



# Connection

FALL 2017

A quarterly publication for all WiNUP members

CONFERENCE EDITION

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### WiNUP International Officers

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## A note from our president

### The Power of Working Together

As I reflect on the 2017 conference, I am reminded of the influence, intellect and true passion of the members of Women’s International Network of Utility Professionals. First, I am deeply appreciative to the Mid-Atlantic and Ohio Chapters for their dedication in the planning and execution of a phenomenal 2017 conference. In addition, I am enthusiastic by the support shown from all of the WiNUP chapters and sponsors with silent auction donations and engagement in the conference activities. Each of you communicated and worked together across state lines to create exceptional networking opportunities, an empowering panel of speakers that shared their professional journeys, as well as more insight into the utility industry. As part of the leadership team for this remarkable organization my heart is filled with gratitude for your commitment to empowering women in utilities.

The WiNUP membership is growing at a steady pace with at least 25 new members since conference in September. We were excited to welcome 210 conference attendees.

This total included 140 members, 26 non-members, 44 first time attendees, 94 companies represented, and 17 chapters from 15 states. There is much to



*DeCoffette Ward  
International President*



be said about the power of working together.

The Executive Committee, International Board, International Committee Chairs and Chapter Chairs participated in a combined meeting on September 24th. The entire team worked diligently together brainstorming on improved communication and conference planning to name a couple of topics. The group prioritized the categories and more strategic planning is in the works, we will keep you all posted on opportunities to volunteer. “Culture does not change because we

## A note from our president

desire to change it. Culture changes when the organization is transformed – the culture reflects the realities of people working together every day.” – Frances Hesselbein. My key takeaway from 2017 conference was that WiNUP is beyond the desire to change. As I think about the conversations and watching everyone’s interaction in networking with each other, it became clear that Women’s International Network of Utility Professionals understand the power of working together. The investment in your personal and professional development is priceless, and the wealth of knowledge from the speakers and new and old colleagues at 2017 conference contributed with exceptional value. I hope to see you all in Chicago for 2018 as we embark upon another year of collaboration and execution together.

*DeCoffette Ward*

### AOL’s Youngest Female VP Turned A Self Realization Into A Business Worth Millions

In 2004, Kara Goldin was named Vice President of Shopping at AOL, making her the first female and youngest-ever VP in the storied company’s history.

But Kara wasn’t happy. She wasn’t healthy. And she didn’t feel fulfilled. So she did what we all fantasize of doing but rarely follow through on:

she left the security and prestige of her high-ranking job behind to focus on herself and figure out what made her genuinely happy.

That’s when Kara found Hint. Or, as she likes to say, that’s when Hint found her.

Realization #1: Kara Was A Soda Addict

After leaving AOL, Kara began to look closer at her everyday life. It was during this period of self-reflection that Kara noticed her addiction to Diet Coke.

“I think I was drinking six cans a day at one point. It was crazy. I just knew I had to make a change,” she told me.

So she did — deciding the very next day to cut soda out of her diet completely.

“About a week later, my adult acne disappeared, I felt more energetic than I had in years, and even my

mind felt clearer. It was incredible,” said Kara.

She knew it wouldn’t last, though — water, which she was drinking in place of Diet Coke, was just too bland for her. She needed some flavor or she’d risk relapsing.

So she decided to take a trip to Whole Foods to find a soda replacement that was healthy but still had some flavor. Sugar-free flavored water perhaps?

Realization #2: Nobody Makes Sugar-Free Flavored Water

When Kara arrived at Whole Foods in search of sugar-free flavored water, the store manager said there was no such product on the market.

“He showed me Vitaminwater, but that was it. And I’m not sure if you know this, but around that time (early 2000s), a bottle of Vitaminwater had nearly as much sugar as a bottle of Coke!”



# Girl Power!

Kara looked everywhere for this product, but simply could not find it. Not in Whole Foods. Not in San Francisco. Not anywhere.

So, she decided to take matters into her own hands and make it herself, in her kitchen, with no experience and zero plan for the future.

“I was solving a personal problem, and figured,



*Hint Founder and CEO Kara Goldin (right) at a local Whole Foods*

‘What’s the worst that can happen?’ The fact that I was finally doing something FOR ME gave me supreme confidence at a time when nothing was even remotely certain.”

A few weeks later, Kara had developed a recipe for Hint. It was dead simple: boiled fruit skins and water. Next thing you know, she was back at Whole Foods, talking to the store manager again.

“I told him, ‘Listen, I’m starting this company, and when it’s ready, I want you to put it on the shelf.’ He agreed, and I left the store feeling like everything was falling into place.”

Hint only uses flavors from non-GMO plants. No sugar or sweeteners.

## Fast-Forward 12 Years

Thanks to its simple ingredients (water and fruit essences, that’s it!), sleek packaging, and clever branding, Hint has grown from Kara’s kitchen into grocery stores and offices all over the world.

The world’s biggest tech companies stock their office fridges with it, celebrities like John Legend swear by it, and millions of customers are using it to wean off soda — just as Kara had originally hoped.

Moral of the story: inspiration can derive from anywhere, sometimes all it takes is a little self reflection.

Hint® is water—just more delicious. Made with nothing but water and natural fruit oils and essences, Hint Water and Hint Fizz have 0 sugar, 0 diet sweeteners, 0 stevia, 0 preservatives, 0 calories, and 0 GMOs.



## 2018 Officers

**President:** Dianne Nuñez (Nashville)

**Vice President/President Elect:** Holly Huffman (Indiana)

**Secretary:** Debbie Sain (Nashville)

**Treasurer:** Janet Hewitt (West Virginia)

**Immediate Past President:** DeCoffette Ward (Ohio)

**Parliamentarian:** Dorothy Stoler (Indiana)

# Professional Development Corner

## Fillies in Philly



*Dianne Nuñez, International vice-president*

What a wonderful time we had in the city of brotherly love. I had the opportunity to meet many of our members and even share meals with some newfound WiNUP friends as well as established WiNUP sisters! First, as incoming International President, I want to take this opportunity to thank each member who has committed to serve on an International Committee

and encourage each of you reading this article who may not have had the chance to add your name to a committee list but would like to be more involved in our organization, please let me know of your interest and I will be happy to hook you up! I must say, serving the ladies of WiNUP by being a committee member on the international level, has a reward of its own, knowing the job you are doing benefits so many across our organization. It is a learning opportunity, and definitely helps one grow professionally as well as personally.

Next, I'd like to thank the 2017 International Conference Committee for hosting a great conference. I was blown away by Susan Eisenhower, and when I grow up, I wanna be like her. Also, thanks for choosing such a great charity to give to – I am currently in

conversations with Cheryl Wadlington of the Evoluer house and Phyllis Qualls-Brooks, who spoke to us at the 2016 International Conference in Nashville, in hopes to perhaps get an outreach of the Evoluer house here in Nashville. Last, I'd like to thank each of you for the confidence you have placed in me to serve you in the role of International President in 2018. I am both humbled and honored, and I look forward to serving you in this capacity, and I trust you will always feel free to contact me at any time with ideas, concerns or for some needed camaraderie! As we move forward in 2018, keep in mind the organization is here providing a link for developing and recognizing professionals involved with utility business trends, issues, products, and services- so let's network with each other and make this a year to remember!

GO WiNUP!!

A handwritten signature in black ink that reads "Dianne".



*L to R: Ashley Dickens, Debbie Sain, Dianne Nuñez, and Sally Martino*

# Conference Recap

## Breakfast with Susan D. Eisenhower

Susan D. Eisenhower the granddaughter of President Dwight D Eisenhower was our featured Keynote speaker at conference that people are still raving about, however a few WiNUP members had the pleasure of having some extra time with Susan to join her for breakfast before her presentation. Susan asked for insight on the challenges that we face as women within the industry and shared some insight and wisdom with regards to millennial mentality and how

to gain better insight by understanding their desires and what fuels them. She has completely overhauled the way that she selects people to work with her overlooking what is on your resume, but more into what fuels your passion to learn, work and grow. She said it doesn't matter if you went to an ivy league school or not or what is on paper, but that one on one understanding of a person's true character is what matters.

During the key note on Monday, which Ms. Eisenhower impressively delivered sans notes, many found themselves with the exact same take away from Ms. Eisenhower: "Be the Authentic You! Connect with the Authentic You! Your leadership = You and the Passion you deliver that connects to YOU! The Authentic You! You can tell when a person is authentic by the passion and how they deliver a message!" The 2017 conference was memorable for many reasons, but in large part to Ms. Eisenhower's authentic self shown during her key note address.

Susan also shared with the group a story that has stuck with her regarding leadership from her grandfather President Eisenhower and how when he was going to make a decision whether or not to send troops into harm's way, he took the time to be alone and make that decision all by himself as if something went wrong, he would be the one responsible for the outcome as he didn't want anyone else's career to suffer for the decision. He did take the information provided by his leadership staff on different options, but when he made the decision, he made it alone.



*Pictured Left to right Danette Scudder, Kernesana Samana, Susan D. Eisenhower, DeCoffette Ward, Lindsay Chambers, Velda Otey, Holly Huffman, Kay Bostick, Andora Marshall, Orawan Wells  
Not pictured: Claudia Powell & Hillary Sheffer.*

# Conference Recap

## The Evoluer House

This year's conference planning committee was tasked with selecting a charity that would ideally represent the amazing work being done throughout the city of Philadelphia. The charity chosen was The Evoluer House, defined by Executive Director and Founder Cheryl Ann Wadlington as "an innovative and dynamic nonprofit organization that delivers gender responsive, culturally relative empowerment programs that help teen girls to envision a future devoid of disadvantages and filled with possibilities." Ms. Wadlington provided conference attendees a background of the unique situations that young girls are faced with in the Philadelphia area. The Evoluer House programs help to equip the students with the needed tools to help them become college-bound and career-ready. The Evoluer House has already collaborated with the Mid-Atlantic

the program. Of the girls that have participated in the programs, 100% have finished High School on time, 100% have pursued a 4-year college or other post-secondary education, and 15% have continued on to earn advanced degrees. The Evoluer House was even recognized by GreatNonprofits as a "Top-Rated Nonprofit" in 2015 and 2016, and the White

Over the past 13 years, more than 1,300 disenfranchised teen girls have graduated from our programs.



House recognized Ms. Wadlington as a "Champion of Change" for her leadership and hard work.

The success stories from two students were shared with the audience, expressing the extreme need for the programs to continue with the help of additional funding. By the conclusion of the conference, attendees along with their chapters provided the Evoluer House

100%

Finish High School On Time

100%

Go to a Four-Year College or Pursue other forms of Post-Secondary Education

15%

Earn Advanced Degrees



chapter on a few programs including STEM related activities and participation in a career day.

Ms. Wadlington articulated her deep passion and great success for the work that Evoluer House is doing. Over the past 13 years, more than 1,300 disenfranchised teen girls have graduated from



with overwhelming support. Ms. Wadlington was sincerely grateful for the support from WinUP and for being a part of the 2017 Conference.

# Conference Recap



Vision 2020 is a national women's equality (economic, political, and social) initiative founded by our speaker, administered by Drexel University's Institute for Women's Health and Leadership, and adopted by individuals and organizations working together in all 50 states. It was very fitting that Ms. Yeakel's session was held on 'National Woman Road Warrior Day'.

So why is 2020 so important? It marks 100 years since American women won the right to vote (19th Amendment to the U. S. Constitution). Many consider this to be the first step toward women's equality.

Vision 2020's goal is increase the number of women in leadership to a 50-50 ratio (women and men) for the good of our families, our economy, and our country.

Ms. Yeakel shared that today only 20% of our congress are women, only 27% of corporate boards are women and only 6% of CEO's are women. Vision 2020 is a commitment to helping women and girls reach their full potential.

Ms. Yeakel encouraged the audience to have the courage to take risk; A message widely touted by strong women leaders.

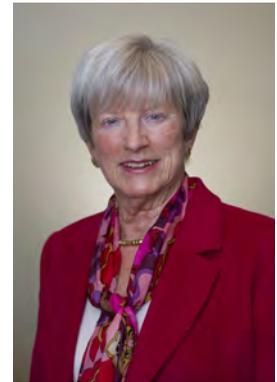
Ms. Yeakel left us with 6 lessons to keep in front of us for future growth:

1. The door to opportunity is marked PUSH (don't wait for someone to open it);
2. If the elevator to independence is broken ... walk (don't be afraid of hurdles);
3. Justice will not come if we sit around and wait for it (it takes action);
4. Re-define power (initiate and edit as you go);
5. Women's leadership style is different than men's (we should not try to mimic them);
6. We must learn to think and act like the majority that we are (power comes in numbers).

6. We must learn to think and act like the majority that we are (power comes in numbers).

Ms. Yeakel shared that she is honored to be able to speak to a group of professional women who share the vision.

Our take away - Talk to your mentors or other attendees about these lessons. If we don't take action there can be no re-action.



Lynn Yeakel

Check out the Vision 2020 website and sign up for the newsletter. Below is an excerpt of knowledge that is shared through their articles.

## THE WAGE GAP, WOMEN & NEGOTIATION: A Q&A WITH DREXEL'S LYNN YEAKEL AND ROBERTA LIEBENBERG

Women of all ages, particularly young graduates feel an inherent hesitation to negotiate during conversations specific to a position and salary. In fact, a recent study on job negotiations of graduating professional students, found that only 7 percent of female students attempted to negotiate their initial compensation, compared to 57 percent of male students seeking employment. Pennoni Honors College student Kiera Bohan is hosting ASK FOR IT: A Panel Discussion on Women & Negotiation to jumpstart the wage gap conversation.

Featured panelists Lynn Yeakel, director of Drexel University College of Medicine's Institute for Women's Health and Leadership and founder of Vision 2020an initiative to achieve women's economic and social equality by year 2020, and Roberta Liebenberg, Senior Partner at Fine, Kaplan and Black, offered some professional insight on the issue.

For women, where do you think the hesitation to negotiate a salary or position begins? Yeakel: I wrote a blog for the Huffington Post entitled "Pay Equity Begins at Home." My emphasis

## Conference Recap

was on research that shows that often girls are expected to help out at home (with dishes, laundry, etc.) while boys are given tasks for which they are paid, such as mowing the lawn. Thus parents may unconsciously send a message that devalues women's work.

How important is it to bring men into the gender equality conversation?

Yeakel: It is extremely important to have men participate in the gender equality conversation, to understand the benefits of shared leadership, which is a Vision 2020 goal, and to recognize the barriers such as unconscious bias that slow women's progress.

Do you think there are any misconceptions when it comes to the gender wage gap?

Yeakel: There is a misconception that women are responsible for the pay gap because they don't negotiate properly when, in fact, women and men may negotiate differently and there are attitudinal and institutional barriers that must be changed.

As more high-profile women come forward and publically address the difference of their earnings compared to their male counterparts, such as "House of Cards" actress Robin Wright and the U.S. Women's Soccer National Team – can we expect to see the wage gap conversation progress?

(full article can be found on the Vision 2020 website).

### Utility Nexus Panel: "The Future of Synergies of Energy, Gas and Water Utilities"

– Pablo Vegas (NiSource), Liz Murphy (PECO), Marc Lucca (Aqua Pennsylvania), Moderated by Denis Foster (PJM)

Our panelists represented three different types of utilities and highlighted current and future synergies between them. Pablo Vegas, Executive VP of Gas Segment and Chief Customer Officer at NiSource, represented gas utilities. Liz Murphy, Senior VP of Regulatory & External Affairs at PECO, represented electric utilities. Marc Lucca, President of Aqua Pennsylvania, represented water utilities.

Pablo explained that one of the main threads between the industries is their common need to invest in reliable infrastructure, and they are looking to make this more efficient. Marc also emphasized their common concern for the environment. He highlighted Aqua Pennsylvania's participation in community programs that aim to preserve the environment, such as a pipeline replacement program resulting in a reduction of 2 billion gallons of water per year. Liz brought up coordination when tearing up roads. She explained that they coordinate work upgrades with municipalities but could improve upon their coordination with the other utilities. Pablo added

that it could also be beneficial to coordinate education efforts for field workers due to their need for skills that are unique to the utility industry. Another important point is the need to jointly educate young people about the utility business and encourage them to join the business especially because of the aging workforce.

Denise then asked our panelists how they are working to better serve their customers.

Liz highlighted PECO's redesign of their customer bills, an effort that involved listening to customers through social media, call centers, and focus groups. Pablo discussed NiSource's road map for customer experience. He explained that their customers prioritize reliability and safety, but stewardship of resources is a close second. This perception affects customer satisfaction. He pointed out that NiSource is very concerned about what customers want and not just what NiSource can get approved in rate cases. Marc also emphasized quality of product and communication during changes. He explained that customers appreciate when you are present in person, but his company also reaches out through social media, press releases, and editorials.

The panelists were also asked about future technology uses in their industries. Pablo suggested that the future utilities will be integrators of services for end consumer usage and he mentioned that currently his

## Conference Recap

company is considering using outage maps, similar to electric utilities, so customers can see where and when an outage is occurring near them. Liz described the possibility of a customer preference center for different types of alerts and messages. She also indicated that an area where utilities can work closer together is to notify each other about 'scammers'. She considers this a very customer centric focus. Marc brought up the need for an overlaying GIS system for gas pipes and electric wires. This will help protect those in the field from hitting the wrong pipe and getting injured.

The session closed with some career advice from the panelists. Pablo explained that demonstrating value to your leadership comes with understanding key performance metrics for your business. He also noted that the value of team success is critical. Liz also suggested that women must be willing to demonstrate our operational 'chops'; working emergency response or managing a large project to gain credibility were examples that she cited. Marc reminded us that we must continually model safety.

### Energy Policy Keynote

It's no secret; the electric utility industry is continuing on its path of rapid transformation – from the influx of distributed generation resources and the challenges of transitioning to a modern, two-way power grid to efforts to advance a cleaner, more sustainable energy future. Balancing these new energy technologies with the mission to deliver affordable, reliable and safe power to customers remains a constant focus for regulated utilities and policymakers alike.

WiNUP Conference attendees welcomed Energy Policy keynote speakers, Pennsylvania Public Utility Commission Chairman Gladys Brown and PPL Corporation Public Affairs Vice President Christine Martin, to share their insights on these important issues.

Chairman Brown and Ms. Martin took center stage to discuss the evolving roles and priorities of regulators, policymakers and utilities as well as diversity and opportunity for women in the utility industry. Both

women shared their personal evolution in the energy industry and how they view the role of women changing in utilities. They also shared their views on how utilities and the government can collaborate effectively and balance various interests and



*Michele Greening, Mid-Atlantic Chapter Secretary and PPL Electric Utilities' assistant manager of regulatory affairs, introduces PA PUC Chairman Gladys Brown and Vice President of Public Affairs Christine Martin during the WiNUP conference.*

stakeholders to continue to deliver reliable, safe and affordable power.

### EPCE Conference Sponsor

2017 WiNUP Conference sponsor EPCE offers over 100+ relevant online energy courses, certificates and degree programs that meet the emerging needs of the energy industry. The Energy Providers Coalition for Education (EPCE) coalition represents energy employers across the country working together to create, sponsor and offer easily accessible online education and training pathways for the energy workforce.

EPCE's industry-endorsed online education and training has helped thousands of individuals gain a competitive advantage, including creating career pathways for women in the energy industry.

EPCE is proud of the women who pursued education opportunities to support building their careers.

- Rhodia has had a great career path, from a Field Operations Associate to a Junior Electrical Drafter, she



*Rhodia Sleet, Senior Electrical Drafter from Ameren.*



*Karla Sahl, Non-Licensed Operator, Energy Nuclear Power Plant*

## Conference Recap

completed her degree in Electric Power Technology from Bismarck State College and was promoted to a Senior Electrical Drafter. The knowledge she gained by completing her degree set her apart from other employees.

- Karla decided to apply for more advanced Operator position and knew she needed to complete more technical education to qualify for the role. After completing her nuclear technology degree from Bismarck State College, she impressed her superiors and landed a job as a Nuclear Reactor Operator.

### Cyber Security Panelist Session

The Cyber Security panel session was moderated by Jonathon Monken, Senior Director of System Resiliency and Strategic Coordination at PJM Interconnection. Mr. Monken discussed the current cyber security climate with panelists Michele Guido who is the Business Security Policy Manager for Southern Company and Caitlin Durkovich who currently works for Toffler Associates and previously served as Assistance Secretary for Infrastructure Protection with the Department of Homeland Security under President Obama. Both Ms. Smith and Ms. Guido briefly introduced their respective careers which included experience in business continuity, disaster recovery, critical infrastructure security and cybersecurity. The discussion focused on



*Michele Guido, Caitlin Durkovich, and Jonathon Monken*

the current state and trends in cybersecurity. The audience also had the opportunity to ask questions related to best cybersecurity practices

to consider in their normal day to day lives as well as using online tools and email in the workplace.

### A Community Microgrid Platform

Don Bradley, Microgrid Program Manager for GE Microgrid Solutions at the Philadelphia Navy Yard presented “A Community Microgrid Platform.” Don spoke about trends that are currently disrupting the power sector including the increase of renewable generation in the market place, the growing number of smart sensors, increased distributed energy resources and the impacts of the electrification of transportation. With this as a backdrop, people are finding that the use of



*Micro Grid Control Center NOC - Network Operation Center*

microgrids can improve grid resiliency, effectively incorporate new energy resource types and deliver flexibility to the grid. The Philadelphia Navy Yard is a great example of a microgrid in action. It is in a central and convenient location within the City and was developed with a master plan designed to optimize energy use while preserving the historic sites on the campus. The master plan included developing energy efficient and energy supply infrastructure, formulating a business model designed to optimize that infrastructure in the energy marketplace, creating building owner opportunities through distributed generation, energy efficiency and distributed resources partnerships and programs, becoming a location for research and development of energy innovations and reducing carbon intensity while increasing sustainability.

# Conference Recap



*April Connel receives the 2017 POWER Award*

## POWER Award at last...

April Connel, a hydro/solar generation plant environmental coordinator based at Smith Mountain

Hydro, is the recipient of this year's Women's International Network of Utility Professionals (WiNUP) Power Award. The prestigious Power Award recognizes a WiNUP member who has supported the organization's objectives on the local and international level for at least two, but not more than five years. Connel's contributions to the Virginia WiNUP Chapter are numerous. She's the current Chair of the Virginia chapter, and has served as the group's Community Service Chair for the last four years. In addition, she serves on the Chapter's Membership, and STEM and Mentorship committees, and is a former International Board Representative. Connel was nominated for the award by members of the Virginia WiNUP Chapter's Awards Committee. Kenny Worsham, Connel's supervisor for the last seven years, said he didn't hesitate when asked to write a recommendation letter to accompany the application. Worsham described Connel as a natural leader who is self-driven and highly motivated at work, home and in the community. In his letter, he wrote, "Her plate is always full and she works diligently with others to make sure things are accomplished successfully. She has a certain tenacity that brings out the best in others for the benefit of the entire organization." Hired by AEP in 2005, Connel said she is extremely honored to receive the award. "I want to express my thanks to all of our members in the Virginia Chapter, my Supervisor Kenneth Worsham and my Hydro-Solar Plant Manager Brad Jones for all the continued support of both myself and our Chapter," she said.

"Our chapter has come a long way and I envision even more growth, development and success in our future."

## HLM & OAK Awards

Other very prestigious awards were presented



*Janet Rehberg accepts the OAK Award from Velda Otey*



*Double Honory Life Recipients, Julie Jumper-Morris (L) and Teri Berliner (R)*

during the banquet cruise. This year two very deserving members each received Honorary Life Member recognition: Julie Jumper-Morris and Teri Berliner. Janet Rehberg is all smiles and some tears as she accepted the OAK Award. Congratulations, ladies!

## Oklahoma Chapter Fires Burning?

Debbie Schroeder, Emily Chilton and Kristin Duggin are looking to reignite the Oklahoma Chapter and they had a great start at this year's conference. Pictured are the ladies welcoming everyone to the conference. Let's encourage these ladies as they find their way to chapterhood in Oklahoma.



## Power Up WiNUP!

Save The Date!  
2018 Conference in Chicago  
09/16-19/18