

# CREDENTIALLED COOPERATIVE DIRECTOR (CCD) CERTIFICATE

**IN ORDER FOR THIS WORKSHOP TO BE FEASIBLE, WE WILL NEED TO HAVE AT LEAST 14 DIRECTORS ATTENDING EACH COURSE. THE CUT-OFF DATE TO REGISTER WILL BE MARCH 14. IF WE DO NOT HAVE 14 DIRECTORS REGISTERED BY THAT DATE, THE CCD WORKSHOP WILL BE CANCELLED. IF YOU DO NOT CANCEL PRIOR TO MARCH 14, YOUR COOPERATIVE WILL BE RESPONSIBLE FOR THE TRAINING FEE. ONLY EXEMPTIONS PERTAINING TO MEDICAL AND FAMILY EMERGENCIES WILL BE CONSIDERED.**

**Instructor: Scott Luecal** – Since 1991, Scott Luecal has been providing consulting and training services to electric cooperatives and public power districts, their business subsidiaries and community directed organizations, and to the co-op industry's national trade, telecommunications and insurance associations. Luecal served in the roles of accountant, office manager and general manager at Coles-Moultrie Electric Cooperative, an Illinois distribution co-op, for nine years and was the Manager of University Programs for NRECA for eight years. Luecal also held various executive level positions with Central Area Data Processing and the National Information Solutions Cooperative. At NISC, Luecal was executive vice president of the Business Development and Marketing Division. Luecal started his own consulting business in 2007.

## **Tuesday, March 29: NRECA Course 2620 – “Board Operations and Process”**

**Course Description:** The board of directors is responsible for managing the affairs of the corporation. In fulfilling its duties, the board typically can only take official action via majority vote in a duly convened meeting. This course focuses on the legal requirements for holding board meetings and also on the human factors and group processes that make such meetings productive and effective.

### **Key Topics Include:**

- Identifying the individuals and groups with whom the board must maintain effective working relationships
- Understanding, working with, and responding to members
- How public officials and opinion leaders impact the co-op and the board's role in building and maintaining effective relationships
- Lessons and guidelines regarding key internal relationships: with the board chair, with the attorney and within the cooperative

## **Wednesday, March 30: NRECA Course 2630 – “Strategic Planning”**

**Course Description:** Boards have ultimate responsibility for ensuring and evaluating the long-term health of the organization. They help fulfill this duty through strategic thinking, identifying goals through strategic planning and authorizing the appropriate allocation of resources through the adoption of financial policies, budget review and approval and monitoring management's progress toward strategic goals. This course teaches directors how to participate effectively in strategic thinking and planning processes.

### **Key Topics Include:**

- Understanding the difference between strategic thinking and strategic planning
- Analyzing your cooperative's strengths, weaknesses, opportunities and threats
- Recognizing the board's oversight responsibility
- Using the strategic plan in the annual evaluation of the co-op's accomplishment and as the foundation of the CEO's performance appraisal

## **Thursday, March 31: NRECA Course 2640 – “Financial Decision Making”**

**Course Description:** This course is designed to help directors assess their cooperative's financial position via financial statements used in financial reporting and planning, as well as key ratios developed from these financial statements. Participants will also recognize how board decisions impact their co-op's financial position.

### **Key Topics Include:**

- Identifying the key financial decisions boards make
- Recognizing the uniqueness of the cooperative business model and a typical cooperative's financial attributes
- Recognizing three financial documents and related key financial ratios
- Explaining how board decisions impact the financial position and financial statements
- Understanding the difference between reporting a cooperative's financial results & understanding a cooperative's financial position
- Describing the audit function

**Who Should Attend:** All cooperative directors who wish to become a CCD Director.

**Dates & Times:** March 29-31, 2022  
Highlands Room at RedRossa Italian Grille Conference Center  
808 W. Sioux Ave., Pierre, S.D.  
The courses will run 8:30 a.m. to 4:30 p.m. with registration starting at 8 a.m.

**Registration:** Online at [sdrea.coop](http://sdrea.coop) by **March 14**.

**Room Reservations:** Contact the Clubhouse Hotel at 605-494-2582 (room rate \$126 plus tax) and ask for the SDREA CCD Workshop room block. Cut-off date is **Feb. 27**.