

N.D. MEMBER SERVICES ASSOCIATION SUMMER MEETING

August 17 and 18, 2017

CANAD INNS DESTINATION CENTRE GRAND FORKS | 1000 S. 42ND ST. | GRAND FORKS, N.D.

THURSDAY, AUGUST 17

- 7:45 a.m. Hot breakfast buffet
- 8:15 a.m. **Welcome and Opening Remarks**
Gretchen Schmaltz, president, North Dakota Member Services Association (NDMSA)
- 8:25 a.m. **NDMSA Business Meeting**
Gretchen Schmaltz, president — presiding
- 9 a.m. **Communicating in a Crisis**
Tracy Warren, senior communications manager, National Rural Electric Cooperative Association (NRECA)
This session will help participants walk through the steps for developing an effective crisis communications plan. The training will include working through scenarios and media practice. Tracy will also address the various resources that are available to cooperative staff.
- 10:15 a.m. Refreshment break
- 10:30 a.m. **Communicating in a Crisis (continued)**
- 11:45 a.m. Group luncheon
- 12:30 p.m. **Departure for the Grand Forks Air Force Base**
Carpooling is suggested. Upon arrival at the Grand Forks Air Force Base (GFAFB), all participants will board a bus provided by the GFAFB.
- 1 p.m. **Tour of the Grand Forks Air Force Base**
SrA Patrick Wyatt, broadcaster-public affairs, Grand Forks Air Force Base
This guided tour will include the Fire Department, RAPCON/Tower, an overview of GFAFB capabilities and mission sets, and the Global Hawk Display Hangar.
- 4:30 p.m. **Adjourn for the day**
- 6 p.m. **“You won’t want to miss” teambuilding activity at the Grand Forks Escape Room.**
Fun and learning are rolled into one experience at the Grand Forks Escape Room. Our group will be divided into three different teams to test (via a little friendly competition) fluid intelligence and teamwork via The Asylum, The Hangover and The Pandemic puzzles. If you’re curious to learn more, check out the website www.gfescaperoom.com. Full details will be provided at the meeting.
- 7 p.m. **Picnic at the Lincoln Drive Park**

FRIDAY, AUGUST 18

- 7:30 a.m. Hot breakfast buffet
Sponsored by Border States Electric
- 8 a.m. **Home Security Systems and New Lighting Products**
Ross Evanson, product manager, and Carol Tigges, lighting and energy solutions specialist, Border States Electric
This presentation will focus on security systems for the home; residential and commercial lighting; and newer LED lighting products.
- 9 a.m. **Leading and Living with Impact**
Annie Meehan, author and certified coach
Annie will share her message about being purpose-driven, intentional and adaptable to change. This will include: intentional living, purpose and finding your “why,” adaptability to change, staying the course, and tools for your toolbox.
- 10 a.m. Refreshment break
- 10:15 a.m. **Leading and Living with Impact (continued)**
- 10:45 a.m. **Depart for tour of Minnkota Power Cooperative headquarters**
- 11 a.m. **Tour of Minnkota Power Cooperative headquarters**
Ray Tozer, facilities development manager, and Ben Fladhammer, external communications marketing supervisor, Minnkota Power Cooperative

Tour participants will need to wear closed-toe shoes and appropriate attire for walking around an active construction site. Minnkota Power will provide the necessary hard hats and vests for the tour.

In November, Minnkota Power Cooperative will move into its first new headquarters complex since the 1940s. The 252,000-square-foot facility will meet the cooperative’s current and long-term needs in the areas of security, workplace efficiency and large equipment storage. The complex incorporates many energy-efficient technologies, including geothermal heating and cooling, LED lighting and high-efficiency variable speed drives.

12 p.m. **Adjournment**

Safe travel home!

GUEST PRESENTERS



Tracy Warren serves as the senior communications manager for the National Rural Electric Cooperative Association. She has more than 20 years of experience directing strategic communications in the public policy and political arena. This includes: managing state and national media and public awareness campaigns, serving as press secretary for a presidential campaign and

two Members of Congress, and directing communications for national advocacy and trade organizations.



Annie Meehan learned tenacity and resilience at a tender age, growing up as a middle child of seven children raised by a single mom. When she was 7 years old, Annie was told she was dyslexic. She struggled with spelling and reading letters in the correct order for years and remembers being asked if she was illiterate. Annie was 21 years old at the time. That never stopped her from

becoming all she is meant to be.

Annie's professional speaking career began as soon as she left her first corporate job at Piper Jaffray and became a contract speaker for one of the top non-profit organizations in the U.S. Now an author of three books, franchise business owner, certified coach and volunteer, Annie shares her personal and professional stories to inspire and delight audiences.

REGISTRATION INFORMATION

Please register for the summer meeting by Monday, **Aug. 7**. Complete the attached registration form and return to Pamela Clark-Stein at pstein@ndarec.com; or fax to (701) 663-3745. The costs of the meals and refreshment breaks will be billed back to your cooperative. If you need to cancel your registration, please let Pamela know 48 hours in advance. In the case of a no-show, your cooperative will be billed for the cost of meals and breaks.

REQUIRED PERSONAL INFORMATION FOR GRAND FORKS AIR FORCE BASE (AFB) TOUR

There are security requirements for participation in the Air Force Base tour. Please provide the following personal information to NDMSA President Gretchen Schmaltz, Nodak Electric Cooperative, by **Aug. 1**. Gretchen will take your confidential information over the phone and then in turn provide this to the Grand Forks Air Force Base in advance of the tour. Gretchen's direct phone number is (701) 795-6717.

1. **Your full name as it appears on your driver's license**
2. **Date of birth**
3. **Driver's license number**
4. **State of issue for your driver's license**

HOTEL ACCOMMODATIONS AT THE CANAD INNS DESTINATION CENTRE GRAND FORKS

A reserved block of sleeping rooms is available for Aug. 16 and 17 at the Canad Inns Destination Centre Grand Forks, 1000 South 42nd St. The room rate is \$99/night. The reserved room block is under "ND REC Member Services."

To make your room reservation, please call 1-701-772-8404 or 1-888-33-CANAD by **Aug. 1**; this is the release date for our reserved block of sleeping rooms. Please mention Group Identification #448510 when making your reservation.

NDMSA EXECUTIVE COMMITTEE

Gretchen Schmaltz, Nodak Electric Cooperative
President

Kirk Praus, KEM Electric Cooperative
Vice president

Heidi Robbins, Burke-Divide Electric
Secretary

Jeremy Woeste, Basin Electric Power Cooperative

Sue Black, Minnkota Power Cooperative

Pamela Clark-Stein, North Dakota Association of Rural Electric Cooperatives