

SAMPLE RELEASE

Youth Leadership Congress Highlights the Cooperative Difference

Understanding the cooperative difference and identifying traits of leaders are just two of the topics to highlight the 47th WECA Youth Leadership Congress (YLC).

The WECA Division of Cooperative Network offers the opportunity to participate in the YLC to high school students throughout the state. The conference, co-sponsored by Wisconsin's electric cooperatives and the University of Wisconsin-River Falls, is scheduled for July 7-9, 2010, on the UW-River Falls campus.

Through a mix of workshop sessions, hands-on activities, and team-building experiences, participants will be exposed to a variety of real-life issues and will be given the opportunity to identify and explore their leadership potential. Top-notch professional speakers, teen peers, and exceptional cooperative employees will provide participants with information and tools to deal with the weighty issues high school students face every day.

Dr. David Trechter, UW-River Falls will open the conference with an interactive session on "The Cooperative Difference." Also featured at this year's YLC will be nationally acclaimed speaker Craig Hillier. As a part of his dynamic presentation, Hillier will enlighten students about being leaders, stretching their creativity and discovering the value of cooperation.

Other sessions will focus on how and why co-ops operate and the benefits they provide members. Sessions on alternative energy, careers in electric cooperatives, and credit unions will also be held.

The YLC is a fun, educational and unique event that is planned by and for teens. Six students will be selected to serve on the WECA Youth Board. The Youth Board then plans and conducts next year's program. Youth Board members are eligible to attend the National Rural Electric Cooperative Association (NRECA) Youth Tour held in Washington, D.C. in June.

Students are sponsored by the electric cooperative serving their area. (*Insert information about your co-op's involvement here.*) More information and registration materials are available through your local cooperative.

For 47 years, Wisconsin electric cooperatives and UW-River Falls have sponsored this event to demonstrate to high school students the basics of cooperatives and how they can apply the ideals and philosophies of cooperation directly to their lives.