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IGFOA PEC Committee presents

**Utility Billing Seminar**

**Village of Hoffman Estates**

June 11, 2026

**AGENDA**

8:30 AM - 8:50 AM                      Registration, Networking, and Coffee

8:50 AM – 9:00 AM                      Welcome and Introductions

9:00 AM – 10:00 AM                      **Public Works Panel**  
Led by: Adam Orton, Assistant Finance Director, City of Crystal Lake  
Panelists: Brad Feldhausen, Streamwood; Matt Mann, Streamwood; Mike Magnuson, Crystal Lake

Seminar participants will hear from a panel of three experienced public works officials about the basics of water delivery from the water source through delivery. The topics discussed will include the different sources of water, methods of water treatment, challenges of maintaining and improving a water system, water regulations and mandates, and the future of water service delivery.

**Learning Objectives:** Participants completing this seminar should be able to:

1. Explain the basics of a municipal water delivery system, including the different water sources and methods of water treatment
2. Know about water regulations and upcoming mandates
3. Understand the challenges of maintaining and improving a water system

**NASBA CPE:** Earn About 1.0 CPE

**Program Level:** Overview

**Field of Study:** Specialized Knowledge

10:00 AM – 10:15 AM                      *Break*

10:15 AM – 11:20AM                      **Harnessing Behavioral Economics to Understand & Drive Customer Action**

Speaker: Charles Saleh, VP Sales, VertexOne

Is there a secret to influencing certain customer actions? This session demystifies this question by delving into the intricate world of behavioral economics and the underlying psychological factors that shape consumer decisions. By drawing on critical insights from behavioral economics and psychology, the session will illuminate the key cognitive biases and motivational factors that help explain why customer behavior often fails to align with either their personal values or material interests and explains how utilities can harness the power of these behavioral concepts to drive customer behavior such as on time payments, efficient consumption, and engagement with their utility.

Expect to walk away with a new framework for approaching utility-customer interactions, and a keener eye of how these strategies are used all around us!

### **Learning Objectives**

Participants completing this seminar should be able to:

1. Understand the core principles of behavioral economics and psychology that influence utility customer decision-making
2. Identify practical strategies utilities can use to apply behavioral science concepts within customer communications, billing, and digital engagement programs
3. Evaluate how behavioral economics can be integrated into modern utility customer engagement platforms,

**NASBA CPE:** Earn About 1.15 CPE

**Program Level:** Basic

**Field of Study:** Specialized Knowledge

11:20 AM – 12:10 PM

### **Roundtable Discussion: Common Challenges in Customer Service**

Led by Reese Weigle, Utility Billing PEC Lead; Speakers: Adam Orton, Assistant Finance Director, City of Crystal Lake; Bridget Drakeley, Senior Consultant, Plante Moran

The Utility Billing Round Table session offers an interactive forum where seminar attendees will break into small groups to discuss the most common challenges public utilities encounter in delivering effective customer service. Participants will have the opportunity to share experiences, ask questions, and exchange practical solutions on topics such as billing accuracy, customer communication, payment issues, and service inquiries. Through peer-driven dialogue, attendees will gain insight into how similar organizations have successfully addressed recurring pain points, leaving with actionable strategies and a broader perspective on industry best practices.

**Learning Objectives:** Participants completing this session will be able to:

1. Identify Common Customer Service Challenges: Attendees will be able to recognize and articulate key issues faced by public utilities in billing and customer service, including recurring pain points shared across organizations.
2. Evaluate Peer Approaches and Solutions: Participants will gain insight into how similar utilities have addressed challenges, enabling them to compare strategies and assess which approaches may be applicable to their own operations.
3. Apply Practical Strategies to Improve Service Delivery: Attendees will leave with actionable ideas and best practices they can implement to enhance billing processes, improve customer communication, and resolve service-related issues more effectively.



## Speakers' Bios

**Reese Weigle** is a Manager and Project Management Professional (PMP) with over 12 years of experience in enterprise software, including more than 10 years specializing in the utility industry. He focuses on customer information systems (CIS) and utility billing (UB) implementations, helping public utilities optimize business processes, improve service delivery, and align technology solutions with their unique operational needs. Reese brings a strong blend of technical and functional expertise, guiding clients through system selection, implementation, and process transformation initiatives.

**Bridget Drakeley** is a Senior Consultant with experience in technology implementation, specializing in utility clients. She focuses on supporting system implementations, process optimization, and user adoption efforts, helping organizations align technology solutions with operational needs and improve service delivery. Bridget integrates both technical and functional expertise, with experience across the full software development lifecycle—from requirements gathering and design through testing, training, and post-production support. She has worked on customer revenue and regulatory systems, and emphasizes a collaborative, stakeholder-driven approach to deliver successful outcomes.

**Matt Mann** serves as the Public Works Director and Village Engineer, bringing 33 years of engineering experience to his role. He has dedicated 28 years to the Village, including 16 years as Public Works Director. Throughout his career, Matt has led both engineering and management efforts for approximately 100 miles of new water main construction, demonstrating extensive expertise in large-scale infrastructure planning and execution.

**Brad Feldhausen** is a Certified Water Plant Operator currently serving as Public Works Lead Foreman, a role he has held for the past year overseeing all Public Works crews. He has 22 years of experience as a Water Foreman and Water Maintenance Worker. Brad manages the maintenance of the entire water system, including water meters, billing data collection, shut-offs and turn-ons, and pumping stations. Notably, he has personally excavated over 1,000 water main breaks and repairs, highlighting his hands-on expertise and deep operational knowledge.

**Adam Orton** is a municipal finance professional with over 19 years of experience working in municipal government. He is currently the Assistant Finance Director with the City of Crystal Lake and has served in that role for over 5 years. Prior to joining Crystal Lake, he spent 14 years with the City of Sycamore in various administrative and financial roles, including 8 years as the City Treasurer. Adam holds a Master of Public Administration degree from Northern Illinois University.

**Charles Saleh** is responsible for driving new business development and cultivating strong relationships with both new and existing clients at VertexOne. He brings over 20 years of experience across Energy Solutions, Business Intelligence, IoT, Software Development, Process Automation, and Data Analysis. His



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expertise includes Customer Engagement, Energy Efficiency, Predictive Analytics, and utility systems such as CIS, OMS, MDM, and GIS, as well as Smart Grid Automation, AMI, and Metering.