

2017 Electric Industry Updates

Don't miss us!
We're coming to
an area near you

January 23, 2017

Registration: 8:00 a.m.
Program: 8:30–11:45 a.m.
Kalahari Resort
1305 Kalahari Drive
Wisconsin Dells, Wis.

January 23, 2017

Registration: 1:00 p.m.
Program: 1:15–4:45 p.m.
Ramada White House Lodge
1450 Veterans Drive
Richland Center, Wis.

January 24, 2017

Registration: 8:00 a.m.
Program: 8:30–11:45 a.m.
Days Inn Hotel & Conference Center
101 Sky Harbour Drive
La Crosse, Wis.

January 25, 2017

Registration: 8:00 a.m.
Program: 8:30–11:45 a.m.
Holiday Inn South
4751 Owen Ayres Court
Eau Claire, Wis.

January 26, 2017

Registration: 8:00 a.m.
Program: 8:30–11:45 a.m.
Barron Electric Cooperative
1434 State Highway 25 N
Barron, Wis.

January 27, 2017

Registration: 8:00 a.m.
Program: 8:30–11:45 a.m.
Holiday Inn Hotel & Convention Center
1001 Amber Avenue
Stevens Point, Wis.



Register Your Employees by Friday, January 6th

The Wisconsin Electric Cooperative Association (WECA) will hold its most popular education program, the Electric Industry Updates, January 23–27, 2017. It will be held at six convenient locations around the state, making it easier for every interested member to send as many employees as possible.

This promises to be an outstanding series of workshops providing essential information to your employees. It will include in-depth coverage of the issues facing the electric industry and WECA, as well as an opportunity to network and share ideas with other electric cooperatives.

We hope you will decide to send all of your staff to a session near you. This is a workshop they won't want to miss!

Bryan Singletary will conduct a presentation on **Working Together to Meet Our Members' Needs**. Cooperatives are different from other utilities. While all electric suppliers have to deal with changing environmental rules, more energy-conscious consumers, and increased regulatory scrutiny, Cooperatives must do this through a member-focused position. Our unique business model requires us to make service and policy decisions that benefit the members. The challenges we face require all employees to be prepared to deal with the conflicts these issues may raise.

In this session we will go back to our roots and take a cooperative, principled approach to member service. The workshop will focus on how each employee can take a leadership position in providing our members with the service they deserve in these tough times. In this session we will dovetail with the policies and procedures of your utility, but step up the process to reinvigorate employees. We will also work through a series of exercises that develop employee/member conflict management skills for office and field employees.

In particular, we will:

- Define the member service process.
- Provide action steps for dealing with upset members.
- Discuss the unique advantages the cooperative business model provides members.
- Provide each employee with a set of actions for making these advantages real for new and long-time members.
- Conduct role-plays that require each employee present at the session to deal with a member/internal conflict.

Steve Freese, WECA President & CEO, will update employees on key state and national energy issues, discuss how employees can have a voice in the policy-making process, and talk about the impact of the fall elections.

Note: The fee covers as many employees as you wish to attend at one or more locations.

COST:
3 credits or \$1,350
per co-op



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2017 WECA Electric Industry Updates for Cooperative Employees

Registration

Cooperative Name _____

Contact Person _____ Email _____

Registration Deadline: Friday, January 6, 2017

Please use a separate form for each location. Please indicate the number of employees you plan to send to each workshop.

**Check location
(only 1 location
per form)**

Date

Location

_____	Monday, January 23 (a.m.)	Kalahari Resort, Wisconsin Dells
_____	Monday, January 23 (p.m.)	Ramada White House Lodge, Richland Center
_____	Tuesday, January 24	Days Inn Hotel & Conference Center, La Crosse
_____	Wednesday, January 25	Holiday Inn South, Eau Claire
_____	Thursday, January 26	Barron Electric Cooperative, Barron
_____	Friday, January 27	Holiday Inn Hotel Convention Center, Stevens Point

Please use a separate form for each location. Please complete the form below, listing the names of employees attending the above listed 1 location. (Please duplicate form if you are sending employees to multiple locations.).

Attendees

Attendees

1. _____	11. _____
2. _____	12. _____
3. _____	13. _____
4. _____	14. _____
5. _____	15. _____
6. _____	16. _____
7. _____	17. _____
8. _____	18. _____
9. _____	19. _____
10. _____	20. _____

Registration Fee: For cooperatives participating in the pre-payment program, three (3) credits will be deducted from your account. **Send as many employees as you want to one or more locations.**

For cooperatives not participating in the prepayment program, registration fee is \$1,350 (we will send an invoice to you). **This fee covers as many employees as you wish to attend at one or more locations.**

Please send forms to:

Wendy Fassbind
Phone: (608) 467-4589
Fax: (608) 467-4651
Email: wendy@weca.coop