

# Skill Builders

## 2023 WECA Skill Builder Program



- Attend a wide range of education, training, and professional development courses designed specifically for cooperatives.
- Take advantage of NRECA certificate, certification, and accreditation programs.
- Network with other cooperative leaders, learn from their experiences, and shape the future of the cooperative movement.
- Enhance the effectiveness of member service in your cooperative.



Constructing the foundation of successful cooperatives.

# Credentialed Cooperative Director

The Credentialed Cooperative Director (CCD) curriculum demonstrates NRECA's commitment to directors, ensuring they have an opportunity to develop the competencies they need to succeed in a new and uncertain environment. The CCD certificate is awarded upon the successful completion of all five CCD courses in the curriculum. The two courses listed will be offered in the 2023 rotation. The remaining three will be offered in 2024.

Directors who have earned their CCD or Board Leadership Certificate (BLC) may audit courses they have already taken, at a 50 percent discount (if space permits). In order to receive the reduced rate, applicants must note this at the time of registration prior to attending the program.

## UNDERSTANDING THE ELECTRIC BUSINESS

Course 2610 (2 SB credits)

Florian Gardens Conference Center | Eau Claire  
February 8, 2023

This course is designed to provide the electric distribution cooperative director with an understanding of the operational challenges electric cooperatives face. The course also presents a set of tools to facilitate due diligence in boardroom decision-making on these issues.

### Key topics:

- The policy and planning decisions boards make with regard to utility operations.
- Developing a culture of safety at your cooperative.
- How boards authorize resources consistent with the strategic plan and long-range financials.
- The board's role in the delivery of electricity includes how the board provides direction.

# STRATEGIC PLANNING

Course 2630 (2 SB credits)

Florian Gardens Conference Center | Eau Claire

February 9, 2023

Boards have ultimate responsibility for ensuring and evaluating the long-term health of the organization. They help fulfill this duty through strategic thinking, identifying goals through strategic planning, and authorizing the appropriate allocation of resources through the adoption of financial policies, budget review and approval, and monitoring management's progress toward strategic goals. This course teaches directors how to participate effectively in strategic thinking and planning processes.

## Key topics:

- Understanding the difference between strategic thinking and strategic planning.
- Analyzing your cooperative's strengths, weaknesses, opportunities, and threats (SWOT).
- Recognizing the board's oversight responsibility.
- Using the strategic plan in the annual evaluation of the cooperative's accomplishments and as the foundation for the CEO's performance appraisal.

All credits mentioned in this booklet refer to WECA Skill Builder (SB) credits, not NRECA program credits, unless otherwise noted.

Skill Builder credit charges in this booklet are based upon program costs available or estimated at the time of publication and could change. Potential public-health concerns may require the cancellation of program(s) or how content is delivered that may also affect pricing.

# Board Leadership Certificate

The CCD Certificate is a prerequisite for the Board Leadership Certificate (BLC). However, directors do not need to have a CCD certificate in order to enroll in these courses. These courses are designed to be “challenger” workshops on key current issues. The BLC consists of a series of courses focusing in greater depth on specific industry and governance issues. These include issues such as risk management, power supply, parliamentary procedure, technology, and policy development. The BLC certificate is earned by completing a total of 10 NRECA course credits from the NRECA 900-level courses. Directors may attend BLC courses at any time, but the BLC will not be awarded until the CCD program requirements are completed.

## COOPERATIVE FUNDAMENTALS, LEGACY, AND ECONOMIC IMPACT

Course 913.1 (1½ SB credits)

Comfort Inn & Suites | Black River Falls  
January 10, 2023

Understanding the unique aspects of the cooperative business model better prepares directors to lead organizations with purpose, not profit, at their core. Course participants will explore the cooperative principles and define how they provide a competitive advantage for today's co-op organizations.

### Key topics:

- Describe the role cooperative business enterprises play in the world's economy.
- Distinguish the cooperative business model from other business models.
- Articulate the seven cooperative principles and how these are applied in today's electric cooperatives.
- Understand the history of electric cooperatives—how and why they were created, and the challenges they have overcome through the years.
- Be able to identify future challenges facing electric co-ops and the cooperative business model.

# GOVERNANCE CHALLENGES OF THE EVOLVING DISTRIBUTION COOPERATIVE

Course 971.1 (1½ SB credits)

Comfort Inn & Suites | Black River Falls  
January 11, 2023

The distribution cooperative marketplace is changing faster today than at any time since our foundational period. Distribution cooperatives' relationship with their members is transforming due to changing member preferences, new business models, new technologies, and third-party applications. This course focuses on how these changes call for different ways of thinking, data collection, and analysis at the board level if boards are to fulfill their oversight responsibilities and strategic vision.

## Key topics:

- Recognize the drivers of the changing industry landscape at large.
- Discuss how the evolving energy landscape impacts governance and the way a board performs its oversight function.
- Envision where they would like to see their co-op in 5–7 years.
- Identify specific data necessary to inform a recommended course of action.

# EQUITY MANAGEMENT AND BOARDROOM DECISION-MAKING

Course 977.1 (1½ SB credits)

Holiday Inn South | Eau Claire  
February 16, 2023

This course is designed to help directors assess their cooperative's capital position through a thorough understanding of the balance sheet and the three key levers that the board has at its disposal: rates, capital credits, and asset growth. Participants will also receive an understanding of how board decisions impact their financial position.

## Key topics:

- Recognize the impact of boardroom decisions on key financial statements (e.g., balance sheet, statement of cash flows, statement of operations).
- Understand the choices that boards make and how they affect the capital structure.
- Recognize the different impacts that the capital structure has on rates and cost of service.
- Understand the position that your capital structure puts the cooperative in for future growth/change.

# Board Leadership Certificate

## INCREASING INFLUENCE AND BUILDING BOARD CONSENSUS

Course 952.1 (1½ SB credits)

Holiday Inn South | Eau Claire  
October 17, 2023

Electric cooperative boards face new challenges in finance, technology, and energy transition while navigating shifting population demographics. This course provides directors with the skills necessary to successfully meet these complex challenges. Through group discussion and case studies, participants will learn negotiation techniques, how to navigate difficult power asymmetries, establish influence, and the importance of team diversity in avoiding group think.

### Key topics:

- Navigating power asymmetries on a team and building your authority.
- Exploring demographic and cognitive diversity in teams and recruiting for diversity.
- Building consensus through interest-based negotiation.
- Recognize and avoid groupthink in the boardroom.

## BOARDROOM CHALLENGES: CONNECTING THEORY TO ACTION

Course 959.1 (1½ SB credits)

Holiday Inn South | Eau Claire  
October 18, 2023

Governance challenges come in all shapes and sizes. This course provides directors with the opportunity to connect the theory of good governance to the action of practical problem solving. Directors will have the opportunity to address contemporary boardroom challenges by applying the skills learned in previous courses to electric cooperative-focused case studies requiring problem definition, negotiation techniques, and consensus building.

### Key topics:

- Detect and define governance issues that emerge in electric cooperative boardrooms.
- Apply the theory of good governance with the action of practical decision-making.

**NOTE:** Courses 952.1 AND 959.1 are limited to no more than 35 attendees each.

# NRECA Director Gold Credential

Director Gold is an addition to NRECA's Education Program, neither replacing nor altering any existing credential. Director Gold is the hallmark of directors who have earned the Credentialed Cooperative Director (CCD) and Board Leadership Certificates (BLC) and are committed to continuing education throughout their board service.

Director Gold helps drive professional self-confidence and standing before members, regulators, and elected officials by identifying directors' ongoing commitment to advancing their knowledge and performing their fiduciary duty to the best of their ability.

For a director to earn the initial Director Gold Credential, he or she must meet these criteria:

- Hold the CCD and BLC credentials.
- Earn three additional credits from the BLC series of courses. For the initial Director Gold Credential, only BLC courses will be accepted for credit. Upon renewal (every two years), other options including some non-NRECA programs are available.

A total of 13 BLC credits are needed to qualify for Director Gold status. Once eligible, a director must "opt in" by indicating interest in earning Director Gold status before a certificate will be issued. The "opt in" form can be completed at [www.cooperative.com](http://www.cooperative.com).

To maintain Director Gold status, directors must earn three (3) credits from the NRECA-approved list of continuing education programs within a two-year (24 month) period. A minimum of two NRECA credits must be earned from the NRECA BLC courses, but directors can choose to earn all three continuing education credits from the BLC series. A maximum of one credit may be earned by attending one of the following conferences or programs:

- NRECA Directors Conference (1 credit)
- CFC Forum (1 credit)
- CoBank Energy Directors Conference (1 credit)
- Mid America Cooperative Council (MACC) Board Chair Roundtable (1 credit)

*\* NRECA-approved list is subject to change*

**DIRECTOR GOLD = CCD + BLC + 3**  
**ADDITIONAL CREDITS FROM BLC COURSES**  
(every 2 years)

**BLC = CCD + 10 CREDITS FROM COURSES**  
**WITHIN 8 SPECIALTY AREAS**

Grassroots • Power Supply • Cooperative Business Model • Governance  
Financial • Communications • Technology • Risk Management

**CCD = 5 CORE COURSES**

- Director Duties and Liabilities
- Understanding the Electric Business
- Board Operations and Process
- Strategic Planning
- Financial Decision-Making

**GOLD**  
DIRECTOR GOLD  
CREDENTIAL

**BLC**  
BOARD LEADERSHIP  
CERTIFICATE

**CCD**  
CREDENTIALED COOPERATIVE  
DIRECTOR CERTIFICATE

# Supervisor & Manager Development

The NRECA Supervisor and Manager Development Program (SMDP) is a flexible, co-op-specific education program focused on strengthening the leadership skills, knowledge, and abilities needed to hire, develop, and lead others, manage performance, communicate effectively, and make decisions. The goal of this program is to equip co-op supervisors and managers with tools and resources to successfully lead and engage high-performing teams in support of the four mission-critical areas of safety, member satisfaction, reliability, and cost control.

This program is intended for co-op staff with leadership responsibilities ranging from individual contributors considering a supervisory role, to new and experienced supervisors, and middle managers. Regardless of where you are in your co-op's supervisor and manager hierarchy, this program offers a learning plan just for you.

## BUILDING TRUST IN THE WORKPLACE

Course 719.1 (1¾ SB credits)

Florian Gardens Conference Center | Eau Claire  
February 8, 2023

Without trust on your team, you will never have cohesion and productivity. Trust is the glue that holds everyone together as you work to get the job done. This workshop deconstructs trust to help reveal how to build it. Trust is critical for everyone in the workplace. If people are working hard yet are slow to get results, it could be a foundational problem with trust. Gain tools for trust building and avoiding the traps of trust busting. During this session, we will explore predictive and vulnerability-based trust and how both are critical to team cohesion.

### Learning objectives:

- Recognize how trust provides a foundation upon which all other team-building activities are built, and how it impacts behavior.
- Distinguish between vulnerability-based trust and predictive trust, and the impact of both types.
- Explain actions that build and break trust, apply a scale of trust-busting behaviors, and re-build trust.
- Establish trust when first working with a new team and maintain that trust.
- Understand how trust provides the foundation for healthy conflict, commitment, accountability, and collective results.



# TRANSFORMING YOUR TEAM FROM DYSFUNCTION TO COHESION

Course 720.1 (1¾ SB credits)

Florian Gardens Conference Center | Eau Claire  
February 9, 2023

There is no fun in dysfunction. Petty conflicts, back-stabbing behavior, gossip, and mistrust make it hard to go to work. Counter to conventional wisdom, however, the causes of these dysfunctional behaviors are both identifiable and curable. With the right tools, supervisors and managers can transform their work environment to one of cohesion and collaboration. *The Five Dysfunctions of a Team* approach, developed by best-selling author and consultant Patrick Lencioni, identifies the root causes of dysfunction on teams and provides the keys to overcoming them. Using this approach, this course empowers supervisors and managers to establish trust, gain commitment to team goals, clarify roles and expectations, effectively communicate and constructively debate issues, make better decisions, and create a team environment to optimize performance.

## Learning objectives:

- Communicate openly and honestly with your team members and colleagues.
- Recognize that—as the team’s leader—you must “go first” in establishing cohesive behaviors on the team and practice techniques for taking this first step.
- Leverage peer-to-peer accountability.
- Lead teams in moving beyond artificial harmony and learn how to generate healthy conflict.
- Recognize the power of vulnerability-based trust verses predictive trust, and practice the behaviors needed to build trust.
- Measure the current level of “dysfunction” in your team or co-op and create a Gap Analysis Strategy to build the bridge.

# Supervisor & Manager Development

## KNOW THE RULES: LEGAL RESPONSIBILITIES AND LIABILITIES FOR SUPERVISORS

Course 717.1 (1¾ SB credits)

Holiday Inn South | Eau Claire  
October 17, 2023

Supervisors and managers have the obligation to treat all employees and job applicants consistently and equally as outlined under the law. Handling team member issues in the most convenient or the nicest way may not be the legal or right thing to do. Whether your co-op has a full-time human resources staff to help you or not, to successfully supervise co-op employees you need to understand the human resource function and your liability with regard to employment laws. Learn how you can avoid common employment law pitfalls at your cooperative while improving your management skills, enhancing your leadership abilities, and encouraging a productive work environment at your cooperative.

### Learning objectives:

- Recognize your Human Resources (HR) responsibilities and liabilities as a supervisor.
- Explain legal pitfalls for supervisors.
- Distinguish between HR and supervisors' responsibilities throughout the typical tenure of a co-op employee from when they're hired to when they leave the co-op.
- Explain the elements of loss control as it applies to employee safety and health, including the impact on the cooperative's bottom line.

### Key topics:

- Basics of Human Resources
- Employment laws
- Supervisor's role in preventing harassment
- Shared areas of responsibilities between supervisors and Human Resources
- Pitfalls to be aware of, including discrimination and nepotism
- Legal vs. illegal interview questions
- Supervisory responsibilities in loss control and workplace safety
- Cost of an employee accident

# Cooperative Career Essentials Program

The Cooperative Career Essentials Program (CCEP) is a learning portfolio designed to provide the knowledge, skills, and abilities every co-op employee, regardless of role or tenure, needs to best serve their co-op and members.

Most employees are hired for specific job roles requiring specific skill sets. These are referred to as hard skills. But every job role requires another set of skills—soft skills. They are often overlooked but play an important role in day-to-day cooperative business operations. Hard skills are teachable and measurable abilities, such as writing, reading, negotiating, or the ability to use technology. By contrast, soft skills are the traits that make you a good employee, such as communication and listening, adaptability, initiative, and getting along with other people. Both hard skills and soft skills are needed to be successful in the workplace.

## MAKING SAFETY YOUR BUSINESS: EVERY PERSON. EVERY ACTION. EVERY DAY.

Course 5205.1 (1¾ SB credits)

Adams-Columbia Electric Cooperative | Friendship  
April 6, 2023

Regardless of your job title or how long you've worked at the co-op, safety is your business. This workshop goes beyond legal duties and regulatory compliance to examine how safety success can be achieved through purposeful design, practical actions, and personal commitment. Participants will examine best practices for safety success, including using and communicating safety metrics in relation to their co-op's safety strategy. After exploring specific ways to get others involved in safety, participants will review their job role and the safety leadership opportunities they possess. Participants will leave with a personal commitment to make safety their business by demonstrating head-turning, impactful safety leadership action.

### Learning objectives:

- Describe the legal duties and responsibilities of all co-op leaders.
- List the regulatory agencies that govern safety.
- Explain elements of a leading practice safety system, including safety metrics.
- Identify strengths and opportunities to improve your co-op's safety system.
- List ways to get everyone involved in safety.
- Describe your role in your co-op's approach to safety.
- Declare one to three specific actions you will take to demonstrate noticeable safety leadership regardless of job title or tenure with the organization.

# Cooperative Career Essentials Program

## COMMUNICATING TO INFLUENCE: GAIN SUPPORT THAT GETS RESULTS

Course 5306.05

(1¾ SB credits ~ combined with 5307.05 on next page)

Holiday Inn South | Eau Claire

October 18, 2023 (morning session)

Do you ever wonder if others actually hear what you're saying? Do your suggestions seem ignored, or do others just not seem to get your ideas? The ability to influence others to act is a critical but difficult skill to master—especially when you have no authority over others, such as customers, co-workers, and management. How can you inspire action when the only tool you have is communication?

No matter your current position or role, you can gain buy-in and influence opinions through communication. Join this half-day course to learn how, making your contributions, skills, and value impossible to ignore.

### Learning objectives:

- Understand how to appeal to various individuals, groups, or situations.
- Know when to adapt your approach, tone, or body language.
- Influence others using message management techniques and communication channels.
- Gain support for your ideas regarding improvement and innovation.
- Build credibility and make a greater impact within your organization.

### Key Topics:

- Communication styles
- Social and self-awareness
- Professional presence
- Message management
- Connecting with others
- Trust and rapport building

# IMPROVE YOUR RELATIONSHIPS: STRATEGIES TO OVERCOME CHALLENGING BEHAVIOR AND PEOPLE

Course 5307.05

(1¾ SB credits ~ combined with 5306.05 on previous page)

Holiday Inn South | Eau Claire

October 18, 2023 (afternoon session)

At every organization there are people whose behavior, attitude, work habits, or other characteristics present an occasional challenge for those around them. You may even feel there is no way you can deal with them because some people are just difficult—or are they? Often, our immediate response is to shrink or sulk, become defensive or attack, but there are smarter moves to make when attempting to overcome challenging people and their behaviors.

This program will help you realize the similarities and differences between yourself and others and how this creates a perception of “difficulty.” Tips and tools will be presented to help you understand how to effectively work with anyone—especially those who push your buttons!

## Learning objectives:

- Spot people you perceive to be difficult and understand why.
- Understand ways in which communication may be the cause of difficulty in working relationships.
- Be assertive without being aggressive or jeopardizing your values.
- Mitigate your frustration to avoid making a difficult situation worse.
- Stop trouble from escalating using proven techniques.
- Learn strategies for handling situations when your buttons get pushed.

## Key Topics:

- Situational awareness
- Personalities and behavioral styles
- Relationship management
- Cognitive biases

**NOTE:** Both 5306.05 AND 5307.05 will be held on the same day. Course 5306.05 will be held in the morning and 5307.05 will be held in the afternoon. We are offering this “package” deal as a one-day training for 1¾ credits. We are not allowing this as an a la cart option of separate morning or afternoon program registrations.

# Other Courses and Events

## **NEW!** OSHA 10-HOUR COURSE (2 SB credits)

Holiday Inn South | Eau Claire  
January 17–18, 2023

This OSHA 10-Hour General Industry course is specific to the electric utility sector. The training will incorporate OSHA power standards (1910.269). Since this course is tailored specifically for the electric power industry, it will include topics and content not found in typical OSHA 10-hour courses. Participants who complete the course will receive a certificate of completion as well as an OSHA pocket card. The course will be delivered by an OSHA Training Institute (OTI) instructor.

*Program will run 9 a.m.–4:15 p.m. on Jan. 17 and 8 a.m.–12:15 p.m. on Jan. 18.*

## REASONABLE SUSPICION TRAINING ( $\frac{1}{3}$ SB credit)

Holiday Inn South | Eau Claire  
January 18, 2023

Reasonable suspicion is a consistent tool and set of procedures to deter substance abuse, to protect workplace safety, and to identify employees who need help resolving problems associated with drug or alcohol abuse. The training provides awareness of the impacts drug and alcohol abuse can have in the workplace.

49CFR 382.603 is the applicable DOT regulation requiring supervisors of drivers who operate vehicles that require a commercial driver license to take 60 minutes of training on the symptoms of alcohol abuse and another 60 minutes of training on the symptoms of controlled substance use (120 minutes in total).

The purpose of this training is to teach supervisors to identify circumstances and indicators that may create reasonable suspicion that a driver is using or under the influence of alcohol or drugs, supporting referral of an employee for testing.

*Program will be held immediately following the OSHA 10-Hour Course and will be held 1–3 p.m.*

## **NEW! FINANCIAL WEBINAR SERIES [FOR DIRECTORS]** (1 SB credit per person for all 5 webinars)

60–75-Minute Webinar Series (8:30–9:45 a.m.)

**January 19** ~ Electric Co-op Financial Orientation—Balance Sheet

**April 12** ~ Electric Co-op Financial Orientation—Operating Statement

**July 18** ~ Electric Finance Philosophies

**October 12** ~ Financial Responsibilities as an Electric Cooperative Board Member

**December 7** ~ Financial Status Correlation to Co-op Culture & Teamwork

For the first time, WECA is offering a custom financial program tailored to electric cooperative board members. This series of five webinars will go through topics such as how our assets are different, capital credits, and debt; revenue, rate increases, role of the board in expense management, and margin philosophies; debt management, operating margins, and financial health; director responsibilities relating to audit, budget, financial plans, debt, oversight; and financial position/decisions, teamwork & coordination of efforts, and resolving & building a strong future.

## **FINANCIAL WEBINAR SERIES [FOR EMPLOYEES]** (2 SB credits per person for all 7 months OR ⅓ SB credit per session per person)

90-Minute Webinar Series (9–10:30 a.m.)

**January 24** ~ Federal Energy Regulatory Commission Accounting

**February 14** ~ Revenue

**April 18** ~ Margins Analysis

**May 16** ~ Managing Expectations and Understanding Your Leadership Style

**September 19** ~ Process Improvement

**October 24** ~ Revenue Requirements

**December 12** ~ Review of Financial-Related Policies

Accounting and finance staff are invited to participate in the Financial Webinar Series. In these 90-minute virtual courses, participants will learn and strengthen skills to guide electric cooperatives to strong financial futures. All of the finance professionals webinar series programs will be recorded and available to all paid attendees.

**\*\*Each 90-minute webinar qualifies for 1.5 CPE credits** (you must participate online to receive CPE credits).

# Other Courses and Events

## **NEW!** INDESTRUCTIBLE PR CRISIS RESPONSE WORKSHOP *[FOR EMPLOYEES]* (1½ SB credits)

Holiday Inn South | Eau Claire  
February 15, 2023

**SPEAKER:** Molly McPherson

**WHO SHOULD ATTEND:** Co-op Communicators and General Managers

In today's fast-paced digital world, connecting and communicating with stakeholders is a necessity for any organization, especially in a time of crisis. There are many types of crises, from supply-chain disruptions to viral online attacks, but online and social media add to the risk because the more visible you are, the more exposed you are. It can be risky, especially in today's climate of public criticism. Cancel Culture is a real threat.

By the time a crisis occurs, it's typically too late. One wrong move could undo years of building a solid reputation and cost an organization time and money.

The Indestructible PR Crisis Response Workshop will teach the framework and tactics needed to prepare and deliver the right message when needed most.

This experiential workshop teaches how to prepare and respond to a crisis, while providing strategies for managing the media. Using real-world scenarios, your team will be prepared to respond confidently when your brand is in jeopardy due to a crisis.

This workshop will teach crisis response from planning to application through the following steps:

**Plan:** Researching the critical issues and identifying risks. Assessing organizational preparedness.

**Manage:** Crafting the messages. Leveraging your online media platforms. Preparing your spokespeople.

**Respond:** Delivering the message via written, social, and on-air media response.

**Apply:** Application of media training and delivery in real-time workshop simulation.

Participants will walk away with an understanding of how to identify a crisis and adequately respond to a crisis of any size.



## **REVAMPED! CREDIT ISSUES AND COLLECTIONS WORKSHOP: THE ELECTRIC CONSUMER EXPERIENCE** (1½ SB credits)

Comfort Inn & Suites | Black River Falls  
March 14, 2023

Let's face it, being an utility doesn't make it easy to provide an unbelievable consumer experience. Combine this with difficult conversations that include credit risk, failed payment arrangements, disconnect for non-payment, job loss situations, sickness, and other negative repeating patterns and you have a mess. This one-day workshop will provide the most up-to-date methods of tackling these tasks. Discussions will include data collected from attendees through a pre-survey to guide and make information sharing efficient.

Difficult situations and people can be draining work. Combatting these challenges requires continual skill development and new ways to deal with both new and old challenges. This workshop will include all NEW! practical scenarios that will support the philosophical backing of the collections process, taking into consideration what your cooperative/utility is seeking to achieve in its process.

## **NEW! ADVANCED WORK ORDER TOPICS** (2¼ SB credits)

Comfort Inn & Suites | Black River Falls  
March 15–16, 2023\*

Advanced Work Order Topics is an interactive extension of the Work Order Procedures Workshop. Advanced Work Order Topics is a 1½-day workshop that should be attended after participation in Work Order Procedures (either the 1-day or 1½-day workshops are acceptable to do beforehand). The objective of this workshop is to evaluate and elevate the baseline learning from the initial program. The two takeaways from this day will be "So what?" and "What's next?"

### **Learning objectives:**

- All about assemblies
- Material makeover
- Standard costs
- Loan fund readiness
- Work plan status analysis
- Labor review
- Reporting the status of your plan
- A deep dive into special equipment

*\*This is a 1½ day program ending at noon on the second day. Full program details can be found at <https://bit.ly/2023AdvancedWO>*

# Other Courses and Events

## EDUCATION AND LOBBY DAYS

(1¼ SB credits)

Concourse Hotel & Governor’s Club | Madison  
March 22–23, 2023

Cooperative directors and staff will be briefed on state issues affecting electric cooperatives and the energy industry. The two-day event will feature in-depth presentations, panel discussions with experts, verbal and written background information on legislative proposals, as well as insight into the political atmosphere at the Capitol.

## NEW! PARLIAMENTARY PROCEDURES WORKSHOP

(¾ SB credit)

Florian Gardens Conference Center | Eau Claire  
April 4, 2023

Group 1 (morning) ~ 8 a.m.–12 p.m.

Group 2 (afternoon) ~ 1 p.m.–5 p.m.

All co-op boards utilize parliamentary procedures to keep business discussions on track and to run their meetings with an objective and efficient process. Parliamentary procedure was developed by General Henry M. Robert during the Civil War to bring order to officer meetings. The basic premise of Robert’s Rules of Order is to protect each member’s rights, while seeing that the majority rules. Parliamentary procedure is designed to accomplish one thing at a time, bringing each to resolution before going on to the next, all the while seeing that courtesy is extended to everyone. This process has proved to be one of the most effective means by which individuals can take orderly action as a group

### Potential topics may include:

- |                                   |  |
|-----------------------------------|--|
| • Agendas                         | • Amendments   |
| • Consent agenda dos and don’ts   | • Reports  |
| • Voting                          | • Nominations  |
| • Meeting minutes                 | • Referral to committee  |
| • General meeting requirements    | • Executive committee, how to run them, confidentiality, minutes, etc. |
| • Motions, amending motions, etc. | • Annual meeting minutes approval                                      |
| • Order of precedence             |  |

**NOTE:** We will be offering two separate group sessions, with the same program held once in the morning and repeated in the afternoon. A box lunch will be available to both groups at noon. Each group is limited to a maximum of 40 people.

## LEGAL UPDATES

(1¼ SB credits)

Florian Gardens Conference Center | Eau Claire

April 5, 2023

Each year's topics reflect the changing environment that electric cooperatives operate in. In 2023, you will see some former and some new presenters. The Weld Riley S.C. and Fredrikson & Byron, P.A. law firms will be covering evolving legal issues pertinent to the decisions made by electric cooperative directors, managers/CEOs, and key staff.

Topics will be announced early 2023.

## ELECTRIC INDUSTRY UPDATES

(1¼ SB credits per co-op for unlimited attendees)

Webinars

April 11, 2023

Group 1 (morning) ~ 8–10 a.m.

Group 2 (afternoon) ~ 1:30–3:30 p.m.

Once again, we'll be offering two separate group sessions, with the same program held once in the morning and repeated in the afternoon. Co-ops may send their employees to one or both of the sessions, with the option of dividing staff members between the morning and afternoon sessions.

## WECA LEGISLATIVE UPDATES

WECA Director of Government Relations Rob Richard will give participants a detailed look into state issues that the organization has tackled over the last year and will hope to accomplish in the current legislative session that directly impact how cooperatives perform their daily responsibility of providing safe, reliable, and affordable electricity to their consumer-members. Richard will break down the pros and cons of each issue and provide strategic insight into why WECA is involved and why the issues matter to your cooperative.

## IMPACT LEADERSHIP

**Influence Through Purpose, Persistence, and Passion**

Joe Schmit inspires and helps you discover how to ramp up the profound power of your influence. When you become more aware and intentional with the impact you have as a leader, it will improve your bottom line and your R.O.I.—Return on Impact. Through research, Joe has discovered that, “we make our biggest impressions when we are not trying to be impressive.” Impact Leadership is a blueprint to help you improve company culture, help you develop a high-performance team, and make you a leader of significance. The impact can also be seen on the bottom line.

# Other Courses and Events

## RETIREMENT PLANNING SEMINAR

(No Charge)\*

Webinar (8 a.m.–4 p.m.)

April 13, 2023

The NRECA Retirement Planning Seminar is designed for employees and their spouses who are within 5–15 years of retirement. It helps employees evaluate distribution options from their retirement plans, estimate retirement income and expenses, and realize the need for continued investment during retirement years. Social Security and estate planning are included in the program. Health and long-term care issues are also addressed. This program will help employees to gauge if they are on the right track for their retirement years.

*\*This program will be held as a one-day webinar session. There will be no charges associated with this informational session.*

## EMPLOYMENT LAW UPDATE

(1½ SB credits)

Holiday Inn Hotel & Convention Center | Stevens Point

May 9, 2023

Employment regulations change regularly in response to new laws or court decisions that sometimes alter enforcement or implementation expectations. Keeping up with these changes is essential to minimizing liability, strengthening negotiation positions, and ensuring employees maximize benefits available to them. Often these changes are complex and require a legal perspective to help human resource professionals better understand the implications of court decisions and revised or new regulations. This workshop also provides several venues to make sure questions are answered, and cross-sharing of implementation strategies among cooperative human resources personnel.

Brian Goodman from Boardman & Clark LLP will be presenting this year's Employment Law session.

# HR PROFESSIONALS WORKSHOP

(1½ SB credits)

Holiday Inn Hotel & Convention Center | Stevens Point  
May 10, 2023

HR issues that are crucial to your co-op's future will be addressed at the ever-popular open forum and legal update. The open forum provides the opportunity to discuss new HR concerns and assist in solving issues you may be experiencing. A legal update will focus on new and changing matters as well as provide information on issues that attorneys are seeing more often.

Jennifer Mirus from Boardman & Clark LLP will be presenting at this year's HR Professionals Workshop.

## **NEW!** ELECTRIC UTILITY FUNDAMENTALS FOR NON-OPERATIONS PERSONNEL (3½ SB credits)

Eau Claire Energy Cooperative | Eau Claire area  
May 16–17, 2023

Have you ever wondered how electricity works? Do you have a lot of questions about why your members call with “partial power,” or “blinking lights,” or high energy consumption complaints? Do you want to know more about what your line workers do on a daily basis and how you can keep them safe and productive while keeping system reliability in mind? Then join us for this extensive two-day training in Eau Claire specifically designed for WECA members on May 16–17 or December 6–7, 2023.

During this two-day training, you will learn how electricity is generated, transmitted, distributed, consumed, measured, and billed. This extensive training will be a mixture of classroom with real-life lab videos (created by instructor) including high-voltage demonstrations (up to 12,750 volts) on what causes outages and injuries and how to prevent them. Time will be given for open discussions among employees from various co-ops to come up with best practices on how to efficiently operate and maintain your system, keeping member satisfaction at the forefront.

All participants will be given an easy-to-read 58-page color manual and a 16-page glossary of terms (both authored by your instructor, Bandi Henke) to take back with you for referencing all topics covered in the training for the rest of your career. Don't miss out on this jam-packed, high-energy training!

*No more than two people per co-op on a first-serve basis. If this program is held at Chippewa Valley Technical College, we will have a maximum class size of 15 people. This program will be two full days of training and attendees must commit to attending both days.*

# Other Courses and Events

## **NEW!** EXECUTION OF COOPERATIVE FINANCIAL HEALTH: A TEAM EXPERIENCE

(2¼ SB credits)

Holiday Inn South | Eau Claire

June 13–14, 2023\*

**WHO SHOULD ATTEND:** Cooperative CEOs, senior leaders (the whole team is ideal but not mandatory), managers.

What does it look like and what does it mean for your cooperative to have financial strength? It takes well-functioning teams to achieve long-term financial strength for your cooperative. Which team is responsible to make this happen? All of them. Boards of directors, senior leaders, managers, department supervisors, and employees aligned to the mission, philosophies, strategies, plans, and direction of the cooperative.

How do we make this happen? With intention. And through a process that specifically and deliberately aligns a team that can move forward together. This requires the team to build common business acumen standards that will become our foundation. While we cannot control every team that it takes for the optimal execution financial health for our cooperative, this workshop will focus on what we can do internally. It's going to take rolling up our sleeves for a day and a half and working through numerous scenarios, documents, and establishing a plan for next steps to move toward continued long-term success.

Whether you have been at an electric cooperative for a short amount of time or for many years, we know there is a great deal that goes into understanding the concepts of cooperative finances. Concepts, metrics, and key reports will help us determine our current financial health, which we can use as a springboard to determine our desired financial health and how we will know when we see it.

*\*This is a 1½ day program ending at noon on the second day.*

# **NEW!** INDESTRUCTIBLE PR CRISIS RESPONSE WORKSHOP *[FOR DIRECTORS]*

(1½ SB credits)

Florian Gardens Conference Center | Eau Claire  
August 1, 2023

**SPEAKER:** Molly McPherson

**WHO SHOULD ATTEND:** Co-op Board Members

In today's fast-paced digital world, connecting and communicating with stakeholders is a necessity for any organization, especially in a time of crisis. There are many types of crises, from supply-chain disruptions to viral online attacks, but online and social media add to the risk, because the more visible you are, the more exposed you are. It can be risky, especially in today's climate of public criticism. Cancel Culture is a real threat.

By the time a crisis occurs, it's typically too late. One wrong move could undo years of building a solid reputation and cost an organization time and money.

The Indestructible PR Crisis Response Workshop will teach the framework and tactics needed to prepare and deliver the right message when needed most.

This experiential workshop teaches how to prepare and respond to a crisis, while providing strategies for managing the media. Using real-world scenarios, your team will be prepared to respond confidently when your brand is in jeopardy due to a crisis.

Participants will walk away with an understanding of how to identify a crisis and adequately respond to a crisis of any size.

All credits mentioned in this booklet refer to WECA Skill Builder (SB) credits, not NRECA program credits, unless otherwise noted.

Skill Builder credit charges in this booklet are based upon program costs available or estimated at the time of publication and could change. Potential public-health concerns may require the cancellation of program(s) or how content is delivered that may also affect pricing.

# Other Courses and Events

## ENERGY ISSUES SUMMIT

(1 SB credit)

Florian Gardens Conference Center | Eau Claire

August 2, 2023

This program provides co-op directors, CEOs, and staff with timely information about emerging energy issues. Last year's summit covered the transition to renewables, powering your utility truck fleet with electricity, electric school buses, political landscape and how does energy play into it, does nuclear energy fit into the transition to cleaner energy sources, and will Wisconsin experience a summer of rolling blackouts. We will build on the success of past summits to offer another quality program in 2023. Specific topics and speakers will be determined.

## WISCONSIN REC MEMBER SERVICES ASSOCIATION ANNUAL CONFERENCE

( $\frac{1}{4}$  to 1 SB credit)

Spring Valley Inn | Spring Green

August 23, 2023

This workshop explores different ways to better meet members' needs. Participants have the opportunity to keep current with relevant industry topics and trends, learn how the latest technology and software programs can be used to better serve members, and share ideas about various member programs and events.

*The Wisconsin REC Member Services Association is a stand-alone group that independently determines workshop content for this annual conference.*



# COMMUNICATION POWER

(formerly the *Electric Communicator's Workshop*)

(1 to 1½ SB credits)

Spring Valley Inn | Spring Green

August 24, 2023

Enhance co-op communications by brushing up on basic skills, learning new techniques, and utilizing the latest in technology. Communicators will also share ideas and maximize their use of the *Wisconsin Energy Cooperative News* magazine to effectively communicate with co-op members.

# NEW! OFFICE SUPPORT PROFESSIONAL'S CONFERENCE

(1½ SB credits)

Holiday Inn South | Eau Claire

December 5, 2023

Today's workplace is more complex than ever before and the roles and expectations of support staff are constantly evolving and growing. They are continually asked to do more with less, stretch their skills to fill in gaps, and quickly respond to ever-changing demands and priorities.

Spend time with other support staff professionals in positions just like yours—sharing stories and trading tips with people who've been there, done that, and really understand how demanding your job can be.

## Potential topics may include:

- Understanding your work style and integrating with others' styles and approaches
- Stress management/avoiding burnout
- Organizational tips/tricks
- Employee moral
- Managing and resolving challenging circumstances or disagreements in a constructive manner
- Working effectively with all team members
- Generational work-style differences
- Business letter-writing
- Safety
- Co-op finances
- Roundtable discussions

# Other Courses and Events

## **NEW! ELECTRIC UTILITY FUNDAMENTALS FOR NON-OPERATIONS PERSONNEL** (3½ SB credits)

Eau Claire Energy Cooperative | Eau Claire area  
December 6–7, 2023

Have you ever wondered how electricity works? Do you have a lot of questions about why your members call with “partial power,” or “blinking lights,” or high energy consumption complaints? Do you want to know more about what your line workers do on a daily basis and how you can keep them safe and productive while keeping system reliability in mind? Then join us for this extensive two-day training in Eau Claire specifically designed for WECA members on May 16–17 or December 6–7, 2023.

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# 2023 Year at a Glance

<b>January 10</b>	Cooperative Fundamentals, Legacy, and Economic Impact (BLC)
<b>January 11</b>	Governance Challenges of the Evolving Distribution Co-op (BLC)
<b>January 17–18</b>	OSHA 10-Hour Course
<b>January 18</b>	Reasonable Suspicion Training
<b>February 8</b>	Understanding the Electric Business (CCD)
<b>February 8</b>	Building Trust in the Workplace (SMDP)
<b>February 9</b>	Strategic Planning (CCD)
<b>February 9</b>	Transforming Your Team from Dysfunction to Cohesion (SMDP)
<b>February 15</b>	Indestructible PR Crisis Response Workshop <i>[for employees]</i>
<b>February 16</b>	Equity Management and Boardroom Decision-Making (BLC)
<b>March 14</b>	Credit & Collections Workshop: The Electric Consumer Experience
<b>March 15–16</b>	Advanced Work Order Topics Workshop
<b>March 22–23</b>	Education & Lobby Days
<b>April 4</b>	Parliamentary Procedures
<b>April 5</b>	Legal Updates
<b>April 6</b>	Making Safety YOUR Business: Every Person. Every Action. Every Day. (CCEP)
<b>April 11</b>	Electric Industry Updates <i>webinars</i>
<b>April 13</b>	Retirement Planning Seminar <i>webinar</i>
<b>May 9</b>	Employment Law Update
<b>May 10</b>	HR Professionals Workshop
<b>May 16–17</b>	Electric Utility Fundamentals for Non-Operations Personnel
<b>June 13–14</b>	Execution of Cooperative Financial Health <i>[for employees]</i>
<b>August 1</b>	Indestructible PR Crisis Response Workshop <i>[for directors]</i>
<b>August 2</b>	Energy Issues Summit
<b>August 23</b>	Wisconsin REC Member Services Association Conference
<b>August 24</b>	Communication Power
<b>October 17</b>	Increasing Influence and Building Board Consensus (BLC)
<b>October 17</b>	Know the Rules: Legal Responsibilities and Liabilities for Supervisors (SMDP)
<b>October 18</b>	Boardroom Challenges: Connecting Theory to Action (BLC)
<b>October 18</b>	Communicating to Influence (morning) <u>AND</u> Improve Your Relationships (afternoon) (CCEP)
<b>December 5</b>	Office Support Professional's Conference
<b>December 6–7</b>	Electric Utility Fundamentals for Non-Operations Personnel
<b>Monthly</b>	Financial Webinar Series for Employees & Directors <i>webinars</i>

# Non-Skill Builder Programs

## Electric Operations Conference & Expo

January 11–13, 2023

Kalahari Resort, Wisconsin Dells

## NRECA Youth Tour

June 15–21, 2023

Washington, D.C.

## WECA Youth Leadership Congress

July 11–13, 2023

UW-Stout, Menomonie

## WECA District Meetings

District 1 ~ July 10, 2023 ~ Scenic Rivers Energy Cooperative

District 2 ~ July 11, 2023 ~ Riverland Energy Cooperative

District 3 ~ July 12, 2023 ~ Barron Electric Cooperative

District 4 ~ July 13, 2023 ~ Clark Electric Cooperative

## Fall REC Superintendent's Conference

September 14–15, 2023

Kalahari Resort, Wisconsin Dells

## WECA Annual Meeting

November 8–9, 2023

Holiday Inn Hotel & Convention Center, Stevens Point



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