

Energy You Can Count On



American Society of Gas Engineers, Vegas

Southern Gas Association
Suzanne Ogle, President & CEO





Our work is rooted
in a vision where
natural gas is
valued and treated
as an essential
component of the
future energy
system

NATURAL GAS CHAMPIONS

EXPANDING THE
ENERGY NARRATIVE



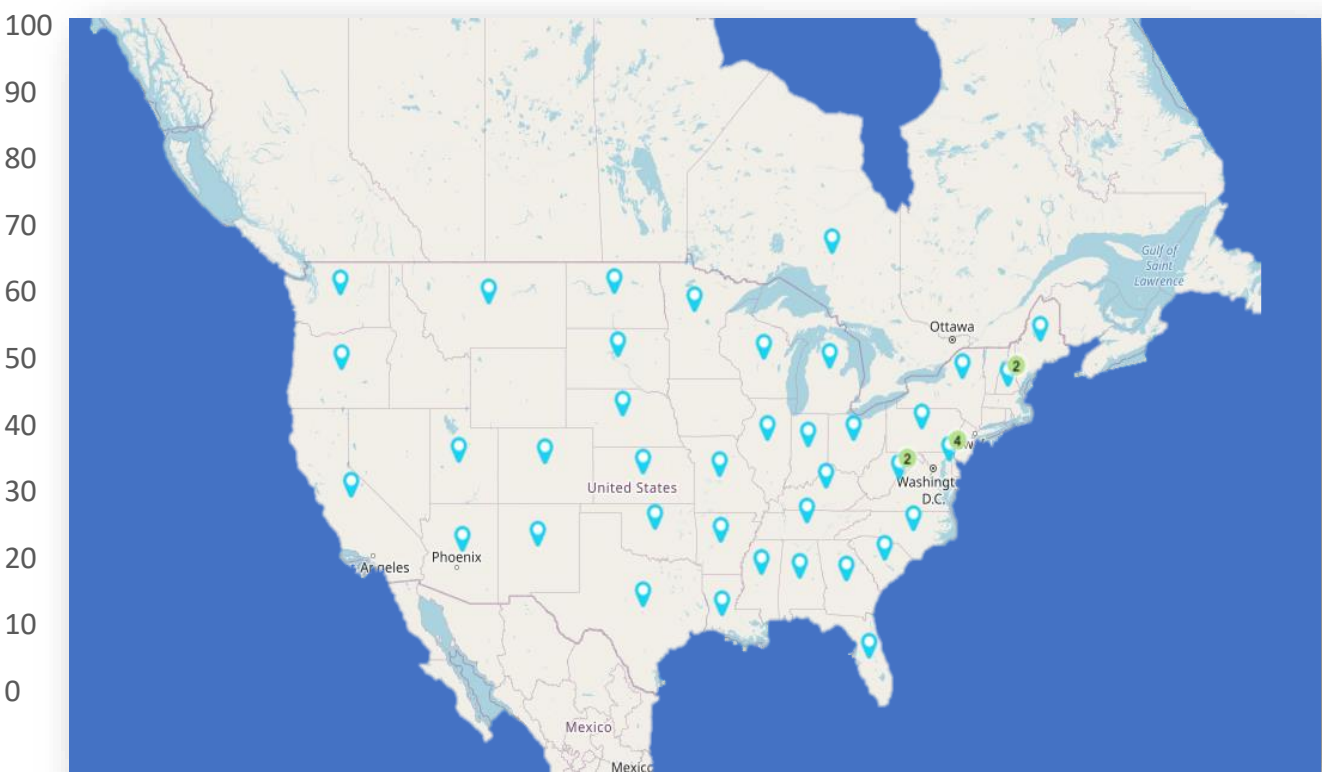
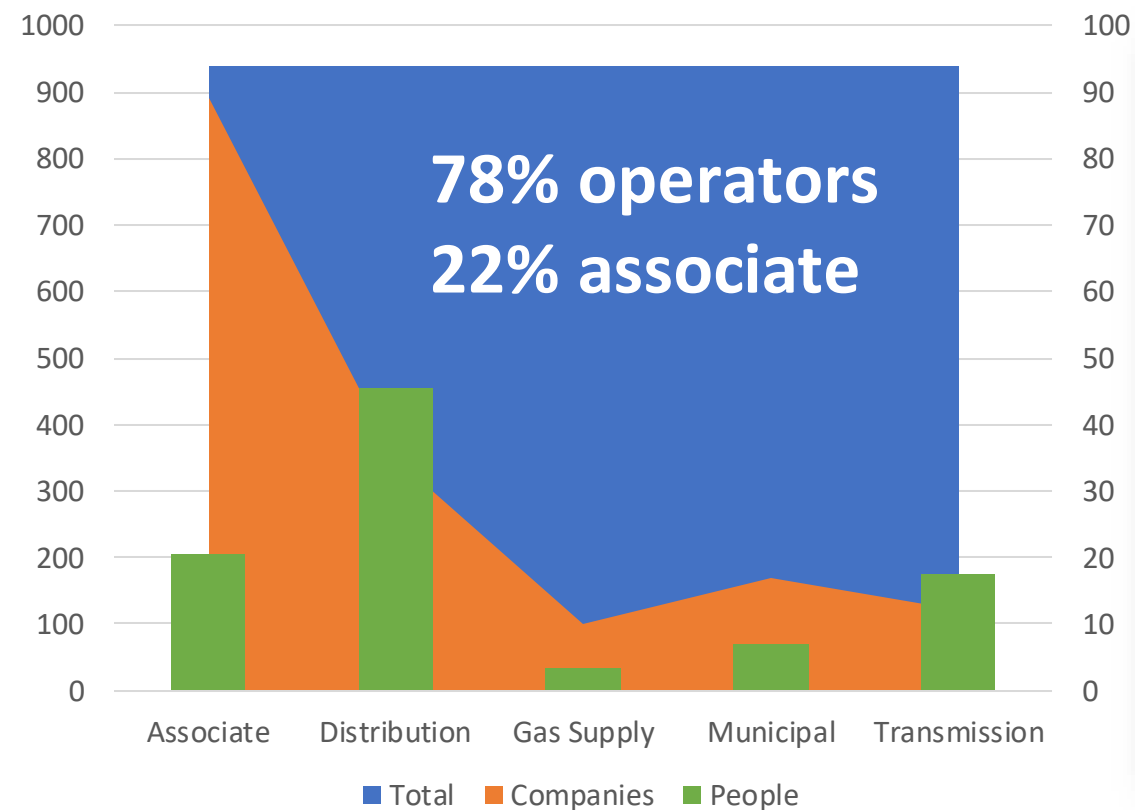
Shaping the
Future by
linking people,
ideas and
information

*SGA's community of professionals
are working together to advance
the natural gas industry through
education, innovation and
communication*



Perspective of the value chain IS the value

United by natural gas and benefiting from diversity of perspective, geography and sector, 1000 people from 163 companies across North America share best practices and lessons learned



How Trade Associations Fit Together: Muscle and Movement





Objectives of Electrification 1935

- Increase availability of energy
- Increase efficiency of energy utilization
- Make energy more affordable
- Improve the quality of life of citizens



The Success of Natural Gas 2023

- Reduced emissions to generational lows
- Widespread economic impact
- Lower energy costs for consumers & industry
- Improved the quality of life of citizens
- Energy security from aggressive nations
- Enabling the integration of renewable energy sources



Natural Gas
Fossil Gas
Fracked Gas
Methane Gas
Methane

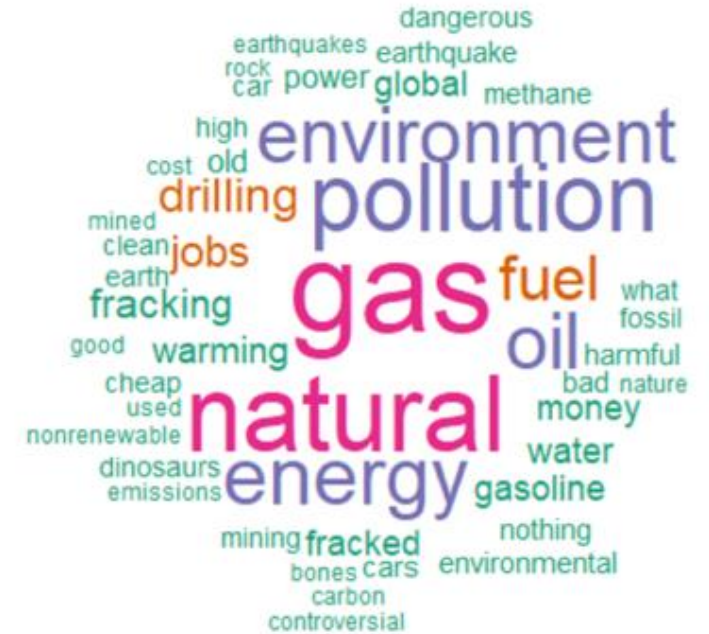
**Names, labels,
images
influence public
opinion**



When you say
fossil gas,
I say.....

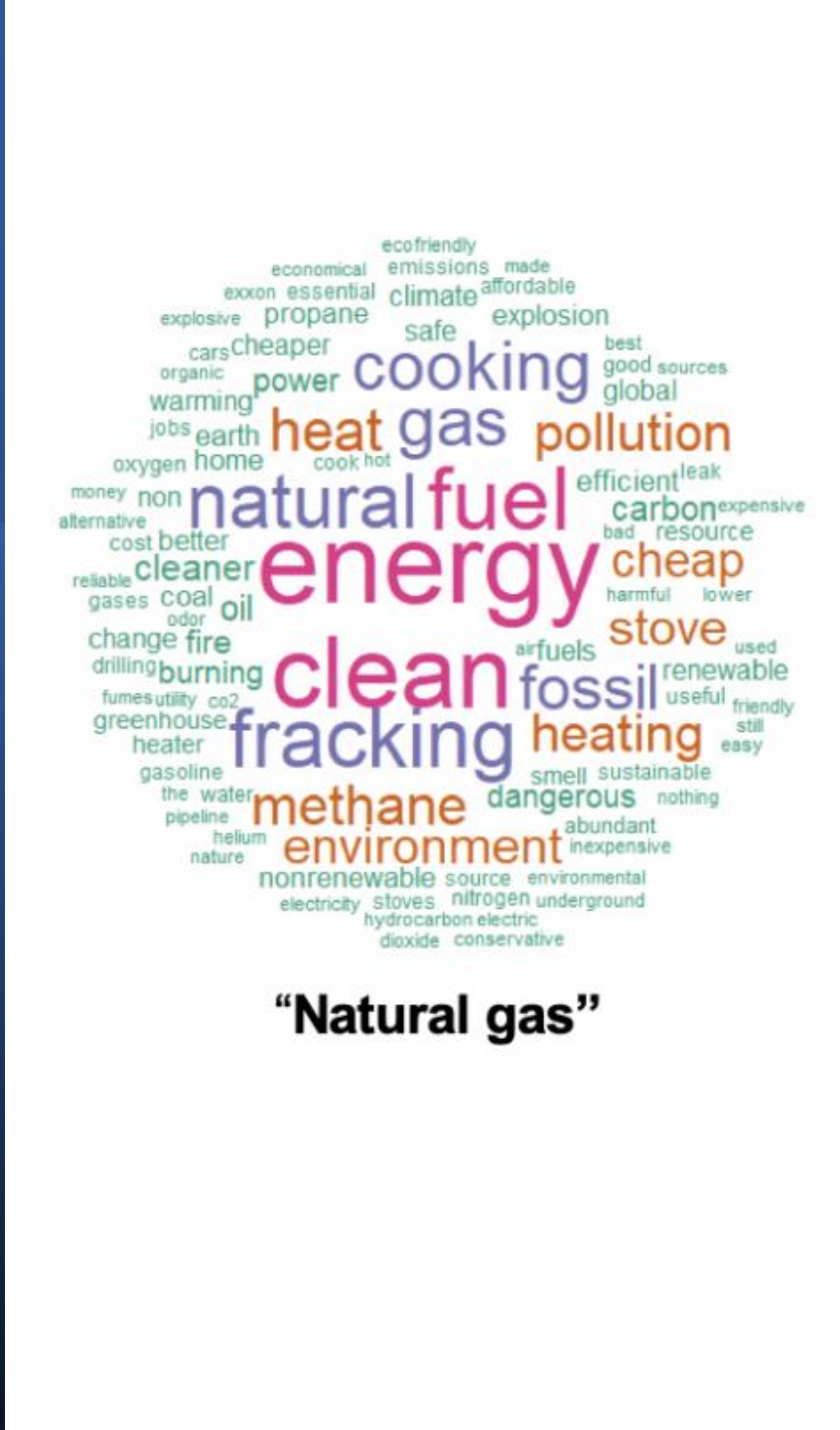


Democrats

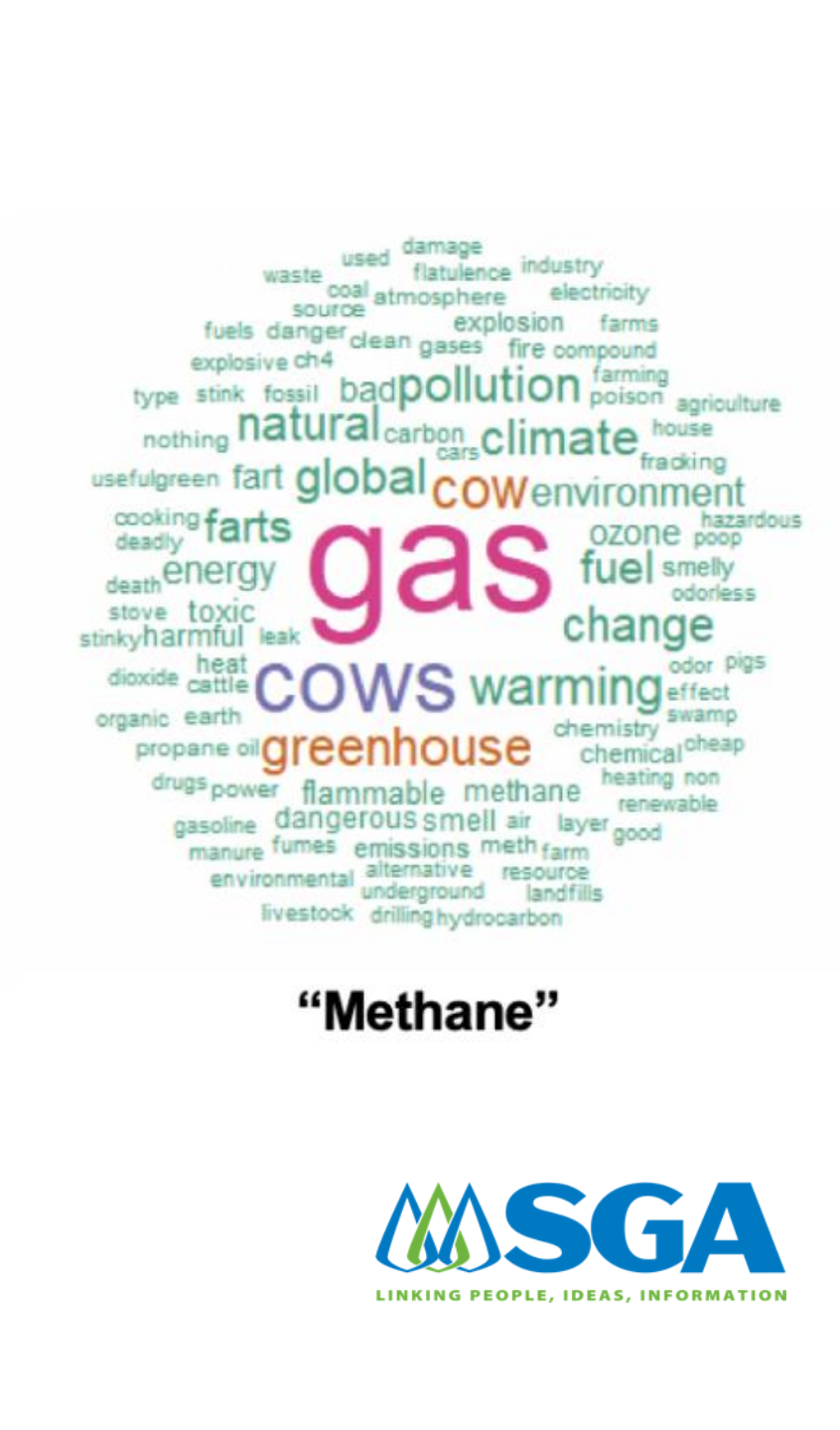


Republicans

**When you say
natural gas,
or methane
I say.....**



“Natural gas”



“Methane”



Natural Gas vs Electrify Everything



Electrification objectives 2020+

Switching from the direct combustion of fuels like natural gas to electricity to energize equipment and appliances.



Social Sentiment and Politics Are Changing Intent



Electrify everything will require at least twice the amount of power generation

State of the US Electric Grid



Aging infrastructure



Increasing outages



More distributed sources



Significant new demands on the existing system






BRAND

WHAT IS INDUSTRY DOING?

- PUBLIC PERCEPTION

Educating the public





I am
dedication
drive
the resourceful
influencer
a natural gas
champion.

Natural Gas Champions Grassroots influence

- SGA's ***Natural Gas Champions*** training, provides all industry employees with the knowledge and confidence to address questions and concerns about the natural gas industry.
- The series will stimulate informed conversations on how abundant, affordable natural gas is essential to our society.
 - Safety and security of the natural gas system
 - Pipeline permitting and infrastructure development
 - Generational perspectives on Energy Use
 - Electrification
 - Understanding renewables
 - Critical skills to engage your community



ADVANCING AMERICA'S

Agriculture

The Value of Natural Gas to U.S. Agriculture and Agrochemicals

February 2023

Advancing America Series

- AGA's ***Advancing America*** series, examines how natural gas is critical to many sectors of the U.S. economy.
- The series will provide hard data on how abundant, affordable natural gas is essential to four major industries.
 - Agriculture
 - Hotels & Hospitality
 - Healthcare (Hospitals, universities)
 - Pharmaceutical Manufacturing



Natural gas is how
we're advancing to a
cleaner, safer, and smarter
energy future for us all.
Natural gas is now.

Innovating to a clean energy future.



Natural gas won't defeat
climate change.
Not alone.

It will take a united effort
from cleaner, low-carbon
fuels, with *natural gas* as
the cornerstone.

Innovating to a clean energy future.



Natural gas was
yesterday's energy
and it's the
fuel of the future.

Innovating to a clean energy future.



Innovate the Message Series

- SGA's *Innovate the Message* provides social media assets that can be co-branded.
- The series provides innovative messaging that boldly talks about the role of natural gas as a cornerstone in addressing climate change and bringing innovative solutions to market.



A Quick Reference Guide to LNG 2022



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ADVANCE AS A NATURAL GAS PROFESSIONAL



SGA LEARNING PATH 1 INDUSTRY BASICS AND COMMUNICATION

In this learning path, you can learn industry basics and how the natural gas industry segments work together to create an efficient and reliable energy system. You will also learn the skills to communicate the benefits the benefits of natural gas in your home and fin your community.

MEMBER TESTIMONIAL

Great for employees to gain a better understanding of the industry and where we fit in!

BESSIE FOSTER
NiSource Employee

1

INTRODUCTION TO THE NATURAL GAS INDUSTRY

Gain a high level understanding of the segment of the natural gas industry and how they are dependent on each other,

2

NATURAL GAS CHAMPIONS

Learn to master casual conversation about the gas industry and dispel myths. Leave with your own elevator pitch.

3

GAINING COMMUNITY SUPPORT FOR NATURAL GAS

Learn to effectively communicate why natural gas is essential to your community for economic and enviornmental benefits

For more information visit the link

WWW.SOUTHERNGAS.ORG

ADVANCE AS A NATURAL GAS PROFESSIONAL



SGA LEARNING PATH 2 CREATING A SOCIAL & ENVIRONMENTAL ADVANTAGE

In this learning path, you can learn industry basics and how the natural gas industry segments work together to create an efficient and reliable energy system. You will also learn the skills to communicate the benefits the benefits of natural gas in your home and fin your community.

MEMBER TESTIMONIAL

Every gas professional needs to hear this, and every decision-maker should be made aware of this info.

1

INTRODUCTION TO ESG

Learn how stakeholders are using the components of ESG to measure company outcomes.

2

ENVIRONMENTAL 101

Learn the basics of the environmental landscape, agencies and regulations impact the industry. Leave with a manual for future reference.

3

DIRECT USE OF NATURAL GAS VS ELECTRIFICATION

Understand the background of electrification and the impact an all electric energy solution would have on efficiency, carbon emission and the cost of energy.

For more information visit the link

WWW.SOUTHERNGAS.ORG

Education

Reliability Roundtable & Position Paper



Addressing the Narrative

- [Edmonton Journal](#) regarding natural gas bans and Denver's new building codes banning natural gas furnaces and water heaters in new commercial and multi-family construction starting in 2024.
- [Forbes Empowering Your ESG Journey](#)
- [KUVE ABC, Austin, Texas, Importance of Energy Policy](#)
- [Get Down to Business 560AM Chicago](#)
- [American Journal of Transportation](#) – 10 reasons why the energy mix matters now more than ever.
- [Green Bay, WI Local 5 WFRV](#), What Environmental, Social and Governance means for gas and other energy energy consumers
- Authority Magazine



WHAT IS INDUSTRY DOING?

- REGULATION

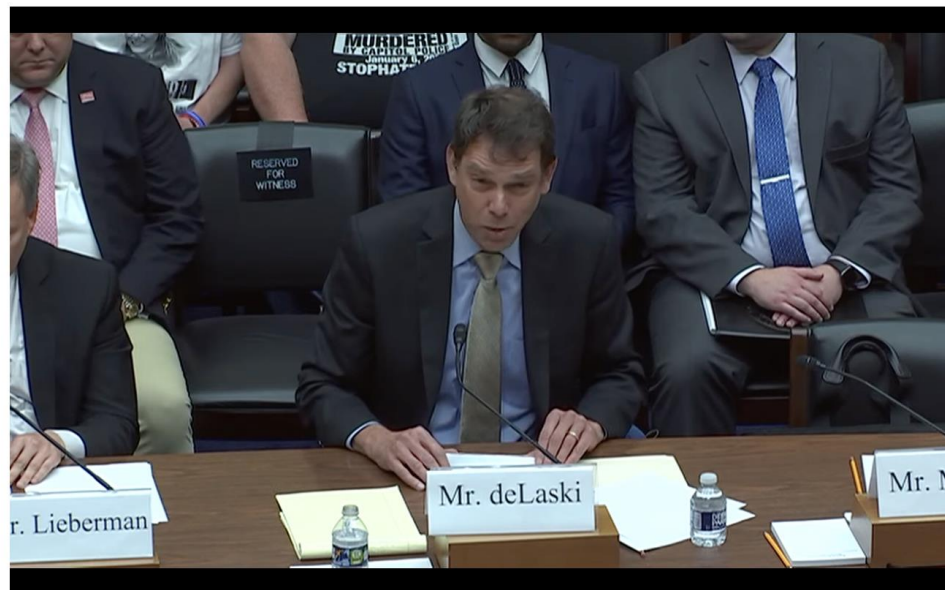
Testifying on the Hill



[About](#) ▾

[Committee Activity](#) ▾

Economic Growth, Energy Policy, and Regulatory Affairs



Witnesses and testimonies:

Alejandro Moreno (Invited)

Acting Assistant Secretary
Office of Energy Efficiency and Renewable Energy

Dr. Carolyn Snyder (Invited)

Deputy Assistant Secretary for Energy Efficiency
Office of Energy Efficiency and Renewable Energy

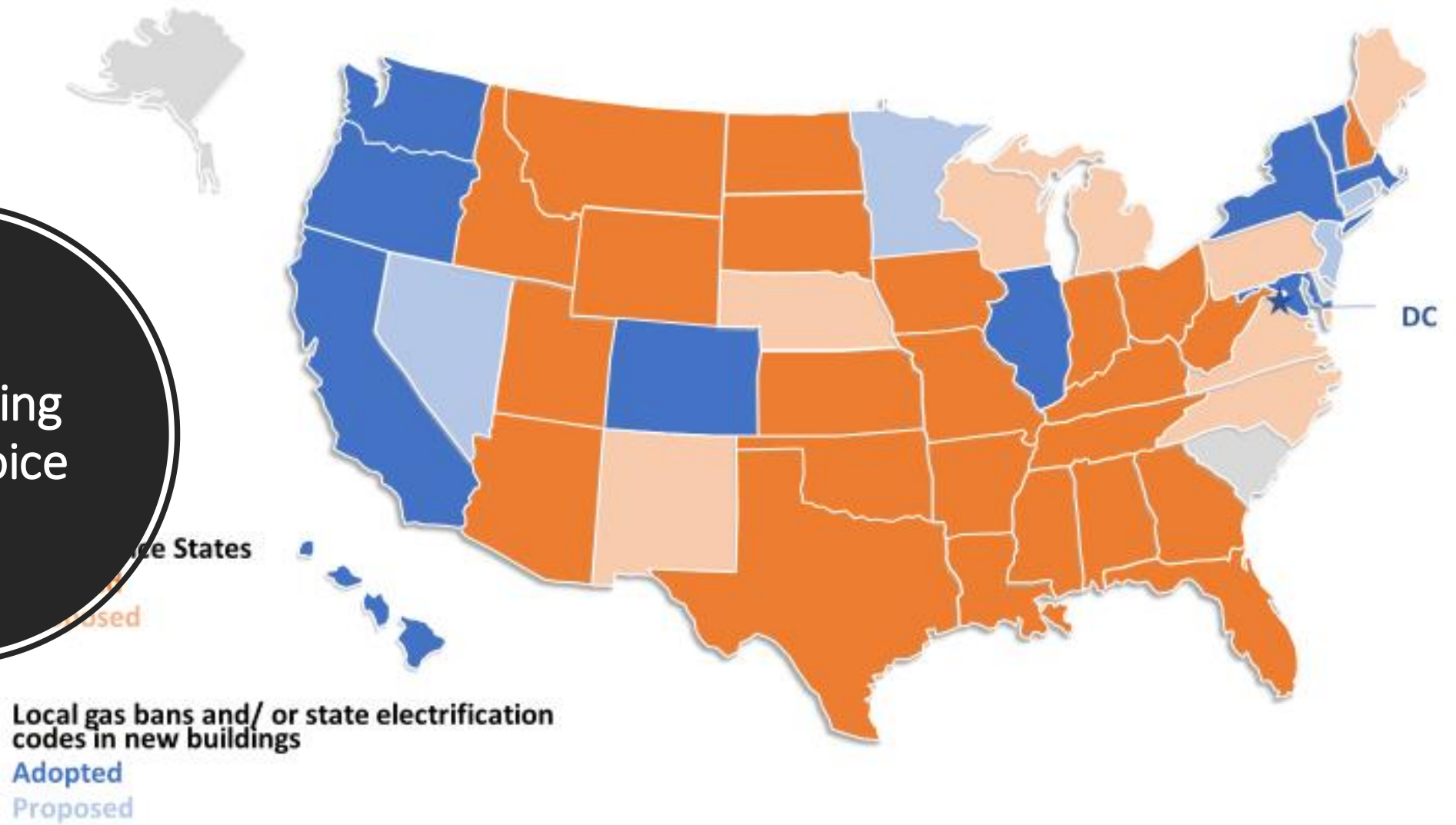


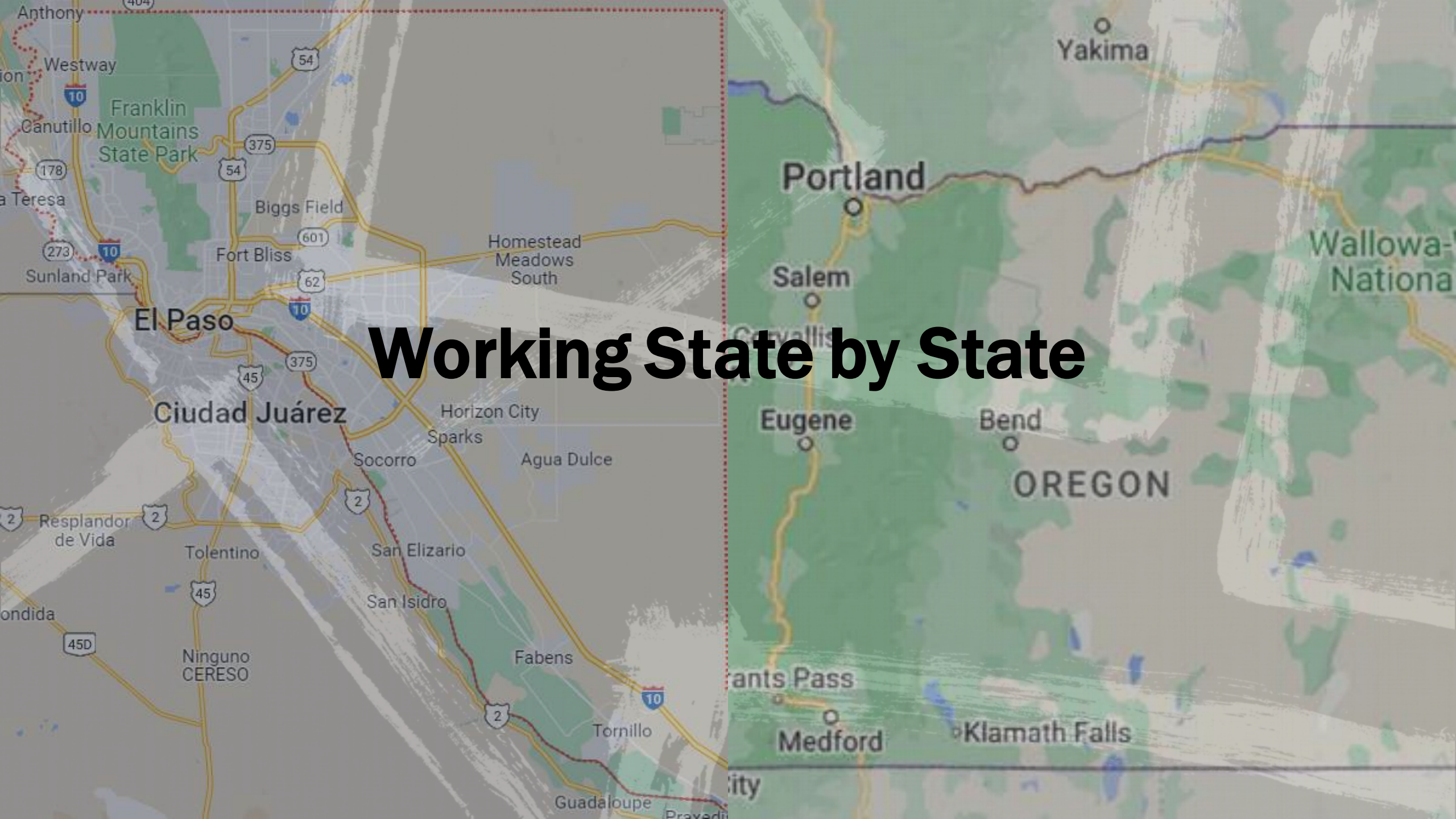


WHAT IS INDUSTRY DOING?

- LEGISLATION

Supporting Fuel Choice





Working State by State

What Can you Do?

Get Involved Actions



Monitor

Monitor city council planning commission agendas



Integrate

Get involved in city or commission planning process



Educate

Educate not only elected officials but influencers in the impacted community



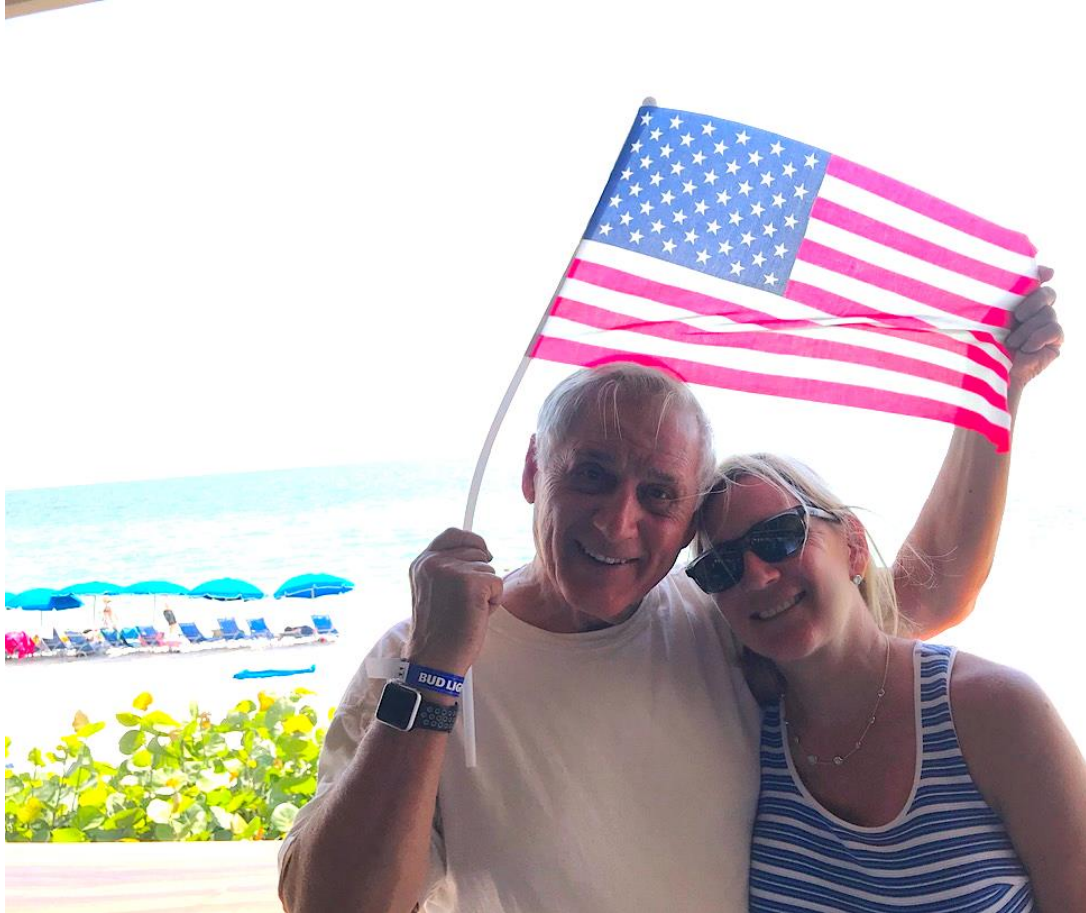
Partner

Partner with the city on ways natural gas can help them achieve their sustainability goals





WHEN YOU HAVE SOMETHING IMPORTANT TO SAY,
TELL A STORY



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