Siemens EA Customer Association

Date: July 27, 2017

To: Siemens Industry Customers

From: Mike Fitzpatrick, SECA President

Re: Siemens EA Customer Association (SECA) 50 Fall Conference

As a Siemens Industry customer, this invitation is being extended to you and others from your company to attend the Fall SECA user group conference scheduled for **October 8 - 12, 2017** in Minneapolis, MN.

SECA is a customer run organization that provides a great forum to bring customer-related problems and concerns to the attention of other customers and to Siemens. The conference provides a great opportunity to network with peers from other utilities with similar systems and potentially similar problems and to hopefully come away with possible solutions. At the conference Siemens will provide customers with updates on project status, system developments, product announcements, and future plans. In addition, by attending SECA, you as a customer can provide input into the future direction of the Siemens product. Being a customer run organization, you are strongly encouraged to express all customer-related concerns that you may have.

Information about SECA and Conference details can be found at www.secaweb.com.

A Few Important Notes About the SECA 50 Conference:

Online Conference Registration: Complete the on-line conference registration process at http://seca50.eventzilla.net/. The conference fee is $495.00 US per person and is used to cover the costs of sponsored meals, meeting space, transportation and other general expenses. The deadline for registration is *September 15, 2017.*

IMPORTANT: After the September 15th registration deadline, the conference fee will be $550. Cancelations will be accepted up through September 29th and the registration fee will be refunded.

Hotel Reservations: The conference will be held at the **Sheraton Minneapolis West Hotel**, 12201 Ridgedale Drive, Minnetonka, MN 55305. The hotel room rate for attendees will be $159.00 per night and includes complimentary room internet access. Daily rate is good for 3 days before or 3 days after the meeting. Make reservation directly with the Sheraton by calling 1-800-325-3535 no later than *Friday September 15th, 2017*. You may also make your reservation on-line at Sheraton Minneapolis West Hotel by clicking on the link.

When registering by phone, be sure to tell them you are with the SECA Conference or use online registration to ensure that you receive this discounted rate! If you do not register by the September 15, 2017 deadline, we cannot guarantee assistance with securing a room and/or the discounted rate.

> *IMPORTANT: The room rate is a special negotiated rate for a block of rooms for SECA Conference attendees. SECA guarantees a minimum attendance in order to achieve this discounted rate, and if the minimum is not met, there is a penalty associated, which can be a significant amount. Please attempt to stay at the conference facilities if possible.*

Format: SECA 50 will use the same format as in past sessions, with both joint and individualized sessions for Spectrum Power 3 and Spectrum Power TG system users. Check out the SECA website (www.secaweb.com) to see more details about the agenda and planned presentations.

General sessions: The general conference sessions will be held Monday, October 9th through Wednesday, October 11th.

Working group sessions will be held Sunday (October 8th), Tuesday (October 10th), and Thursday (October 12th). These sessions are technical in nature and focus specifically on one area of interest. Working Groups are open to all SECA attendees and provide the opportunity to learn in depth information on a given topic, ask questions of Siemens subject matter experts and peers, and influence product direction. The following Working Groups will meet at this SECA: Future Directions, Security, Database, Automation Technologies, User Interface, and Advanced Applications.

Working Group Charters can be found at www.secaweb.com.

- **Site Updates:** Please use the site update template from the SECA website (www.secaweb.com) and e-mail it by *September 29, 2017* to Bruce Oliver at *bruce.oliver@smud.org*.

  IMPORTANT: Site updates are a significant part of the SECA conference through which customers can share experiences and issues they have faced between conferences. Please have your site update submitted so that the other attendees can review it prior to the conference. Please note the date above. The intent is to make the site updates available via the Siemens Portal so that all attendees can have access to these prior to the conference.

- **Proposed By-Law changes:** As discussed at the previous SECA, the Board has proposed making changes to the Member at Large positions to allow for non-platform specific board positions. The conference membership will review and vote on these changes at the meeting.

- **Board of Directors Elections:** We have several positions coming up for election. The positions that are coming up for election are as follows:

  - **President**

  - **Secretary**

  - **Member at Large - Power TG**

  - **Member at Large – non-track specific**

  - **Member at Large – non-track specific (1 year term)**

Please let us know if you are interested in running for one of these positions.

I look forward to seeing you in Minneapolis!

Regards,

Mike Fitzpatrick
SECA President