

NCEA 2011 Leadership Conference ~ Satisfaction Survey:

June 26-28, 2011 ~ The Osthoff, Elkhart Lake, WI

The 2011 NCEA Leadership Conference was held June 26-28, 2011 at The Osthoff, Elkhart Lake, WI

1. Overall: Rate this Leadership Conference experience?

Excellent	6	75%
Good	2	25%
Average	0	0%
Below Average	0	0%

2. Provide all general comments on the recent conference:

4 Responses: Great location and the cooking class was fun and different..... Good variety of speakers..... The best executive level utility event I attend..... Great location and content.....

3. Rate the "Energy Issues Update" session by Stu Pearman of ScottMadden:

Excellent	5	62%
Good	2	25%
Average	1	12%
Below Average	0	0%

4. Rate the "Midwest Energy Efficiency Programs" session by Susan Stratton, Energy Center Wisconsin:

Excellent	3	38%
Good	4	50%
Average	1	12%
Below Average	0	0%

5. Rate the "Washington Politics" session by Patrick Haggerty:

Excellent	3	38%
Good	2	25%
Average	3	38%
Below Average	0	0%

6. Rate the "EPRI's Utility Vision of Future" session by Barbara Tyran, EPRI:

Excellent	2	25%
Good	6	75%
Average	0	0%
Below Average	0	0%

7. Rate the "Even Eagles Need a Push" session by David McNally:

Excellent	6	75%
Good	2	25%
Average	0	0%
Below Average	0	0%

8. Rate the Sunday evening entertainer, Ron Dentinger:

Excellent	1	12%
Good	4	50%
Average	1	12%
Below Average	0	0%

9. Rate the "Golf Tournament" & "Culinary School" on Monday:

Excellent	5	62%
Good	2	25%
Average	0	0%
Below Average	0	0%

2 Responses: Liked the 3-person golf scramble for something different..... Glad to have the culinary school option! really enjoyed it.....

10. Overall ~ Rate the facility, value, amenities, location:

Excellent	6	75%
Good	1	12%
Average	1	12%
Below Average	0	0%

11. Did you have any issues at The Osthoff?

Yes	0	0%
No	8	100%
If Yes, was it fixed?	0	0%

12. Should NCEA continue offering 'spouse/family' options or a move to a 'delegate only' Annual Conference? Should NCEA continue with business type speakers, more industry presentations, or a mix of both kinds? Please comment candidly:

8 Responses: Spouse and family is nice - keep it..... A mix with some opinion leaders and policy makers too. Continue with spouse/family option..... The mix of speakers this year was great. Continue to shake up the group and expand our leadership horizons..... Mix of both is good..... Continue to offer spouse options. Ilike both business and industry speakers- a mix is good for perspective..... offer spouse and family. I am fine either way..... I'd like more focus on industry issues. I enjoy(ed) speakers who talk about ethics/being a good business person and those that have presented were interesting and easy to listen to. However, I would get more out of presentations that relate to industry specific topics, i.e. what is happening in DC and how those activities affect our industry, and what state policy issues are affecting us in the region/individually that we need to be aware of. It seems to me that when the presentations are on issues we are dealing with on a daily basis, that is when you get the most discussion between attendees which is always good to hear.....

13. List specific topics/speakers for the 2012 Conference?

5 Responses: *Workforce and Succession Planning Customer Education/Engagement Utility Branding..... Dan Skaar from Midwest Reliability Organization- good speaker, and in the midst of reliability/NERC/FERC issues..... Update on Customer Usage in the Electric Industry Energy Efficiency Governmental update Trends in the Industry Smart Grid....what is it?..... EPA - rule makings/enforcement activities Federal legislative activities State legislative/regulatory commission activities Energy Efficiency/DSM cost recovery mechanisms - what programs are working or not and why? Regional Transmission opportunities Renewable Energy integration strategies Energy generation mix of the future - how do we get there without leaving our customers behind or putting them in debt Are we really communicating to our customers about what their energy future may look like and what its going to cost to get there? How does federal or state energy policy directives really mesh up with customer expectations or wants?..... David Owens is always a big hit. I also like the idea of of state and federal legislators and regulators.*

14. How can we increase the value of NCEA to your utility?

3 Responses: *NCEA is a bargain for what we and my colleagues receive..... Just find high quaiity, knowledgeable and thought provoking speakers..... Keep up the good work and great service to us utility people -- Dale is always a great help.*

15. Please provide any other comments here:

3 Responses: *Hard to know how to stem the gradual decrease in participation- I get value from the meeting but it is primarily from networking..... This is one conference that I really enjoy attending each year in that I appreciate the opportunity to interact with industry peers to talk about issues they are working on. This year, in particular, I enjoyed the presentations and really appreciated the dialogue that occurred as a result of the presentations rather than folks just listening..... Do you think there would be any interest in a Marketing and/or Communications group workshop?*

See you at the 2012 NCEA Leadership Conference - June 24-26, 2012 - Brainerd, MN