

# 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 16. 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 16, YOUR COOPERATIVE WILL BE RESPONSIBLE FOR THE TRAINING FEE. ONLY EXEMPTIONS PERTAINING TO MEDICAL AND FAMILY EMERGENCIES WILL BE CONSIDERED.**

**Instructor: John Penry** – John has more than 22 years of public utility experience, including 15 years working with rural electric co-ops. After completing his MBA in Strategic Planning and Finance at the university of Arizona and Thunderbird, he began his career in the utility industry working nine years at Salt River Project (SRP), a large water and public power company in Phoenix, Ariz. His assignments at SRP included strategic planning, resource planning, wholesale power and trading, and customer billing. John also taught microeconomics at Mesa Community College for five years. He was recruited to work for CFC where he created and directed the Cooperative Financial Professional Certificate (CFPC) program. Since 2014, John has run Penry Consulting and conducting workshops on behalf of NRECA. He currently teaches all the CCD classes (2600 series) and 18 BLC classes. For staff, John teaches through the NRECA continuing education program in Madison, Wisconsin. John lives in Tempe, Ariz. with his wife, Beth, three children, and three dogs.

## Monday, April 3: 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

## Tuesday, April 4: 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

## Wednesday, April 5: 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:** April 3-5, 2023, in Gallery DE at Ramkota Hotel and Conference Center, 920 W. Sioux Ave., Pierre, SD. The courses will run from 8:30 a.m. to 4:30 p.m. (CST), with registration starting at 8 a.m.

**Registration:** Online at [sdrea.coop](http://sdrea.coop) by **March 16**.

**Room Reservations:** Contact the Ramkota Hotel at 605-224-6877 (room rate \$94) or the Clubhouse Hotel at 65-494-2582 (room rate \$128 plus tax) and ask for the SDREA CCD Workshop room block. Cut off date is **March 2**.