

SDREA 2022 Editor's Workshop

Make plans to join your co-op friends and colleagues at the 2022 Editor's Workshop in Aberdeen! We'll take a grand tour of the Midstates printing plant and explore the latest tips and tricks in the field of cooperative communications. There will also be plenty of time to engage in group discussions as well as one-on-one conversations to collaborate with one another and exchange helpful ideas.

AGENDA

Wed., Aug. 10 - 1:30-2:15 p.m.

- **When a Pipeline Goes Pfft** - West Central Electric General Manager Jeff Birkeland was proactive when faced with the prospect that the XL Pipeline project would be shutting down after the co-op had invested many years and millions of dollars toward the venture. Birkeland will review how he stayed ahead of the story and kept members - as well as national audiences - informed about the real and potential impact of the project's closure.

Wed., Aug. 10 - 2:30-3:15 p.m.

- **Linemen with Cameras** - Laura London of Lake Region Electric and Carrie Vugteveen of Sioux Valley Energy will share their experiences with crafting their respective social media posting policies for both inside and outside co-op employees and how they go about enforcing those policies.

Wed., Aug. 10 - 3:45 p.m.

- **Where Ink Meets Paper** - Join us for an eye-opening private tour of the Midstates Group manufacturing plant, where the Cooperative Connections printing magic happens. This is your opportunity to see first-hand how the printing process works, how local plate changeouts are done and the actual labor involved in getting the state's flagship electric co-op publication completed and into the hands of our members.

Wed., Aug. 10 - Dinner on your own

Thu., Aug. 11 - 8-8:50 a.m.

- **It's About Time** - Want to learn more about how to get the most out of your day? Peter Fitzgerald has his hands full serving as communications director for both the Pennsylvania statewide and Allegheny Electric G&T. He'll share his advice on structuring your day more effectively and how to manage your time wisely.



Thu., Aug. 11 - 9-9:50 a.m.

- **Brainstorm Alert** - Come ready to share your ideas for future stories in Cooperative Connections and content for the publication's companion video channel. We'll also devote this time to roundtable discussions about what's going on at your co-op.

Thu., Aug. 11 - 10-10:50 a.m.

- **Renewable Power Snapshot** - The number of EVs in SD tripled last year, wind turbines are going up like gangbusters and solar power panels are proliferating. Public Utilities Commissioner Chris Nelson will give us a 20,000-foot view of how the renewable power landscape looks.

Thu., Aug. 11 - 11-11:50 a.m.

- **Tell Me a Story** - SDREA Dir. of Communications Billy Gibson will offer ideas on how to more effectively tell your co-op story. Come prepared to answer the question, "I knew the cooperative difference was real when..."

HOTEL & VENUE INFO

Hampton Inn and Suites Aberdeen

3216 Seventh Ave. SE, Aberdeen, SD 57401

605-262-2600

Ask for the SDRE room rate at \$119

Dakota Event Center:

720 Lamont St., Aberdeen, SD 57401

605.725.2641

www.dakotaeventcenter.com