



Siemens EA Customer Association

Date: February 19, 2019

To: Siemens Industry Customers

From: Jack Campbell, SECA President

Re: Siemens EA Customer Association (SECA) 53 Spring Conference

As a Siemens Industry customer, this invitation is being extended to you and others from your company to attend the Spring SECA user group conference scheduled for **April 28 - May 2, 2019** 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.

In addition to the normal SECA agenda, the Tuesday morning session will be a combined session with the Siemens Digital Grid Customer summit as was done at the last spring SECA. The agenda includes some interesting panel sessions related to grid modernization and data analytics.

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

A Few Important Notes About the SECA Conference:

Online Conference Registration: Complete the on-line conference registration process at <http://seca53.eventzilla.net/> no later than **April 5, 2019**. Please note that any registrations after this date are subject to a late registration fee. The conference fee is \$495.00 US per person registered by the **April 5, 2019** deadline. The registration fee is used to cover the costs of sponsored meals, meeting space, transportation and other general expenses. On-line registration is available at <http://seca53.eventzilla.net/> IMPORTANT: After the April 5th registration deadline, the conference fee will be \$550.

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 \$125.00 to \$145.00 per night depending on your choice of room type 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 April 5th, 2019. You may also make your reservation on-line at

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1547071247208&key=GRP&app=resvlink>

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 April 5, 2019 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 at all possible.

Format: SECA 53 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 conference sessions will be held Monday, April 29th through Wednesday, May 1st.

Working group sessions will be held Sunday (April 28th), Tuesday (April 30th), and Thursday (May 2nd). 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, 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 April 19, 2019 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.

- **Future Conference Sponsor:** SECA customarily visits one of the Siemens customer sites for the annual spring conference. The Board of Directors is looking for customers that would like to sponsor future Spring SECA conferences. If your company is interested or has questions concerning the responsibilities of a sponsor, please contact any of the current board members.

I look forward to seeing you in Minneapolis!

Regards,

Jack Campbell
SECA President