

Credentialed Cooperative Director

February 12, 2025 | Florian Gardens, Eau Claire

INSTRUCTOR

Scott Luecal

PROGRAM

Registration: 8:30 a.m.

Program: 9 a.m.–4 p.m.

REGISTRATION

Cost: 2 WECA Skill Builder Credits

Register online at:

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

REGISTRATION DEADLINE

Friday, January 24

PROGRAM LOCATION

Florian Gardens Conference Center

2340 Lorch Avenue

Eau Claire, Wisconsin

Phone: (715) 832-8836

ROOM BLOCK

Holiday Inn South

4751 Owen Ayres Court

Eau Claire, WI 54701

(715) 830-9889

Room Block Name: Wisconsin Electric Cooperative Association or WECA

Room Block Rate: \$121 + tax/night

Room Block Expires: Friday, January 10

Rooms may be available under the room block after the cut-off date only if the hotel has rooms available. Contact the hotel directly to book rooms after the deadline date above.

FOR MORE INFORMATION

Contact Wendy Fassbind at (608) 467-4589 or (608) 577-8729 or wendy@weca.coop



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Middleton, WI 53562-2200
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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. Two courses are being offered in the 2025 rotation and the remaining three will be offered in 2026.

Directors who have earned their CCD or Board Leadership (BLC) certification 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 on the registration form prior to attending the program.

Strategic Planning

NRECA Course 2630

2 WECA Skill Builder Credits

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.
- Recognizing the board's oversight responsibility.
- Using the strategic plan in the annual evaluation of the cooperative's accomplishment and as the foundation of the CEO's performance appraisal

***In order to hold this course, a minimum enrollment of 15 participants is required.**

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