

**COOPERATIVE COMMUNICATIONS AND PUBLIC OPINION:
THE DIRECTOR'S PERSPECTIVE
DIRECTOR COURSE #914.1**

- Date: Sunday, September, 2007
- Time: 9:00 a.m. - 4:30 p.m.
- Location: Colorado Springs
- Instructor: Bob Patton
- Fee: No charge for Colorado directors,
\$200 for out-of-state directors
- Credit: One credit toward NRECA's Board Leadership Certificate will
be given upon the completion of this class
- To Register: Mark the appropriate box on the CREA Annual Meeting
registration form or contact Liz Fiddes at the CREA office
(303) 455-2700 ext. 103 or e-mail at liz@coloradorea.org

Given the challenges of navigating through the evolving energy landscape, effective communications from the cooperative is an area of increasing importance. Whether it's communicating future rate increases or advertising your cooperative's participation in renewables, strong communication programs strengthen your identity with your consumers and build customer loyalty. This course guides participants as they explore the roles and responsibilities of directors with regards to communicating during a crisis or controversy and managing public opinion.