.

Sincerely,