

**12.1.17 Draft AGENDA**

**Wednesday April 18**

**PRE-CONFERENCE ACTIVITIES (meet at 2018 Regional Table in Lodge Main Lobby)**

7 -8:30 a.m. **Guided Walk/Run around the Historic Area** (*hosted by Priscilla Williams, NOVEC*)

8:15-11 a.m. **Colonial** **Photo Safari** (*hosted by Robin Conover, TECA – bring your cameras!)*

8:30-11 a.m. **Nine Holes at the Golden Horseshoe’s Spotswood Course** *(hosted by Glenn Horst, PGEC; shotgun start at 9 a.m. includes refreshments, with clubs available for rent)*

8-10 a.m. **Exhibitor Set-up in the Virginia Room** *(Mary Howell, Brandon Burton*)

9 a.m. – 3 p.m. **Registration** (*Mary Howell, Brandon Burton, Robin Byrd)*

10 a.m. - noon **Meet our Exhibitors** (*with popcorn, peanuts, water & sodas available*)

**LUNCH ON YOUR OWN**

1 -1:15 p.m. **Welcome** (*Richard Johnstone, VMDAEC President & CEO)*

2018 Regional Planning Committee introductions & first door prize drawing *(Mary* *Howell*)

1:15-2:00 p.m. **OPENING SESSION: Williamsburg & Cooperatives, Foundations that Continue to Change a Nation**

**Kathy Spangler**, Director of the Jamestown 2019 Commemoration will link the “firsts” in Colonial Virginia and advent of self-government to the role of co-ops in building America. (*Mary Howell to coordinate/introduce)*

2:00-2:30 p.m. **BREAK** *(attendees visit Exhibitors, play Vendor Bingo, sign up for restaurant dinner options)*

2:30-3:30 p.m. **CHOOSE FROM THESE FOUR BREAKOUT SESSIONS:**

**#1 Member Services: Co-ops to the Rescue: Mutual Aid Speeds Outage Restoration & Increases Member Engagement**

**Michael Cornelison** of Joe Wheeler EMC, **Derick Thomas** of Clay Electric Cooperative and **Mike Temple** of the Alabama Rural Electric Association of Cooperatives will discuss how their organizations responded during recent weather events that caused widespread outages. You’ll gain insights into the process of coordinating mutual aid and how effective outreach during crisis events can increase member engagement. *(Joe Arnold as moderator?)*

**#2 Communications: Tuning Up Your Social Media (or How to Get More Views, Likes and Shares)**

**Lou Ann Sabatier** of Sabatier Consulting will discuss how to create content for your co-op’s social media sites and other communications outlets that engage and motivate your co-op’s members to action (*Robin Conover to coordinate/introduce)*

**#3 Energy: The Story Behind Georgia’s Solar Revolution**

**Jeff Pratt,**CEO of Green Power EMCwill share how this partnership of Georgia co-ops is bringing renewables to 3 million of the state’s homes, businesses, factories and farms. You’ll also learned about the “Sun Power for Schools” initiative: *(Joe Sikes, Canoochee EMC to coordinate/introduce)*

**#4 Demand Response/Energy Efficiency: Making Home Improvement Affordable:**

**John Michael Cross** of the Environmental and Energy Study Institute will moderate a panel of **Lindsey Smith** from the Electric Cooperatives of South Carolina, **Chris Woolery** of the Mountain Association for Community Economic Development and **Marshall Cherry** of Roanoke EMC as they share how their respective programs **(SC’s Help My House, How $mart KY** and **Roanoke EMC’s on-bill financing through RUS)** are helping co-op members bridge the financial gap to make needed home improvements, saving energy to the benefit of their monthly electric bills.

3:30-3:45 p.m. **BREAK** (*visit exhibitors, finalize dinner signups for restaurants requiring reservations)*

3:45-4:45 p.m. **CHOOSE FROM THESE ROUNDTABLES** (*Discussion format, all attendees invited to participate)*

*(Note: held in General Session room except for Solar)*

**A: Member Services: The 7th Cooperative Principle in Action**

**Van O’Cain** of the Electric Cooperatives of South Carolina will moderate this sharing of specific co-op initiatives that are making a difference in the communities they serve (Include Rappahannock EC’s “The Power of Change” campaign and how it doubled enrollment in their Operation Roundup, NOVEC HELPS fundraisers and community partners, etc. *Need volunteer to take notes*

**B: Communications: Keeping Everyone “In the Loop” - Best Practices for Internal Co-op Communications** –

**Brenda Mansfield** of Community Electric Cooperative will moderate this sharing of ideas for keeping co-op employees “on the same page” with new programs and empowered to share their co-op message.

*Need volunteer to take notes*

**C: Energy: Best Practices for Community Solar** - **Greg Brooks** of Walton EMC and **Mike Keyser** from BARC will share how

each quickly reached 100% subscription for their respective community solar programs by leveraging grants and other resources to offer affordable rates and value-added services, such as BARC’s solar classroom.

*Need volunteer to take notes*

**D: Demand Response/Energy Efficiency : Innovations in load control**

**Erin Puryear** of Old Dominion Electric Cooperative will moderate this discussion that includes how co-ops are shaving peak demand through strategies such as time-of-use rates, interruptible load and use of in-home generators that can be used to take entire homes off the grid during a control event.

5-6 p.m. **WELCOME RECEPTION with our EXHIBITORS** *(Vendor Bingo)*

**DINNER ON YOUR OWN** – sign up at registration desk for restaurants requiring reservations, 20189 Regional Planning Committee members to aid in arranging carpool for restaurants not within close walking distance.

**Thursday April 19**

7:30-8:30 a.m. **CONTINENTAL BREAKFAST in the EXHIBIT HALL**

8:30-9:20 a.m. **GENERAL SESSION: Ensuring Success: Understanding & Pleasing Our Customers**

Changes in our industry have been profound, driven primarily by technology. The pace of change in the next 10 years will be greater than the last 100 years, creating both opportunities and challenges. Technology changes also create new and more demanding customer expectations, requiring that customer engagement and user experience be at the forefront of everything we do. **David Porter** of the Electric Power Research Institute will provide ideas for marketing, communications, and account management professionals to successfully develop a strategy that will not just meet but exceed customer expectations to ensure the long term health of our cooperatives.*Need volunteer to introduce*

9:20-9:50 a.m. **BREAK** *(finish up Vendor Bingo for lunchtime drawing)*

9:50-10:50 a.m. **CHOOSE FROM THESE FOUR BREAKOUT SESSIONS:**

**#5 Member Services: CWB, the Next Generation**

**Sean Walker,** Senior Web Developer at Touchstone Energy, will share highlights of the new Co-op Web Builder 3.0 platform and discuss tips and tricks for making the most of whichever CWB version your co-op uses.

(*Lauren Irby of SEC to introduce)*

**#6 Communications: Building Your Co-op’s Brand**

**Lou Ann Sabatier** of Sabatier Consulting will detail the benefits of creating a clear brand for your organization and shares ideas for creating consistent and engaging online and print publications *(Michael Cornelison of Joe Wheeler EMC to introduce)*

**#7 Energy: How Net Metering has Impacted the Co-op Business Model**

**Sam Brumberg** from the Virginia, Maryland and Delaware Association of Electric Cooperatives will moderate this panel of representatives from three distribution co-ops to discuss how evolving regulations and policies for net metered accounts are impacting member experience (**Matt Faulconer** from Rappahannock Electric Cooperative, Tiffany Troutman from Choptank Electric Cooperative and *TBD from another co-op – suggestions welcome!)*

**#8 Demand Response/Energy Efficiency : Innovations in Member Contact**

**Lauren Irby** from Southside Electric Cooperativewill share the results of their Apogee partnership that pulls

real-time member usage information to create customized videos for showing members how to save energy and lower their bills. *Need volunteer to introduce*

10:50-11 a.m. **BREAK**

11a.m.-Noon **GENERAL SESSION: Bringing Broadband to Rural America** (Panel Discussion, *Matt Timmons of NRTC has offered to moderate)*

* **DeeDee Larramore,** Carolina Connect
* **Rita Alexander,** Gibson EMC
* **Mike Keyser,** BARC Electric Cooperative
* **Mike Malandro,** Prince George Electric Cooperative

NOON-1 p.m. **LUNCH** *(option to have Fife & Drums corps lead attendees upstairs to banquet hall)*

1 – 1:30 p.m. **DESSERT IN EXHIBITOR HALL/VENDOR BINGO DRAWING**

1:30-2:30 p.m. **CHOOSE FROM THESE BREAKOUT SESSIONS**

**#9 Member Services: Serving Members with Special Needs**

**Kevin Koziol** from the Disability Resource Center of Fredericksburg will provide insights on accommodating co-op members with vision/hearing impairment as well as limited English proficiency through website design and other services *(Joyce Bodoh, Rappahannock Electric Cooperative to introduce)*

**#10 Communications: Digital asset management best practices**

Digital is great, but it’s also a real headache. Traditional folder structures are clumsy and subject to personal whim, while average file size has grown exponentially, filling V-drives, desktops and hard drives. What a mess! NRECA’s **Dennis Gainer** will reveal the best practices to build a future-proof system. Here’s a clue: metadata.

*Need volunteer to introduce*

**#11 Demand Response/Energy Efficiency: What do EVs mean for your co-op? Alan Shedd of NRECA?** *Erin Puryear of*

*ODEC to coordinate/introduce*

**#12 Energy: Cybersecurity: Creating a Culture to Keep Co-op Data Safe**

**Cynthia Hsu/Richard Condello** with NRECA will discuss how co-ops are arming themselves and educating members to create an effective safety net *Need volunteer to introduce*

2:30-2:45 P.M. **BREAK** *(last chance to visit Exhibitors, final round of door prizes – must be present to win*

2:45-3:45 p.m. **CHOOSE FROM THESE ROUNDTABLES** (*Discussion format, all attendees invited to participate)*

**E: Member Services:** **New Takes on an Old Tradition**

**Priscilla Whirley** of Mecklenburg Electric Cooperative will host this sharing of ways that electric co-ops are changing up the Annual Meeting Format to ensure the 2nd cooperative principle while looking at other alternatives (member days, participation in county fairs and community events) that also increase member engagement and co-op indentity *Need note taker*

**F: Communications:** **My Favorite Apps**

**April Lollar,** of Coast Electric will share the mobile applications she uses every day to create content and manage her co-op’s social media sites*Michael Cornelison to coordinate/introduce?*

**G: Energy:** **Helping Members Understand Co-op Rates & Fees**

**Catherine Powers** of Old Dominion Electric Cooperative will moderate this discussion of the various methods co-op’s use to cover the cost of providing electricity, including strategies for successfully communicating the need for a planned rate increase *Need note taker*

**H: Demand Response /Energy Efficiency:** S**aving Energy While on the Go**

**Mike Hyde** of Northern Neck Electric Cooperative will moderate this discussion of the latest innovations that help members monitor energy use through “Smart Home” technology and mobile applications (touch on NISC’s Smart Hub?) *Erin Puryear to coordinate*

4-6 p.m. **Wine Tasting at Williamsburg Winery** – meet in lobby/Colonial Connections bus leaves 4:15, returns by 6 p.m. *Need additional volunteer with vehicle to help host & bring back any who may wish to stay for dinner*

**DINNER ON YOUR OWN**

8:15-10:30 p.m. **Colonial Ghost Tour** – meet in lobby with good walking shoes (*Brandon Burton to host)*

**Friday April 20**

7:30-8:30 a.m. **CONTINENTAL BREAKFAST in the EXHIBIT HALL**

**Self-Guided Walk/Run around the Historic Area** (*maps at registration desk*)

8- 9:00 a.m. **State Meetings** *(two states per breakout room – see signage posted on doors*

9 -10 a.m. **GENERAL SESSION TBD Getting the Most from Customer Data**

**Still working to line up speaker – Mike Khoury not available but is checking with colleagues, Erin Puryear contacting Navigant and I also contacted Amber Cole**with NiSource

Potential topic: use of “dashboarding” to analyze member feedback and help “move the needle” on your co-op’s ACSI score *(need volunteer to introduce)*

10-10:15 a.m. **BREAK**

10:15-10:30 a.m. **State Basket Drawing – must be present to win!** Need at least one basket from each state + VA co-ops

10:30-11:30 a.m. **CLOSING SESSION The Enduring Role of America’s Cooperatives in Meeting Members’ Needs**

**Richard LaRochelle**, 2017 Cooperative Hall of Fame recipient, will reflect on his 40-year career of championing the cooperative business model, sharing insights from his service at REA in the 1970s, NRECA in the 80s and 90s and finally at CFC, from which he retired in 2013 as senior vice president. Not content to rest on his laurels, Rich has been busy working with fellow supporters to promote healthy eating and use of locally grown foods in his efforts to help launch the Fredericksburg Food Co-op.

1 – 3:30 p.m. **Jamestown Rediscovery** *carpool to Jamestown, Carrot Tree Café on site, guided tour starts at 1 p.m.)*