

# Communication Power



August 28, 2024 | Holiday Inn Hotel, Stevens Point

## WHO SHOULD ATTEND

Marketing and communications professionals, member services reps, co-op managers, and others developing communications materials for your co-op.

## COST

1¼ Skill Builder Credits

Co-ops not participating in the pre-payment program, please submit a registration fee of \$450 for each attendee.

## Register online at:

[http://www.weca.coop/calendar\\_list.asp](http://www.weca.coop/calendar_list.asp)

## LOCATION

**Holiday Inn Hotel & Convention Center**

1001 Amber Avenue

Stevens Point, Wis.

Phone: (715) 344-0200 (press #1)

**Room Block Name:** WECA

**Room Block Code:** PER

**Room Rate:** \$116/night + tax

**Room Block Expires:** Friday, July 26

**Booking Link:** [WECA Room Block](#)

## FOR MORE INFORMATION

Dana Kelroy

(608) 712-5752 or [dana@weca.coop](mailto:dana@weca.coop)

**Registration and Lodging Questions**

Wendy Fassbind

(608) 467-4589 or [wendy@weca.coop](mailto:wendy@weca.coop)

## REGISTRATION DEADLINE

Friday, July 26

Wisconsin Electric Cooperative Association

6405 Century Avenue, Suite 102

Middleton, WI 53562-2200

Phone: (608) 467-4589 | [www.weca.coop](http://www.weca.coop)

## AGENDA AT A GLANCE

- 8:30 a.m. **Welcome with Introductions**  
Dana Kelroy, editor, *Wisconsin Energy Cooperative News*
- 8:45 a.m. **Effective Communicating on the Jobsite**  
Katie Jagiello, communications and marketing specialist, Oconto Electric Cooperative  
Jack Pardy, line superintendent, Oconto Electric Cooperative
- 10 a.m. **Break**
- 10:15 a.m. **Production Pointers**  
Mary Erickson, associate editor, *Wisconsin Energy Cooperative News*
- 11:15 a.m. **Roundtable Discussion and WECN Procedures**
- 12 p.m. **Lunch**
- 1 p.m. **Powering Safety Communications:  
A Fresh Look at Safe Electricity Resources**  
Kerri Taylor, member services manager, SafeElectricity.org
- 2:15 p.m. **Break**
- 2:30 p.m. **Awards and Acknowledgements**  
Mary Erickson, associate editor, *Wisconsin Energy Cooperative News*
- 4 p.m. **Adjourn**

(see full agenda on page 2)

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- 8:30 a.m. **Welcome with Introductions**  
Dana Kelroy, editor, *Wisconsin Energy Cooperative News*
- 8:45 a.m. **Effective Communicating on the Jobsite**  
A huge storm causes extensive damage to your co-op's system, leaving scores of members without power. You need to document the event and keep your members up to date on restoration progress. The lineworkers need to safely restore power and don't have time/energy to accommodate you. You have a job to do. They have a job to do. How do you navigate these sometimes conflicting needs? Jack Pardy, line superintendent, and Katie Jagiello, communications and marketing specialist, both of Oconto Electric Cooperative, will lead a discussion on how to effectively and safely work around and with the line crew while out on the job site. Jagiello will also share what she learned keeping members informed during Winter Storm Cora in early April.  
Katie Jagiello, communications and marketing specialist, Oconto Electric Cooperative  
Jack Pardy, line superintendent, Oconto Electric Cooperative
- 10 a.m. **Break**
- 10:15 a.m. **Production Pointers**  
With free design sites like Canva gaining in popularity, more and more local editors are trying their hand at putting together some pieces on their own for the magazine and other communication projects. We've got some basic typography and production tips to help you make the most of these free resources. Some are magazine-specific tips to help you create pieces that are print-ready and more compatible with the magazine, and others are general tips that you can apply to anything you create, magazine-related or otherwise.  
Mary Erickson, associate editor, *Wisconsin Energy Cooperative News*
- 11:15 a.m. **Roundtable Discussion and WECN Procedures**
- 12 p.m. **Lunch**
- 1 p.m. **Powering Safety Communications: A Fresh Look at Safe Electricity Resources**  
Join Erin Hollinshead as she shares an update on the latest developments within the Safe Electricity program. Discover exclusive members-only resources designed to bolster your safety education and communication strategies. Learn how these new tools can streamline your workflow, and give you back some time in your busy day.  
Kerri Taylor, member services manager, SafeElectricity.org
- 2:15 p.m. **Break**
- 2:30 p.m. **Awards and Acknowledgements**  
Communicators whose work was adjudged to have been the best in various categories of presenting local information in the *Wisconsin Energy Cooperative News* during the 2022-23 judging cycle will be presented with their certificates.  
Mary Erickson, associate editor, *Wisconsin Energy Cooperative News*
- 4 p.m. **Adjourn**

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