

Education & Lobby Days March 26-27, 2019

Consistently WECA's best-attended single-venue gathering, Education and Lobby Days typically brings at least 150 co-op leaders from across the state together with industry and academic experts, elected officials including lawmakers, governors, and state supreme court justices, for in-depth give-and-take on issues of consequence to energy providers and the consumers they serve.

District Meetings July 15-17, 2019

Held in midsummer at three locations statewide, WECA district meetings provide timely issue discussions and produce nominees for statewide governance positions.

Annual Meeting November 5-6, 2019

WECA's annual meeting, typically attended by 130 or more co-op directors and management personnel, provides multiple speaking opportunities, chances to interact with the membership, and recognition of individuals and organizations that have helped build the success of electric cooperatives in Wisconsin.

2019 Skill Builder Programs

Organized around NRECA certificate, certification, and accreditation programs, Skill Builder offerings include a broad range of education, training, and professional development courses tailored to cooperative directors and employees. Participants collaborate with other co-op leaders, learn from each others' experiences, and help shape tomorrow's cooperatives.

2019 Skill Builder Schedule

Jan. 7	Assessing Governance: A Continuous Improvement Approach
Jan. 8	Your Board's Culture: Its Impact on Effectiveness
Jan. 23-25 & Jan. 30	Electric Industry Updates & Creating a Respectful Workplace (6 sessions)
Feb. 4 & 5	Reasonable Suspicion Training
Feb. 5	Dealing with Angry or Emotional Customers
Feb. 13	CFC Statewide Workshop
Feb. 14	Legal Seminar for Directors & Employees
Feb. 19	Engaging & Developing High-Performing Employees
Feb. 20	Time Management & Productivity Toolkit for Supervisors
March 20	Credit Issues and Collections Workshop
March 21	Process Improvement Workshop
April 9	Team Dynamics—Your "Natural Approach"
April 10	Restoring Emotional Safety & Trust in the Workplace
April 25	Dealing with Angry or Emotional Customers
May 7	Employment Law Update
May 7-8	HR Professionals Workshop
July 31	Appraising & Compensating the CEO
Aug. 1	Energy Issues Summit
Aug. 20-22	Electric Communicator's Workshop
Oct. 1	How to Evaluate and Improve Board Performance
Oct. 2	Strategic Technologies and Their Impact on the Co-op
Oct. 3	New Employee Orientation Workshop
Oct. 22	Understanding the Electric Business
Oct. 23	Strategic Planning
Dec. 3	Personal Communication Styles: Who You Are and How You Impact Others
Dec. 4	Productive Conflict for Supervisors

NOTE: Customized program(s) are excluded from sponsorship.



**Wisconsin
Electric
Cooperative
Association**

2019 Sponsorship Program

A program that:

- Offers sponsorship opportunities for all of WECA's major events.
- Recognizes important business relationships with our members.
- Allows certain sponsors to attend some events at no additional cost.
- Provides greater certainty for budgeting purposes.



Sponsorship Benefits

The Wisconsin Electric Cooperative Association is excited to present its sponsorship program for calendar year 2019.

Designed to create opportunities for businesses of all sizes, the WECA sponsorship program offers access to all of WECA's members at events throughout the year. With more than 35 programs annually attracting participants from all of Wisconsin's electric cooperatives, sponsorship means numerous opportunities to engage with the WECA membership. Collectively, WECA programs involve more than 1,500 participants, cover a wide range of issues, and recognize individual contributions to the electric cooperative movement.

Sponsorship is a great way to support work that matters to the success of WECA members and companies like yours. Please consider becoming a sponsor today!

Sponsorship Includes

- Recognition in event registration materials and agendas
- Displaying company logo at sponsored event(s) and inclusion in WECA's Annual Report.
- Listing in event programs at Education & Lobby Days and WECA Annual Meeting
- Tier 1 & 2 sponsors will receive premier placement full-page ads in the annual Wisconsin electric co-op directory (*to be published in Summer 2019*).
- Much more (see table)

For More Information

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2019 WECA Events	Gold \$7,000	Silver \$3,000	Bronze \$1,500	SponsorPLUS \$500*
Education & Lobby Days March 26–27				
All Breaks	√	√	√	
Event Program Sponsorship	√	√		
Evening Reception	√			
Complimentary Registration(s)	2	1		
Gift Giveaway(s) (Value \$300+) <i>(given away to a member in attendance)</i>				√
District Meetings July 15–17				
Program Sponsorship	√			
Annual Meeting November 5–6				
All Breaks	√	√	√	
Event Program Sponsorship	√	√		
Awards Reception and Awards Program <i>(Highest honor awards ceremony)</i>	√			
Complimentary Registration(s)	2	1		
Gift Giveaway(s) (Value \$300+) <i>(given away to WECA member in attendance)</i>				√
Skill Builder Programs				
Skill Builder Programs	22	11	6	
Advertising in Electric Co-op Directory				
Listed as Associate Member in directory & on website	√	√		
Full-page ad with PRIME placement	√			
Full-page ad with prominent placement		√		

***Additional Opportunity:** Must be a sponsor at any level to be a SponsorPLUS donor. This program places our associate member's name and logo on a gift valued at a minimum of \$300 for presentation at both of WECA's two major yearly events—Annual Meeting and Education & Lobby Days. All SponsorPLUS donors will be acknowledged at the event. Note: Eligibility for gift giveaways is reserved for employees and directors of WECA member electric cooperatives who are registered for the event.

Deadline

To ensure greatest value, please return the form as soon as possible to lock in your sponsorship today.