



Program for Women in Energy Event

May 24-25, 2017

Hotel Hershey, Hershey, PA

WEDNESDAY

3:00 – 4:15 pm - Moving Employees from Compliant to Committed: Creating a Culture of Ownership in Your Company, Randi Busse, Workforce Development Group

Does the expression, “You can’t get good help these days” come to mind when you think about your own employees? Are you worried about what your employees are doing and saying to customers when you’re away? It’s possible to get your employees to think and act like owners of the business without giving them stock or paying them more money. Attend and learn how to:

- Demonstrate the behaviors you want employees to emulate with customers
- Ensure your employees know what great service looks like so they can deliver it.
- Help employees connect the dots between their behaviors and the success of the business.
- Hold employees accountable for delivering the customer experience you expect them to deliver.

Marketing to All Generations – 4:30 – 5:45 pm – Aubrey Kreider, Amerigreen and Michelle Wilson, VP, ServisEdge/Consumer Focus

How do you reach all your customers and potential customers in a way that wants them to do business with you?

NETWORKING RECEPTION – 6:00 – 7:00 pm

THURSDAY

8:30 – 10:15 am – Workshop, What Customers Want: It’s Not What you Think!

What do customers actually want? Here’s a hint: It’s not (just) price, quality, speed – or any of those attributes of your product service. It’s the experience you deliver. Attend and learn: What Customers Want

- What Customers Want

- The Difference Between Customer Satisfaction and Customer Loyalty
- The Intersection Between Social Media and Customer Service
- Why a complaint is a Four-Letter Word!
- How to Sell without Selling
- How to Inspire Your Customers to Refer You

8:30am – 10:15 am – Contracts – Time to Review and use them to Generate more Sales throughout the Year, John Levey, Oilheat Associates.

10:30 am - Brunch

11:00 am – KEYNOTE SPEAKER, Pamela Whitenack, Director of Hershey Community Achieves -

The Enduring Legacy & Success of Milton S. Hershey

We will explore Milton Hershey's life from early impoverished beginnings to his ultimate success with the Hershey Chocolate Company. His belief in sharing his wealth and using it to benefit others led him to build a modern chocolate factory and a model industrial town for his workers. Creating and developing the town and establishing a school for orphan children would be the focus of the rest of his life.

Special Bonus for those attending the Brunch – complimentary book, *Turning Rants Into Raves: Turn Your Customers on Before They Turn on YOU!*