

February 13, 2015

TO: NRECA Board of Directors  
Distribution CEOs  
Statewide Managers  
G&T Managers

FROM: Jo Ann Emerson

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### ***Look for New ‘Workforce Fact’ Each Week***

As part of NRECA’s Next Generation Workforce Initiative, we’re continually learning interesting facts about our industry and our workforce. I’ll share new facts every week so you can factor them into your workforce planning considerations and also keep our electric co-op workforce opportunities at the forefront.



**WORKFORCE FACT:** According to recent industry estimates, 36 percent of the energy industry workforce will need to be replaced due to retirements and attrition. We expect electric co-ops will have approximately 14,000 jobs to fill over the next five years.

### ***Great Visit at Ohio Trustees Conference!***

I had a great time at the Ohio Rural Electric Cooperatives Trustees [conference](#) in Columbus. We had a good discussion about the EPA’s power plant greenhouse gas proposal and our efforts to get a legislative fix for DOE’s electric water heater standards.

On a personal note, I and the electric co-op family send our heartfelt thoughts and prayers to Ohio statewide President and CEO Tony Ahern on the passing of his wife Suzanne, who we remember fondly. Tony and his family will celebrate her life in a [memorial service](#) on Tuesday.

### ***House Clears Bill with Water Heater Standards Fix, Measure Goes to President***

We applaud the House passing (270-152 vote) the Keystone XL pipeline bill (S.1) that includes a fix for DOE’s electric water heater efficiency standards. The President is expected to veto the bill, and a veto override is very unlikely. But, this is the furthest we’ve advanced this legislation, and it helps launch stand-alone water heater legislation. Reps. Whitfield (R-KY), Welch (D-VT), Latta (R-OH), Loebach (D-IA), Cramer (R-ND) and Doyle (D-PA) introduced a bill (H.R. 906) this week, the companion to the Senate bill (S. 259) from Sens. Hoeven (R-ND) and Klobuchar (D-MN).

### ***Reliability Emphasized in New Electric Co-op Media Materials***

We’re releasing [#WeKeepTheLightsOn](#) materials and ads ahead of the Federal Energy Regulatory Commission’s (FERC) February 19 [technical conference](#) on reliability impacts of EPA’s existing power plant GHG proposal. Our materials include digital ads, social media promotions and radio ads emphasizing that 42 million consumers depend on their electric co-ops for reliable power. We’re sending your co-ops a package that includes social media posts and

radio ads that can be personalized for each co-op. We'll continue as FERC holds regional conferences in Denver on February 25, Washington, D.C., on March 11, and St. Louis on March 31. The issue will also be discussed at the National Association of Regulatory Utility Commissioners winter meeting that starts this weekend.

### ***EPA Considering Change to 2020 Requirements in Existing Power Plants Proposal***

We applaud the Senate Environment and Public Works Committee for highlighting a major concern that electric co-ops and other utilities have with EPA's proposed existing power plant GHG rule. The panel questioned EPA Assistant Administrator Janet McCabe about EPA's interim goals for emission reductions by 2020, which many states say are unreasonable, rushed and too expensive to meet. Assistant Administrator McCabe, using very careful wording, told the committee EPA is looking very closely at changing the interim requirement. Several Republicans on the committee urged EPA to make significant changes to the proposal or withdraw it. They noted that 32 states have expressed major concerns with the proposal, enough opposition that EPA should reconsider its plan.

### ***House Committee Urges Ag Secretary to Oppose WOTUS Proposal***

We welcome the House Agriculture Committee raising concerns about the EPA's and Army Corps of Engineer's proposed Waters of the U.S. (WOTUS) rule during a hearing on the rural economy. Some committee members urged Agriculture Secretary Tom Vilsack to take a tough stance against the WOTUS proposal. When he voiced reservations about going against EPA, they noted the Small Business Administration's Office of Advocacy opposes the proposed rule because a small business impacts review was not completed.

### ***Senate Cybersecurity Information-Sharing Legislation Emerges***

We welcome Congress starting work on cybersecurity information-sharing legislation. Sen. Carper (D-DE) introduced legislation very similar to the Administration's information-sharing proposal to provide liability protection for entities that share information with the government. We have some concerns over a five-year sunset and relative weakness of the core information-sharing provisions. We've heard Sen. Burr (R-NC) is drafting an updated version of cybersecurity information-sharing legislation we supported in the last Congress.

### ***Annual Meeting to Feature Insightful and Inspiring Speakers***

I'm excited about our upcoming [Annual Meeting](#) in Orlando on February 22-25. Over 5,500 of your electric co-op colleagues are attending and there's still time to register. You'll hear insightful and inspiring comments from Chuck Todd of NBC's "Meet the Press," Apple Chief Evangelist Guy Kawasaki, energy efficiency expert Bill LeBlanc of ESOURCE, global affairs expert Dr. Tom Barnett and Mount Everest tragedy survivor Dr. Beck Weathers.

Former Sens. Trent Lott (R-MS) and John Breaux (D-LA) and former White House CIO and cybersecurity expert Theresa Payton will be among featured speakers at our Educational Forums. This year's format offers you a mix of 30- and 75-minute forums. Plenty of tickets are available for three popular events: ACRE® Breakfast, Entertainment Night featuring the Midtown Men (four stars from the original cast of **Jersey Boys**!) and the International Luncheon. Check out my Facebook [video](#) with NRECA's Tracey Steiner.