

# N.D. MEMBER SERVICES ASSOCIATION MEETING

Jan. 21-22, 2026

BISMARCK STATE COLLEGE NATIONAL ENERGY CENTER OF EXCELLENCE | 1200 SCHAFER STREET | BISMARCK, N.D.

## WEDNESDAY, JAN. 21

- 8:30 a.m. Hot Breakfast Buffet**
- 9 a.m. Welcome and Opening Announcements**  
**Brittnee Wilson**, president, North Dakota Member Services Association (NDMSA)
- 9:15 a.m. Electric Cooperatives Update**  
**Paul Fitterer**, general manager, Capital Electric Cooperative,  
**Travis Kupper** and **Jason Bentz**, co-general managers,  
Mor-Gran-Sou Electric Cooperative
- 9:45 a.m. Touchstone Energy Update and Basin Electric Power Cooperative's Large Load Strategy**  
**Jeremy Woeste**, supervisor of member relations, Basin Electric Power Cooperative
- 10:15 a.m. Refreshment Break**
- 10:30 a.m. Great Ideas Happen Here! Round Table Discussion**
- 12 p.m. Lunch**
- 12:45 p.m. Successful Goal Setting: Picture, Plan and Participate**  
**Beth Knudson**, BeThEnergy Consulting
- Clear, achievable goals are the foundation of both personal and organizational success. In this interactive session, participants will learn practical strategies for setting meaningful goals that align with their team's mission and the co-op's values. This will include exploring the difference between activity and achievement, identifying common personal barriers that can derail progress, and discovering tools for maintaining motivation and accountability. Through instruction and group discussion, attendees will craft their own SMART goals and learn techniques for tracking and celebrating success.*
- 2:45 p.m. Refreshment Break**
- 3 p.m. Tour of the Bismarck State College Advanced Technology Center**
- 4:15 p.m. Adjourn for the day**
- 6 p.m. Dinner at the Stadium Sports Bar & The Lodge**  
1247 W. Divide Ave., Bismarck

## THURSDAY, JAN. 22

- 8 a.m. Hot Breakfast Buffet**
- 8:30 a.m. NDMSA Business Meeting**  
**Brittnee Wilson**, NDMSA president – presiding
- 9 a.m. Critical Infrastructure and Wildfire Risk**  
**Ryan Melin**, fire management officer, North Dakota State University – North Dakota Forest Service  
*Ryan will lead a discussion on how the electrical grid and wildfires have become a national conversation. In this presentation, key topics will include actual wildfire and power grid events, how our climate is affecting the path forward, and wildfire mitigation strategies to prevent future events.*
- 10:15 a.m. Refreshment Break**
- 10:30 a.m. Cooperative Investment at Work: Rural Development Highlights and Opportunities**  
**Ellen Huber**, rural development director, NDAREC
- This session will showcase recent progress and successes in strengthening essential services, supporting business growth, and improving quality of life across North Dakota. Learn more about programs and resources available to your co-op and members in the year ahead.*

- 11:15 a.m. Navigating a Cyber "Insecure" World**  
**Kent Kensmoe**, manager of information technology, Capital Electric Cooperative  
*Kent will discuss the challenges and risks presented by social media, implementing policy in the workplace and current trends.*
- Noon Adjournment**



### MEET THE TRAINER

**Beth Knudson** was raised in the electric cooperative world and has spent nearly 15 years serving the industry she calls home. The founder of BeThEnergy Consulting, her mission is to help electric cooperatives and related organizations succeed through impactful curriculum development and leadership training for co-op managers, board members and emerging leaders.

Beth has traveled across the country speaking and presenting on a wide range of topics, including effective communication, political engagement strategies, leadership development and the cooperative difference.

In addition to her consulting work, Beth has served as a success strategist with Powerful Web for the past year and a half, partnering with utilities to strengthen their digital presence and better connect with their communities through strategic, user-focused websites.

Previously, Beth spent eight years at the National Rural Electric Cooperative Association as the Youth Programs and Training Manager, where she served as the national director of the Youth Tour and Youth Leadership Council programs. Earlier in her career, she managed youth programs, developed courses and served as a marketing coordinator for the Minnesota Rural Electric Association and Cooperative Network.

Beth lives in Minnesota with her husband, their four energetic and hilarious kids.

### REGISTRATION INFORMATION

Please register for the NDMSA meeting no later than Jan. 12. Complete the online registration at [www.ndarec.com/ndarec-education-programs](http://www.ndarec.com/ndarec-education-programs). The costs of the meals and refreshment breaks will be billed back to your cooperative.

**Note: When registering online, please indicate your plans to attend the Jan. 21 evening meal at the Stadium Sports Bar & The Lodge.**

### CANCELLATIONS

If you need to cancel your registration, please notify Pamela Clark-Stein at [pstein@ndarec.com](mailto:pstein@ndarec.com) 14 days in advance of the NDMSA meeting. If notice is provided 14 days or more in advance, there is no cancellation fee. If notice is provided less than 14 days in advance, a cancellation fee of \$70/day will be charged. Please note: Substitutions are permitted at no extra charge if NDAREC is notified of the substitution prior to the program date.

### SPECIAL DIETARY NEEDS AND OTHER ACCOMMODATIONS

Please notify Pamela Clark-Stein at [pstein@ndarec.com](mailto:pstein@ndarec.com) of any dietary restrictions such as food allergies, gluten-free options and any other special accommodations needed for those registering for the NDMSA meeting. A minimum of 72 hours' advance notice is requested.

### HOTEL ACCOMMODATIONS AT THE HAMPTON INN & SUITES BISMARCK NORTHWEST

For your convenience, we've reserved a block of sleeping rooms for Jan. 20 and 21 at the Hampton Inn & Suites, 2020 Schafer St., Bismarck. Please use the link below to make your room reservation. <https://group.hamptoninn.com/mxuode>

### NDMSA EXECUTIVE COMMITTEE

Brittnee Wilson, president, Northern Plains Electric Cooperative  
Julie Armijo, vice president, Mor-Gran-Sou Electric Cooperative  
NaTesa Messerschmidt, secretary, Capital Electric Cooperative  
Jeremy Woeste, Basin Electric Power Cooperative  
Jenna Chase, Minnkota Power Cooperative  
Pamela Clark-Stein, NDAREC