



**SUBSCRIPTION SERIES**  
**October 14, 2004**  
**1:30-2:30 p.m. CST / 2:30-3:30 p.m. EST**

## **“Strategies to Expand Our Market”**

### **Featuring:**

**Mike Warren, Chairman, Energen**  
**Paul Ziff, Ziff Energy**  
**Bob Best, Atmos Energy**  
**John Riordan, Gas Technology Institute**

### **Target Audience:**

***Managers, Supervisors or others in leadership roles who are facing the challenge to expand our customer base in residential, commercial and industrial markets.***

### **Issues:**

- Benchmark studies, exceptional customer service, supply, reliability, price and a global economy are all factors in building for the future.
- We live in an era of the “never satisfied” customer.
- Weather, regulations, political climate, competition and research/development all play a role in a stable energy delivery system.

### **Program Overview:**

- Practical issues confronting natural gas need some short and long term answers. What needs to be done to assure our customers that supply is abundant and available.
- Is research and development important and if so, who will get it done?
- Given the unbundling of the “core” market, how can we handle the challenge of long term contracting for gas?
- What are the some of the most important strategies to expand our market?
- What are the attitudes of the state regulators?

**To register for this Distance Event, contact:  
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