

# N.D. MEMBER SERVICES ASSOCIATION MEETING

Feb. 6-7, 2024

Holiday Inn | 3903 State Street | Bismarck, N.D.

## TUESDAY, FEB. 6

8 a.m. Hot Breakfast Buffet

8:30 a.m. **Welcome and Opening Announcements**

**Kristie Hoff**, president, North Dakota Member Services Association (NDMSA)

8:40 a.m. **Leadership as a Member Service**

**Bryan Singletary**, president, Practical Energies

By taking a leadership position with members on important issues such as energy efficiency, demand-side management, renewable energy, electric vehicles, beneficial electrification and member services, electric cooperatives can act as a team to help their members continue running successful homes and businesses. This session will address how electric co-op employees can lead members through difficult energy decisions while working as a team to provide world-class member service.

9:45 a.m. Refreshment Break

10 a.m. **Leadership as a Member Service – continued**

11:45 a.m. Lunch

12:15 p.m. **Energy and Environmental Research Center Overview of Regional Initiatives**

**Tyler Hamman**, assistant vice president for strategic partnerships, Energy and Environmental Research Center

Tyler will share the latest on projects dealing with CO<sub>2</sub> capture, storage and enhanced oil recovery. Additional information will be provided on upcoming projects related to hydrogen and developing electricity demand.

1 p.m. **Building a Weather-Ready Nation**

**John Paul Martin**, warning coordination meteorologist, National Oceanic & Atmospheric Administration (NOAA)/National Weather Service

Weather-Ready Nation is all about preparing your community for extreme weather, water and climate events. Learn how NOAA's National Weather Service is transforming its operations to help America respond.

John will also provide an overview on the National Weather Service, an outlook for the remainder of winter and a look ahead to spring.

2 p.m. Grab N' Go Refreshment Break

2:30 p.m. **Capital Electric Key Account Tour**

Two Track Malting, 2730 Paintball Way, Bldg. A, (current location,) and 16165 Industrial Park Drive, Menoken, (new location under construction)

Two Track Malting specializes in producing high-quality, small-batch craft malt for craft brewers across the country. The company is currently expanding its operations to capture new customers and focus on a growing market. This market will span a 12-state radius that includes 1,861 craft breweries.

4:30 p.m. Adjourn for the Day

5:30 p.m. Dinner at the Holiday Inn

6:30 p.m. **NDMSA Washer Toss Tournament**

Get ready to join in this friendly competition among friends! Team prizes will be awarded, along with a special prize or two, just for the fun of it!

## WEDNESDAY, FEB. 7

7:30 a.m. Hot Breakfast Buffet

8 a.m. **Reliability and Resiliency: Protecting Our Grid**

**Derik Johnson**, manager, transmission system maintenance, Basin Electric Power Cooperative, and **Brandon Trontvet**, system operations and EMS manager, Minnkota Power Cooperative

Protecting the transmission system that serves electric cooperatives in our region is vitally important. Learn what is being done to ensure a secure, reliable and resilient grid, and the challenges the supply chain presents in maintaining the transmission system.

9:30 a.m. Refreshment Break

9:45 a.m. **NDMSA Business Meeting**

**Kristie Hoff**, NDMSA president – presiding

10:30 a.m. **Get To Vs. Have To: The Mindshift That Matters**

**Deb Eslinger**, Eslinger Consulting, LLC

*One of our greatest personal assets that is often underutilized is our attitude, and we get to choose it daily. Not everything will turn out the way we want it to, and we are often faced with challenges. Learn techniques to shift your perspective so your mindset and attitude work for you in any given situation. In this session, Deb will share simple shifts you can put into practice to turn a good day into a great one.*

*When practiced consistently, you will begin to live each day with the attitude of "I get to," instead of "I have to"*

12 p.m. Meeting Adjourns

Safe travel home!

### REGISTRATION INFORMATION

Please register for the meeting by **Jan. 30**. Complete the online registration at <https://ndarec.com/ndarec-education-programs>. The cost for meals and refreshment breaks will be billed back to your cooperative. If you need to cancel your registration, please notify Pamela Clark-Stein at least 48 hours in advance by email at [pstein@ndarec.com](mailto:pstein@ndarec.com). In the event of a no-show, your cooperative may be billed for the cost of meals and breaks.

### SPECIAL DIETARY NEEDS AND OTHER ACCOMMODATIONS

Please email Pamela at [pstein@ndarec.com](mailto:pstein@ndarec.com) with 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 48 hours advance notice is requested.

### LEADERSHIP AS A MEMBER SERVICE

One of Bryan Singletary's favorite sayings about cooperative members is "Our members are ignorant – not stupid." What Bryan really means is electric cooperative members are experts in knowing how to run their homes and businesses but know very little about the electric utility business. This presents a tremendous opportunity for cooperatives.

Key topics:

- National energy issues such as carbon legislation, energy efficiency, climate change, renewable energy and beneficial electrification
- The types of messages our members receive on energy issues from various media and separating fact from fiction
- VUCA Concept: volatility, uncertainty, complexity and ambiguity
- A process for helping other departments deal with change in the industry
- Issues facing members that require our guidance and leadership
- Techniques to help recognize opportunities for improved internal member service



### GUEST INSTRUCTORS

**Bryan Singletary** began his career with Florida Power Corporation, advancing rapidly to the position of vice president before he was 30 years old. Bryan owns and operates Practical Energies, a utility consulting firm specializing in

assisting client companies to meet the needs of their consumers.

With more than 30 years in the electric utility industry, Bryan provides consulting services to hundreds of utilities in the design, development and implementation of a wide range of customer programs. His client list includes both the largest and smallest utilities in the U.S., Canada and the Caribbean.

An accomplished speaker and writer, Bryan is a nationally sought-after lecturer and trainer in utility competition and strategic planning, key accounts management, distributed generation, technology implementation, demand-side management, customer service and power quality.



**Deb Eslinger**, based in Bismarck, is currently director of operations and executive partner and vice president at Maxwell Leadership Foundation. She brings experience from previous roles at EQUIP Leadership, Eslinger Consulting, LLC, Maxwell Leadership Certified Team and

Center for Technology and Business. Deb holds a bachelor's degree from the University of Mary, Bismarck. With a robust skill set that includes entrepreneurship, leadership, leadership development, public speaking and public relations, Deb contributes valuable insights to the industry.

### NDMSA EXECUTIVE COMMITTEE

**Kristie Hoff**, president, Verendrye Electric Cooperative

**Andrew Spratta**, vice president, McKenzie Electric Cooperative

**Dubi Cummings**, secretary, Mountrail-Williams Electric Cooperative

**Jeremy Woeste**, Basin Electric Power Cooperative

**Jenna Chase**, Minnkota Power Cooperative

**Pamela Clark-Stein**, NDAREC