

## TechAdvantage<sup>®</sup> Sessions On Demand with ENCORE

NRECA members can experience the **TechAdvantage Conference** right from your home or office, including many of the sessions with our Business and Technology Strategies staff, with **TechAdvantage ENCORE**. This exciting on demand option offers audio and slide recordings of conference sessions. Access them anytime, anywhere – from your mobile device – so you won't miss out on the action! *Note: Registrants for the in-person TechAdvantage Experience will receive access to ENCORE as part of their conference registration.*

- [ENCORE Registration](#)
- Contact: [Mary Ackleson](#)

## How Technology Can Help and Hinder Cybersecurity Information Sharing

Information sharing regarding cybersecurity threats is of paramount importance. Based on input from cooperatives who participated in our *Rural Cooperative Cybersecurity Capabilities (RC3) Program* Summits, our new advisory series reviews what information to share, when and how, as well as common barriers facing cooperatives and how to alleviate them. Our latest and final advisory in the series focuses on how some technologies present potential barriers to information sharing, while others can support effective information sharing. Find the link to the advisory series below, and also visit our recently updated [RC3 website](#) for more resources on cybersecurity.

- [Cybersecurity Information Sharing Advisory Series Website](#)
- [RC3 Website](#)
- Contacts: [Ryan Newlon](#) and [Will Hutton](#)

## Major Shifts in Cooperative 2020 Retail Fuel Mix Due to COVID

NRECA's most recent analysis of the cooperative retail fuel mix shows that while U.S. retail electric sales declined in 2020 due to COVID-19, electric cooperatives' sales did not decline as significantly as the rest of the industry. Natural gas surpassed coal as the largest source of power for co-ops for the first time, while the share of power from renewables hit record levels in 2020. Coal is expected to rebound somewhat in the 2021 co-op retail mix due to higher gas prices and increased electricity demand, while renewable growth is expected to continue to accelerate. Read more details in this new advisory:

- [Advisory](#)

- [Contacts: Michael Leitman and Lauren Khair](#)

## New OASIS Program Provides Energy Storage Resources for Cooperatives

Electric cooperatives operate a large number of fossil power plants in the U.S. and can greatly benefit from advanced energy storage technologies but face various technical and financial barriers. Through a cooperative agreement between NRECA and the U.S. Department of Energy's National Energy Technology Laboratory (NETL), the new *Outreach for Advance Storage Integration and Support* (OASIS) program is aimed at overcoming these barriers, increasing the adoption of storage technologies and contributing to the nation's power security and economic growth. Through OASIS, NRECA will provide its members with access to educational resources, to help empower them to integrate new energy storage technologies with their generation systems. Find out more at our new website:

- [OASIS Website](#)
- [Contacts: Dan Walsh, Anantha Narayanan, and Tolu Omotoso](#)

## Opportunities to Advance EV Infrastructure

- **RAISE Grant Opportunities for EV Infrastructure**

The U.S. Department of Transportation's annual *Rebuilding America Infrastructure with Sustainability and Equity* (RAISE) has \$1.5 billion in funding for transportation programs. Eligible programs can cover a wide variety of projects, including electric vehicle infrastructure, and communities eligible for 100% federal grant funding have now been expanded to include rural and persistent poverty areas. While eligible applicants must be a government agency, electric cooperatives may benefit from coordinating with their local government agencies to see how EV infrastructure may be included in projects within their areas. Find out more in this advisory:

- [Advisory](#)
- **New Interest Group on Electric Vehicles**

The *Community Approach to Vehicle Electrification* (CAVE) is a network of electric cooperatives that have implemented or are planning to implement a variety of electric transportation programs. This group, known as the CAVE Funding Interest Group (FIG), seeks to work with federal agencies, foundations and vendors to provide grassroots electric transportation solutions for rural America. NRECA members are invited to join FIG and help advance EVs within their service areas.

- [More Information](#)
- [Join the Interest Group](#)
- [Contacts: Brian Sloboda and Tolu Omotoso](#)

## 2022 National Compensation System: Pre-order Now to Save

The National Compensation System (NCS) provides comprehensive salary information compiled from NRECA member systems across the country. Accessible anywhere via your secure cooperative.com login, it allows users to customize their data search and export individual reports into a variety of formats. Place your pre-order **by March 15** to access the NCS at the discounted price.

- **Website**
- Contact: [Beth Wray](#)

## Research Funding Opportunities Webinar – Mar. 16

Join us on **March 16 at 2:00 p.m. ET** for our next free monthly webinar highlighting funding opportunity announcements (FOAs) and other sources available for NRECA research with members. You will hear about current NRECA research initiatives and upcoming research funding opportunities in which cooperatives may want to participate, including new opportunities with the infrastructure law. Past webinars are available to members **On Demand**.

Also join our new professional community to stay up to date on research funding developments. Through this community, we will have member discussions and share ongoing updates on research and new funding opportunities as they become available. To participate, send an email request to [ResearchFunding@nreca.coop](mailto:ResearchFunding@nreca.coop).

- **Webinar Registration**
- Contact: NRECA Team at [ResearchFunding@nreca.coop](mailto:ResearchFunding@nreca.coop)

## Virtual RUS Engineering Seminar – Mar. 29

A virtual event held in conjunction with TechAdvantage® Experience, the 2022 RUS Engineering Seminar reviews “hot button” issues, industry trends, and provides updates on the latest RUS initiatives. Join us on **March 29 at 10 a.m. - 3:00 p.m. ET** for this opportunity to learn what is going on at an agency that has been serving the co-op community for many years. It is ideal for engineering and management professionals. A certificate of participation will be provided at the conclusion of the web conference for use by those seeking continuing education units (CEUs).

- **Registration**
- Contacts: [Mary Ackleson](#) and [Kelly Starzec](#)

## Business Insights Webinars: Indeterminant Loads, Workforce Revolution and Market Segmentation

Join us for our next three Business Insights webinars. In *Assessing Indeterminant Loads* (**March 24, 2-2:50 p.m. ET**), NRECA's Director of Market Rates, Allison Hamilton will lead a discussion on evaluating indeterminant loads and establishing business processes to account for them. In *Workforce Revolution: What's (Really) Behind Performance & Satisfaction* (**March 31, 2-2:50 p.m. ET**), NRECA's Director, Human Capital Planning & Compensation, Delaine Orendorff, will lead a discussion about leading during the “workforce revolution” that is currently underway. In *Market Segmentation: Amplifying Your Message for Success* (**April 7, 2-2:50 p.m. ET**), NRECA's Director, Consumer Analytics & Market Research, Mike Sassman will help us understand how to use consumer segmentation to align your programs and communications to your consumer-members' motivations.

- [More Information](#)
- [Contacts: Allison Hamilton, Delaine Orendorff and Mike Sassman](#)

## Co-op Economic Outlook Webinar: May 5

Join NRECA economic and investment experts **May 5 at 2 p.m. ET**, as they continue their quarterly discussion highlighting the latest issues expected to shape the economic health of electric cooperative communities in 2022. This free series covers key economic indicators, insights on economic growth, and the latest trends and implications for rural areas and the broader U.S. economy. Discussion will align with topics covered in the latest U.S. Rural Economic Outlook report – labor market conditions, supply chain issues and more.

- [More Information and Registration](#)
- [U.S. Economic Outlook Report: Q4 - 2021](#)
- [Contact: Brian Sloboda](#)

## Technology Planning and Decision Making Course Available at 2022 Cooperative University

This one-day 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. It introduces a proven technology planning process, best management practices, tools and resources crucial for effective technology planning and decision making. Join us on **Wednesday, June 22, 8 a.m. - 4 p.m.**

- [Registration](#)
- [Contact: Brianne McIntyre](#)

## UPCOMING EVENTS

- [RUS Engineering Seminar - Associated with TechAdvantage](#)  
Virtual Event  
March 29: 10 a.m. - 3:00 p.m. ET
- [Cooperative University](#)  
Nashville, TN  
June 20-24

## WEBINAR AND PODCAST OPPORTUNITIES

### Webinars & Virtual Seminars

- [Research Funding Opportunities Series](#)  
March 16, 2:00 p.m. ET

- **Business Insights: Assessing Indeterminant Loads**  
March 24, 2-2:50 p.m. ET
- **RUS Engineering Seminar - Associated with TechAdvantage**  
March 29: 10 a.m. - 3:00 p.m. ET
- **Business Insights: Workforce Revolution: What's (Really) Behind Performance & Satisfaction**  
March 31, 2-2:50 p.m. ET
- **Business Insights: Market Segmentation: Amplifying Your Message for Success**  
April 7, 2-2:50 p.m. ET
- **Co-op Economic Outlook Webinar**  
May 5, 2:00 p.m. ET

#### **On Demand**

- **PowerXchange Online 2022**  
Online Until: March 15
- **ENCORE On Demand Offering for TechAdvantage Experience 2022**  
Online Until: April 30
- **Research Funding Opportunities Series**
- **Leading Through the Workforce Revolution**
- **Co-op Economic Outlook Webinar Series: July 22, 2021**
- **Grid Operations & Innovation Series: Wood Pole Production and Quality Assurance**
- **Grid Operations & Innovation Series: Wood Poles: The Growing Need for a Supply Chain Strategy**
- **Business Insights Series: Enterprise Risk Management: It's a Good Fit for Your Co-op**
- **Business Insights Series: Market Segmentation**
- **Business Insights Series: Using Performance-Based Frameworks to Deliver Consumer Value**
- **Emerging Tech Series: Wind Hybrid Power Plants as an Emerging Energy Resource Option**
- **Emerging Tech Series: Utility Uses for Augmented and Virtual Reality**
- **Emerging Tech Series: EV Trends and Consumer Perspectives**
- **Broadband and Digital Infrastructure Summit**
- **New Funding Available for Co-ops Serving Military Communities**
- **The Power of Partnership: Solar Webinar Series – Vol. 1**
- **The Power of Partnership: Solar Webinar Series – Vol. 2**
- **Measuring Co-op Response to COVID-19: Key Take-Aways and Action Items**
- **RC3 Online Cybersecurity Self-Assessment Program**
- **Integrated Vegetation Management (IVM)**
- **Series: Mitigating Bird Issues**

#### **Podcasts**

- **'A Cultural Reset' — How the Pandemic Has Elevated the Value of Soft Skills at Co-ops**
- **What is the Beneficial Electrification League?**
- **How Data Is Revolutionizing the Electric Utility Industry**

## Resources Regarding the Impact of COVID-19 on Co-ops

NRECA has completed several analyses on the impact of COVID-19 on electric cooperatives, including economic, job sectors, and broadband. The following are some resources that cooperatives may find helpful as our industry continues to address the challenges of the pandemic.

- Podcast: **'A Cultural Reset' — How the Pandemic Has Elevated the Value of Soft Skills at Co-ops**
- 2021 U.S. Economic Outlook: A Focus on Rural America
  - **Q4 - 2021**
  - Contact: [Joe Goodenbery](#)
- **Measuring Co-op Response to COVID-19: Key Take-Aways and Action Items** (webinar)
  - Contact: [Mike Sassman](#)
- **Tools to Help Manage Energy Expenses**
  - Contact: [Brian Sloboda](#)
- **The Criticality of Broadband**
  - Contact: [Paul Breakman](#)
- **NRECA COVID-19 Hub**

See past issues of *Business and Technology Update* in our [archive on cooperative.com](#).

**Discover the value of NRECA membership. Learn more.**

This is a promotion from the National Rural Electric Cooperative Association  
4301 Wilson Blvd, Arlington, VA 22203 | Tel: (703) 907-5500 | E-mail: [nreca@nreca.coop](mailto:nreca@nreca.coop)

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