

Board Leadership (BLC)

October 12, 2021 | Holiday Inn South, Eau Claire

INSTRUCTOR

Adam Schwartz

PROGRAM

Registration: 8:30 a.m.

Program: 9 a.m.–4 p.m.

REGISTRATION

Cost: 1-1/2 WECA Skill Builder Credits
(contact Wendy for pricing if you are not in the Skill Builder pre-payment program)

Register online at:

http://www.weca.coop/calendar_list.asp

REGISTRATION DEADLINE

Friday, October 1, 2021

PROGRAM LOCATION

Holiday Inn South

4751 Owen Ayres Ct

Eau Claire, WI

Phone: (715) 830-9889

ROOM BLOCK

Room Block Name: WECA or Wisconsin Electric Cooperative Association

Room Block Rate: \$113.95+tax/night

Room Block Deadline: Monday, September 27

Rooms may be available under the room block after the cut-off date only if the hotel has rooms available.

FOR MORE INFORMATION

Contact Wendy Fassbind at (608) 467-4589 or wendy@weca.coop

Cooperative Structure: A Strategic Advantage

NRECA Course 919.1

1-1/2 WECA Skill Builder Credits

The cooperative business model provides unique advantages to electric co-ops in today's challenging and shifting energy environment. Electric cooperatives that live their purpose and operate in accordance with the cooperative business model empower their members to improve their quality of life. This course is designed to help directors to tap into the strategic advantage of the cooperative structure through greater understanding and use of the cooperative principles and values.

Key topics:

- The meaning of a "cooperative culture" and the board's role in shaping it
- Using a cooperative culture as a key component in your co-op's member engagement strategy
- Moving from a monopoly mindset to a competitive one through the advantages of the cooperative structure
- How the cooperative structure can attract and retain the next generation of co-op employees and leaders
- Using the cooperative structure as a key driver of economic development in their service territory

In order to socially distance properly, we will allow NO MORE than 40 attendees for this program. A waiting list will be kept in the event of any cancellation(s) made after the class is full.

Please note that an inherent risk of exposure to COVID-19 exists in any public place where people are present. By attending this event, you voluntarily assume all risks related to exposure to COVID-19.

Thank you to our program sponsors!



222 W. Washington Ave, Suite 680
Madison, WI 53703-2719
Phone: (608) 467-4650
Fax: (608) 467-4651
www.weca.coop