

STRATEGIC PLANNING

NRECA Credentialed Cooperative Director #2630

April 20, 2024

The Cooperative Center

NDAREC headquarters, 3201 Nygren Drive NW, Mandan

SCHEDULE FOR SATURDAY, APRIL 20 ALL TIMES LISTED ARE CENTRAL TIME.

8:30 to 9 a.m.	Registration and continental breakfast
9 a.m. to 12 p.m.	Seminar in session
12 to 12:45 p.m.	Lunch
1 to 4 p.m.	Seminar in session
4 p.m.	Adjournment

REGISTRATION INFORMATION

To register for this NRECA board-governance program, please go to <https://www.ndarec.com/ndarec-education-programs#programs>. The registration deadline is April 1.

For NDAREC members with a 2024 prepaid education plan, there is no registration fee/person. For members who do not have a prepaid education plan, the registration fee is \$495/person. No advance payment is necessary; NDAREC will send an invoice for the registration fee (if applicable) following the course. The cost for the continental breakfast, two refreshment breaks and lunch will be billed back to participating cooperatives.

NRECA'S CANCELLATION POLICY

NRECA charges a 50-percent cancellation fee if one of their courses is canceled 15 or fewer business days prior to the start of a scheduled course. Therefore, NDAREC reserves the right to cancel due to a lack of registrations.

SPECIAL DIETARY NEEDS AND OTHER ACCOMMODATIONS

Please notify Pamela via email at pstein@ndarec.com of any dietary restrictions such as food allergies, gluten-free options and other special accommodations needed. A minimum of 48 hours advance notice is requested.

HOTEL ACCOMMODATIONS

For your convenience, a block of sleeping rooms is reserved for Friday, April 19 at the Baymont Inn & Suites, 2611 Old Red Trail, Mandan. To make room reservations, please call the hotel directly at 701-663-7401. The room block will be released on April 1 so it's important to make room reservations before this date. The rooms are reserved under "REC – Credentialed Cooperative Director."

THE CREDENTIALLED COOPERATIVE DIRECTOR (CCD) CERTIFICATE REQUIREMENTS

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

2600	Director Duties and Liabilities
2610	Understanding the Electric Business
2620	Board Operations and Process
2630	Strategic Planning
2640	Financial Decision Making

COURSE OVERVIEW FOR STRATEGIC PLANNING, CCD #2630 SATURDAY, APRIL 20

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

- 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 to annually evaluate the cooperative's accomplishment of goals and as the foundation for the CEO's performance appraisal.



MEET THE INSTRUCTOR

For the last 35 years, Bryan Singletary has worked in the electric utility industry, striving to convert the technical process of providing high-quality electrical service into terms the customer can understand.

Bryan began his career with Florida Power Corporation and rose rapidly to the position of vice president. For the last 22 years, he has owned and operated Practical Energies, which is a utility consulting firm specializing in assisting their client companies in meeting the needs of their consumers. Bryan has consulted with hundreds of utilities in the design, development and implementation of a wide range of customer programs.

Bryan is an accomplished speaker and writer in the areas of utility competition and strategic planning, key accounts management, distributed generation, technology implementation, demand side management, customer service and power quality. His practical approach is refreshing and appealing to both long-time industry experts and newcomers to the field. His approach, tempered with sound research and planning, is far more effective to the consumer than volumes of technical jargon and data.

Bryan and his wife, Maggie, have four children. He has a degree in mechanical engineering from Auburn University.