

April 5-7
Kansas City, MO



Fiber Insight

Tuesday Morning

8:30 am – Fiber Tee Up

9:15 am – Sales ABC (Accelerated Boot Camp) – Doug Goff, Growing the Results

The market for internet services is competitive and new to many employees. Learn basic and practical sales principles to share with your team.

10:15 – 10:30 am – Break

10:30 am – Fiber Journey – The Customer Perspective – April McDonald, Great Lakes Energy

When co-ops launch fiber, everything about the process is new. Learn how Truestream used journey mapping to understand the experience from the subscriber viewpoint and identify pain points for improvement.

11:00 am – Analyzing Touchpoint Surveys to Improve Customer Experience – Corey ten Bensel, Co-Mo Connect

One of the first cooperatives in the nation to roll out internet, Co-Mo Connect now offers fiber to its entire member network and is expanding beyond the original service territory. Learn how Corey and his team improve the subscriber experience by utilizing ongoing survey data.

12:00 – 1:00 pm – Lunch

Tuesday Afternoon – Fiber Insight

1:00 pm – Simplifying Fiber Marketing through Planning – Kacey Thelen, HomeWorks Connect

HomeWorks has an aggressive multi-channel marketing plan to keep members in the loop at all stages of the process. Learn how leveraging strategic planning has helped them maximize personnel and minimize stress.

2:00 pm – How's your TV reception? – Mark Cook and Kaitlyn Bonds, Cumberland Connect

Nobody makes good decisions without data. Listen to how Cumberland Connect leveraged its existing subscribers' and prospects' experiences to have better reception – and make smarter decisions about their current and future offerings.

3:00 – 3:15 pm – Break

3:15 pm – Smart bundling – Scott Watts, Sr. Product Manager, NRTC

Using conjoint analysis to learn what your subscribers care about.

3:45 pm – Roundtable Peer Discussion

Bring your best ideas or biggest heartburns for this discussion time – devoted to whatever you want to share. We envision this will be a great opportunity to learn from each other and make great connections.

4:15 pm – Dismissal

Tuesday Evening – Group Event

4:45 pm – Depart hotel for [Chicken N Pickle](#) – Enjoy food and fun in this relaxed space and bring your tennis shoes if you want to join in the pickleball fun!

8:00 pm – Depart Chicken N Pickle for hotel

Wednesday Morning

8:30 am – Welcome & Cooperative Insights

Honorable Judge Duane Benton, US Circuit Judge; Court of Appeals for the Eighth Circuit

CORE Insight

8:45 am – Turning Insight into Action – Keith Kaderly & Julie Elliott, Inside Information

Maybe not all roads, but most roads lead to data, and success in any organization begins with collecting and utilizing it. In this session, we'll build the case for "data-driven everything." Learn how leveraging data can help create messages that resonate with your audience and positively impact your bottom line.

Topical Insights

9:30 am – Plan, Communicate, Show Results – Cassie Cunningham, White River Valley

Walk through this case study of how White River Valley is building member engagement through aggressive communication and building support for the marketing and communications programs in the process.

10:15 – 10:30 am – Break

10:30 am – Front Line Focus – Eddie McKnight, McKnight Associates LLC

Many cooperatives focus on external communication, but what about your employees? Have they been trained so they know about your coop business model, teamwork, your brand, the basics of how to engage in conversation with members, and your plans for the future? Find innovative ways to train them to engage and respond to build a stronger team.

11:30 – 12:30 pm – Lunch

Wednesday Afternoon

12:30 pm – Got Soul? – Debra Niewald, Expert EOS Implementer® at EOS Worldwide

Your business culture is unique - it may be inspiring and resilient, ill-defined or a great mystery. It may also be struggling under the weight of turmoil, uncertainty, or relevance. Learn to unearth or strengthen your extraordinary, and explore the power of meaningful questions, reflection, stories and inspiring examples that are at the core of every extraordinary culture... including yours.

2:00 pm – Rubber Meets the Road: Case Study Roundtable Focusing on Gathering + Using Data

- > **Derrick Redfearn: Ozarks Electric** identified more than 1,500 households with electric vehicles prior to launching a special EV rate. Learn more about their ongoing strategic use of data to spur program success.
- > **Terry Mullen: West Florida Electric** also used member surveys to identify manufactured homes then communicated about a special program to those members. WFECA benefitted by collecting emails through the survey process and also following up with members interested in programs and services.
- > **Kristen Stewart: Cherryland Electric** needed to measure member sentiment about outage text notification, so they modified their ongoing outage survey to get a quick assessment of the situation. By having processes in place, Cherryland can quickly take the pulse of members when the need arises.

3:15 – 3:30 pm – Break

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3:30 pm – Growing Understanding: A Case Study in Board and Member Relations – Brett Abplanalp, CEO, Decatur County REMC

Decatur County REMC CEO Bret Abplanalp relates how communication cultivates a positive organizational culture. This not-to-be-missed session shows how Decatur County planted seeds that reaped enhanced board and member relationships.

4:30 pm – Clarity Break Review/Wrap Up

Wednesday Evening – Group Event

5:45 pm – Depart hotel for Jack Stack Barbecue & Jazz

8:30 pm – Depart Jack Stack Barbecue for hotel

Thursday Morning

Clarity break from 7:30 to 8:30 am

9:00 am – 3 Steps to Younger Member Engagement – Julie Elliott & Julie (OJ) Crook, Inside Information

Younger member engagement is really not as obscure as it might sound. Follow these three steps, and you'll have a quick start to launching closer ties with this important segment of your membership.

9:20 am – Strike Gold with your Data – Wren Martin, Inside Information & Ryan Stout, TIAA

This session showcases dashboards and other tools to visualize and monitor your performance. Learn about Inside Information's Cooperative Attitude & Performance Score (CAPS) and explore ways to compare your co-op to others. If you have difficulties accessing the data you need in your system, this discussion will unlock new possibilities for solving those challenges.

10:20 – 10:35 am – Break

BIG Insight

10:35 am – Create Your Plan

This session is devoted to finishing a tangible plan to round out the conference with action steps to adopt and make an impact right away when you get back to work.

11:30 am – Selling the Idea – Keith Kaderly & Julie Elliott, Inside Information

Hear what cooperative executives say about the need to commit to research and communication and the value it brings to their organizations then use these points to help make your own case.

12:00 pm – Dismissal, Safe travels home