



Wisconsin
Electric
Cooperative
Association

Conversation Skills Outside of the Boardroom (BLC)

October 13, 2026 | Florian Gardens, Eau Claire

Many co-ops are getting member requests for information as the energy industry evolves toward a consumer-centric model. Co-ops are well positioned as their members' trusted energy advisor to provide education and information on the changing energy landscape. While directors are not the co-op's official spokespersons they are sometimes asked questions by members when they are out in the community. This course provides directors with skills and guidance on how to handle such situations by either responding or referring questions to their co-op's CEO or designated spokesperson. Participants will observe and practice how (or how not) to communicate their co-op's policies, plans, and positions on such timely matters as rates, distributed energy resources, or the benefits of belonging to a consumer-centric cooperative utility.

KEY TOPICS

- Distinguishing the CEO's role as primary co-op spokesperson for the co-op from the director's role in co-op communications efforts.
- Awareness of what is being communicated through body language.
- Effective techniques for referring questions to the CEO or the designated spokesperson.
- Recognizing that anything directors say can be recorded by a smartphone and wind up on the Internet.
- Responding to media inquiries and interviews if and when necessary.

INSTRUCTOR

Beth Knudson

NRECA COURSE INFO

BLC #943.1

PROGRAM

Registration: 8:30 a.m.

Program: 9 a.m.–4 p.m.

DEADLINE

Friday, September 25

REGISTRATION

Co-ops participating in the
pre-payment plan: 1½ Skill
Builder Credit per participant

Register online at:

[WECA Event Calendar](#)

QUESTIONS?

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

PROGRAM LOCATION

Florian Gardens

2340 Lorch Avenue
Eau Claire, Wisconsin
Phone: (715) 832-8836

ROOM BLOCK

Holiday Inn South

4751 Owen Ayres Court
Eau Claire, WI 54701

Room Block Name: WECA

Room Block Rate:

\$121 (double queen)

Room Block Expires:

Friday, September 4

Room Block Link:

[October Room Block](#)

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.

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