

NRECA Incorporates Management Services and Consulting Offerings Into Business and Technology Strategies Portfolio

There's no doubt that technology is changing the way that electric cooperatives conduct business. Staying abreast of technological changes in the industry is a critical component of success. Effectively utilizing industry innovations requires the right people to implement technology and carry out the cooperative leadership's vision.

Recognizing that technology and the people behind it go hand-in-hand, NRECA's Business and Technology Strategies group is pleased to announce the addition of a suite of NRECA Management Services and Consulting Offerings into our portfolio of work. Our team of experts have decades of industry experience and work exclusively with our members to support their success.

How We Can Help Your Co-op

Our team can assist you in preparing your cooperative to meet the challenges of a market-based, member-centric environment. We emphasize collaborative approaches to guide and provide the methods, tools and improvement plans that translate to measured improvements and higher value to your consumer-members.

Some of the areas where we can assist include:



What We Offer

Executive Search

Our Executive Search team is uniquely qualified to assist with your search, given our national rural electric focus and our depth of experience in working with cooperatives, public power utilities and associations using NRECA's proprietary process to search, screen and assist in the selection of utility executives and senior staff. We understand that every search is different, and we work closely with your Board to determine the competencies needed for success in your next leader, utilizing best practices in recruitment and selection.

Strategic Planning and Strategy Execution

We provide a structured process that engages the decision-makers in setting the overall strategic direction for the organization, selecting the appropriate strategies and related initiatives, and developing a performance scorecard and framework for effective strategy execution.

Organizational Analysis

- ***Organizational Culture Assessment***

A positive driven organization culture is critical to sustaining high levels of performance. We offer an organizational culture perception diagnostic survey and related facilitated-guided follow-up analysis towards the development of a culture improvement plan.

- ***Organizational Assessments***

We conduct a comprehensive and objective analysis to assess all aspects of your organization's structure, functions and operations, including the alignment of resources, staffing levels, and effectiveness of business practices.

Market Research Services

Our full-service market research team develops and executes research projects designed to deliver data-driven insights to inform business decisions. We apply industry best practices to ensure that results that are projectable across your consumer-members.

Safety Management

NRECA's national safety program, RESAP, offers a solid framework to support the safety of your employees, consumer-members and communities. Our team can help you take your safety program the next level by honing in on a particular focus area and through other customized assistance to take your safety program from good to great.

Board Governance

The Governance practice focuses on the relationship between the board of directors and the CEO, and the dynamics of their relationship in today's increasingly challenging environment.

Human Resources and Compensation

Your employees are your most valuable asset. Our Human Capital practice provides innovative real-world solutions for your organization's needs.

- ***Succession Planning***

We offer a systematic approach to analyze and plan for future transitional workforce needs. Our approach proactively assesses leadership transitional risk, critical job roles and talent capabilities, and helps cooperatives actively plan for future staffing and development needs in a way that is consistent with the organization's strategic direction.

Business Process Improvements

Our structured program engages employees to apply techniques to analyze and improve business processes and functional results. We emphasize a collaborative approach to assess the current process and identify the underlying factors hindering performance. We apply best practices to redesign processes for improvements, develop a process measurement system, and formulate a comprehensive plan to manage and monitor ongoing performance.

Technology Planning and Deployment

We offer guidance for the development of a technology plan roadmap to maximize the investment value of technology assets. We provide specific technology support services that guide cooperatives to plan, evaluate and deploy smart grid technologies, including advance metering infrastructure, meter data management, and other critical operating technologies.

Consolidations and Municipal Acquisition Analysis

We guide, facilitate and manage mergers or consolidation studies between member systems, applying a staged gate decision analysis approach with the collective boards' involvement in the decision-making process. Our approach is designed to ensure objectivity and that the interests of each cooperative's members and employees are at the forefront of the analysis activities.

For more information on [Management Services](#), including [Executive Search](#), [Market Research](#) and [Safety Programs](#), please visit us on cooperative.com or contact one of our team members (see next page). We look forward to working with you to clearly define your unique needs and provide a proposal on how we can help you achieve your goals.

Meet our Team

Ginny Beauchemin

Managing Director, Business Optimization



Ginny has been working with NRECA member cooperatives since 2004. She has a wide range of experience in the following areas: communications, marketing, business development, strategic planning, project management, human resources, organizational culture, employee and member engagement, change management, safety programs and governance.

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Bud Branham

Safety Programs Director



Bud Branham has managed NRECA's safety program, RESAP, since 2010. In addition to safety, his expertise includes organizational assessments, operational efficiency, process re-engineering, project management, customer service assessments and strategic planning.

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Kim Christiansen

Managing Director, Product and Business Strategy



Kim has spent most of her career serving on and consulting with boards of many types and sizes. Her focus areas include co-op governance, strategic planning and board education. She joins NRECA after serving as the Chief Executive Officer of the Nebraska Rural Electric Association and after serving as Director of Government Relations and Legal Counsel for Kansas Electric Cooperatives.

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Henry Cano

Senior Principal, Strategic Practice



Henry Cano oversees the utility management practice, which provides targeted services to electric co-ops in the areas of strategic planning and execution, organizational analysis, functional assessments, benchmarking, business process improvement and technology planning and deployments.

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Delaine Orendorff

Senior Principal, Human Capital



Delaine has over 20 years of experience in leadership roles in Human Resources and specializes in Strategic Planning, Operational Action Planning, SMART Goal Development, Change Management, Organizational Development & Design, High-Performance Cultures, Employee Engagement, Performance Management and Total Rewards. Delaine has worked for and with a variety of small, mid and large size organizations; including a distribution cooperative and high tech and research and development companies.

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Leigh Taylor

Senior Principal, Executive Search



Leigh Taylor has worked with cooperatives since 2001 as both a lender and talent consultant. Her expertise includes talent assessments and selection, business process improvement, financial management and project management.

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Mike Sassman

Manager, Market Research



Mike joined the NRECA team in March 2014. Mike has over 20 years of experience in the consumer packaged goods and computer industries. He is an experienced business analytics manager with demonstrated success in trade promotion planning & analysis, price planning & analysis, product marketing and demand planning. Mike has been an avid user of market research during his career and is experienced at building research driven business plans. Prior to joining NRECA, he held positions with Wells Enterprises and Gateway Computers.

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Beth Wray

Senior Analyst, Consulting Services



Beth Wray has worked with NRECA and its members since 2005. She received her BS in Math/Computer Science from Pepperdine University and worked in the aerospace industry for eight years. From there, she became interested in designing and developing databases. Beth captures and analyzes data that helps NRECA members make effective business decisions. She developed and maintains the Executive Search database, conducts compensation analysis and continually monitors internal and external data metrics to drive process improvement.

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