

2009 NCEA LEADERSHIP CONFERENCE ~ SURVEY RESULTS

June 14-16, 2009 – Inn on Lake Superior, Duluth, MN – 64 Attendees

1. Rate your Leadership Conference experience:	Excellent	Good	Average	Poor	N/A
A. Overall, rate this Conference experience	61%	11%			28%
B. Attendee Gift Packet, agenda and badges:	72%	11%	6%		11%
C. Lodging facility, amenities and location:	56%	17%	6%		21%
D. Sunday – Dinner Cruise on Vista King:	56%	11%			33%
E. Monday – Meeting facility:	49%	28%	6%		17%
F. Monday – Golf at Northland CC:	22%				78%
G. Monday – Tour of Glensheen:	39%		6%		56%
H. Monday – Dinner at Northland CC:	61%	17%			22%
I. NCEA staff service:	72%	6%	6%		16%

2. Rate and comment on the general sessions and speakers:

A. "Obama's Energy Policy" by Craig Sieben	-	28%	50%	11%	11%
<i>Comments: "Somewhat disjointed" ... "No meat – where did you get him?" ... "Great to hear some of Obama's positions first-hand" ... "Enjoyed his Obama relationship sharing" ... "Clueless" ... "Not enough substance – too much of his personal story" ... "Good to hear opposite points of view" ... "Loves Obama almost as much as himself" ... "Too slow of a start" ... "Seemed poorly organized (no slides) and wandered"</i>					
B. "Wall Street Trends Facing Utilities" by Christi Tezak	66%	17%	6%	-	11%
<i>Comments: "Good info, good presentation, forward thinking" ... "Lots of meat - great presenter" ... "Wow! Analysts know a lot about the utility industry" ... "Very knowledgeable on Congress issues" ... "Excellent - I would listen to her every year" ... "Good insight – frank and candid" ... "Outstanding" ... "Outstanding"</i>					
C. "Future Course of U.S. Economy" by Jeff Thredgold	50%	38%	6%	-	6%
<i>Comments: "Excellent speaker and information" ... "Fascinating statistics. Great attitude and positive view" ... "Very positive feel after his presentation" ... "Excellent" ... "Entertaining – humorous, not too technical, but optimistic view" ... "Very good mix of humor" ... "Easy to listen to for an economist"</i>					
D. "Customer & Employee Satisfaction" by Sid Ridgley	56%	44%	-	-	-
<i>Comments: "Very good information – a bit annoying when he talked so loud" ... "Great message of 'Seller beware' Provoking concept" ... "Very good" ... "Engaging and thought provoking" ... "Outstanding" ... "Very good, on target, relevant" ... "Classy guy with strong message for our utilities"</i>					
E. "Enjoy the Ride" by Steve Gilliland	67%	27%	-	-	6%
<i>Comments: "Made me think" ... "I truly loved and got his message" ... "Good" ... "Top notch – made you think (rethink priorities)" ... "Good message, but would have been better without the incessant self-promotion for books, etc." ... "Excellent, very funny, good advice" ... "Great" ... "Strong finish"</i>					

3. Provide your general comments on this NCEA Leadership Conference: "If personal contact creates 'friends' on the loyalty ladder, then you've done it" ... "Very nice" ... "Excellent" ... "Great topics, fun as always" ... "Dave Goodin was a great facilitator. Dale – once again, coordinated a great event" ... "As always, well organized – nice event" ... "One of the best in terms of speakers – the tour was great" ... "Always look forward to this event – well done – not too long. Good content, good networking" ... "Enjoyed the speaker and conference very much. Nice job" ... "Very good" ... "I missed most of it but what I attended was very good" ... "Excellent event" ... "Excellent event and venue" ... "First conference for me and it was excellent! Everyone was very welcoming and friendly"
4. Speaker, Topic and Event suggestions for 2010 at Madden's Lodge in Brainerd, MN: "Discuss how the economy has evolved between now and then – into the future" ... "Very timely topics" ... "Chris Tezak" ... "How to operate like an organization and not just a corporation" ... "Golf at The Classic" ... "Love Madden's and all the resort things to do" ... "Continue what you are doing"
5. Comment on the economic value of NCEA: "I continue to see the value" ... "Good" ... "Very good" ... "Excellent bargain" ... "Great set of speakers this year – good value" ... "This year more than the past – was a good value. Very reasonable price – esp. hotel/travel" ... "VERY GOOD – I wish I could have made the entire conference" ... "Outstanding opportunity for networking with other utility friends"

2010 NCEA Leadership Conference – June 20-22, 2010 – Maddens Lodge, Brainerd, MN