STEVE JOHNSON, CFO, PRESENTING FINANCIAL REPORT

PANEL OF EXPERTS AT CLEAN POWER PLAN TOWN HALL
INTERACTIVE ‘WHAT MADE YOUR MEGAWATT’ SCREEN

BASIN ELECTRIC’S ‘WE SERVE YOU’ BOOTH DISPLAYING MATERIALS AVAILABLE TO OUR MEMBERSHIP
REGISTRATION WEBSITE HEADER

MEMBER’S WEBSITE AD

MOBILE APP

FACEBOOK COVER IMAGE
Annual Meeting

PEOPLE.  POWER.  PURPOSE.

Agenda  Video Segments  Director Elections, Resolutions, Bylaws

President's Message  CEO and General Manager's Message  Financial Report

Operational Excellence  Supporting Growth and Innovation  Cooperative, Workforce, Community

Keynote Speaker  Clean Power Plan Town Hall  Government Action Report

Comment  Town
AD FOR BASIN TODAY (BI-MONTHLY PUBLICATION)

PEOPLE.

POWER.

PURPOSE.

BASIN ELECTRIC POWER COOPERATIVE
2015 ANNUAL MEETING

NOVEMBER 3-5 | BISMARCK CIVIC CENTER
BISMARCK, ND | #BEPC2015
**POCKET AGENDA**

**FRONT:**

**TUESDAY, NOVEMBER 3**
- 1 p.m. Resolutions Committee meeting – Prairie Rose Room 101
- 6-9 p.m. Annual meeting reception – ND Heritage Center
  
  612 E. Boulevard Ave., Bismarck

**WEDNESDAY, NOVEMBER 4**
- 6 a.m. Registration opens – Exhibition Center foyer
- 7 a.m. Tours (Buses depart from Exhibition Center parking lot)
- 7-9 a.m. Breakfast – Exhibition Center Hall A
- 7 a.m. Security & Response Services breakfast – Prairie Rose Rooms 102/103
- 7 a.m. Resolutions Committee reconvenes – Prairie Rose Room 101
- 8 a.m. Display booths open – Exhibition Center Hall A
- 8:30 a.m. Government Action report b
  
  Clean Power Plan Town Hall – Exhibition Center Hall B/C
- 11:30 a.m. Member luncheon – Exhibition Center Hall A
- 1 p.m. ANNUAL MEETING CONVENES – Exhibition Center Hall B/C
- 1 p.m. Welcome to North Dakota – North Dakota Lt. Gov. Drew Wrigley
- 1:10 p.m. President’s message
- 1:20 p.m. General manager’s report
- 1:45 p.m. Keynote address – Former U.S. Senator Byron Dorgan
- 2:40 p.m. Coffee break

**THURSDAY, NOVEMBER 5**
- 7 a.m. Breakfast – Exhibition Center Hall A
- 7:30 a.m. Display booths open – Exhibition Center Hall A
- 8 a.m. Annual meeting reconvenes – Exhibition Center Hall B/C
- 8:20 a.m. Support Growth & Innovation
- 8:25 a.m. Commitment to Cooperative, Workforce & Community
- 10:15 a.m. Coffee break – Exhibition Center Hall A
- 10:30 a.m. Financial report
- 11 a.m. New business
  
  Action on resolutions
  Action on bylaws
  Caucus report
  Old business
  Adjournment

**BACK:**

- 3 p.m. Operational Excellence
- 4:15 p.m. Resolutions report
- 4:20 p.m. Bylaws report
- 4:25 p.m. Member caucus announcement
- 4:30 p.m. Meeting adjourns
- 6 p.m. Social – Exhibition Center Hall A
- 7 p.m. Banquet – Exhibition Center Hall B/C
  
  Entertainment by Hart Keene

**REGISTRATION BANNER (ACTUAL SIZE: 12’ X 4’)**

**REGISTRATION**

**BASIN ELECTRIC POWER COOPERATIVE | 2015 ANNUAL MEETING**
SIGNAGE

24” X 18” SIGNS:

- Conservation Information Center
- Delegates
- Medical Services Here
- Member Load Forecast Discussion
- Shuttle Bus Leaves Here
- Tours Depart Here
- SRS Breakfast
- Resolutions Meeting
- Welcome Regional Communications Advisory Group
- Shoe Shining Tips Appreciated
- Registration
- Prairie Rose Rooms
- Prairie Rose Rooms
17” X 11” SIGNS:

HDQ ROOM

COMMUNICATIONS STAFF

BUS TO:
ANTELOPE VALLEY STATION & COTEAU’S FREEDOM COAL MINE

ROOM 106

SHUTTLE BUS HERE

BUS TOURS HERE

9” X 5.5” DIE-CUT DIRECTIONAL SIGNS:

PEOPLE. POWER. PURPOSE. REGISTRATION

PEOPLE. POWER. PURPOSE. REGISTRATION
TUESDAY, NOVEMBER 3
1 p.m.  Resolutions Committee meeting – Prairie Rose Room 101
6-9 p.m. Annual Meeting reception – ND Heritage Center

WEDNESDAY, NOVEMBER 4
6 a.m.  Registration opens – Exhibition Center Lobby
7 a.m.  Tours (Buses depart from Exhibition Hall parking lot)
7-9 a.m.  Breakfast – Exhibition Center Hall A
7 a.m.  Security & Response Services breakfast – Prairie Rose Rooms 102/103
7 a.m.  Resolutions Committee reconvenes – Prairie Rose Room 101
8 a.m.  Display booths open – Exhibition Center Hall A
8:30 a.m.  Government Action Report & Clean Power Plan Town Hall – Exhibition Center Hall B/C
11:30 a.m.  Members luncheon – Exhibition Center Hall A
1 p.m.  ANNUAL MEETING CONvenes – Exhibition Center Hall B/C
1 p.m.  Welcome to North Dakota – Drew Wrigley, ND Lt. Governor
1:10 p.m.  President’s Message
1:20 p.m.  General Manager’s Report
1:45 p.m.  Keynote address – Byron Dorgan, former U.S. Senator
2:40 p.m.  Coffee break
3 p.m.  Operational Excellence
4:15 p.m.  Resolutions Report
4:20 p.m.  Bylaws Report
4:25 p.m.  Member Caucus Announcement
4:30 p.m.  Meeting Adjourns
6 p.m.  Social – Bismarck Event Center Exhibition Center Hall A
7 p.m.  Banquet – Bismarck Event Center Exhibition Center Hall B/C
Entertainment by Hart Keene, magician/comedian

THURSDAY, NOVEMBER 6
7 a.m.  Breakfast – Exhibition Center Hall A
7:30 a.m.  Display booths open – Exhibition Center Hall A
8:20 a.m.  Annual meeting reconvenes – Exhibition Center Hall B/C
8:25 a.m.  Supporting Growth & Innovation
9:30 a.m.  Commitment to Cooperative, Workforce & Community
10:15 a.m.  Coffee break – Exhibition Center Hall A
10:30 a.m.  Financial Report
11 a.m.  New business
Old business
Adjournment

SHUTTLE INFORMATION

For more details on shuttle buses visit am.bepc.com
TEXT BASIN2015 to 66746 to receive updates on any last minute agenda changes, room changes and more.
**ANNUAL MEETING AGENDA**

**TUESDAY, NOVEMBER 3**
- 7:00 AM Session: Opening and Welcome breakfast - Exhibit Hall A/B/C, **Pre-Conference Room**
- Room: Pre-Conference 1, Exhibit Hall A/B/C
- 12:00 PM Advisory Committee on Security and Response Services Breakfast
- 1:00 PM Opening Session: Welcome and President’s Message
- 2:05 PM Government Action Report: Current Legislative Priorities and Advocacy Victories
- 3:45 PM Government Action Report: Clean Power Plan Town Hall
- 4:25 PM Member Caucus Announcement

**WEDNESDAY, NOVEMBER 4**
- 7:00 AM Session: Breakfast Meeting - Exhibit Hall A/B/C, Pre-Conference Room
- Room: Pre-Conference 1, Exhibit Hall A/B/C
- 7:30 AM Session: Annual Meeting Reconvenes - Exhibit Hall A/B/C, Pre-Conference Room
- 10:15 AM Coffee Break
- 11:00 AM 2015 Annual Meeting: Statement of Ideals and Objectives
- 12:00 PM Reception & Social: North Dakota Heritage Center

**THURSDAY, NOVEMBER 5**
- 7:00 AM Session: Welcome to North Dakota - Exhibit Hall A/B/C, Pre-Conference Room
- Room: Pre-Conference 1, Exhibit Hall A/B/C
- 8:00 AM Display Booths Open
- 11:30 AM Members’ Luncheon
- 2:00 PM General Session: Decision-Making and Governing Board Structure
- 3:45 PM General Session: Ordinance Changes
- 4:25 PM Member Caucus Announcement
- 7:00 PM Banquet

**KEYNOTE: U.S. SEN. BYRON DORGAN**

**Wednesday, Nov. 4, 7:00 PM – 8:00 PM**

**DON’T MISS YOUR 2015 ANNUAL MEETING**

**YOUR ANNUAL MEETING AT YOUR FINGERTIPS**

**HTTP://BTON.COM/NEPC2015**

**FOLLOW US @NEPC2015**

**PEOPLE. POWER. PURPOSE.**
PAT ABERLE
MOREAU-GRAND ELECTRIC COOPERATIVE, INC.

CARLETTA ABERLE
GUEST

STEVE AHLES
WHETSTONE VALLEY ELECTRIC CO-OP, INC.

MARSHAL ALBRIGHT
CASS COUNTY ELECTRIC COOPERATIVE INC.

DON APPLEGATE
BASIN ELECTRIC POWER COOPERATIVE

LADONNA APPLEGATE
GUEST
ATTENDEE INFORMATION CARDS

PEOPLE.  POWER.  PURPOSE.

PLEASE PRESENT THIS TICKET AT THE REGISTRATION TABLE TO RECEIVE YOUR

LEATHER WORK GLOVES

PEOPLE.  POWER.  PURPOSE.

BASIN ELECTRIC BOARD OF DIRECTORS

VIP SHUTTLE

IF YOU NEED TRANSPORTATION ANYTIME DURING THE WEEK OF ANNUAL MEETING, PLEASE CALL 701.390.7651 or 701-557-5335.

FOR OTHER NEEDS, PLEASE CALL LINDSEY DEKREY AT 701.400.8784 or GRACE BAKER AT 701.226.8792.

PEOPLE.  POWER.  PURPOSE.

HOSPITALITY ROOM

DISTRICT 2

ROOM 3258

PEOPLE.  POWER.  PURPOSE.

WE APPRECIATE YOU!

GOOD FOR 1 DRINK

2015 ANNUAL MEETING SOCIAL

PEOPLE.  POWER.  PURPOSE.

RESERVED SEATING

AS A SPECIAL GUEST, YOU ARE INVITED TO SELECT A SEAT IN THE

BLUE SECTION

ENJOY YOUR EVENING!

PEOPLE.  POWER.  PURPOSE.

RESERVED SEATING

AS A SPECIAL GUEST, YOU ARE INVITED TO SELECT A SEAT IN THE

GREEN SECTION

ENJOY YOUR EVENING!

PEOPLE.  POWER.  PURPOSE.

RESERVED SEATING

AS A SPECIAL GUEST, YOU ARE INVITED TO SELECT A SEAT IN THE

GOLD SECTION

ENJOY YOUR EVENING!

PEOPLE.  POWER.  PURPOSE.

WE APPRECIATE YOU!

GOOD FOR 1 DRINK

2015 ANNUAL MEETING BANQUET
DIGITAL GRAPHICS

EXTERNAL BUILDING VISICONN SIGN:

INTERNAL BUILDING (LOBBY) DIGITAL SCREENS:

**SHUTTLE INFORMATION**

**WEDNESDAY, NOVEMBER 4**
- 1 p.m.: Registration opens, Welcome Reception
- 2 p.m.: Networking Lunch, Business Roundtables
- 4 p.m.: Board of Directors Meeting
- 5 p.m.: Closing Session, Thanks from Sponsors and Keynote Speaker
- 5:30 p.m.: Silent Reception & Coffee Break

**THURSDAY, NOVEMBER 5**
- 9 a.m.: Keynote Speech, Opening Remarks
- 9:30 a.m.: Session 1: Infrastructure and Resources
- 10:30 a.m.: Session 2: Renewable Energy
- 11:30 a.m.: Luncheon
- 1 p.m.: Session 3: Economic Impact
- 2 p.m.: Session 4: Technology and Innovation
- 3 p.m.: Panel Discussion
- 4 p.m.: Closing Session & Awards Ceremony
INTERNAL BUILDING (COURTYARD) DIGITAL SCREENS:

PEOPLE. POWER. PURPOSE.

CLEAN POWER PLAN TOWN HALL

DALE HEIZWAG
Senior Electrical Power Cooperative

STACEY DAHL
Minnesota Power Cooperative

PAUL GRIFFIN
Vice President and Treasurer, National Rural Electric Cooperative Association

KENNIC SCHEEFEL
Berkley Power Cooperative

JOHN NOVAK
National Rural Electric Cooperative Association

CHRIS ZIYASLICHE
Senior Executive, National Rural Electric Cooperative Association

PAUL SUKUT
CEO and general manager, Basin Electric Power Cooperative

Employee with Basin Electric since 1983; Experience in the energy industry since 1979; B.A. business administration and political science, Jamestown (ND) College, M.S. Accounting and tax, University of North Dakota; Certified Public Accountant.

PEOPLE. POWER. PURPOSE.

LT. GOV. DREW WRIGLEY
R - North Dakota

Sworn in as Lieutenant Governor in 2010. Fourth generation North Dakotan, with family roots in Walsh County and Burke County. Served as U.S. Attorney for North Dakota 2003-2006; B.S. Economics, University of North Dakota; Grand Forks, J.D., American University, Washington, D.C.

BYRON DORGAN
Senior policy advisor, Arent Fox LLP

Served as a Congressman and Senator for North Dakota for 50 years before retiring from the U.S. Senate in 2011; Served in the Senate Leadership for 16 years; Now active teaching, speaking, consulting, writing and much more.

PEOPLE. POWER. PURPOSE.

COMMITMENT TO COOPERATIVE, WORKFORCE & COMMUNITY

DIANE PAUL
Senior VP of Human Resources & Development

MIKE EGGL
Senior VP of Communications & Administration

MATT GREEK
Senior VP of Engineering & Construction

DAVE SAUER
Senior VP & COO

DAVE RAATZ
VP of Cooperative Planning

PEOPLE. POWER. PURPOSE.

SUPPORTING GROWTH & INNOVATION

BOB BARTOSH
Senior VP & COO

MIKE RISAN
Senior VP of Transmission

HART KEENE
Magician comedian

Hart Keene has been presenting his unique style of interactive magic and mentalism all over the Northwest for over 10 years. His most noted clients include Nike, Intel, Microsoft, and Life Technologies. In 2010 he appeared on NBC’s “America’s Got Talent”.

PEOPLE. POWER. PURPOSE.

OPERATIONAL EXCELLENCE

JOHN JACOBS
VP of Operations

KEN RUTTER
VP of Marketing & Asset Management
PODIUM DIGITAL SCREENS:

<table>
<thead>
<tr>
<th>People.</th>
<th>Welcome</th>
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<tbody>
<tr>
<td>Power.</td>
<td>Government Action Report</td>
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<td>Purpose</td>
<td>Clean Power Plan Town Hall</td>
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<td>President's Message</td>
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<td>People.</td>
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<td>Power.</td>
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#523

## Spotlight on Excellence Entry Form

<table>
<thead>
<tr>
<th>NRECA Voting Member Classification *</th>
<th>Statewide Associations, G&amp;T or Service Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category *</td>
<td>16. Best Event</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Entry Title *</th>
<th>Basin Electric 2015 Annual Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wish to receive Judges' comments on this entry</td>
<td>Yes</td>
</tr>
<tr>
<td>Contact's Name *</td>
<td>Dain Sullivan</td>
</tr>
<tr>
<td>Cooperative *</td>
<td>Basin Electric Power Cooperative</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>1717 East Interstate Ave. Bismarck, ND 58503 United States</td>
</tr>
<tr>
<td>Contact's Email *</td>
<td><a href="mailto:dsullivan@bepc.com">dsullivan@bepc.com</a></td>
</tr>
<tr>
<td>Contact's Phone Number *</td>
<td>(701) 557-5606</td>
</tr>
<tr>
<td>Name of entrant as it should appear on the award (if given)</td>
<td>Basin Electric Communications and Creative Services</td>
</tr>
</tbody>
</table>
**Is this the first time you've entered the Spotlight competition?**  Yes

**Entrant's Email**  dsullivan@bepc.com

**Names of others (freelancers or organizations) involved in the project, if applicable**  Basin Electric Power Cooperative

| **Describe your/the co-op's role in the project**  * | Keeping its members informed and engaged while delivering a professional and effective Annual Meeting is Basin Electric’s mission each year. From planning to production, much of the work for this event is done primarily in house. This requires a team of many skilled and talented employees from various areas of the cooperative working behind the scenes. Departments involved in this year’s event included: Communications and Creative Services; Administration; Information Systems and Telecommunications; Security and Response Services; and Corporate Services. This group carried out the following roles to accomplish a successful Annual Meeting including: planning and implementation of facility logistics, producing all print and digital graphic designs, composing speeches for senior staff, organizing volunteers, coordinating guest transportation and hospitality, facilitating catering services and decorator, creating all video production, designing of the stage, reporting on Basin Electric's website and social media and coordinating cooperative partner vendors. |
|---|
| **Describe others' role in the project**  *(Reference outside sources of material, including templates; pre-existing Web tools and apps; information from outside groups, such as Straight Talk or Touchstone Energy; stock photos and music, etc.)*  | Basin Electric looked to outside providers for catering, decorating, shuttling and audio and lighting services. |

<p>| <strong>Circulation or Number of People Reached</strong>  * | <strong>Number of Attendees</strong>  * | 1,097 |
|---|---|
| <strong>Project's Budget</strong>  * | $170,000 |
| <strong>Target Audience(s)</strong>  * | Basin Electric's membership and employees |
| <strong>Project's Objective</strong>  * | Basin Electric successfully conducted its 2015 Annual meeting by working within a $170,000 budget. The cooperative was limited as to what venues were available. Ultimately, the Bismarck Event Center serves as the best location to accommodate Basin Electric’s large number of attendees each year. There were also restrictions in regards to service providers available, such as catering and shuttling businesses. However, the service providers Basin Electric chose to work with were professional and effective. |</p>
<table>
<thead>
<tr>
<th><strong>Restrictions/Limitations</strong>  *</th>
<th><strong>Describe why you chose this type of social media and how you used it</strong>  *</th>
<th><strong>Provide a brief summary that states the purpose of the event, how the program was implemented, and results and how they were measured</strong>  *</th>
</tr>
</thead>
</table>

“People. Power. Purpose.”
That was the theme of Basin Electric Power Cooperative’s 2015 Annual Meeting, held Nov. 3–5 in the beautiful new addition of the Event Center in thriving downtown Bismarck, ND. This professional event, which rivals the prestige of a cinematic awards ceremony in both look and feel, took months of planning, continuous cross-departmental collaboration and exceptional communication efforts.

Basin Electric is owned by its 138 member cooperatives, and realizes they deserve an Annual Meeting that: 1) updates them on new business, like ongoing projects and new efforts to commit to the cooperative way; 2) helps them understand important industry issues, such as the Environmental Protection Agency’s Clean Power Plan; 3) informs them of the cooperative’s financial standings; 4) and reminds them of their invaluable role of providing safe, reliable and affordable electricity to rural American communities.

Staff worked closely with senior management on writing, continuity and PowerPoint structures within Annual Meeting presentations. Employees also participated in three dry run practice sessions – twice at Basin Electric Headquarters and once at the Event Center – before the meeting officially kicked off.

This event was made possible by individuals from multiple departments who worked tirelessly to organize a high-scale event. From the early stages of brainstorming an appropriate theme, to following meetings that involved logistics for the physical event layout, process flow and brand, the capabilities of Basin Electric’s workforce shined through their work, which was done mostly in house.

Basin Electric has a cooperative plan that works to align all employees’ efforts to assure everyone is working toward the same mission. The cooperative’s departments don’t work in silos; their efforts are continuously integrated into themes that follow the cooperative plan.

Departments involved in the Annual Meeting include: Communications and Creative Services; Administration; Information Services and Telecommunications; Security and Response Services; and Corporate Services.

Basin Electric staff met continuously in the months leading up to the Annual Meeting. Groups brainstormed everything from how attendees would find their way around the event hall, to registrant check-in, food availability and shuttle services.

This was mostly an event for Basin Electric’s membership. The cooperative also catered to those unable to attend, via live web streaming and timely web/social media reporting.

Staff who manned the 2015 Annual Meeting were part of a well-oiled machine, operating in a collaborative workspace on site. Web/social media content, photos, graphics and overall logistics were handled by a team of cooperative service representatives just outside the main event hall.

A total of 1,097 people attended the event (814 registered, with 283 guests), which had a $170,000 budget. The week of the Annual Meeting, Facebook analytics showed 118,821 impressions and 3,827 engaged users. Twitter analytics showed 19,300 impressions, 44 clicks, 20 retweets, 26 likes and seven replies.

YouTube live streaming received 241 views, and Google Analytics shows the cooperative’s website received 2,609 page views.

Planning, implementation and results of the Annual Meeting were very successful. The event accomplished Basin Electric’s number one goal – to serve its members.

Provide a brief summary that states the purpose, how the program was implemented, and results and how they were measured using the RACE framework. Each component has its own word limit noted below.

**Research**

**Action**

**Communication**

**Evaluation**