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May 15-18, 2012
Sheraton Hotel
New Orleans, LA

- :: Pre-Conference Learning Opportunities
- :: Learning Labs
- :: Super Sessions!
- :: Inspiring Keynote Speakers
- :: Innovative Showcase
- :: Technology Demo Theatre – New!
- :: Multiple Networking Events
- :: Continuing Education Credits

Conference & Innovative Showcase
Reconnect. Respond. Reinvent.

CON '12 NECT®



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"I keep the journal with my conference notes on my desk all year. It has a place of prominence and I refer to it for reference or ideas at least a couple of times a month. The value of CONNECT extends throughout the year."

Dianne Porter, CCC
Marketing & Communications Coordinator
Golden Valley Electric Association, Inc.
Fairbanks, AK

Presented by:



To the visionaries, creators, storytellers and the first line of defense — this is for you! The CONNECT® Conference & Innovative Showcase



brings together electric cooperative marketers, communicators and member services professionals to share ideas and inspire a culture of excellence.



So go ahead, let those creative ideas run wild as you attend sessions and catch up with co-op counterparts. Ask the question, “Why are we doing it this way and how can we be better?”



At CONNECT '12, you'll find the answers, right in the heart of New Orleans!

Keynote Speakers and Special Guests

(as of January 2012)



Robert Bryce — The critically acclaimed author of *Power Hungry: The Myths of “Green” Energy and the Real Fuels of the Future*, and one of America’s most prominent energy analysts, will be the conference opening general session speaker. The *New York Times* says he is “something of a visionary and perhaps even a revolutionary.” A senior fellow at the Manhattan Institute, he regularly appears on television and radio programs including BBC, CNN, Fox and NPR.

Glenn English — NRECA CEO Glenn English will outline the challenges — and the opportunities — ahead for co-ops during this national election year and beyond. In March 1994, Glenn became the fourth chief executive officer of NRECA. Under his leadership, cooperatives have come to be seen as a powerful presence on Capitol Hill, “punching above their weight,” as one newspaper put it.



Don Yaeger — Author of more than a dozen books, including four *New York Times* bestsellers, Don is one of America’s most provocative journalists. In his award-winning career, including 10 years as associate editor of *Sports Illustrated*, Don has met some of the greatest athletes in our time, including Walter Payton, Jimmy Connors, Michael Jordan and many more. Using personal accounts from more than 20 years of interviews, hear Don underscore “Sixteen Consistent Characteristics of Greatness” at the closing general session.

Kent Gonsoulin — Kent is a Cajun comedian and a past champion of the International Cajun Joke Telling Contest. For more than 20 years, he has performed throughout the South, appearing on TV, radio, commercials and in movies. Kent has performed at the Mickey Gilley Theater in Branson, MO, and has been seen on the “E!” Entertainment Network. He has been written up in numerous newspapers and magazines and by the Louisiana State Police.



Pre-Conference Learning Opportunities

Tuesday, May 15 (All day unless otherwise specified.)

- :: Powering Up Your Co-op Connections® Program: What’s the Secret Formula? (9:00 a.m. – 12:00 p.m.)
- :: The Website Wow Factor (1:00 p.m. – 4:00 p.m.)
- :: Usable Design for Tablet and Mobile Apps
- :: Can You Speak Engineering? Engineering for Non-Engineers

Learning Labs

More than 25 learning labs will be offered!

Sessions include:

- :: Newsletter Design That Works
- :: Give Presentations that Connect with Bilingual and Diverse Audiences
- :: General Meeting Planning: From A to Z
- :: Communication-Readiness for the Era of Innovative Energy
- :: Launch Your Social Media Efforts Out of This World with NASA
- :: Managing Messages, Honoring Obligations and Wrangling Roles During Media Unrest
- :: Protecting Our Reputation
- :: Copyright Infringement
- :: So, You Want to Be a Co-op Board Member?
- :: Engaging the Consumer through Mobile Technology
- :: Touchstone Energy Programs that Help you Connect with Members
- :: And much, much more!

Networking Opportunities

- :: **Innovative Showcase Opening Reception** Wednesday, May 16
- :: **Sweet Sensations Dessert Café** Thursday, May 17
- :: **Last Curtain Call in the Innovative Showcase** Thursday, May 17
- :: **A Taste of New Orleans Reception** Thursday, May 17

Registration is now open!

Save more than 15% off the regular price

with the ValuePak registration for three or more employees from the same co-op! Take advantage of this discount and save your co-op up to \$400!

Find the latest details and register today at www.connect.nreca.coop