

IN-HOUSE TRAINING

Convenient
Cost-Effective
Customized

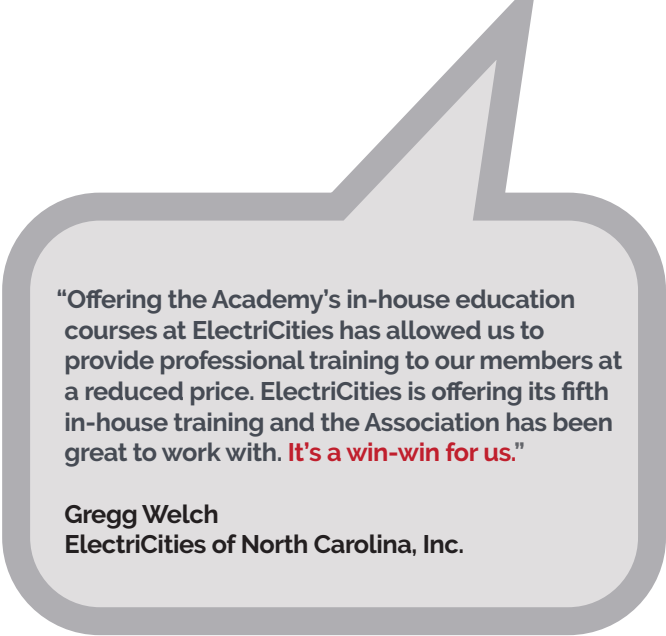
AMERICAN
**PUBLIC
POWER**[™]
ASSOCIATION
ACADEMY

Let us come to you!

As the electric utility industry continues to evolve and the pressures for improved performance increase, travel budgets are also being trimmed. The American Public Power Association's Academy is responding to the need for accessible, targeted education by providing affordable in-house training in a variety of subject areas covered by our utility education courses.

Why choose in-house training?

If it's difficult for your staff and governing board to attend education courses outside of the office, come to you. The APPA Academy can deliver the training you need, when and where you need it—an ideal option for groups of eight or more. We can bring any existing course to your facility or customize an agenda based on your needs.



“Offering the Academy’s in-house education courses at ElectriCities has allowed us to provide professional training to our members at a reduced price. ElectriCities is offering its fifth in-house training and the Association has been great to work with. **It’s a win-win for us.**”

Gregg Welch
ElectriCities of North Carolina, Inc.

Options for state/regional associations and joint action agencies

Offer Academy courses to your members

Hosting an Academy in-house course for your members is a great way to provide them with high-quality, discounted training in a convenient, drivable location. This is especially helpful for small utilities in your region that may have trouble leaving the office, or for members with travel and budget restrictions.

Incorporate the Academy into your next event

Consider adding one of the Academy’s courses as a half- or full-day seminar prior to your conferences. We will help you choose a format suited to your requirements and, by providing and tailoring a course to your goals and objectives, we can help ease the stress of developing a conference program.

Offer added benefits to your members!

What are the benefits of in-house training?

There are many advantages to holding an Academy in-house training program, including:

- **Cost and time savings**
Minimize employee out-of-office time and travel expenses.
- **Customized training**
Choose from our catalog of courses, mix and match agenda items, or tailor course content to meet your specific goals.
- **Expert instructors**
Learn from seasoned trainers who have decades of experience with public power utilities.
- **Continuing education credits**
Meet staff's yearly training goals and certification requirements by earning continuing education units (CEUs), professional development hours (PDHs), continuing professional education credits (CPEs), and points towards the Association's Reliable Public Power Provider (RP3) designation.
- **Foster teamwork**
Encourage a collegial work environment through a team approach to learning that reaches for common goals and sets organizational direction.
- **Staff development and retention**
Providing relevant, targeted training shows staff that management cares about their development and helps employees realize their importance within the organization.

What courses are available as in-house options?

The Academy offers a variety of in-depth education courses, specifically designed to address the unique needs of public power utilities. Choose from the list of standard courses below, mix and match content to fit your needs, or allow us to design a class that addresses the specific goals that are important to your organization.

Accounting

- Public Utility Accounting
- Advanced Public Utility Accounting
- Work Order and Asset Management Accounting

Board Members and Policymakers

- Governance Workshop: Sustaining Public Power's Value Through Effective Governance
- Strategic Planning for Utility Boards

Engineering and Operations

- Distribution Fundamentals and Practices
- Overhead Distribution Systems
- National Electrical Safety Code Overview
- Safety Training and Disaster Planning
- Underground Distribution Systems

Financial Planning

- Basic, Intermediate and Advanced Cost of Service & Retail Rate Design classes
- Distributed Generation: Cost of Service and Rate Design Implications
- Performing a Utility Financial Check-Up

Custom topics are also available

**Allow us to
design a course
for you!**

Earn a specialized certification

Certificate Programs

Our certificate programs are designed to develop specialists skilled in key aspects of the utility. Each program consists of a core set of classes and, in some cases, a follow-up skills test and a project component.

The Academy offers the following five certificate programs (courses can be held individually or together to complete the program):

Customer Service Management Certificate Program

- Electric Utility Industry Overview
- Strategies for Successful Customer Service Operations
- Utility Collections: Trends and Challenges
- Technology: From Distribution to Meter Reading and Customer Information Systems
- Modeling Customer Service in Your Leadership Style

Energy Efficiency Management Certificate Program

- Electric Utility Industry Overview
- Energy Efficiency: Concepts and Strategies
- Designing Efficiency Programs to Serve Your Customers
- Energy Efficiency Program Implementation, Reporting and Evaluation
- Emerging Trends and Opportunities in Energy Efficiency and Distributed Energy Resources

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

Public Power Manager Certificate Program

- Electric Utility Industry Overview
- Financial Planning, Budgeting and Performance: What Managers Need to Know
- Strategic Leadership for Public Power
 - A six-part course on identifying your management style and developing communication and strategy skills

Public Power Governance Certificate Program

- Designed to provide policymakers with a comprehensive introduction to the duties, responsibilities and processes of electric utility governance
- Coursework options vary and can be completed entirely online, through live, in-person training or a combination of the two

How much does in-house training cost?

The Association charges a flat fee plus travel expenses for the instructor(s). The flat fee covers course development, instruction, materials, and shipping. You are also responsible for securing a training room and covering all on-site expenses (i.e., audio-visual equipment, refreshments).

For more information

For detailed course descriptions and pricing information, contact the Education Department (202/467-2921; EducationInfo@PublicPower.org) or visit www.PublicPower.org under Education & Events.



**AMERICAN
PUBLIC
POWER™
ASSOCIATION**

Powering Strong Communities

American Public Power Association
2451 Crystal Drive
Suite 1000
Arlington, Virginia 22202-4804

www.PublicPower.org