



# CREDENTIALLED COOPERATIVE DIRECTOR (CCD) CERTIFICATE

**Who Should Attend:** All cooperative directors who wish to become a CCD Director.

**Date and Time:** April 24-25, 2012 • Ramkota Hotel – Theatre 1 • Pierre, S.D. • April 24 from 1 to 5 p.m., with registration starting at 12:30 p.m.; April 25 8:30 a.m. to 4 p.m.

**Registration:** Form enclosed. Please fax back to Karla at SDREA at 605-224-4430 by April 20 or register online at [sdrea.coop](http://sdrea.coop) under News and Events.

**Room Reservations:** Contact the Ramkota Hotel directly by calling 605-224-6877 and asking for the SDREA Director Workshop room block. Room rate is \$71 plus tax. Cut-off date is March 24.

**Instructor:** Greg Boudreaux, Business Associate, Corporate Governance and Strategic Planning, National Consulting Group. Greg Boudreaux has consulted with electric cooperatives and other organizations for more than 24 years. His areas of specialization include corporate governance, policy development, strategic planning and facilitation, board self-assessment, and writing and curriculum design. He has assisted more than 150 organizations and cooperatives in the development of strategic plans. Previously, he served as Executive Director of Educational Programs for the National Rural Electric Cooperative Association, where he worked with key membership groups to identify strategic issues in the electric utility industry.

## Tuesday, April 24 – 1 p.m.

**Title:** NRECA Course 2620.1 – “Board Roles and Relationships” (Half-day course: This course will be billed on a per participant basis.)

**Course Description:** The success of the cooperative is based on its ability to nurture and maintain effective relationships with consumers, community leaders, media, public officials, and others. This course explains how the director and the full board each play a key role in developing plans and in implementing actions to maintain and manage these relationships.

### Key Topics Include:

- Identifying the individuals and groups with whom the board must maintain effective working relationships
- Understanding, working with and responding to members
- How public officials and opinion leaders impact the cooperative and the board’s role in building and maintaining effective relationships
- Lessons and guidelines regarding key internal relationships: the board’s relationship with the chairman, the attorney and with itself

## Wednesday, April 25 – 8:30 a.m.

**Title:** NRECA Course 2630.1 – “Strategic Planning” (Full-day course: This course will be part of package A.)

**Course Description:** Boards have ultimate responsibility for ensuring and evaluating the long-term health of the organization. They help fulfill this duty by identifying goals through strategic planning and by authorizing the appropriate allocation of resources through the adoption of financial policies and budget review and approval. This course teaches directors how to participate effectively in a strategic planning process.

### Key Topics Include:

- The purpose, value and components of strategic planning
- Preparing for a strategic planning session
- Using a “SWOT” analysis to assess strengths, weaknesses, opportunities, and threats
- Recognizing how the board should plan its monthly agendas around the strategic plan
- Recognizing how the board should use its annual evaluation of the cooperative’s accomplishment of the strategic plan as the foundation of the CEO’s performance appraisal



*Course 2620.1 will be billed on a per participant basis.*

*Course 2630.1 is part of the SDREA Education Package A. If you did not purchase Package A, then the fee is \$450 plus tax per participant.*