

## MEET THE INSTRUCTOR

Wallace Barron has nearly 40 years of experience in the electric utility industry, 15 of which have been associated with cooperative systems. He is currently president of the consulting firm, Barron & Associates, Atlanta, which specializes in consulting to the energy industry in the areas of strategic planning, marketing, rates and customer service, both domestic and international.

Barron previously worked as the vice president of marketing, customer service and distribution technology at Florida Power Corporation in St. Petersburg, Fla. His responsibilities included rates, competitive marketing, market research, key and national accounts, customer service, economic development, demand-side management, load management, new technology and load research as well as distribution engineering functions.

Barron received his Master of Science degree in electrical engineering from Mississippi State University and is a registered professional engineer in Florida.

## REGISTRATION INFORMATION

Contact your co-op manager, who received a registration form. The pre-registration deadline is **Dec. 23**. For members of a 2011 prepaid education plan, there is no registration fee. For non-members of a NDAREC prepaid education plan the registration fee is \$400 per person. No advance payment is necessary.

Registrations may be mailed to Pamela Clark-Stein, PO Box 727, Mandan, N.D. 58554-0727; faxed to (701) 663-3745; or e-mailed to pstein@ndarec.com. To contact Pamela after business hours, feel free to call (701) 220-4041.

## NRECA'S CANCELLATION POLICY

NRECA charges a 50-percent cancellation fee if one of its courses is cancelled 10 or fewer business days prior to the start of a scheduled course. Therefore, NDAREC reserves the right to cancel an NRECA program to avoid the cancellation fee due to a lack of registrations.

Sponsored by the  
North Dakota Association of Rural  
Electric Cooperatives (NDAREC)

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Rural Electric Cooperatives

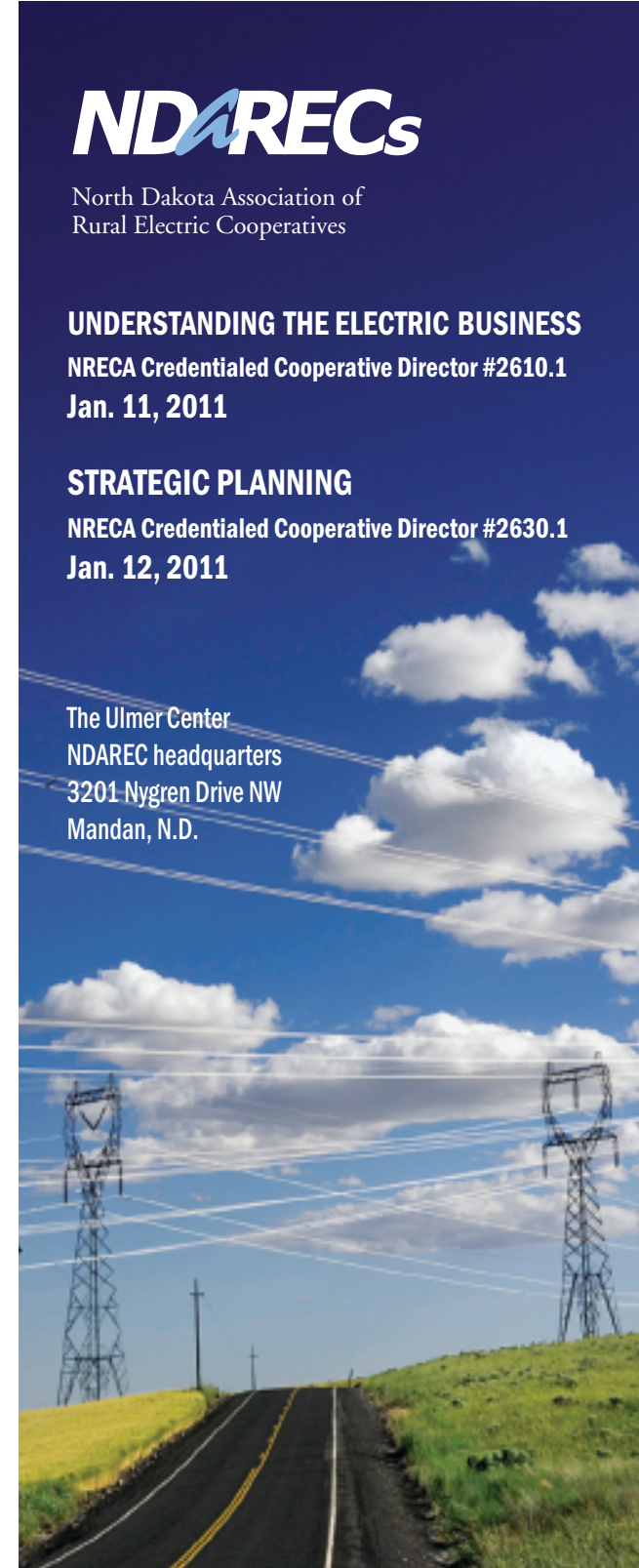
## UNDERSTANDING THE ELECTRIC BUSINESS

NRECA Credentialed Cooperative Director #2610.1  
Jan. 11, 2011

## STRATEGIC PLANNING

NRECA Credentialed Cooperative Director #2630.1  
Jan. 12, 2011

The Ulmer Center  
NDAREC headquarters  
3201 Nygren Drive NW  
Mandan, N.D.





# 2011 NDAREC MENU OF EDUCATION PROGRAMS



## CREDENTIALLED COOPERATIVE DIRECTOR (CCD) REQUIREMENTS

Directors working toward the CCD certificate must take all five required courses and successfully complete a learning assessment for each course:

- 2600.1 Director Duties and Liabilities
- 2610.1 Understanding the Electric Business
- 2620.1 Board Roles and Relationships
- 2630.1 Strategic Planning
- 2640.1 Financial Decision Making

## COURSE DESCRIPTIONS

### Tuesday, January 11

#### Understanding the Electric Business

This course is designed to help directors understand the electric utility industry is an evolving high-tech system

that must be designed and engineered to meet regulatory and consumer standards for reliability, quality and safety. This in turn requires an appropriate investment on a planned and ongoing basis. This course gives directors an understanding of the key components of the electric utility industry.

#### KEY TOPICS:

- Basic functions and cost components of generation, transmission and distribution
- Current and emerging technologies that are impacting utility operations and policies
- Issues related to distributed generation the board may need to address
- How environmental issues and national policies impact the cooperative
- The board's role to ensure a safe working environment

### Wednesday, January 12 Strategic Planning

Boards have ultimate responsibility for ensuring and evaluating the long-term health of the organization. They help fulfill this duty by identifying goals through strategic planning and by authorizing the appropriate allocation of resources through the adoption of financial policies, budget review and approval. This course teaches directors how to participate effectively in a strategic planning process.



#### KEY TOPICS:

- Understanding the purpose, value and components of strategic planning
- Preparing for a strategic planning session
- Using a "SWOT" analysis to assess strengths, weaknesses, opportunities and threats
- Recognizing how the board should plan its monthly agendas around the strategic plan

## Course schedule for Jan. 11-12

### TUESDAY, JAN. 11 Understanding the Electric Business

8:30 to 9 a.m.	Registration and continental breakfast
9 a.m. to 12 p.m.	Understanding the Electric Business
12 to 12:45 p.m.	Lunch
12:45 to 4:30 p.m.	Understanding the Electric Business — cont.
4:30 p.m.	Learning assessment

### WEDNESDAY, JAN. 12 Strategic Planning

8:30 to 9 a.m.	Registration and continental breakfast
9 a.m. to 12 p.m.	Strategic Planning
12 to 12:45 p.m.	Lunch
12:45 to 4:30 p.m.	Strategic Planning — cont.
4:30 p.m.	Learning assessment