



## UTA 2021 IT Conference

October 19 - 21, 2021



HOSTED BY:  
**NASHVILLE ELECTRIC SERVICE**

[Sheraton Grand Nashville Downtown](#)  
623 Union Street | Nashville, TN 37219

In the world we live in, where it seems that technology is changing faster than the speed of sound, it is crucial that we stay current on what is going on around us and learn from what works for others in the utility industry. This is a perfect opportunity to join forces with others in the utility and telecom sectors.

Welcome to Tennessee's state capital city where Nashville Electric Service looks forward to hosting the 2021 Utility Technology Conference in downtown Nashville. NES has served Middle Tennessee since 1939 and provides safe and reliable power to the city it calls home. As one of the 12 largest utilities in the nation, NES distributes power to more than 410,000 customers, including all of Nashville and Davidson County plus parts of the six surrounding counties, covering 700 square miles. The NES employees are committed to maintaining nearly 5,900 miles of distribution and transmission lines daily.

NES is among only four percent of all public utilities in the country to receive the Reliable Public Power Providers Diamond Award, the industry's highest honor for providing safe and reliable electricity for customers.

Nashville is the most populous city in the state with approximately 700,000 residents calling it home. The downtown area of Nashville continues to see tremendous growth in new buildings including several new residential areas. The Cumberland River meanders through Nashville. The locals here are very proud of the wide variety of universities and colleges, the comfort food and southern cooking found throughout the city, and the hospitality Nashville offers.

Nashville, being Music City, of course has plenty of great music venues where the sound of this great city can be heard throughout it. Celebrities are regularly seen and are always happy around the visitors and fans. The Country Music Hall of Fame, Musicians Hall of Fame, legendary honky-tonks, the Ryman Auditorium, The Grand Old Opry, and the Schermerhorn Symphony Center call Nashville home; along with the Tennessee Titans, the Nashville Predators, the Nashville Sounds, and the Nashville Soccer Club. Nashville is also home to many great museums, parks, recreational venues so there is always plenty to do and see while here. Check out what Nashville, Tennessee has to offer by clicking the following link: [nashville.gov](http://nashville.gov) or by doing a quick browser search of Nashville Tennessee.

The UTA program committee is hard at work selecting several interesting topics and speakers for the 2 ½ day agenda. This year's agenda will again include a dynamic Key Note speaker. Topics and speakers are being planned around the most pressing technology, security, and customer service implementations pertinent for utilities today. In the agenda, you will find *Utility Spotlight* presentations from member utilities and we are working through details of the possibility of utility related tours being included in the program.

## **REGISTRATION WILL BE OPEN SOON FOR THE 2021 CONFERENCE**

Conference Fee: \$200 for utility members - \$200 for vendors - \$250 for vendor booths (limited space).

Note: Breakfast and Lunch each conference day will be included with your paid conference fee.

We are in the process of redoing our website, the platform, hosting, payment facilities, and the registration process. The site is up, but Registration is not open just yet; we will update you when it is.

## **USE OUR WEBSITE AS A RESOURCE**

Please visit our website at [www.utilitytechnology.org](http://www.utilitytechnology.org) where you will find all you need to know about the Association, Past Events, upcoming Events, and to register for the conference. Once registration is open, you can register as a Utility or a Vendor and add additional conference attendees to your company's registration. You will be able to pay with Credit Card or Check. This website uses a Stripe subscription for processing Credit Card payments. Check can be mailed or brought to the conference. You can print the **Registration Confirmation** page or the email you receive. You should be able to use one of those to request a check from your AP department. If you need an invoice, please request that via email to [tirvine@jaxenergy.com](mailto:tirvine@jaxenergy.com). You should find the online registration and payment facility pretty intuitive, but if you have any problems you can direct emails to [ebarnett@jaxenergy.com](mailto:ebarnett@jaxenergy.com) or [tirvine@jaxenergy.com](mailto:tirvine@jaxenergy.com).

## **Hotel Accommodations**

A block of rooms are being held in the **group name of "Utility Technology Association"** at the **Sheraton Grand Nashville Downtown** located in downtown Nashville, TN at **623 Union St.** We have secured rooms for this event at \$234.00 per night plus taxes (or bring your company's tax exemption certificate) for single and double occupancy. There will be an additional \$28 self-park or \$40 valet parking fee per vehicle, per night. A credit card number or an advance deposit of 1 night room & tax, will be required to secure a room in this block. Cancellation must be received 72 hours prior to

arrival or the fee of 1 night will be assessed. This group rate will be valid 3 days pre/post conference based on availability at time of request. **Rooms must be booked by Monday, September 27th.** Check-in is at 3:00 PM and check-out is at noon. **\*\*\*Don't forget to mention you are attending the Utility Technology Association (UTA) event to get this special room rate.** Note: Free Wi-Fi throughout the hotel and in guest rooms.

Sheraton Grand Nashville Downtown - Nashville/Downtown  
623 Union Street | Nashville, TN 37219  
TEL: +1-615-259-2000

**Rooms must be booked by calling the number above or using the custom link provided below or on the Events page of the UTA website.**

[UTA Conference Hotel](#)

## **Conference Check-In**

We will have an early check-in table set up in the hotel lobby area Monday 10/18 3-7 PM.

## **Last Evening Dinner & Entertainment Event**

After our second, full-day in sessions, it will be time to unwind before heading into the final, half-day wrap up session. UTA will be planning an Entertainment Event to include dinner on the last evening of our stay in Nashville. Bring your cowboy hat and wear your boots, because we're going to the **Country Music Hall of Fame and Museum!!** Details are still in the works, but included will be a self-guided Museum tour and dinner in the Grand Foyer open space overlooking the Music City Center. The cost for attending this event will be included in the Registration Fee for all conference registered attendees. The Association pays in advance for the Entertainment Event based on number of registrations. This can be a substantial cost to the Association. During registration, there is an option for attending this extra event. Please make every effort to make this decision accurately at time of registration so the Association does not incur unnecessary cost. If you wish to bring a guest that evening, the cost for the guest will be \$100 and will be added to your total cost. When you register please specify if you will be bringing a guest and how many.

## **Airport Information:**

Nashville International Airport (BNA), 1 Terminal Drive, Nashville, TN 37214

## **Directions:**

For directions to hotel please use the link under Hotel Accommodations above.

## **Contact Information:**

Please feel free to contact Ricky Davis (will add others here soon) at the hosting utility or Mike Baughn, UTA VP, for additional information or questions about this year's conference.

Ricky Davis  
Nashville Electric Service  
[rdavis@nespower.com](mailto:rdavis@nespower.com)  
(615)747-3076

TBD  
Nashville Electric Service  
TBD  
(xxx)xxx-xxxx

Mike Baughn  
Jackson Energy Authority  
[mbaughn@jaxenergy.com](mailto:mbaughn@jaxenergy.com)  
(731)422-7375

## Vendors:

- We value the relationship we have with our vendors and we appreciate your continued support.
- **New this year UTA will be offering limited Special Event Sponsorships** to help with the cost of this Nashville venue location. *Please see the separate UTA2021 Vendor Sponsorship pdf on the website Event page and reach out to Mike Baughn about this opportunity.*
- We will have Vendor Exhibit space available for up to 25 vendors to setup displays to showcase their products and services.
- Fees for vendors are \$250 for the exhibit space for each single company, \$200 for each person attending from your company.
- Booth size will be approximately 8 x 10 and will include a clothed 6 foot table, 2 chairs, and electricity.
- Vendors will be allowed to setup on Monday evening beginning at 3 PM or Tuesday morning beginning at 7:30 AM.
- *Please register as soon as possible to reserve your booth space. You will register for both the Vendor Booth and all Vendor Attendees via the website, once registration is open.*
- Mike Baughn, UTA VP will be the vendor liaison this year. For more details or questions please find Mike under Contact Information above.
- Vendors should make arrangement for shipping & storage of any material directly with the hotel.
  - Name of Group and On-Site Contact - (address to the person that will be looking for it.)
  - c/o Sheraton Nashville Downtown Hotel
  - 623 Union St Nashville, TN 37219
  - Hold for Name & Date Conference Box(es) \_\_\_\_of\_\_\_\_(Multiples boxes Must be numbered)
  - Jennye Williams, Senior Sales Manager

## Door Prizes!!

**\*\*\*All conference attendees are asked to bring a door prize\*\*\*  
(value not to exceed \$25)**

**We look forward to seeing you at this year's UTA Conference in  
Nashville, TN!**