



Who Should Attend: Cooperative directors working toward their board leadership certificate or Director Gold Status.

Location & Times: Ramkota Hotel & Convention Center – Theatre I • 920 W. Sioux Ave., Pierre, S.D. • 8:30 a.m. to 5 p.m., with registration at 8 a.m. (CST).

Registration: Please register through your local cooperative by Nov. 15.

Room Reservations: A block of rooms has been reserved at the Ramkota Hotel and Clubhouse Hotel. Contact the Ramkota at (605) 224-6877 or the Clubhouse at (605) 494-2582. Ask for the SDREA Board Leadership room block. Room rates are \$96 plus tax at the Ramkota and \$135 plus tax at the Clubhouse. Cut-off date is Oct. 25.

Board Leadership Certificate

Nov. 25-26, 2024

Session 1 – Nov. 25, 8:30 a.m.

NRECA Course 914.1: **Cooperative Communications and Public Opinion—The Director’s Perspective** – Michael Marsch

Given the challenges of the evolving energy landscape, effective communications from the cooperative is an area of increasing importance. Whether it is communicating future rate increases or advertising our cooperative’s participation in renewable energy programs, strong communications programs can strengthen your identity with consumer-members and build loyalty.

KEY TOPICS

- The difference between the communication roles and responsibilities of directors and those of cooperative staff.
- The purpose of a communications policy.
- The value of a message.
- How a cooperative can manage messages and public perception.

Session 2 – Nov. 26, 8:30 a.m.

NRECA Course 925.1: **Co-op Bylaws: Guiding Principles & Current Issues** – Adam Schwartz

The continuing evolution of the structure of the electric industry in the U.S. has brought increased scrutiny. As a result, many electric cooperatives are challenged to ensure their bylaws address new situations including changing membership, “large load” exceptions to some state territorial laws, diversified services, distributed generation, and changes in some state or federal laws and regulations. This course will assist directors, CEOs, and agents of electric cooperatives in undertaking a comprehensive review of bylaws and highlight the implications of these changes, issues, and challenges.

KEY TOPICS

- Overview of the role of bylaws.
- Member issues and expectations.
- Director issues and expectations.
- Issues impacting co-op operations as not-for-profit corporations.
- Revising and amending bylaws.

Instructors:

Adam Schwartz, founder of the cooperative consulting firm, The Cooperative Way, provides strategic guidance for organizations seeking to utilize cooperative principles and values in serving their members and the community.

He has served as an adjunct instructor at the University of Mary Washington – College of Business in Fredericksburg, V.A. teaching about the cooperative business model.

Prior to founding The Cooperative Way, Adam served as vice president for public affairs and member services from 2005-2011 for the National Cooperative Business Association. From 2001-2005 Adam was Vice President of External Affairs for the National Rural Telecommunications Cooperative. From 1992-2001, Adam was a senior legislative representative for the National Rural Electric Cooperative Association (NRECA).

Mike Marsch helps businesses enhance their supervisor, management, and customer service skill. He has extensive experience with the electric cooperative industry and has also worked in the legislative field, representing electric cooperatives at state and national levels. He served as Vice President of Member Services, Training, and Youth Services with the Association of Missouri Electric Cooperatives prior to starting as a consultant. With his years of experience with AMEC, Mike Marsch brings unique perspective and proven training techniques to assist businesses.



This course is part of SDREA Education Package A.

If you did not purchase Package A, a fee of \$650 plus tax will be charged per participant.