

# NRECA

## Staff and Executive Education Catalog

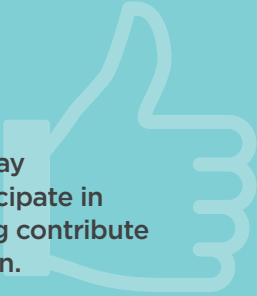
*Chart Your Course for Professional Development!*



## Co-op Employees Want to Learn

# 97%

of co-op employees say opportunities to participate in education and training contribute to their job satisfaction.



## NRECA offers the training they need

From orientation workshops for new CEOs and employees to certification programs for aspiring and seasoned leaders, NRECA's educational offerings are designed to equip learners with the knowledge, skills, tools and resources needed to succeed in today's rapidly changing and complex electric utility industry.

## NRECA Education and Training Highlights



### Certified Cooperative Communicator (CCC) Program - NEW

Building off of a rich, 30+ year history of elevating the performance of electric cooperative communicators, the Certified Cooperative Communicator (CCC) program has been redesigned to support the strategic role communicators play at their co-ops. The program has shifted from a self-study certification, to a cohort-based blended learning program (a mixture of online and in-person instruction). This cohort-based learning model mirrors other NRECA professional development certifications.

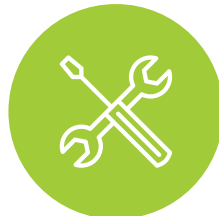
[See page 12 or visit cooperative.com/CCC for the details.](https://cooperative.com/CCC)



### Online Learning

NRECA offers members the opportunity to continue to learn through an online learning portfolio that covers a wide range of topics and employs a variety of interactive learning techniques. You also have the choice to take our courses in a self-paced format or attend live interactive events—the choice is yours!

[Visit cooperative.com/onlinelearning to view all details.](https://cooperative.com/onlinelearning)



### Education Planning Tools and Resources

Planning your education strategy can be a challenge when there are so many choices. To help you navigate our offerings and determine what courses to take, or which programs will bring more value to your cooperative, we have a number of tools and resources that will help you plan your future professional development and assist your cooperative set its learning strategy.

[Visit cooperative.com/planningtools to view all details.](https://cooperative.com/planningtools)

# Why Choose Us? We Know Co-ops.

- Our programs are developed for electric cooperatives and incorporate co-op specific case studies, examples and discussions.
- We solicit input and feedback from NRECA members to help guide the creation of our programs.
- Our instructors are experts in their fields and average more than 20 years of co-op experience.

See page 4 to meet a few of our instructors.

## Explore Your Options

NRECA offers a wide range of education programs in a variety of formats and delivery options:

- Online
- On-site at your co-op, statewide or G&T
- Face-to-face conferences and meetings
- Fluno Center for Executive Education (Madison, Wis.)

Whatever your preference, we've got plenty of learning options for you!

## Get Started Today!

- 1 Review this catalog or visit [cooperative.com/learning](http://cooperative.com/learning) to see all we have to offer.
- 2 Register online where available or call us at 703-907-5656 to get started!

## Contents

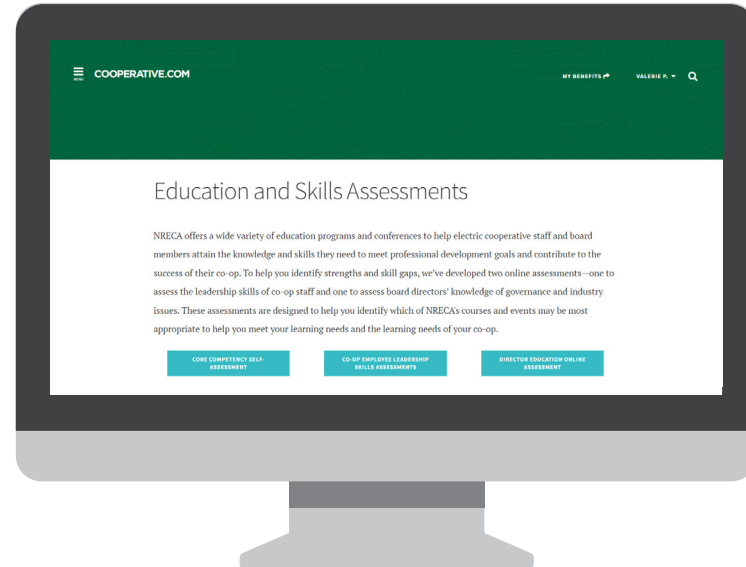
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# Education Planning Tools and Resources

Planning your education strategy can be a challenge when there are so many choices. There are a number of tools and resources to help you navigate our offerings and determine what courses to take, or which programs will bring more value to your cooperative.

Learn more about planning tools and resources available to plan your professional development

[cooperative.com/  
planningtools](https://cooperative.com/planningtools)



## Education and Skills Assessments

NRECA offers a wide variety of education programs and conferences to help electric cooperative staff attain the knowledge and skills they need to meet professional development goals and contribute to the success of their co-op.

To help you identify strengths and skill gaps, we've developed two online assessments—one to assess the leadership skills of co-op staff and the other to help identify professional development needs in core competencies. These assessments are designed to help you identify which of NRECA's courses and events may be most appropriate to help you meet your learning needs and the learning needs of your co-op.

Visit [cooperative.com/educationassessments](https://cooperative.com/educationassessments) to learn more.



# Electric Cooperative Employee Competencies

Knowledge, skills and abilities needed by employees to effectively carry out their responsibilities to provide safe, reliable and affordable electricity to their members.



## ROLE-SPECIFIC COMPETENCIES

- Administrative
- Data Analytics
- Finance and Accounting
- Human Resources
- Communication and Relationship Management
- Supply Chain Management and Procurement
- Safety/Loss Control
- Distribution Engineering



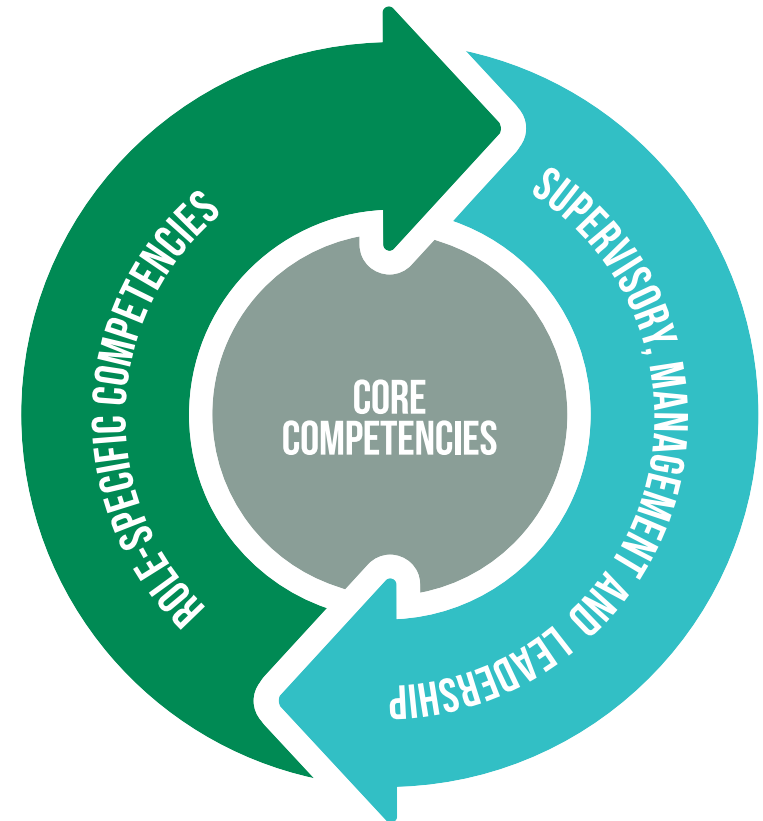
## SUPERVISORY, MANAGEMENT AND LEADERSHIP COMPETENCIES

- Governance and Strategy
- External Leadership
- Getting Results
- Working With and Through Others
- Doing the Right Thing



## CORE COMPETENCIES

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability



Learn more about this competency model and how you can put it to work for you and your cooperative at [cooperative.com/competencies](https://cooperative.com/competencies).

# Instructor Spotlight

Meet a few of our staff and executive education instructors. Through NRECA's nearly 50-year reputation in providing co-op education and training programs, our members have access to instructors with over 200 years of combined co-op experience. Visit [cooperative.com/instructors](https://cooperative.com/instructors) to meet our complete family of instructors.



**LISA BLANTON**

Austin Alliance Group, 35 years



**WENDY WARREN  
GRAPENTINE**

Straight to the Point  
Communications, 16+years



**VICKI KAMPMEIER**

Wisconsin School of Business, Center for  
Professional and Executive Development, 30+ years



**ERIK SONJU, P.E.**

Power System Engineering, 20+ years



**MIKE MARSCH**

Consultant, 25+ years



**CYNDI WENTLAND**

Intentional Leaders, LLC, 30+ years

# Build Skills. Earn Credits. Meet Certification Requirements.

**Are you looking to earn credits or complete certification requirements? NRECA can help you reach your goals.**

NRECA is a provider of **Continuing Education Units (CEUs)** and related credits from many professional associations including the National Association of State Boards of Accountancy (NASBA), Human Resources Certification Institute (HRCI), Institute of Supply Management (ISM), National Society of Professional Engineers (NSPE) and Society of Human Resources Management (SHRM).

## **CEBS (Certified Employee Benefit Specialist)**

- Basic Benefits Training Course
- Interact Conference

## **CLE (Continuing Legal Education)**

- G&T Legal Seminar
- Legal Seminar

## **CPE (Continuing Professional Education)**

- CEO Close-Up
- Cooperative Financial Professional Certificate
- Management Internship Program (MIP) and MIP Select
- New CEO Orientation
- New CFO Orientation
- TFACC-Collaboration Among Communities

## **CPSM, CPSPD (Institute of Supply Management)**

- TechAdvantage® Experience
- EPCE Online Courses

## **PE (National Society of Professional Engineers)**

- Introduction to Distribution Engineering
- TechAdvantage® Experience
- EPCE Online Courses

## **PHR, SPHR (Human Resources Certification Institute)**

- Interact Conference

## **SHRM-CP, SHRM-SCP (Society of Human Resources Management)**

- Interact Conference



## **Need CEUs, CECs and PDHs for certifications not listed above?**

Credits earned at NRECA programs are versatile and easily convert to meet your continuing education credit needs. Visit [cooperative.com/continuingeducation](https://cooperative.com/continuingeducation) for more information about how and where you can earn continuing education credits through NRECA programs.

# Certificate Programs for Co-op Employees



## Elevate Performance

### Cooperative Career Essentials Program (CCEP)

This flexible education program is focused on strengthening the key knowledge, skills and abilities linked to successful performance regardless of job role, tenure and expertise. The courses in the program are derived from Core Competencies in our Electric Cooperative Employee Competency Model.

#### Who Should Participate




CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills.

#### REQUIREMENTS

Participants build their own program by selecting the courses that best support their professional goals and development needs. For every five credits completed, participants earn a certificate.

NOTE: The CCEP and the Supervisor and Manager Development Program are separate programs. Credits are not transferrable between the two programs.

For more information see page 35 or visit [cooperative.com/ccep](http://cooperative.com/ccep)

-  On-site
-  Online
-  Various Locations

## Engage Teams

### Supervisor and Manager Development Program (SMDP)

This program provides co-op supervisors and managers with tools and resources to successfully lead and engage high-performing teams in support of four mission-critical areas: safety, member satisfaction, reliability and cost control.




#### Who Should Participate

Co-op staff with leadership responsibilities ranging from individual contributors considering a supervisory role, to new and experienced supervisors and mid-level managers.

#### REQUIREMENTS

Participants build their own program by selecting the courses that best support their professional goals and development needs. For every five credits completed, participants earn a certificate.

For more information see page 42 or visit [cooperative.com/supervisor](http://cooperative.com/supervisor)

-  On-site
-  Online
-  Various Locations

## Maximize Operational Effectiveness

### MIP Select (2-Week Program)



MIP Select provides an in-depth look at the electric cooperative business through the lens of “select” topics that impact your cooperative’s operational effectiveness. Participants will be equipped with information, tools, and techniques to think more critically, take strategic action, and improve organizational outcomes.

#### Who Should Participate

Mid-level managers or key contributors who will benefit from a closer look at the cooperative utility business beyond their functional expertise.

#### REQUIREMENTS

MIP Select participants commit to a cohort group and schedule. Two weeks of combined learning is shared with this community of professionals. An in-class project, a small group project, and active participation are expected. For more information see page 53 or visit [cooperative.com/mipselect](http://cooperative.com/mipselect)

-  Fluno Center
-  Online

## Influence the Organization and Industry

### Management Internship Program (MIP) (6-Week Program)

This program provides comprehensive analysis of the functions and processes of co-op management. Participants will develop skills across multiple functional areas and gain an understanding of how each area impacts the functioning of the entire organization.



#### Who Should Participate

New CEOs/general managers, CFOs, COOs, vice presidents, and others in—or aspiring to—a co-op senior leadership role.

#### REQUIREMENTS

The MIP is a blended approach to learning and is earned by completing all online and in-person courses for units (Unit A, Unit B, Unit C) and completing and presenting the results of a strategic project that applies the MIP classroom experience to issues at the co-op.

For more information see page 52 or visit [cooperative.com/mip](http://cooperative.com/mip)

-  Fluno Center
-  Online

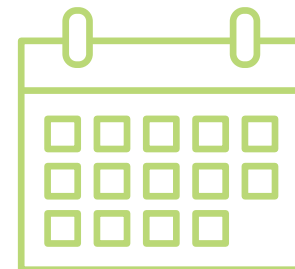


NRECA offers cooperative education for ALL employees to help you elevate performance, engage teams, maximize effectiveness and influence the organization and industry.

## Which Certificate Program is Right for You?

Take this mini-assessment to determine which program will best suit your professional development goals.

<input type="checkbox"/> Do you have knowledge gaps about the cooperative business you would like to fill? <input type="checkbox"/> Would you like to enhance your productivity and communication skills? <input type="checkbox"/> Are you seeking to improve your ability to handle conflict in the workplace?	<b>Cooperative Career Essentials Program</b>  See page 35 for details
<input type="checkbox"/> Do you want a better understanding of supervisory roles and responsibilities? <input type="checkbox"/> Would you like to increase the effectiveness, productivity and accountability of your team? <input type="checkbox"/> Do you need to tackle communication issues on your team or with others?	<b>Supervisor and Manager Development Program</b>  See page 42 for details
<input type="checkbox"/> Are you seeking to expand your knowledge of strategy implementation via daily operations and goals? <input type="checkbox"/> Do you have a knowledge gap of power supply issues including G&Ts and their role in the market, risks associated with supply and All Requirements Contract issues? <input type="checkbox"/> Are you new to broader, more strategic co-op management responsibilities?	<b>MIP Select</b>  See page 53 for details.
<input type="checkbox"/> Are you a co-op senior leader interested in learning and practicing skills needed to identify, develop and execute strategic initiatives? <input type="checkbox"/> Are you interested in developing a project that addresses a real-world challenge faced by your cooperative and provides solutions/opportunities? <input type="checkbox"/> Are you a “new-to-co-ops” CEO and need a primer on electric cooperative management, operations and leadership principles?	<b>Management Internship Program</b>  See page 52 for details.



In a survey of education program certificate holders,

**100%**

say they use the skills they learned daily or weekly.

**LEARN MORE!**

See pages 35&42 and 52&53 for more information on all of these programs or visit [cooperative.com/certificate](https://cooperative.com/certificate) for full program details.

# Maximize Your Co-op's Investment in Employee Education

## Get the Most Out of Your Training Dollars

### Reap the rewards when you invest in training!

NRECA created a guide to help your co-op get its money's worth on any educational program investment—not just ours. With templates for setting expectations, taking notes and following up afterwards, this guide helps you get the most of your learning experience.

**NRECA is committed to helping you map out your path forward. Here are 4 tips to get started:**

1. **Set Your Goals**—Meet with your manager to explain why you want to attend and your goals and expectations for what you will learn.
2. **Make a Plan**—Now that you've made the case, you need to make a plan for how you will get the most out of your, and your co-op's investment.
3. **Take Responsibility for Your Own Learning**—Learning doesn't automatically happen just because you're physically at a conference, meeting or training program. To get the most out of the program, you need to actively participate.
4. **Follow Up With Your Direct Manager and Colleagues**—When you return to the co-op after the event, make time to sit down with your manager to talk about your experience.

For more information and to download the guide, go to [cooperative.com/ROIGuide](https://cooperative.com/ROIGuide).



# Professional Development YOUR Way!

NRECA's competency-based education programs are designed to target knowledge and skills that are relevant and transferable to the workplace. We offer a wide range of co-op specific programs across a variety of topic areas. Explore the following pages to discover all that we have to offer!



## Online

Live instructor-led, instructor-guided or 24/7 on demand at your own pace



## On-site

Available for delivery at your co-op, statewide or G&T. See page 54 or visit [cooperative.com/onsite](https://cooperative.com/onsite).



## Various Locations

Face-to-face conference or meeting dates, location(s) and online registration available at [cooperative.com/conferences](https://cooperative.com/conferences).

FLUNO  
CENTER

## Fluno Center

Available at the Fluno Center for Executive Education at the University of Wisconsin, Madison. This executive training facility offers business leaders and corporate teams a dynamic learning experience in a world-class environment. Visit [cooperative.com/madison](https://cooperative.com/madison) for more information.



## NRECA/CFC Headquarters

Face-to-face meetings occur at NRECA and CFC headquarters in Northern Virginia. Visit [cooperative.com/conferences](https://cooperative.com/conferences) for dates and to register.



**KEY:** These symbols indicate where the events, programs and courses in the catalog are offered. Additional information about all education programs is available at [cooperative.com/conferencesandeducation](https://cooperative.com/conferencesandeducation)





# Communications, Marketing & Member Services



## 487.2 Managing Your Electric Cooperative's Key Accounts

This two-day course provides a practical exploration of key accounts fundamentals, including best practices for building and managing a program that targets the strategic and operational concerns of key accounts. Participants will be challenged to practice and integrate key concepts learned in the course.

### Learning Objectives

- Show and provide the tools you need to build a key accounts program at your cooperative.
- Develop plans that reflect key account management best practices.
- Apply strategies for developing key account profiles and marketing goals.
- Use analysis and member engagement strategies to deliver value to key accounts.

### Who Should Participate

Key accounts managers, member services leaders, business development specialists and anyone charged with assisting co-op commercial and industrial members

### Certificate Program Credit

Certified Key Accounts Executive (CKAE ®)

### Competencies Addressed

#### Core Competencies

- Business Acumen

#### Role-Specific Competencies

- Communication and Relationship Management



Online



Various Locations

## 489.1 Advanced Key Account Management

This course builds on 487.2 *Managing Your Electric Cooperative's Key Accounts* by providing the insights, tools and networking perspectives that will help you successfully align and implement key account strategies to position your co-op for success. This course focuses on distributed energy and power supply issues, relationship-building strategies and financial analysis functions that are critical to the key accounts role.

### Learning Objectives

- Evaluate challenges and opportunities facing members related to energy efficiency and distributed generation.
- Describe the member relations process and develop a pre-call planning checklist to increase key account interaction effectiveness.
- Develop a process to increase the cooperative's organizational commitment to the key accounts program.
- Apply member engagement strategies to effectively address member priorities.

### Who Should Participate

Key accounts managers, member services leaders, business development specialists and anyone charged with assisting co-op commercial and industrial members

### Certificate Program Credit

Certified Key Accounts Executive (CKAE ®)

### Competencies Addressed

#### Core Competencies

- Business Acumen

#### Role-Specific Competencies

- Communication and Relationship Management

**Prerequisite:** Managing Your Electric Cooperative's Key Accounts (487.2)



Online



Various Locations

Visit [cooperative.com/learning](https://cooperative.com/learning) for information about all of our programs.

## 5301.1 Customer Service Essentials

Excellent customer service is at the heart of the cooperative business. In this one-day course, you will gain foundational knowledge, leverage proven techniques and apply best practices that will help you increase consistency and professionalism needed to create positive impressions with every member interaction.

### Learning Objectives

- Learn specific standards that are expected within each and every customer interaction and how to achieve that standard.
- Learn how to productively resolve conflict using words and phrases that produce positivity and promote progress.
- Learn techniques to develop customer rapport and conversation control from the beginning.
- Learn purposeful use of communication tools: word choice. Voice tone. Body language. Proper email etiquette.

### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills.

### Certificate Program Credit

Cooperative Career Essentials Program (1 credit)

### Competencies Addressed

#### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability



On-site



Online



Various Locations

## Certificate Program

## Certified Cooperative Communicator (CCC)

The Certified Cooperative Communicator (CCC) program supports the strategic role communicators play at their co-ops.

The cohort-based learning program is a mixture of online and in-person instruction. CCC cohorts will build strong, long-lasting relationships that will carry with them throughout their careers. Upon graduation, participants will have developed valuable work products such as a strategic co-op communication plan, a crisis communication plan or a co-op marketing and branding guide they can implement immediately at their co-op.

### Learning Objectives

- Move from a task-oriented practitioner to a strategic thinking, planner and contributor.
- Learn strategic communication skills to advocate for the co-op form of business and the advancement of the co-op network.
- Develop a professional network of strategic communicators for the purpose of knowledge sharing, collaboration and crisis alliance.
- Build a strategic plan that will be implementation ready for your organization on completion of your course.

### Certification Requirements

To attain the CCC credential, candidates must:

- Attend all online and in-person classes
- Pass mini-exams administered after course sections (open note)
- Submit a final strategic communication plan

### Who Should Participate

Employees of NRECA member systems performing communications and marketing-related work in the electric cooperative industry.

### Competencies Addressed

#### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability

#### Role-Specific Competencies

- Communication and Relationship Management

### Continuing Education

After initial certification each CCC is required to earn 1.0 CEUs/10 hours and remit an annual professional fee.



Online



Various Locations

Visit [cooperative.com/ccc](https://cooperative.com/ccc) for more information.

## Certificate Program

### Certified Key Account Executive (CKAE®)

In today's energy landscape, key account professionals are vital—not only to the economic health of electric cooperatives, but as trusted partners who build valuable community relationships and support members in making wise energy choices. Certification candidates have six months from the date they pass the exam to complete all requirements.

#### Learning Objectives

- Build effective relationships with commercial and industrial customers
- Identify what drives business success for key accounts
- Leverage your co-op's technical expertise and member relationships to develop strategies for business growth

#### Certification Requirements

To attain the CKAE credential, candidates need to successfully complete:

1. Coursework
  - 487.2 Managing Your Electric Cooperative's Key Accounts
  - 489.1 Advanced Key Account Management
2. Online assessment
3. The Key Accounts Business Plan and Member Engagement Strategy.

#### Who Should Participate

Key accounts managers, member services leaders, business development specialists and anyone charged with assisting co-op commercial and industrial members

#### Competencies Addressed

##### Core Competencies

- Business Acumen

##### Role-Specific Competencies

- Communication and Relationship Management

#### Continuing Education

After initial certification each CKAE is required to earn .8 CEUs/8 hours and remit an annual professional fee.

Visit [cooperative.com/ckae](http://cooperative.com/ckae) for more information.

### Connect Conference

Connect is THE annual conference for co-op communications, marketing and member services professionals. you'll find unparalleled learning and networking opportunities through interactive breakouts and informative, inspiring general sessions. From leadership advice to social media tips, from managing media to engaging with members, you'll gain valuable tools to help you polish your skills.

#### Learning Objectives

- Gain insight into leading practices, creative resources and tools to enhance co-op communications, member services and marketing efforts
- Increase awareness of energy innovations, industry trends and legislative updates
- Make connections and build a network with communications, marketing and member services professionals from co-ops across the country who are dealing with similar issues and opportunities

#### Who Should Participate

Co-op communications, marketing and member services professionals, including key accounts and others at the co-op with communications and member outreach responsibilities

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Interactions with Others

##### Role-Specific Competencies

- Communication and Relationship Management



Various Locations



*The Connect Conference is the place to be if you are looking for solutions and suggestions that are relatable and actionable with tangible results."*

**Jonathan Farmer,**  
Director of Member Solutions, Pioneer Utility Resources, Oregon

## New Co-op Communicators Orientation (NCCO)

The New Co-op Communicators Orientation, co-hosted by NRECA, CFC, Federated and NRTC, is a great opportunity for new communicators to network with other professional co-op communicators from across the country, discuss major challenges and learn about the industry and the resources available to them. Participants will return to their co-ops energized, more informed and more effective with new tools and resources to apply to their work.

### Learning Objectives

- Understand the electric co-op business model and values
- Learn about current and near-future electric industry issues, challenges and trends
- Discover available resources: National Rural Electric Cooperative Association (NRECA); National Rural Utilities Cooperative Finance Corporation (CFC); and Federated Rural Electric Insurance Exchange; and NRTC

### Who Should Participate

Member services representatives, marketing and digital professionals and new co-op communicators or seasoned communicators who are new to the electric co-op industry

### Competencies Addressed

#### Core Competencies

- Business Acumen

#### Role-Specific Competencies

- Communication and Relationship Management

 NRECA/CFC Headquarters

## Young Adult Member Engagement (YAME) Initiative

The **Young Adult Member Engagement (YAME) Initiative**, a joint project of NRECA and Touchstone Energy®, empowers cooperatives with strategies and resources to engage the next generation of members and employees, as well as meet the evolving expectations of all age groups.

The YAME Initiative includes two sections.

### 1.) Member Engagement Resources:

- **Research** - Insight into young adult members' interests, values and expectations and how they relate to the co-op
- **Planning tools** - Resources to help set priorities, identify existing assets and leverage potential opportunities to engage young adult members
- **Engagement resources** - Customizable content, graphics and co-op ideas to help engage members

### 2.) Culture, Onboarding & Ongoing Education Resources:

- **Recruitment and onboarding tools** - planning materials to help build your employer brand and develop an onboarding program
- **Culture toolkit** - case studies, planning tools and assessments to help co-ops nurture a successful internal culture
- **Education resources** - online microlearning modules and other tools that educate new and existing co-op employees



### Questions about YAME?

Contact Holly Wetzel ([holly.wetzel@nreca.coop](mailto:holly.wetzel@nreca.coop)) or  
Maura Giles ([maura.giles@nreca.coop](mailto:maura.giles@nreca.coop))

For detailed information check out [cooperative.com/yame](https://cooperative.com/yame)



## NEXT Conference (Touchstone Energy®)

The NEXT Conference (formerly known as the NET Conference) is Touchstone Energy's signature business-to-business conference that brings together national, regional and local energy managers with co-op key account and energy services professionals from around the country. Celebrating over 20 years of programming, the NEXT has become an incubator for showcasing innovation, providing national perspective on important industry issues, and demonstrating how businesses and co-ops are embracing the future together.

### Learning Objectives

- Gain professional insight, training and best practices for key accounts executives and programming while networking with national business members.
- Learn of cutting edge technologies that will impact the energy industry and cooperative network.
- Hear of best-in-class economic and community development initiatives to strengthen rural America.

### Who Should Participate

The NEXT is for cooperative professionals who support key accounts (non-residential members) and work to enhance economic and business development in their communities.

C-Suite and Key Accounts Executives  
VPs/Managers of Member Services, Community Affairs  
Managers of Community & Economic Development


### Competencies Addressed

#### Role-Specific Competencies

- Communication and Relationship Management

#### Core Competencies

- Business Acumen

 Various Locations



## Service Excellence

The Service Excellence Suite starts with "Back To Basics" and offers three other sessions to select according to your cooperative's needs. They are designed to foster a culture of Service Excellence by motivating and equipping employees to increase member engagement and satisfaction. By understanding communication skills, anticipating member-owner needs and learning how to lead with proactive attitudes, employees are able to build a positive culture at their co-op. Become a 4 Star Cooperative by completing all sessions.

*Available through Touchstone Energy® membership.*



### Digital Skills for Communicators

#### Starting with NRECA offers...

NRECA offers a free webinar series every other month that features a different topic related to multimedia, social media, online publishing and graphic design. These webinars, conducted by members of NRECA's editorial and digital strategies team, offers practical training, tips and tricks for co-op communicators looking to add to their digital skillset.

**For more information on this webinar series, contact Katie Allen at [katie.allen@nreca.coop](mailto:katie.allen@nreca.coop).**

**For webinar details and upcoming events go to [cooperative.com/digitalskills](https://cooperative.com/digitalskills).**







# Co-op Administration, Benefits, Finance & Human Resources

## 5101.1 Cooperative Finance and Accounting for the Non-Accountant

Follow the money—understanding cooperative finance, financial statements and practices is essential for connecting the dots between your department's decisions and activities and the organization's financial position. This course is ideal for any co-op employee that wants to learn and understand cooperative finance.

*This course is an updated version of the 655 Accounting for Non-Accountants course and builds on it to better target the core business acumen competencies needed by cooperative employees.*

### Learning Objectives

- Understand basic principles of cooperative finance and accounting.
- Understand basic accounting concepts and processes.
- Learn the four primary financial statements and how departmental operations impact these statements.
- Learn the basic concepts of the financial audit and employees' roles in maintaining the integrity of the cooperative's internal controls.
- Understand basic budgeting and capital budgeting concepts and techniques.
- Calculate common key financial ratios.

### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

### Certificate Program Credit

Cooperative Career Essentials Program (1 credit)

### Competencies Addressed

#### Core Competencies

- Business Acumen
- Resourcefulness and Accountability



On-site



Online



Various Locations

## Basic Benefits Training Course (BBTC)

Each year, the Basic Benefits Training Course brings to life the basics of administering your co-op's NRECA-sponsored benefit plans. This foundational, multi-day training course provides co-op benefits administrators who are new to NRECA-sponsored group benefits or retirement plans with the knowledge and skills needed to be proficient in that role.

### Learning Objectives

- Learn the basics about NRECA's benefit plans, programs and resources
- Gain knowledge about benefits administration, eligibility and compliance
- Participate in conversations around case studies with your peers as you practice tackling real-world scenarios
- Hear from NRECA's experts and ask them your questions
- Build connections with attendees and NRECA staff during the networking opportunities

### Who Should Participate

Co-op employees who are:  
New to benefits administration,  
new to NRECA-sponsored group benefits or retirement plans and/or familiar with some NRECA plans but not with others and want to quickly enhance your knowledge

### Competencies Addressed

#### Role-Specific Competencies

- Human Resources (Compensation & Benefits Administration)



Various Locations



## Certificate Program

### Cooperative Financial Professional Certificate (CFPC)

NRECA and CFC have partnered to deliver the Cooperative Financial Professional Certificate (CFPC), a competency-based, interactive program for co-op financial professionals and non-finance managers wanting to deepen their understanding of electric co-op utility finance. During this two-part program (held in Madison, WI and Dulles, VA), participants will learn strategic concepts and practices needed to think beyond the data and successfully position their cooperative for the future.

#### Learning Objectives

- Enhance effectiveness at managing the financial aspects of the co-op
- Gain the skills needed to identify and take advantage of strategic opportunities
- Integrate finance expertise and business stewardship practices to achieve business results

#### Certificate Requirements

Earn the CFPC certificate by completing both week-long sessions and a “capstone” project.

#### Who Should Participate

Mid to senior finance professionals, CEOs and other non-financial senior leaders

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Resourcefulness and Accountability

##### Role-Specific Competencies

- Finance and Accounting

##### Supervisory, Management and Leadership Competencies

- Governance and Strategy
- Getting Results

#### Continuing Education

Individuals holding the CPA credential may earn credits toward their certification or re-certification.

Visit [cooperative.com/cfpc](http://cooperative.com/cfpc) for more information.



Fluno Center



NRECA/CFC Headquarters



Online

### Interact Conference

Interact brings together benefits administrators and human resources professionals to address today’s most challenging workforce issues. Learn from experts about benefit program updates, explore talent management topics, network with your peers, learn best practices and increase your HR knowledge. With a variety of topics for general and breakout sessions – Interact participants can design a custom conference to maximize learning opportunities.

#### Learning Objectives

- Learn from your peers and subject matter experts about updates to workplace and benefits regulations and processes relevant to your role
- Acquire forward-thinking strategies to cultivate success in your organization and your professional development
- Learn about recent changes to the benefits plans that NRECA offers member cooperatives

#### Who Should Participate

Vice presidents, directors, managers of HR, HR/personnel specialists, benefits administrators, other electric co-op staff with HR responsibilities and benefits professionals.

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability

##### Role-Specific Competencies

- Human Resources
- Legal/Risk and Compliance

#### Continuing Education

Interact offers individuals holding HRCI, SHRM and CEBS credentials the opportunity to earn credits toward their certification or re-certification. See [cooperative.com/continuingeducation](http://cooperative.com/continuingeducation) for details.



Various Locations

### PowerUp Conference

The PowerUp Conference offers education, training and networking for all varieties of cooperative administrative and general office functions- from HR and operations to communications and member services. In other words, its value extends beyond the traditional EA and AA job roles. The conference offers hands-on pre-conference workshops and practical education sessions designed to enhance professional skillsets. Powerful general sessions offer tools to bolster knowledge, confidence, and inspire attendees to rise to their potential. Participants return to their co-ops energized and equipped with new tools, resources and a network of other administrative professionals with whom they can keep learning and engaging.

#### Learning Objectives

- Acquire a knowledge of best practices, creative resources and tools to enhance your efficiency and productivity on the job
- Gain skills to become more digitally savvy and up-to-date with the latest office technologies
- Obtain problem-solving techniques to support supervisors and management team(s)
- Attain practical approaches to develop and sustain strong oral and written communication skills

#### Who Should Participate

Executive and administrative assistants, office managers, all job roles that perform administrative duties as part of their position

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability

##### Role-Specific Competencies

- Administrative

 Various Locations

### Tax, Finance & Accounting Conference for Cooperatives (TFACC) - Collaboration Among Communities

Offered in partnership with the National Society of Accountants for Cooperatives (NSAC) and NTCA – The Rural Broadband Association, the Tax, Finance & Accounting Conference for Cooperatives (TFACC) provides strategies, tools and resources to help your co-op increase efficiencies, improve financial controls, streamline regulatory compliance and make transactions manageable. This program allows participants to tailor their conference experience to meet their professional needs and learning goals.

#### Learning Objectives

- Learn about updates on changes in RUS accounting requirements, tax and accounting codes and FASB standards
- Gain insight on the latest legal, economic and industry issues impacting electric cooperative tax and finance operations
- Develop a deeper understanding of tax, finance, and accounting practices unique to the cooperative business model

#### Who Should Participate

CFOs, VPs of finance and accounting, finance managers, office managers, and other key accounting and finance staff

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Resourcefulness and Accountability

##### Role-Specific Competencies

- Financial and Cost Accounting
- Standards and Practices
- Corporate Finance

#### Continuing Education

TFACC offers individuals holding the CPA credential the opportunity to earn credits toward their certification or re-certification. See [cooperative.com/continuingeducation](http://cooperative.com/continuingeducation) for details.

 Various Locations



General Electric Co-op Industry



## 5104.05 Electric Cooperative Fundamentals

This course provides an overview of the electric cooperative business model and a solid foundation of electric industry basics. Whether new to the cooperative business and electric industry or a veteran, this course helps make sense of this dynamic industry.

### Key Topics

- What makes a cooperative different?
- Electricity definitions
- Generation, transmission and distribution system planning, operations and components
- Cooperative and electric industry oversight and the impact of regulations
- Wholesale and retail market participants and structures
- Distributed Energy Resources (DER) definitions, categories and technologies
- DER and electric markets and impact on bulk electric systems
- An overview of energy sources: coal, oil, natural gas, solar, wind, hydro, nuclear, biofuels and geothermal

### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

### Certificate Program Credit

Cooperative Career Essentials Program (.5 credit)

### Competencies Addressed

#### Core Competencies

- Business Acumen
- Resourcefulness and Accountability

 Online

## 5105.05 Electric System Fundamentals

Get a tour of the physical electrical system—from generator to meter. Topics covered include common terminology, the basic physical laws of electricity, which generation types are commonly used and why, how transmission and distribution systems are designed and operated, the different types of service configurations and when they are used, and how electricity is metered.

### Key Topics

- Basic characteristics of electricity and electric circuits.
- Energy sources, technologies, characteristics and costs.
- Characteristics and costs of each type of generation.
- How various generation types are used to serve load curves.
- Components of the transmission system and the way in which the system is designed and operated.
- Components of the distribution system and the way in which the system is designed and delivers power.
- Components that link the distribution system to the member, as well as various options for configuring services.
- Types of meters and how each is used to collect data.

### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills


### Certificate Program Credit

Cooperative Career Essentials Program (.5 credit)

### Competencies Addressed

#### Core Competencies

- Business Acumen
- Resourcefulness and Accountability

 Online

## NRECA PowerXchange (formerly NRECA Annual Meeting)

NRECA's annual meeting of members empowers you to tap into the collective wisdom of our community and connect in more meaningful and collaborative ways. PowerXchange is about what's impacting costs and efficiency now. It's about cultivating forward-thinking strategy with sessions centered around future issues. And, most importantly, it's about exchanging ideas, improving upon them, and finding innovative solutions to your day-to-day challenges.

The business meeting, where voting delegates review, discuss and vote on resolutions that guide the association's advocacy efforts, remains a critical part of this event.

PowerXchange also features NRECA's Next Generation Leaders Experience—a program designed to help develop emerging co-op leaders—and the TechAdvantage® Expo which features the latest tools, technologies and services available from over 300 vendors.

### Learning Objectives

- Gain an understanding of current issues and opportunities facing the energy sector from renowned experts and industry leaders
- Collaborate and build relationships with member cooperatives across the country
- Increase awareness of current industry trends, technologies, tools and services in the TechAdvantage Expo

### Who Should Participate

Voting delegates, co-op CEOs/general managers, co-op directors and senior staff

### Competencies Addressed

#### Core Competencies

- Business Acumen

#### Director Competencies

- Cooperative Outlook
- Personal Effectiveness

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- External Leadership



Various Locations

## New CEO Orientation

The New CEO Orientation co-hosted by NRECA, CFC, Federated and NRTC, is designed to familiarize new CEOs/general managers with their national associations and resources available to support them and their systems. Interactive sessions provide an in-depth look at key electric industry and co-op management issues, challenges and opportunities that new CEOs face.

### Learning Objectives

- Gain insight to the national organizations (NRECA, CFC, Federated, NRTC) and the resources available to help CEOs and their co-ops
- Explore current issues, trends and opportunities affecting electric co-ops
- Build a peer network of fellow CEOs that can be an invaluable resource throughout your career

### Who Should Participate

Co-op CEOs or general managers with no more than two years of experience in their current position

### Competencies Addressed

#### Core Competencies

- Business Acumen

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- External Leadership
- Doing the Right Thing



NRECA/CFC Headquarters



*The amount of information and resources available would take years to acquire on your own. The sessions and presenters give you the most important information to think about in the transition. The orientation will also allow you to establish relationships that will last throughout your career."*

**2019 CEO Orientation Attendee**



## New CFO Orientation

The New CFO Orientation, co-hosted by NRECA, CFC, Federated and NRTC, is a two-and-one-half day program designed to familiarize new CFOs with the national associations and resources available to support them and their systems. Interactive sessions provide a detailed overview of programs and services that help new CFOs successfully address co-op finance, regulatory and accounting issues affecting their jobs and the electric co-op network.

### Learning Objectives

- Gain insight to the national organizations (NRECA, CFC, Federated, NRTC) and the resources available to help CFOs and their cooperatives
- Explore current issues, trends and opportunities affecting electric co-op
- Provide new CFOs the opportunity to build a peer network

### Who Should Participate

New chief financial officers (or individuals who hold a position equivalent to that of a CFO) of electric co-ops with no more than two years of experience in their current position

### Competencies Addressed

#### Core Competencies

- Business Acumen

#### Role-Specific Competencies

- Finance and Accounting

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy

 NRECA/CFC Headquarters

## Regional Meetings

The NRECA Regional Meetings offer the prime venue for electric co-op leaders (CEOs, directors, voting delegates and key staff) to engage with industry experts and colleagues who share common issues. This is your opportunity to strengthen your co-op and make vital contributions to the role America's electric cooperatives are playing in leading the new energy future. Participants also have the opportunity to help set the policies and priorities NRECA will implement in the coming year through the member resolutions process.

### Learning Objectives

- Gain insights on issues affecting your region
- Exchange ideas and leading practices that will help your co-op survive and thrive during this time of dramatic change
- Learn the latest information on energy technology, policy and industry trends
- Build a valuable network of fellow co-op leaders who are facing some of the same challenges as your co-op

### Who Should Participate

Voting delegates, co-op CEOs/general managers, co-op directors and senior staff

### Competencies Addressed

#### Core Competencies


- Business Acumen

#### Director Competencies

- Cooperative Outlook

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- External Leadership
- Doing the Right Thing

 Various Locations

Visit [cooperative.com/learning](https://cooperative.com/learning) for information about all of our programs.



Legislative, Regulatory,  
Legal and Advocacy

## G&T Legal Seminar

The G&T Legal Seminar provides attorneys (in-house and outside counsel) representing G&T cooperatives and NRECA voting member employees with the latest regulatory, legislative, financial, and judicial information affecting their clients. Topics covered include environmental issues, cybersecurity, broadband, land use challenges, financing, risk management, legal ethics and much more.

### Learning Objectives

- Learn from leading industry experts in judicial, regulatory, financial, and legislative matters specific to G&T co-ops
- Connect with and learn from G&T lawyers from across the country facing similar challenges

### Who Should Participate

Attorneys (in-house and outside counsel) representing G&T co-ops and NRECA voting member employees

### Continuing Education

Attorneys may earn CLE credit for their participation in the seminar. See [cooperative.com/continuingeducation](https://cooperative.com/continuingeducation) for details.

### Competencies Addressed

#### Role-Specific Competencies

- Legal/Risk Compliance

*The G&T Legal Seminar is for NRECA voting member employees, directors, consultants and attorneys only.*



Various Locations

## Legal Seminar

Designed specifically for inside and outside legal counsel and electric cooperative CEOs, this comprehensive program provides the latest information on the most complex legal matters that affect electric co-ops in the office, in the boardroom and in the community. Legal Seminar is host to the annual meeting of the Electric Cooperative Bar Association (ECBA).

### Learning Objectives

- Learn from leading industry experts in judicial, regulatory and legislative matters that are critical to the stability and legal standing of your co-op
- Connect with and learn from electric co-op lawyers from across the country facing similar challenges
- Build a lasting professional support network that will live beyond the seminar

### Who Should Participate

Attorneys (in-house and outside counsel) who represent voting member systems and electric cooperative CEOs/general managers

### Continuing Education

Attorneys may earn CLE credit for their participation in the seminar. See [cooperative.com/continuingeducation](https://cooperative.com/continuingeducation) for details

### Competencies Addressed

#### Role-Specific Competencies

- Legal/Risk Compliance

*Legal Seminar is for NRECA voting member employees, directors, consultants and attorneys only.*



Various Locations



## Legislative Conference

This is the only NRECA conference that allows you to connect with key government officials on issues important to electric cooperatives. Join other electric cooperative leaders to help NRECA advocate for Federal legislative and executive branch policies that benefit America's electric cooperatives and their consumer members.

### Learning Objectives

- Gain insight into, and information on, priority legislative and regulatory issues affecting electric co-ops
- Practice effectively, and passionately, telling your co-op story to members of Congress
- Learn strategies and practical approaches to engage in effective grassroots advocacy work with your members

### Who Should Participate

Co-op CEOs/general managers, directors, co-op staff in, or aspiring to, co-op leadership roles

### Competencies Addressed

#### Director Competencies

- Personal Effectiveness
- Cooperative Outlook

#### Core Competencies

- Business Acumen

#### Supervisory, Management & Leadership Competencies

- Industry Influence

This event takes place in Washington, D.C.



Visit [cooperative.com/learning](https://cooperative.com/learning) for information about all of our programs.



# Measuring the Value of Education

Attendees of NRECA's in-person and online education programs over the last 12 months reported:



**70%**  
made **connections**  
**with people**  
who can provide  
assistance to them  
in their role at the  
co-op.



**88%**  
of participants  
would  
**recommend the**  
**program** to peers  
and colleagues.



**78%**  
intend to **take**  
**action or have**  
**discussions** based  
on information  
or connections  
gained from their  
participation.



**87%**  
of participants said  
they will **apply**  
**what they learned**  
**to their job.**



**86%**  
of participants say  
the knowledge  
and skills covered  
in the program  
will help them  
**achieve better job**  
**performance.**

*\*Attendees who responded to post-event evaluations for the following: PowerXchange, CEO Close-Up, CEO Focus, CONNECT, Directors Conference, INTERACT, PowerUp, Regional Meetings, Tax, Finance & Accounting Conference for Cooperatives, TechAdvantage® Experience, courses and web conferences.*



# Personal Effectiveness

## 5110.1 Fundamentals of Business Writing

Business writing skills are the "current" for information flow and productivity in the work place. Being able to write well is an essential communication skill that's closely tied to effectiveness and efficiency. This course is designed to help individuals improve their business writing skills. Through a combination of instructor-led sessions and assignments that participants select based on their goals for the course, participants will learn a process that makes it easier to write business messages and take their writing skills to the next level.

### Learning Objectives

- Explain why it's important to write well.
- Write documents that target a specific business objective.
- Write clearly and correctly.
- Organize and format documents so that the main message and supporting details are easy to identify and understand.
- Identify and avoid the most common business writing mistakes.
- Express ideas in ways that get attention and respect from others.
- Use email effectively by recognizing when to use it, how to use it and how to demonstrate email etiquette and protocol.

### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

### Certificate Program Credit

Cooperative Career Essentials Program (1 credit)

### Competencies Addressed

#### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability

 Online

## 5201.1 Creating a Culture of Accountability

This course will give you the language, framework and skills to create an environment that fosters personal and team accountability. An often-misunderstood term, we'll explore what accountability is and what it isn't. If you want more ownership and initiative, this course will show you how to strengthen these competencies in your culture and your employees. Shift those around you from a blame model to a model that supports action and risk taking for success.

### Learning Objectives

- Define responsibility, empowerment and accountability and their contributions to success.
- Confidently identify the behaviors associated with individual accountability.
- Practice and apply proven tools that create responsibility and ownership for outcomes.
- Be less stressed knowing that your team is set up to succeed with delegated responsibilities.
- Create an environment that fosters collective accountability.

### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

### Certificate Program Credit

Cooperative Career Essentials Program (1 credit)

### Competencies Addressed

#### Core Competencies

- Interactions with Others
- Resourcefulness and Accountability



On-site



Online



Various Locations

## 5302.1 Navigating Emotions in the Workplace: Transforming Your Relationships

(previously titled *Strengthening Emotional Intelligence*)

Have your emotions ever gotten the better of you in the workplace? Have you been impacted by the emotions of others, particularly when they haven't managed them well?

Emotions are one of the biggest derailers of relationships in the workplace, particularly negative emotions. Managing emotions is also referred to as Emotional Quotient (EQ). EQ is about an individual's ability to recognize and regulate their own emotions and the emotions of others to achieve their goals. EQ is one of the strongest drivers of personal and leadership excellence.

Informative and interactive, this course will help you to understand, develop and apply your emotional intelligence and emotional quotient skills providing opportunities to share experiences and learn from others in a collaborative learning environment. You will have a chance to apply new practices between sessions to strengthen your skills and effectiveness.

### Learning Objectives

- Identify your emotional strengths and areas for development.
- Learn and apply four core emotional intelligence competencies, all linked to professional success.
- Develop greater self-awareness and strengthen your interpersonal effectiveness, as a teammate or leader.
- Understand how stress derails our best efforts at emotional self-management and how to manage stress more effectively.
- Manage conflict more successfully through the exploration of empathy and relationship management.

### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

### Certificate Program Credit

Cooperative Career Essentials Program (1 credit)

### Competencies Addressed

#### Core Competencies

- Interactions with Others
- Resourcefulness and Accountability



On-site



Online



Various Locations

*“NRECA's courses have been an incredible resource for me. I have been able to share the tools and information from the courses in all departments. As a District Coordinator and assistant to the Senior Vice President, there are so many issues that I touch on, whether it be for Human Resources or assisting with the different teams within the company. The instructor's gift to make everything relatable in today's work environment is exceptional. She is fantastic.*

**2021 5201 and 5302 course participant**



*This was one of the best classes I've ever taken. ... Being aware of my triggers and the values that I put onto others were two of my biggest take-aways. I'm now more comfortable and confident in calmly voicing my thoughts, issues, feedback and constructive criticism as well as receiving these from others ”*

**2021 5302 course participant**



### 5304.1 Working Skillfully with Conflict to Create More Ease, Mutual Respect and Collaboration

(previously titled *When Sparks Fly: Conflict Transformation*)

Ever found yourself interacting with a colleague where you could sense the possibility of “sparks flying” – and were uncertain about how handle it? Conflict is something most people want to avoid and yet it is a natural part of life. We’ve grown to see conflict as “bad” and learned to either give in or fight to win. This course will introduce you to tools and techniques to increase your comfort in dealing with conflict and build more trust and communication in relationships.

#### Learning Objectives

- How to slow down and check out assumptions before they escalate into conflict
- Move beyond positional statements to discuss “what’s really going on”, i.e. underlying needs
- Feel more grounded when having challenging conversations
- How to use questions of inquiry to understand others’ perspectives
- Generate win-win solutions.

#### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

#### Certificate Program Credit

Cooperative Career Essentials Program (1 credit)

#### Competencies Addressed

##### Core Competencies

- Interactions with Others
- Resourcefulness and Accountability



On-site



Online



Various Locations



## 5306.05 Communicating to Influence: Gain Support that Gets Results - NEW!

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.

### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

### Certificate Program Credit

Cooperative Career Essentials Program (0.5 credits)

### Competencies Addressed

#### Core Competencies

- Interactions with Others
- Resourcefulness and Accountability

 On-site  Online

 Various Locations

## 5307.05 Improve Your Relationships: Strategies to Overcome Challenging Behavior and People

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 dealing with difficult people.

This program will help participants realize the similarities and differences between themselves and others and how this creates a perception of “difficulty.” Tips and tools will be presented to help you understand how to be effective in communicating with anyone – especially the button pushers!

### Learning Objectives

- Spot people you perceive to be difficult and understand why.
- Understand ways in which communication may be the cause of difficulties.
- Be assertive without being aggressive or jeopardizing your values.
- Mitigate your frustration to avoid making a challenging or difficult situation worse.
- Stop trouble from escalating using proven techniques.

### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

### Certificate Program Credit

Cooperative Career Essentials Program (0.5 credit)

### Competencies Addressed

#### Core Competencies

- Interactions with Others
- Resourcefulness and Accountability

 On-site  Online

 Various Locations

### 5308.05 Getting Comfortable Giving and Receiving Feedback - NEW!

Sometimes talking is hard. Like when giving feedback. Or receiving it and knowing what to say in response.

Yet feedback is essential to building strong, collaborative relationships, to long lasting and trusted partnerships. So, let's focus on mastering and getting comfortable with it.

In this session, you'll gain confidence and competence to provide and receive feedback. We'll learn the most critical tips and techniques to master this essential competency.

#### Learning Objectives

- Understand a positive feedback mindset, why we need to reframe the value and impact of feedback
- Avoid the 3 most common pitfalls of giving feedback poorly, resulting in defensiveness, confusion, or withdrawal
- Receive feedback with composure and grace
- Learn to process feedback from others, regardless of who's providing it and how they're giving it

#### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

#### Certificate Program Credit

Cooperative Career Essentials Program (.05 credits)

#### Competencies Addressed

##### Core Competencies

- Interactions with Others
- Resourcefulness and Accountability



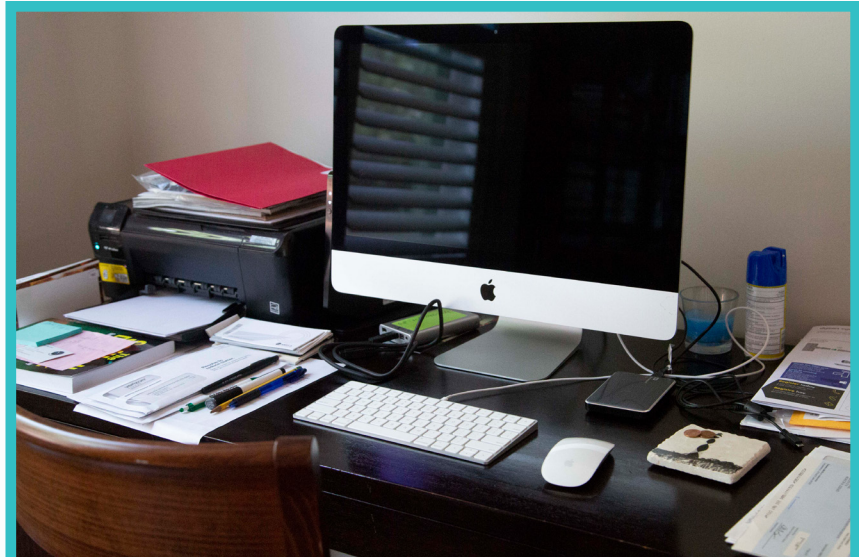
On-site



Online



Various Locations



### LinkedIn Learning

With more than **13,000 educational courses** from Excel to customer service, co-op employees can learn just about anything through LinkedIn Learning. It offers the latest software, creative and business skills through high-quality, online instructional learning resources. Choose to watch entire courses or a single tutorial video, share course playlists, bookmark courses you'd like to watch or use exercise files to follow along with the instruction.

*Free license allotments are available through Touchstone Energy® membership.*

**LinkedIn** Learning



### Certificate Program

## Cooperative Career Essentials Program (CCEP)

The Cooperative Career Essentials Program (CCEP) is a flexible education program focused on strengthening the knowledge, skills and abilities linked to successful performance regardless of job role and expertise.

The courses in the program support the Core Competencies in our Electric Cooperative Employee Competency Model.

Courses are available in person and online.

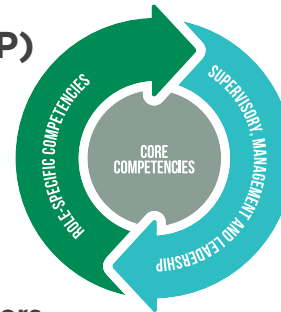
### Competencies Addressed

#### Core Competencies

- **Business Acumen:** Integrates business, organizational and industry knowledge to one's own job performance.
- **Interactions with Others:** Builds constructive working relationships characterized by a high level of acceptance, cooperation, and mutual respect.
- **Resourcefulness and Accountability:** Takes responsibility for accomplishing work objectives and delivering business results.

### How the Program Works

1. One of the benefits of the CCEP is its flexibility. You get to choose what courses you take.
2. Build your own program by selecting the courses from the CCEP portfolio that best support your professional goals and development needs.
3. For every 5 credits you complete, you will earn an e-certificate of accomplishment acknowledging the total number of credits you have completed.



### About the Instructors

Our team of experienced instructors, with an average of more than 20 years co-op experience, teach the CCEP courses. In fact, some of them also helped develop the courses.

### CCEP Course Portfolio

Courses are available at online, at Cooperative University, through your statewide or co-op and as pre-conference workshops at various NRECA conferences. The icons after each course description indicate the delivery methods.

*NOTE: all courses equal one credit unless otherwise noted. Courses are subject to change.*



On-site

Online

Various Locations






**To learn how you can bring this program or any of these courses to your co-op or statewide, contact:**

Brianne McIntyre | 703-907-5619

brianne.mcintyre@nreca.coop

Coco Hemenway | 571-319-7397

collette.hemenway@nreca.coop

TAKE	EARN
5 Credits	<b>5 credit CCEP</b> e-certificate emailed directly to you 
10 Credits	<b>10 Credit CCEP</b> e-certificate emailed directly to you 
15 Credits	<b>15 Credit CCEP</b> e-certificate emailed directly to you 
20 Credits	<b>20 Credit CCEP</b> e-certificate emailed directly to you 
20+ Credits	<b>20+ Credit CCEP</b> e-certificate emailed directly to you 

**ELEVATE PERFORMANCE WITH CORE COMPETENCY-BASED EDUCATION.**  
Visit [cooperative.com/CCEP](https://cooperative.com/CCEP) for more information.



# Safety & Loss Control

## Certificate Program

## Certified Loss Control Professional (CLCP)

The Certified Loss Control Professional (CLCP) program is a robust, blended learning experience that uses online live and online on-demand instruction to enhance the core delivery that consists of four, week-long in-person classroom seminars. The CLCP Program gives you the knowledge and skills needed to successfully manage and lead the safety and loss prevention function for your organization. Example topics include OSHA regulations and NESC standards, environmental issues, accident investigation and root cause analysis, business continuity, accountability, communications, leadership skills, and more. Earning the CLCP credential serves as a benchmark of competency, commitment to one's profession and adherence to high standards and the pursuit of safety achievement.

### Learning Objectives

- Demonstrate the ability to navigate and interpret the rules, regulations, and standards for safety in power generation, transmission, and distribution
- Use effective communication skills to engage and influence organizational leadership and staff to implement safety improvement initiatives
- Explore situational leadership and change management to create a culture of safety accountability and achievement

### Certification Requirements

- Minimum of one year's experience as a safety professional in the electric utility industry
- Complete all four CLCP seminars in sequence and all assigned homework and projects
- Achieve a cumulative average test score of 70% or higher
- Complete an individual, comprehensive safety project.
- Complete an OSHA 30-Hour Course (General Industry or Construction).

Visit [cooperative.com/clcp](https://cooperative.com/clcp) for more information.

 Fluno Center

 Online

### Who Should Participate

Electric utility safety professionals, job training and safety consultants, HR and operations personnel with safety responsibilities, or anyone with responsibility for leading safety performance in their organization.

### Competencies Addressed

#### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability

#### Role-Specific Competencies

- Safety and Loss Control

#### Supervisory, Management & Leadership Competencies

- Getting Results
- Working With and Through Others
- Doing the Right Thing

### Continuing Education

After initial certification, each CLCP is required to earn .8 CEUs/8 hours and remit an annual professional fee.

*“This program is truly a launch pad - whether you are starting in the safety field, been in the field a while, or moving on to state or nation-wide positions.”*



### 5205.1 Making Safety YOUR Business: Every Person. Every Action. Every Day.

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 1 to 3 specific actions you will take to demonstrate noticeable safety leadership regardless of job title or tenure with the organization.

#### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

#### Continuing Education

Cooperative Career Essentials (1 credit)  
Certified Loss Control Professional (.6 CEUs)

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability



On-site



Online



Various Locations

### Safety Leadership Summit

Safety achievement requires leadership -- starting with you! Safety Leadership Summit brings together co-op leaders across the organization to learn and share leading practices to affect transformative safety improvement at the co-op and across the network. By engaging with safety leaders from co-ops all over the country, participants learn what's helping to reduce injuries and accidents and improve safety performance.

#### Learning Objectives

- Gain insight into strategies for safety leadership, accountability and engagement
- Take away practical approaches to develop and sustain safety as a core value
- Acquire new approaches to inspire safety achievement and performance

#### Who Should Participate

CEOs/general managers, senior leaders, department heads, employees in co-op safety programs, line crews, human resources — anyone at the co-op involved in safety

#### Continuing Education

Individuals holding the CLCP, PE, CPSM, SHRM, HRCI and other credentials may earn credits toward their certification or re-certification. See [cooperative.com/continuingeducation](http://cooperative.com/continuingeducation) for details.

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Interactions with Others
- Problem Solving

##### Role-Specific Competencies

- Safety and Loss Control

##### Supervisory, Management & Leadership Competencies

- Getting Results
- Working With and Through Others
- Doing the Right Thing



Various Locations

## Speak Up!/Listen Up! Training

Effective communication is a cornerstone in building a strong, sustainable culture of safety excellence, but talking about safety doesn't come naturally on the job site. Speak Up!/Listen Up! for co-ops gives employees simple tools for delivering and receiving safety-related feedback effectively.

This customized program applies the proven formulas inside Caterpillar Inc.'s most widely used training programs, through the use of work scenarios developed specifically for electric co-ops.

### Learning Objectives

- Help employees overcome fear and anxiety about speaking up
- Teach employees how to give and receive safety-related feedback
- Help create effective safety conversations between employees and leaders
- Emphasize safety as everyone's responsibility

### For more information contact

Bud Branham, NRECA Safety Programs Director,  
bud.branham@nreca.coop  
or 561-670-3502.

### Who Should Participate

CEOs, Safety Directors, Managers, Coordinators, and Supervisors as well as Operations Directors and Managers and Human Resource Professionals — anyone who is currently leading the safety function at their co-op

### Competencies Addressed

#### Core Competencies

- Business Acumen
- Interactions with Others

#### Role-Specific Competencies

- Safety and Loss Control



*Not only is Safety Leadership Summit a great opportunity to learn new safety practices but also leadership skills to help move in the right direction. Also, this is an amazing opportunity to meet others in the co-op world and make connections and added resources "*

**2021 Safety Leadership Summit attendee**



Visit [cooperative.com/learning](https://cooperative.com/learning) for information about all of our programs.



# Commitment to Zero Contacts Provides More to Support Cooperative Safety Programs

Hundreds of NRECA members are working to support this nationwide safety initiative by regularly reviewing safety plans with their teams, revising processes and incorporating the resources available in the Commitment to Zero Contacts Toolkit:

## Toolkit Resources

### Commitment Forms

CEOs and employees can make the voluntary commitment to join.

### Videos

Several videos are available for download and to share with your teams.

### Implementation Guides

Easy-to-use guides outline specific steps to help senior leaders and field personnel meet the challenge of achieving zero contacts.

### S.A.F.E. Resources

This job planning app and corresponding guide help build and reinforce safe habits.

### Graphics, Posters, Stickers

Logos, stickers and other graphics help reinforce and remind co-op employees of their pledge to use safe behaviors, every time.

### Coming Soon!

NRECA, Federated and statewide safety managers are working with co-ops across the country to pilot an approach for co-ops to assess their existing operational safety practices and make adjustments where necessary to help reduce the potential of future electrical contacts. The purpose of the assessment is help co-ops better understand their exposure to electrical contacts, evaluated leading practices and to create a plan to minimize future risk.

**And more!**

**For more information, visit**





# Supervisory, Management & Leadership





Certificate Program

Supervisor and Manager Development Program

How the Program Works

- 1. Build your own program by selecting the courses that best support your professional goals and development needs.
- 2. For every five credits you complete, you will earn a certificate acknowledging the total number of credits you have completed.
- 3. When you achieve 20 credits, your CEO will receive a printed certificate and press release to publicly recognize your accomplishment.



TAKE	EARN	
5 Credits	5 Credit SMDP e-certificate emailed directly to you	
10 Credits	10 Credit SMDP e-certificate emailed directly to you	
15 Credits	15 Credit SMDP e-certificate emailed directly to you	
20 Credits	20 Credit SMDP Certificate (printed) and a press release for local media mailed to your CEO	



## 710.1 Stepping into Your Supervisory Role: Learning to Lead

The supervisor's influence on productivity, morale, and work quality cannot be understated. Learn to navigate the transition into a supervisory role, clarify roles and responsibilities, align your team's work with the co-op's mission-critical areas, determine the best approaches to addressing the challenges new supervisors face and create a personal development plan.

### Learning Objectives

- Understand your role and responsibilities as a supervisor
- Set expectations and goals for your team that align with your co-op's mission
- Learn the different leadership styles, which style you use and when to use each one
- Recognize the personal behavioral patterns that positively and negatively impact your team and steps you can take to minimize the negative behaviors
- Create your personal development plan for making a successful transition to supervisor

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.



### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- External Leadership
- Getting Results
- Working With and Through Others
- Doing the Right Thing

 On-site  Online  
 Various Locations

## 711.1 Everyone Communicates; Few Connect: Tools for Bridging the Gap

Clear, consistent communication is the foundation of teams working well together in support of the co-op's mission. Understanding what makes people tick and adjusting personal style improves communication and avoids a lot of headaches and heartburn. Take this opportunity to assess your communication strengths and weaknesses, recognize assumptions and practice techniques for improving communication skills in both business and personal communications.

### Learning Objectives

- Understand the impact of body language, tone of voice and word choice and adjust accordingly.
- Harness the power of active listening skills to raise the quality of your conversations.
- Tap into the power of learning styles to insure clear communication with your team.
- Recognize the negative impacts that personal filters, stereotypes, and assumptions have on interpersonal communication and effectively manage them.

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.




### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Working With and Through Others
- Doing the Right Thing

 On-site  Online  
 Various Locations



*The focus on the four mission-critical areas (member satisfaction, safety, reliability, cost control) was very impactful on me. It's so simple, but it defines the entire reason for the existence of cooperatives. I think that being able to grasp that vision and pass it on to my team is key to me becoming a successful leader."*

**Dallin Shaw, Manager of Substation Design, KAMO Power, Oklahoma**



## 712.1 You Can't Do It Alone: Building a Strong Team

High-performing teams ensure employee safety, provide superior member service, keep costs down and ultimately provide reliable electricity to members. Supervisors must be able to analyze and capitalize on team strengths, work with diverse styles and create an environment that builds collaboration. Learn how to effectively lead teams, identify and address team strengths and dysfunction, evaluate the team's performance and create an action plan for the team's continuous improvement.

### Learning Objectives

- Set expectations and goals for your team to align with your co-op's mission
- Explain the developmental stages that all teams go through and discuss techniques for maximizing team performance in each stage
- Recognize your team member type, its strengths and pitfalls and the impact each team member type has on the team
- Assess your team's culture and the impact it has on the team's effectiveness

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit


Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- External Leadership
- Getting Results
- Working With and Through Others

 On-site  Online

 Various Locations



*Employees need a road map to success.*

*This course provides supervisors with that road map. New supervisors would benefit greatly from this course."*

**Kerrie Owen, Meter Data Analytics Manager,  
Cooperative Energy, Mississippi**

## 713.1 Engaging and Developing High-Performing Employees: Bringing Out Their Best

According to the Gallup Organization, two-thirds of U.S. employees are either "phoning it in" or actively undermining the work of the organization because they aren't engaged. From the time a co-op hires an employee until the employee leaves, supervisors are responsible for maximizing employee performance. Learn how supervisors can motivate employees to feel empowered and contribute an honest day's work.

### Learning Objectives

- Recognize your responsibilities in recruiting, selecting and retaining team members
- Communicate goals and expectations to each team member
- Keep your team members on track through effective feedback
- Develop your team members' knowledge and skills, preparing them to take on more responsibility
- Determine when it's appropriate to use a formal discipline process up to, and including, termination

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit


Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Working With and Through Others

 On-site  Online

 Various Locations

## 714.1 Change Is Hard: Guiding Your Team through Complex Times

With waves of technical, social, economic and regulatory changes, electric co-ops now find themselves operating in what the U.S. military calls a VUCA environment (volatile, uncertain, complex, ambiguous).

In this environment, supervisors must adapt to—and lead—continuous change at their co-ops. Supervisors who understand the most effective change management techniques, and develop solid plans, for navigating their teams through complexity, chaos and confusion are better equipped to thrive in a VUCA world.

### Learning Objectives

- Understand the supervisor's role and responsibilities related to change at co-ops
- Learn the typical causes of change and types of change and tools to effectively manage change
- Effectively use the “4 P’s” of change communications:
  - Purpose: why
  - Picture: what
  - Plan: how
  - Part: role you play

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- External Leadership



On-site



Online



Various Locations

## 715.1 Building Your Co-op's Culture: The Supervisor's Role

“Culture eats strategy for breakfast” is a famous quote by the late business management guru Peter Drucker. All great organizations have great cultures, and great cultures are designed intentionally, not left to chance. This course addresses the steps supervisors can take to help build a culture where employees trust each other, hold themselves (and others) accountable, focus their efforts on the co-op's goals and strive to continuously improve their processes.

### Learning Objectives

- Explain the tremendous impact culture has on organizational effectiveness
- Describe your co-op's culture and the purpose and values that the culture supports
- Recognize the responsibility that supervisors have in supporting a positive culture.
- Adjust your leadership techniques to better align your team members with your co-op's purpose and values



On-site



Various Locations

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- External Leadership
- Getting Results
- Working With and Through Others
- Doing the Right Thing

Visit [cooperative.com/smdp](https://cooperative.com/smdp) for information about the Supervisor and Manager Development Program

## 716.1 Time Management and Productivity Toolkit for Supervisors

Co-op supervisors and managers are not only responsible for completing their own work on time, they're responsible for the productivity of their team members. This course covers best practices for prioritizing tasks, improving your concentration, planning workload, improving how your teams operate, and dealing with common distractions. You'll learn tools, methods and techniques to help you set goals, prioritize, schedule work and delegate tasks to enhance productivity.

### Learning Objectives

- Calculate the cost of wasted time at your co-op
- Recognize the myths surrounding productivity and pinpoint the ones that actually make you less productive
- Determine which of the most popular time management systems will work well for you and your team



On-site



Various Locations

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- Getting Results

## 717.1 Know the Rules: Legal Responsibilities and Liabilities for Supervisors

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 the co-op has a full-time human resources staff or not, supervisors must understand the human resource function and their liability with regard to employment laws. Learn how to avoid common employment law pitfalls at the co-op while improving management skills, enhancing leadership abilities and encouraging a productive work environment at the cooperative.

### Learning Objectives

- Recognize your Human Resources (HR) responsibilities and liabilities as a supervisor
- Explain legal pitfalls for supervisors
- Explain the elements of loss control as it applies to employee safety and health, including the impact on the cooperative's bottom line



On-site



Online



Various Locations

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Working With and Through Others



*The course provided very timely material on very important HR issues.... Anyone in a supervisory role needs to know the legal issues around employment. Not knowing these rules can cost the cooperative members and damage the culture at the cooperative.*

**Charlie Dunn, CEO, Farmers Electric Cooperative, Inc., Iowa**

Visit [cooperative.com/smdp](https://cooperative.com/smdp) for information about the Supervisor and Manager Development Program.



## 718.1 Personal Communication Styles: Who You Are and How You Impact Others

Seventy-five percent of people use time differently, make decisions differently, display emotions differently and prefer to relate to others in ways that are different from each other. These differences in personal styles complicate the role of a supervisor as they lead their team towards the co-op's goals. Bringing together everyone's personalities and preferences to form a cohesive, productive team takes work, but the payoff can be huge.

### Learning Objectives

- Discover how personal communication styles affect management style, including decision making and problem solving
- Identify others' personal communication styles using behavioral cues
- Discover how personal communications styles influence how people are motivated
- Influence and communicate effectively by adapting to the personal communication style needs and preferences of others

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.


### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Working With and Through Others

 On-site

 Various Locations

## 719.1 Building Trust in the Workplace

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. 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
- Understand how trust provides the foundation for healthy conflict, commitment, accountability, and collective results

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.


### Certificate Program Credit


Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Working With and Through Others
- Doing the Right Thing

 On-site

 Various Locations

## 720.1 Transforming Your Team from Dysfunction to Cohesion

There is no fun in dysfunction. 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, making better decisions and creating a team environment to optimize performance.

### Learning Objectives

- 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
- Recognize the power of vulnerability-based trust versus 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

### Who Should Participate




Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed Supervisory, Management & Leadership Competencies

- Working With and Through Others

 On-site  Online  
 Various Locations

## 721.1 Productive Conflict for Supervisors

Believe it or not, conflict is a positive sign that people care about the issue and have energy to put toward solutions. Some of the greatest ideas have come while voicing disagreements or opposing opinions. This course will teach you how to leverage conflict so you can use it in a positive way within your cooperative. Supervisors and managers will learn strategies for developing a collaborative atmosphere conducive to resolving conflict, helping individuals involved in conflict understand each other's point of view and facilitate problem-solving.

### Learning Objectives

- Learn how to establish a collaborative atmosphere conducive to resolving conflicts when they arise
- Gain insights into your own response to conflict and that of others
- Explore the destructive and productive conflict behaviors typical of different behavioral styles
- Discover effective communication strategies to use when engaging in productive conflict with team members and colleagues

### Who Should Participate


Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed Supervisory, Management & Leadership Competencies

- Getting Results
- Working With and Through Others

 On-site  Online  
 Various Locations



*I didn't think conflicting communication was so important. I tried to not have a negative conversation with others but now realize it is positive. Everyone has conflict and understanding how to manage conflict is extremely important.*

**Brad Johnson, Area Supervisor, Central Iowa Power Cooperative, Iowa**

## 722.1 Deliberate Decision Making

Too often, we make decisions based on "gut instinct" alone. However, effective decisions are deliberate, not the result of unconscious thoughts, beliefs or assumptions. In this course, participants determine the difference between decision making and problem solving, explore bias and take a deep dive into critical thinking. Participants learn effective creative thinking and discussion techniques and leave with a full toolkit to use in any situation that will help improve decision making, for themselves and with their team.

### Learning Objectives

- Be aware of your daily decisions
- Understand the impacts of your natural decision-making style
- Recognize bias in decision making, even unconscious bias.
- Strengthen your critical and creative thinking skills
- Identify good decision-making practices
- Discover decision making processes and tools
- Practice proactivity and prioritization

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Getting Results

## 723.1 Team Dynamics

Have you ever started working with new team members and wondered, "What the heck is going on with these people?" It's frustrating when people around you just don't seem to "get it." The best way to understand a team's dynamic is to start with yourself. We all have a "natural approach" to team membership. Once you recognize your own style, your likes, and dislikes as a member of the team, you will better understand where you fit and how your unique talents can best support the overall effectiveness of the team. Recognizing and appreciating style differences raises cooperation and trust which leads to a more cohesive, productive and enjoyable team experience.

### Learning Objectives

- Understand your natural approach on a team and the critical part you play in reaching team goals
- Recognize and leverage other approaches on the team in an effort to optimize team success
- Use a process tool for successful team dynamics

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Working With and Through Others



On-site



Online



Various Locations

Visit [cooperative.com/smdp](https://cooperative.com/smdp) for information about the Supervisor and Manager Development Program.



## 724.1 Restoring Emotional Safety and Trust in the Workplace

The foundational concept in this course is Emotional Intelligence, the ability to recognize your behaviors, moods, impulses, and to manage them best according to the situation. Emotional intelligence also involves your perception of others, what motivates them and how they work. This impacts how you communicate with others effectively, demonstrate empathy and inspire others even in the face of adversity. This course teaches supervisors and managers how to restore and elevate emotional safety and trust in their co-op by starting with themselves.

### Learning Objectives

- Explain what makes a workplace "emotionally unsafe" and use tips and tools to turn this situation around
- Recognize the "explanations" we provide to excuse harmful, coercive or dismissive behavior and the agreements that must be made to avoid this
- Define and practice self-management, self-awareness, self-regulation, self-motivation, and empathy
- Verbally and nonverbally communicate with others as a role model for leading an emotionally safe workplace

### Who Should Participate

Current and new supervisors, managers and team leaders and those aspiring to a supervisory role.

### Certificate Program Credit

Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Working With and Through Others



On-site



Online



Various Locations

## CEO Close-Up

Every January, electric cooperative CEOs and network partners gather at CEO Close-Up to exchange ideas, make connections, enhance leadership skills and explore new ways to address industry challenges. It provides a forum for frank and honest discussion among peers. There is no better opportunity to gain fresh insights, share ideas and seek solutions to common problems.

### Learning Objectives

- Gain insight into the latest industry news, challenges and issues and potential impacts to the co-op
- Get exposure to new ideas and solutions for addressing business opportunities and challenges
- Take home practical leadership strategies for building cultures of accountability and engagement at the co-op
- Build a valuable network of fellow co-op leaders who are facing some of the same challenges, and opportunities, as your co-op

### Who Should Participate

Co-op CEOs/general managers

### Competencies Addressed

#### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability

#### Supervisory, Management & Leadership Competencies

- Vision and Strategic Orientation
- Organizational Design
- Lead Change and Manage Risk
- Industry Influence
- Employee Development and Performance
- Diversity and Inclusion



Various Locations



*CEO Close-Up is the one conference that I can count on to provide relevant information that will help me do my job.*

**Scott Peters, CEO, Columbia REA, Washington**

## Cooperative University®

Cooperative University (Co-op U) gives you the freedom to build a learning experience that best fits YOUR professional development goals. Choose from a variety of courses supported by Core and Supervisory, Management and Leadership competencies to create a custom program that best suits your needs. Build your own learning path from multiple courses based on core and supervisory, management and leadership competencies to achieve your educational goals.

### Learning Objectives

- Enhance supervisor and manager knowledge, skills and abilities
- Expand knowledge and skills outside your core area of expertise
- Gain tools and resources you can immediately put to use back at the co-op, and share with your colleagues

### Who Should Participate

Co-op employees in all job roles and tenures who want to enhance their professional skills.



Various Locations

### Competencies Addressed

#### Core Competencies

- Interactions with Others
- Resourcefulness and Accountability
- Business Acumen

#### Role-Specific Competencies

- Communication and Relationship Management

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- External Leadership
- Getting Results
- Working With and Through Others
- Doing the Right Thing

## Gettysburg Leadership Experience for Co-op Leaders (BLC: 941.2)

NRECA and FCC Services have partnered to deliver this experiential, two and one-half day program designed specifically for CEOs, directors and senior leaders. This program uses the Battle of Gettysburg as a historical backdrop for exploring the leadership styles, decisions and principles displayed by military leaders before, during and after the battle. Through classroom discussion, video illustrations and visits to the battlefield, participants will learn how to apply these timeless leadership lessons to current organizational situations and challenges. Using a case study method, the program will focus on:

### Key Topics

- Anticipatory Leadership
- Clarity of Communication
- Transactional and Transformational Leadership
- Predictable Surprises and Negotiating Difficult Conversations

### Who Should Participate

Electric cooperative CEOs/general managers, senior leaders and directors or board chairs

### Certificate Program Credits

- Board Leadership or Director Gold Certificate (2 credits)
- Supervisor and Manager Development Program (1 credit)

### Competencies Addressed

#### Supervisory, Management & Leadership Competencies

- Governance and Strategy

This event takes place in Gettysburg, Pennsylvania. Visit [cooperative.com/conferences](http://cooperative.com/conferences) for dates.



*Even though you may not be new to the cooperative world, you WILL have valuable takeaways after completion"*

**Cooperative University attendee Mary Nelson, Director of Cooperative Relations, Freeborn Mower Electric Cooperative, Minnesota**

## Certificate Program

### Management Internship Program Certificate (MIP)

The Robert I. Kabat Management Internship Program (MIP) is a comprehensive, six-week program, broken into three blended learning units, that provides in-depth analysis of the functions and processes of co-op management. More importantly, it emphasizes practical applications of these key competencies. The MIP experience will help you to think more strategically and critically about the work of your co-ops to meet the co-op mission.

The MIP Certificate is earned by completing all three units (Unit A, Unit B, Unit C) and completing and presenting the results of a individual project that applies some of the MIP classroom learning experience to issues at your cooperative.

#### Learning Objectives

- Develop understanding and skills across multiple functional areas within the co-op and an appreciation for how the work of each area impacts the functioning of the entire organization
- Gain exposure to key roles and responsibilities associated with executive level leadership
- Gain an appreciation for your leadership and management style, strengths and weaknesses
- Foster a more strategic view of critical cooperative needs for delivering high value utilizing a comprehensive planning framework

#### Who Should Participate

New CEOs/general managers, CFOs, COOs, vice presidents, and others in, or aspiring to, a co-op senior leadership role.

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability

##### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- Vision and Strategic Orientation
- External Leadership
- Getting Results
- Working With and Through Others

#### Continuing Education

Individuals holding the CPA credential may earn credits toward their certification or re-certification. See [cooperative.com/continuingeducation](http://cooperative.com/continuingeducation) for details.



Fluno Center



Online



*MIP gives you the opportunity to learn beyond your current responsibilities to give you the ability to take the next step in your career and in yourself."*

**Brandon Lehman, Manager of Engineering, Perennial PPD, Nebraska**



*Because of my experience participating in the MIP, I can confidently work more strategically with my GM and the leadership team."*

**Jason Moore, Assistant Manager, Bluestem Electric Cooperative, Kansas**



## Certificate Program

### MIP Select

MIP Select is a competency-based, intensive two-week program that focuses on select management topics (a subset) from the more comprehensive six-week MIP experience. It is ideal for individuals interested in an introduction to co-op management and an immersive learning experience similar to the traditional MIP Certificate, but with a less demanding time commitment.

Participants will return to work equipped with new information, tools and techniques to think more critically, ask better questions, and make more strategic decisions as a member of their co-op management team.

#### Learning Objectives

- Gain strategic viewpoints of co-op organizations and the electric industry
- Demonstrate foundations in financial literacy and business principles
- Promote and support a culture of excellence providing value for members
- Cultivate a systems thinking perspective on the co-op utility business
- Develop a focus on leadership to impact or implement lasting change

#### Who Should Participate

Mid-level managers or key contributors who will benefit from a closer look at the cooperative utility business beyond their functional expertise. Transitioning senior leaders who need a more holistic and strategic industry view may also benefit from this program.

#### Competencies Addressed

##### Core Competencies


- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability

##### Supervisory, Management & Leadership Competencies

- Governance and Strategy
- External Leadership
- Getting Results

#### Continuing Education

Individuals holding the CPA credential may earn credits toward their certification or re-certification. See [cooperative.com/continuingeducation](https://cooperative.com/continuingeducation) for details.

 Fluno Center

 Online



Not sure which is right for you? Refer to pages 6-7 to help you decide.

# What is the value of bringing training to your co-op?

“

*On-site training allows us to manage the learning function more effectively. Having the on demand ability to communicate with the facilitator allows us to continuously provide and receive value-added feedback.”*

**Donnie Bond,**  
Director of Organizational  
Development, Coast Electric  
Power Association, Mississippi

**Can't travel  
to NRECA  
hosted  
events?**

**We can come  
to you!**



## 3 Reasons to Bring Training On-site

- Learn with your fellow co-op employees. By learning alongside them, you will leave with shared knowledge that will help you apply what you learned across the co-op.
- Save time and money. Eliminate travel time and costs by hosting training close to home. Invite neighboring co-ops to co-host the event and share costs.
- Personalize your learning. You will receive the personalized attention of the instructor, enhancing the relevancy of your learning experience.

## LEARN MORE!

Visit [cooperative.com/onsite](http://cooperative.com/onsite) or contact Brianne McIntyre at [brianne.mcintyre@nreca.coop](mailto:brianne.mcintyre@nreca.coop) or 703-907-5619 or Coco Hemenway at [collette.hemenway@nreca.coop](mailto:collette.hemenway@nreca.coop) or 571-319-7397 to learn how we can help you craft the best solution to meet your co-op training needs.





**Technology (Includes Distributed Energy Resources, Engineering, Operations & Power Supply)**



### 5112.05 The Data-Driven Electric Co-op: Using Analytics to Make Better Decisions

As the industry and membership of cooperatives evolves, more data is needed to reliably and safely operate the system while meeting evolving member needs. This online course is designed for a broad co-op employee audience to take the mystery out of "Big Data". The content will help participants understand the benefits and challenges of using more data. This understanding will set the stage for application of data analytics and data science to improve cooperative outcomes and decision making.

#### Learning Objectives

- Describe why data analytics can be a key element of future utility operations
- Review basic principles of machine learning, data science and data analytics
- Demonstrate and describe utility applications of data analytics to improve operations and effectiveness
- Appraise issues and policies related to data privacy and security
- Articulate and champion key starting points for enhanced use of data

#### Who Should Participate?

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance their knowledge and skills

#### Certificate Program Credit:

Cooperative Career Essentials Program (.5 credit)

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Resourcefulness and Accountability



Online

### 5115.1 Technology Planning and Decision Making

Technology is the invisible hand that enables every aspect of the utility business. Virtually every electric cooperative is applying new technology to better meet member needs, leverage cost-savings and enhance operating performance. This course helps attendees develop an understanding of, and gain practice with, the core competencies now required of everyone in the cooperative organization to ensure that technology is applied effectively.

#### Learning Objectives

- Learn how organizational dynamics influence technology decisions.
- Learn how to make informed technology decisions and how to better manage technology.
- Understand how business functions and employees interact with their technology counterparts and explore factors critical to success.



On-site



Various Locations

#### Who Should Participate

CCEP courses are intended for EVERY cooperative employee, regardless of job role or tenure, who wants to enhance and broaden their knowledge and skill.

#### Certificate Program Credit

Cooperative Career Essentials Program (1 credit)

#### Competencies Addressed

##### Core Competencies

- Business Acumen
- Interactions with Others
- Resourcefulness and Accountability

## Introduction to Distribution Engineering

The Introduction to Distribution Engineering program is a two-part program targeting early career engineers and seasoned graduates of electrical technology programs. The content focuses on three key areas of engineering work: Safety, Reliability/Resiliency and Economics. The program goal is to provide a learning bridge to connect power theory with real world application in the power system design, build, planning and operation.

### Learning Objectives

- Demonstrate the three key components of power engineering work: Safety, Reliability/Resiliency, Economics in their daily practice.
- Evaluate and apply engineering tools and processes.
- Anticipate, define and solve common distribution engineering problems.
- Recognize and interpret appropriate standards and codes.
- Analyze and employ critical elements for proper system planning, design and construction.
- Describe technologies and concepts impacting the future grid.

### Who Should Participate

Early career engineers, seasoned technicians

### Competencies Addressed

#### Role-Specific Competencies

- Data Analytics
- Distribution Engineering
- Safety and Loss Control

### Continuing Education

Individuals holding the PE, CPSM and other credentials may earn credits toward their certification or re-certification. See [cooperative.com/continuingeducation](http://cooperative.com/continuingeducation) for details.

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Visit [cooperative.com/learning](http://cooperative.com/learning) for information about all of our programs.

## NRECA and EPCE

### Partnering for a 21st Century Energy Workforce

## POWER UP YOUR CAREER

### DID YOU KNOW?

As a member of NRECA, your co-op has access to EPCE's online courses, certificates and degree programs at a discounted rate. Gain skills and knowledge in the following areas of expertise:



- Technology Management
- Smart Grid
- Cybersecurity
- Electric Power
- Engineering
- Renewable Energy



- Industry-Approved Education
- Tuition Discount
- 100% Online
- Fully Accredited
- Completely Transferable

**EPCE** 

Take advantage and learn more at  
[epceonline.org/NRECA](http://epceonline.org/NRECA)

### MultiSpeak® End-User Training

The MultiSpeak specification is the leading interoperability standard and integration solution for electric utilities in the United States. This in-depth session will teach you the advantages of implementing the MultiSpeak specification and how it has worked to become the cornerstone for distribution optimization. Designed for cooperative staff, consultants and software integrators, this workshop will cover the MultiSpeak Guide Specifications, the MultiSpeak Testing and Certification program and will teach end-users how to specify interfaces that better ensure successful project implementation.

#### Learning Objectives

- Learn to write MultiSpeak specifications to better ensure interoperable networks.
- Understand how to leverage predefined MultiSpeak Guide Specifications.
- Identify MultiSpeak tested and certified products and how to read the certification.
- Explore the specific differences between the various MultiSpeak versions.

#### Who Should Participate

Anyone managing operations and/or IT networks that require interoperable systems. Anyone purchasing new software systems.

#### Competencies Addressed

##### Role-Specific Competencies

- Distribution Engineering
- Purchasing
- IT/OT Integration
- Cybersecurity

#### For more information contact:

Venkat Banunarayanan, Vice President, Integrated Grid  
Venkat.Banunarayanan@nreca.coop



The MultiSpeak name and logo is a registered trademark of Cooperating Energy Services, Inc., a subsidiary of NRECA.

### MultiSpeak® Integrator Training

This in-depth session will teach you the advantages of implementing the MultiSpeak specification and how it works. Designed for cooperative staff, consultants and software integrators, this workshop will cover MultiSpeak Version 5.1 as well as Versions 4.1 and 3.1. Participants who complete the session and pass an exam will achieve the designation of "MultiSpeak Integrator."

#### Learning Objectives

- Learn how to write MultiSpeak interfaces.
- Learn how to implement MultiSpeak interfaces.
- Gain skills to modify MultiSpeak interfaces others have written.

#### Who Should Participate

Anyone managing operations and/or IT networks that require interoperable systems. Anyone integrating common distribution utility systems and subsystems.

#### Competencies Addressed

##### Role-Specific Competencies

- Distribution Engineering
- IT/OT Integration
- Cybersecurity

#### For more information contact:

Venkat Banunarayanan, Vice President, Integrated Grid  
Venkat.Banunarayanan@nreca.coop





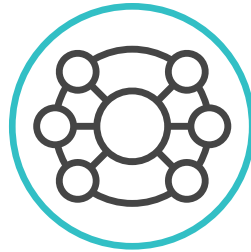
## Business and Technology Webinar Series

Keep up with the rapid pace of change affecting our industry and our lives. NRECA's business and technology webinar series provide insights that help your cooperative tackle today's top challenges and embrace opportunities for growth.



### **Business Insights Webinar Series**

Gain perspectives that can help you respond to fundamental changes in the business environment.



### **Grid Operations & Innovation Webinar Series**

Prepare for a changing distribution system through the latest engineering and operations updates.



### **Emerging Tech Webinar Series**

Hear real-life case studies about new technologies that are impacting electric co-ops.



### **Co-op Economic Outlook Webinar Series**

Learn about issues that are shaping the economic health of electric co-op communities.

**Register Today!**  
Visit [cooperative.com/webinars](https://cooperative.com/webinars) to see the full schedule and to register.

## TechAdvantage® Experience & Expo

### TechAdvantage Experience

Explore the technologies that not only address the current challenges of, but keep pace with, the every-changing electric cooperative landscape at the TechAdvantage Experience & Expo. Through expert-led sessions and a hands-on technology showcase, electric cooperative technology leaders get a 360 view of the technologies, solutions and strategies that promise to drive co-op efficiency, improve performance, and enhance strategic planning.

### TechAdvantage Expo

Featuring industry-leading innovations, hundreds of technology influencers, and thousands of cooperative decision-makers, the TechAdvantage Expo where technology solutions for the electric cooperative industry come to life. The Expo offers an unparalleled opportunity to learn and experience the latest technologies, get questions answered, and network with cooperative peers, suppliers, and industry experts.

### Learning Objectives

- Grow your network of fellow co-op technology leaders while exploring the challenges and opportunities within the electric cooperative industry.
- Gain practical tools and ideas to improve cooperative performance and increase efficiency.
- Gather cutting-edge technologies and tactics that can be implemented into your co-op's strategic planning.
- Get insight and access into the latest technology programs, products and services to drive your co-op forward.



Various Locations

### Who Should Participate

Engineering, operations, information technology, purchasing and supply chain management professionals

### Competencies Addressed

#### Role-Specific Competencies

- Distribution Engineering
- Office Automation/IT
- Supply Chain Management and Procurement
- Operations IT

### Continuing Education

Individuals holding the PE, CPSM and other credentials may earn credits toward their certification or re-certification. See [cooperative.com/continuingeducation](https://cooperative.com/continuingeducation) for details.





## Technology (Includes Distributed Energy Resources, Engineering, Operations & Power Supply)





# Alphabetical Listing of Programs

<b>A</b>		<b>D</b>		<b>K</b>		Restoring Emotional Safety and Trust in the Workplace (724.1)		50
Advanced Key Account Management (489.1)	11	Deliberate Decision Making (722.1)	49	Know the Rules: Legal Responsibilities and Liabilities for Supervisors (717.1)	46	<b>S</b>		
<b>B</b>		<b>E</b>		<b>L</b>		Safety Leadership Summit		38
Basic Benefits Training Course	18	Electric Cooperative Employee Competencies	3	Legal Seminar	26	Speak Up!/Listen Up! Instructor Training		39
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Building Your Co-op's Culture: The Supervisor's Role (715.1)	45	Electric System Fundamentals (5105.05)	22	<b>M</b>		Supervisor and Manager Development Program		42
<b>C</b>		Energy Providers Coalition for Education (EPCE) Online Courses	57	Management Internship Program Certificate (MIP)	52	<b>T</b>		
CEO Close-Up	50	Engaging and Developing High-Performing Employees: Bringing Out their Best (713.1)	44	Managing Your Electric Cooperative's Key Accounts (487.2)	11	Tax, Finance and Accounting Conference for Cooperatives (TFACC)		20
Certificate Programs for Co-op Employees	6	Everyone Communicates; Few Connect: Tools for Bridging the Gap (711.1)	43	MIP Select	53	Team Dynamics – Your “Natural Approach” (723.1)		49
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Certified Loss Control Professional (CLCP)	37	<b>G</b>		Navigating Emotions in the Workplace: Transforming Your Relationships (5302.1)	30	Technology Planning and Decision Making (5115.1)		56
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Cooperative Finance and Accounting for the Non-Accountant (5101.1)	18	Interact Conference	19	<b>P</b>		<b>Y</b>		
Cooperative Financial Professional Certificate (CFPC)	19	Introduction to Distribution Engineering	57	Personal Communication Styles: Who You Are and How You Impact Others (718.1)	47	You Can't Do It Alone: Building a Strong Team (712.1)		44
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# Contact



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## GENERAL NRECA EDUCATION PROGRAM INFORMATION



[cooperative.com/learning](http://cooperative.com/learning)

## NRECA EDUCATION PROGRAMS HELD AT THE FLUNO CENTER FOR EXECUTIVE EDUCATION

### Logistics

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#### Kim Jewell

[kim.jewell@nreca.coop](mailto:kim.jewell@nreca.coop)  
608-441-7103

### Programming

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#### Gary Pfann

[gary.pfann@nreca.coop](mailto:gary.pfann@nreca.coop)  
608-441-7211

## TO SCHEDULE TRAINING AT YOUR CO-OP, G&T OR STATEWIDE:

#### Brianne McIntyre

[brianne.mcintyre@nreca.coop](mailto:brianne.mcintyre@nreca.coop)  
703-907-5619

#### Coco Hemenway

[collette.hemenway@nreca.coop](mailto:collette.hemenway@nreca.coop)  
571-319-7397

Need to know what  
courses you've taken? Visit  
[cooperative.com/courserecord](http://cooperative.com/courserecord)  
or contact:

#### Angie Hylton

[angie.hylton@nreca.coop](mailto:angie.hylton@nreca.coop)  
703-907-5656





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