

COOPERATIVE STRUCTURE: A STRATEGIC ADVANTAGE FOR CO-OP STAFF

NRECA #119

OCTOBER 11, 2017

**Baymont Inn & Suites
2611 Old Red Trail • Mandan, N.D.**

OCTOBER 12, 2017

**Cass County Electric Cooperative
3312 42nd St. S • Fargo, N.D.**

The cooperative business model provides unique advantages to all types of cooperatives in today's challenging and shifting energy environment. Electric cooperatives that "live" their purpose and operate in accordance with the cooperative business model empower their members to improve their quality of life.

KEY TOPICS

- Ways co-op employees may tap into the strategic advantage of the cooperative structure
- Increased understanding of the cooperative principles and values
- Assessment of how and why a cooperative culture is key to member engagement



GUEST INSTRUCTOR:

Adam Schwartz is the founder and principal of The Cooperative Way, a consulting firm dedicated to helping cooperative businesses succeed. Schwartz has served cooperatives from different sectors for more than 20 years and has extensive knowledge of the key

factors that lead to high-performing, sustainable success for cooperatives from all sectors.

Prior to founding The Cooperative Way, Schwartz served as vice president for public affairs and member services from 2005 to 2011 for the National Cooperative Business Association (NCBA), the only national cross-sector member association with a mission of developing, protecting and advancing cooperative businesses. His responsibilities included directing public policy, communications, marketing and strategic alliances.

Prior to his service at NCBA, he served as vice president of external affairs for the National Rural Telecommunications Cooperative in Herndon, Va. and a senior legislative representative for NRECA in Washington, D.C.

SCHEDULE FOR OCTOBER 11-MANDAN AND OCTOBER 12-FARGO

8:30 to 9 a.m. Registration and continental breakfast

9 a.m. to 12 p.m. Seminar in session

12 to 12:30 p.m. Lunch

12:30 to 3 p.m. Seminar in session

3:15 p.m. Evaluations and adjournment

REGISTRATION INFORMATION

Contact your co-op's general manager or executive assistant, who received a registration form. The pre-registration deadline is **Sept. 27**. For members with a 2017 NDAREC prepaid education plan, there is no registration fee. For members that do not have the prepaid education plan, the registration fee is \$400/person/course.

Online registration is also available at <http://ndarec.com/content/2017-education-programs>. No advance payment is necessary.

NRECA'S CANCELLATION POLICY

NRECA charges a 50-percent cancellation fee if one of their courses is cancelled 10 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.