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CONTACT:
David Steele
david.steele@thesteelgroup.us

Steele to Keynote at Midwest Energy Association Conference

INDIANAPOLIS - David E. Steele, Managing Principal of The Steele Group, LLC and adjunct faculty member at Indiana University, Kelley School of Business - Indianapolis (IUPUI), will be keynoting the Midwest Energy Association Customer Relations Roundtable on Wednesday, November 5, 2014.

The Customer Relations Roundtable is designed specifically for customer relations professionals working with energy delivery companies and includes candid, innovative thinking, and practical information from leaders in the field of customer engagement. MEA members drive the content of the roundtable from the challenges they face in their professional roles, so they may return to their organizations and further develop strategies that enable best practice customer experience.

Steele's keynote presentation titled: *"Who Are These People and What Have They Done with My Customers"* is a view into the diverse challenges of serving customers in a dramatically changing environment with a focus on Technology, Societal Norms and the Flat World. "I believe the three areas I focus on these days in my work and speaking engagements will provide a platform for identifying and addressing the new norms of delivering service into the foreseeable future" says Steele. "This is an excellent forum to explore and have dialogue around these complicated issues."

Attendees will also tour the National Renewable Energy Lab (NREL) including the Science & Technology Facility (S&TF) which is designed specifically to reduce time delays associated with transferring technology to industry. The NREL hosts a world-class laboratory where industry and universities collaborate on advanced solar cell technologies and manufacturing methods in order to accelerate commercialization.

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About MEA:

MEA serves the people that deliver electricity and natural gas to homes and business. MEA (Midwest ENERGY Association) was founded as a trade association over 100 years ago by distribution utilities, whose vision was to improve safety and efficiency. Today, energy delivery companies around the globe benefit from MEA's industry learning seminars, operations summits, and other events. Members collaborated to develop EnergyU, the world's premier online training and testing system for energy delivery companies.

About The Steele Group:

The Steele Group is a privately held management consultancy specializing in the customer side of business success. The company supports clients in all business sectors with a focus on customer expectation, acceptance and integration of emerging process applications designed to yield financial and customer satisfaction improvement. The Steele Group is headquartered in Indianapolis, Indiana and may be found on the web at www.thesteelgroup.us.