

# DIRECTOR COURSE #945.1

## UNDER SCRUTINY: THE BOARD'S ROLE IN THE AGE OF CONSUMER ACTIVISM AND TRANSPARENCY

Date:  
Sunday, February 26, 2012

Time:  
9:00 a.m. - 4:00 p.m.

Location:  
Grand Hyatt Hotel  
1750 Welton Street  
Denver, Colorado 80202

Instructor:  
Greg Boudreaux

Fee:  
No charge for CREA members  
\$200 for non-members

**Course Description:** Everything that the board or the organization does sends a message. Directors must be prepared to deal with increased scrutiny from members, the public, news media, legislators, regulators and others. This scrutiny can come from any direction, and a failure to address it only produces more. This course will help directors discuss and analyze how to best position their system at a time of public demands for accountability, ethics and transparency.

### Key topics include:

- The rise in demands for transparency and accountability
- Why electric utilities, including co-ops, are in the headlights
- Steps to address the new challenges:
  - Getting your house in order
  - Identifying strategies to strengthen and communicate your position
  - Why it's harmful to demonize those who challenge you or ask questions

**Credit:** One credit toward NRECA's Board Leadership Certificate will be given upon the completion of this class.

**To Register:** Registration can be done at the same time as you register for the CREA Annual Meeting, just go to [www.crea.coop](http://www.crea.coop) and click on the annual meeting link. Or, you can contact Meg Vetting at the CREA office (303) 455-2700 ext. 700 or e-mail at [mvetting@coloradorea.org](mailto:mvetting@coloradorea.org)



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