

February 10 – 14
2020

THE ACADEMY

Winter Education Institute

Savannah, Georgia

Save **\$50** per class
when you register
by January 20!

Courses

Accounting

Electric Utility 101

Cost of Service & Rate Design

Constructing, Operating, and Maintaining
Underground Distribution Systems

Advanced Topics in Underground Distribution

Certificate Program

Key Accounts

PublicPower.org

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Powering Strong
Communities

Save **\$50** per class
when you register
by January 20!

Learn Together, Grow Together

The American Public Power Association's seasonal education institutes offer in-depth training courses for all skill levels. Institutes allow attendees to focus on a single topic or spend the week in multiple classes for more comprehensive training.

| | Monday 2/10 | Tuesday 2/11 | Wednesday 2/12 | Thursday 2/13 | Friday 2/14 |
|--|--|---|---|---|-------------|
| Accounting | Public Utility Accounting | | Work Order & Asset Management | Advanced Public Utility Accounting | |
| Cost of Service & Rate Design | Basic Cost of Service: Concepts and Rate Planning | Intermediate Cost of Service: Implementation and Best Practices | | Strategic Rate Design: Trends and Distributed Generation Impacts (1.5 days) | |
| Key Accounts Certificate Program | Electric Utility Industry Overview | Implementing a Customer-Focused Key Accounts Program | Developing Your Key Accounts Representative | The Effective Key Accounts Toolbox (1.5 days) | |
| Technical Training | Constructing, Operating, and Maintaining Underground Distribution (3.5 days) | | | Advanced Topics in Underground Distribution (1 day) | |

For detailed course and instructor information, visit www.PublicPower.org under **Institutes & Certificates**.

Accounting

Earn CPE credits

Public Utility Accounting

Monday, Feb. 10 – Tuesday, Feb. 11

Monday: 8:30 a.m. – 5 p.m.

Tuesday: 8 a.m. – 4 p.m.

Recommended CEUs 1.3/PDHs 13/CPEs 15

Field of Study: Accounting

This foundational class is designed around the Federal Energy Regulatory Commission Uniform System of Accounts, covering every relevant FERC account. Review the proper usage of each account, the role of accounting in public utilities, preparation of FERC-based income statements and balance sheets, the supporting charts of accounts, and proper coding for all FERC account activities.

Instructor: Jerry McKenzie, Senior Associate, MGT Consulting Group

Work Order and Asset Management Accounting

Wednesday, Feb. 12

8:30 a.m. – 4:30 p.m.

Recommended CEUs .7/PDHs 6.5/CPEs 7.8

Field of Study: Accounting

Learn how to coordinate operations and finance processes to accurately account for projects. Work through the necessary steps to report utility construction costs and differentiate between capital construction and maintenance costs. Learn about practical industry processes, through real-world utility examples of the day-to-day realities of accounting for utility construction costs.

Instructor: Russ Hissom, CPA, CIA, CISA, Partner, Energy and Utilities Group, Baker Tilly

Advanced Public Utility Accounting

Thursday, Feb. 13 – Friday, Feb. 14

Thursday: 8:30 a.m. – 4 p.m.

Friday: 8 a.m. – 3:30 p.m.

Recommended CEUs 1.2/PDHs 11.5/CPEs 13.8

Field of Study: Accounting

This practical course examines the more complicated aspects of accounting theory and practice to inform planning and decision-making and help execute your day-to-day work more efficiently and effectively. Discuss how accounting principles and practices impact financial reporting to internal and external stakeholders. Learn about industry trends, new accounting standards, and strategies for ensuring future financial success.

Instructors: Russ Hissom, CPA, CIA, CISA, Partner, and Bethany Ryers, CPA, Senior Manager, Energy and Utilities Group, Baker Tilly

Cost of Service & Rate Design

Interactive courses full of real-world examples and exercises

Basic Cost of Service: Concepts and Rate Planning

Monday, Feb. 10

8:30 a.m. – 4:30 p.m.

Recommended CEUs .7/PDHs 6.5/CPEs 7.8

Field of Study: Specialized Knowledge

Explore the ins and outs of cost of service—from basic concepts to leveraging data for decision making. Learn how to determine revenue requirements and key financial targets and relate them to cost of service. Find out how to develop a long-term rate plan and use financial targets to determine customer rates, borrowing needs, and capital improvements.

Instructor: Dawn Lund, Vice President, Utility Financial Solutions

Intermediate Cost of Service: Implementation and Best Practices

Tuesday, Feb. 11 – Wednesday, Feb. 12

8:30 a.m. – 5 p.m. both days

Recommended CEUs 1.3/PDHs 13/CPEs 15

Field of Study: Specialized Knowledge

Understand how to apply cost of service and rate design principles and processes to electric, water, sewer, gas, and other municipal services. Develop a fully functional and unbundled cost of service study. Do a cost analysis deep dive and learn from real-world examples and best practices.

Instructors: Phil Euler, P.E., Manager of Engineering Services, NMPP Energy; and Dan Kasbohm, Rates Manager, Utility Financial Solutions

Strategic Rate Design: Trends and Distributed Generation Impacts

Thursday, Feb. 13 – Friday, Feb. 14

Thursday: 8:30 a.m. – 4:30 p.m.

Friday: 8:30 a.m. – Noon

Recommended CEUs 1/PDHs 10.25/CPEs 12.2

Field of Study: Specialized Knowledge

The electric industry is changing, and policies related to customer rate structures are no longer consistent with how a utility's costs are incurred. Learn how to send proper price signals and how social and environmental objectives may factor into rate designs. Review rate trends and strategies and hear how others are integrating distributed energy resources and restructuring rates for electric vehicles, solar valuation and fixed and variable cost recovery.

Instructor: Mark Beauchamp, CPA, CMA, MBA, President, Utility Financial Solutions

Certificate Program

Develop specialized skills

Key Accounts Certificate Program

Monday, Feb. 10 – Friday, Feb. 14

Monday–Thursday: 8:30 a.m. – 4:30 p.m.

Friday: 8:30 a.m. – Noon

*CEU/PDH/CPE credits vary by class length
(see website for details)*

Field of Study: Specialized Knowledge

Discover how to support and grow businesses in your community to enhance your reputation and revenue. Your commercial and industrial key accounts need special attention—the Key Accounts Certificate Program is designed to show you how to nurture strategic relationships and build trust and loyalty.

Whether you plan to start a utility key accounts program or want to take your current program to the next level, this curriculum provides the skills, knowledge and tools for success. Join the program to learn from real-world examples, get tools and templates, practice skills, and network with public power peers from across the nation.

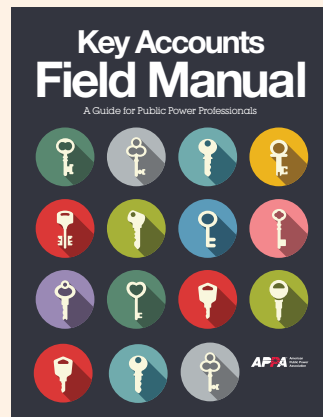
Earn your Key Accounts Certificate by completing the four required courses and then (within a year) pass an online exam and submit a customer action plan.

Who Should Attend

Courses can be taken individually or together as part of the certificate program:

- Electric Utility Industry Overview* (Feb. 10)
- Implementing a Customer-Focused Key Accounts Program (Feb. 11)
- Developing Your Key Accounts Representative (Feb. 12)
- The Effective Key Accounts Toolbox (Feb. 13 - 14)

Instructors: Tim Blodgett, President and CEO, Hometown Connections; and Erick Rheam, President, Team Rheam Productions, Inc.



Participants will receive a copy of the *Key Accounts Field Manual* and access to the Key Accounts Bundle, which includes post-course reference items, tools and resources.

Technical Training

Earn PDH credits

Constructing, Operating, and Maintaining Underground Distribution Systems

Monday, Feb. 10 – Thursday, Feb. 13

Monday – Wednesday: 8 a.m. – 4:30 p.m.

Thursday: 8 a.m. – Noon

Recommended CEUs 2.5/PDHs 24.75/CPEs 29.6

Field of Study: Specialized Knowledge

Learn all about the effective design, construction, operation and maintenance of underground electric distribution systems. Review critical factors involved in the conversion of overhead systems to underground. Discuss operations, safety and regulatory requirements, and hear from an industry cable application engineer about underground cable reliability, failure modes, and testing methods.

Instructors: Larry Koshire, P.E., President, Koshire Consulting, LLC; and Mark Swan, P.E., Principal, MDS, Engineering Consulting, LLC

Advanced Topics in Underground Distribution

Thursday, Feb. 13 – Friday, Feb. 14

Thursday: 1:30 – 5 p.m.

Friday: 8 a.m. – Noon

Recommended CEUs .7/PDHs 6.5/CPEs 7.8

Field of Study: Specialized Knowledge

Underground distribution continues to be the installation method of choice in many applications on public power systems. Although the initial installation cost of underground distribution is almost always greater than equivalent overhead distribution, it offers a wide range of advantages including greater operating reliability, lower operating and maintenance costs, better public safety and, of course, reduced visibility and greater public acceptance.

Learn how to improve your utility's policies, standards, and practices for planning, designing, constructing, operating, and maintaining underground distribution and hear about current and emerging industry trends.

Instructors: M. Thomas Black, P.E., Management Consultant, Collaborative Learning, Inc.; and R. John Miner, P.E., President, Collaborative Learning, Inc.

For detailed course and instructor information, visit www.PublicPower.org/Academy under **Institutes & Certificates**.

A photograph of three people in an office environment. A man in a dark vest over a light shirt is leaning over a desk, pointing at a computer monitor. Two other people, a man in a striped shirt and a woman with blonde hair, are seated at the desk looking at the screen. The image has a warm, orange-toned overlay.

THE ACADEMY

In-House Training 2020

We can bring these courses to your location—a convenient and cost-effective option for groups. Contact the Association's Education Department for details (EducationInfo@PublicPower.org).

Registration & Hotel Information

Register online at www.PublicPower.org/Academy under Institute & Certificates.

Pricing

Individual course prices increase by \$50 after January 20. The certificate program package price increases by \$250.

| | Members | Nonmembers |
|------------------------------------|---------|------------|
| 1 day class | \$625 | \$1,250 |
| 1.5 day class | \$845 | \$1,690 |
| 2 day class | \$995 | \$1,990 |
| 3.5 day class | \$1,595 | \$3,190 |
| 5 day certificate program package* | \$2,600 | \$4,800 |

*Covers the cost of the courses, program enrollment fee, study material, post-course project/exam grading, and graduation plaque.

Hotel Information

All courses will be held at The Desoto Savannah (15 E Liberty Street, Savannah, GA 31401).

APPA Room Rate/Cut-off Date

\$199 per night (plus tax) before January 20. Contact the hotel directly at (800) 239-5118 or visit our website to make online reservations.

Registration Discount

Save \$50 (per class) or \$250 on the certificate program when you register before January 20.

Meals

A light breakfast, afternoon snack, and beverage breaks are included in the registration fee. All other meals are on your own.

Questions?

Contact EducationInfo@PublicPower.org or 202-467-2997.



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