

# 2022 Spring RoundUp

April 14-15, 2022

Marriott Va Beach Oceanfront

## Fees

One Day: \$550

Both Days: \$1,000, Save \$100!

Breakfast: \$46 each day

Lunch: \$55 each day

## Thursday, April 14th

### **Social Media Strategies | Scott Peterson, NRECA**

Growing misinformation and public mistrust in institutions have created a more difficult environment for communications and co-ops are not immune from these challenges when communicating with members and other stakeholders. As electric cooperatives move forward with new technologies and programs for members and face challenges from cybersecurity, severe weather and other events, co-op leadership and directors together must be prepared to succeed during emerging communications challenges. What strategies should co-ops have in place to succeed and what is the role for directors in communicating with members and others, especially in today's partisan media and social media environment?

### **Building a Values Based Cooperative | Adam Schwartz, The Cooperative Way**

What are your cooperative's values? How are those values demonstrated to the members, employees and the community at large? During this interactive session we will explore how your co-op can define your core values in a manner that is meaningful to everyone who interacts with the cooperative. We demonstrate how your values show up in your co-op's activities.

## Friday, April 15th

### **BLC 919.1 Cooperative Structure: A Strategic Advantage**

#### **Adam Schwartz, NRECA & The Cooperative Way**

The cooperative business model provides unique advantages to electric co-ops 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. This course is designed to help directors to tap into the strategic advantage of the cooperative structure through greater understanding and use of the cooperative principles and values.

- ♦ The meaning of a "cooperative culture" and the board's role in shaping it
- ♦ Using a cooperative culture as a key component in your co-op's member engagement strategy
- ♦ Moving from a monopoly mindset to a competitive one through the advantages of the co-op structure
- ♦ How the cooperative structure can attract and retain the next generation of co-op employees and leaders
- ♦ Using the cooperative structure as a key driver of economic development in their service territory

*Speak to your co-op's Executive Assistant about registering.*

**Registration Deadline: April 1, 2022**



## *Scott Peterson*

### ***Senior Vice President, Communications, NRECA***

As senior vice president of communications, Scott Peterson is responsible for the overall direction of NRECA's public relations, marketing and branding, advocacy communications, national media outreach, publications, and digital communications.

Before joining NRECA, Scott was senior vice president for communications at the Nuclear Energy Institute and part of its executive leadership team from 2001-2016. He led the development of the industry's communications and advocacy strategy, significantly improving the perception of nuclear energy among federal and state policymakers and opinion leaders.

In 2011, Scott directed an award-winning crisis communication and reputation management strategy after the reactor accident in Fukushima, Japan. NEI received the Global SABRE Award for best global association public relations campaign and the Public Relations Society of America's Silver Anvil for best crisis communications strategy in recognition of this work.

Before NEI, Scott was the communications manager at the American Nuclear Energy Council and was a media relations representative at Illinois Power. He also was a journalist for seven years at newspapers in three states.

Scott has a B.A. in journalism from the University of North Carolina at Chapel Hill and completed the Reactor Technology Program for Utility Executives at the Massachusetts Institute of Technology.

## *Adam Schwartz*

### ***Founder & Principal, The Cooperative Way***

Adam Schwartz is the founder and principal of The Cooperative Way, a consulting firm dedicated to assisting all types of cooperative businesses succeed. The Cooperative Way is a strategic partner with Columinate a shared services consulting co-op, with 40 co-op consultants.

Schwartz provides strategic planning and guidance for those within organizations seeking to utilize co-op principles and values as a primary force in serving their members and community. His services include steps to build/restore a co-op culture, the role a co-op can play as a catalyst in economic development, increasing productivity through a greater sense of organizational purpose, and more.

He is an adjunct professor at the University of Mary Washington teaching about the co-op business model.

Prior to founding The Cooperative Way, Adam served as vice president for public affairs and member services for the National Cooperative Business Association. Previously he was VP of external affairs for the National Rural Telecommunications Cooperative. Adam was a senior legislative representative for NRECA for 9 years.

Schwartz is a frequent speaker and author. He writes frequently on the future of co-ops and has appeared on MSNBC and CNN to promote co-ops as the better business model for economic and social change.

**Questions: Brandon Burton | [bburton@vmdaec.com](mailto:bburton@vmdaec.com) | 804-297-3485**