



LIVE BROADCAST

Thursday, June 9, 2005
9:30 – 10:30 AM CT / 10:30 – 11:30 AM ET / 8:30 – 9:30 AM MT

**“Marketing/Consultative Sales:
Everyone Is In the Game”**

Presenters:

Mary Lovell, Moderator
Steve Chapman, VP Sales & Marketing, Alabama Gas Corporation
Gary Charette, VP Marketing, ANR Pipeline, an El Paso Co.
Carl Levander, VP Marketing & Regulatory Strategy, NiSource
Gary Long, VP Marketing, Okaloosa Gas District

Target Audience: Marketing employees and leadership at all levels.

Program Overview:

How can we market natural gas when both price and competition are at record highs? Marketing impacts the entire organization ... and the entire organization impacts marketing. This program explores the role of marketing in this new environment through the eyes of energy executives from diverse organizations.

Participants will be able to:

- Evaluate various models / methodology for application within your organization
- Understand the changing role of the sales / marketing function in your organization ... and why it's changing
- Identify ways your job impacts the sales / marketing function

**For questions or additional information, contact:
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