

**FUEL**

**FUTURE UTILITY  
EXECUTIVE LEADERSHIP  
(FUEL)**

NWPPA's premier executive certificate program, developed to grow future industry leaders and help them reach their greatest potential

OCT. 7-11 AND OCT. 28-NOV. 1, 2024 | VANCOUVER, WASHINGTON





**NWPPA's Future Utility Executive Leadership (FUEL) program is designed to prepare the utility leaders of tomorrow. FUEL delivers a comprehensive approach that increases participants' understanding of the industry and their utilities. The goal of the program is for every participant to leave with broad industry knowledge and the ability to step into new leadership roles at their organization.**



“ The addition of the FUEL program to the educational opportunities offered by NWPPA is a testament to the organization's commitment to growing effective executives for our industry and region. I'm very appreciative of the board, staff, and membership's commitment to this new program and look forward to congratulating the inaugural class!”

—Roger Kline, General Manager, Northern Wasco County PUD

## Strategically crafted curriculum

FUEL is designed for professionals interested in assuming leadership positions at their organizations. Participants may be assistant general managers, directors, managers, supervisors, and other rising leaders. FUEL focuses on leadership through a public power lens, though content is applicable to all utilities. The program hones participants' critical thinking skills; guides them to consider the opportunities and challenges facing the utility sector; helps them plan how to deliver value to their customers; and gives them tools to lead more effectively.

Upon registering, applicants will be asked several questions to ensure the program is a good fit for them at this time in their career. Applicants have the option to share their career aspirations—what they enjoy in their work and what they want to achieve in the future, which enables NWPPA to tailor FUEL content for participants.

FUEL is an interactive program that incorporates experiential learning through pre-readings, in-class instruction, discussion, activities, and a final project. The program includes relevant and timely content for the energy industry.

### PROGRAM SCHEDULE

- Day 1: Position Your Utility for Success (Instructor: Julie Ryan)
- Day 2: Utility Financial Drivers (Instructor: Terilyn Wallis)
- Day 3: Utility Field Operations (Instructor: Brady Hansen)
- Day 4: Planning for Growth—Load Forecasting, Distribution, and Supply (Instructor: Russ Schneider)
- Day 5: Serving Community and Customers (Instructor: Gomathi Sadhasivan)
- Day 6: Cost of Service and Rate Design (Instructors: Angie Sanchez Virnoche and Sergey Tarasov)
- Day 7: Workforce Planning and Leading Through Change (Instructor: Jo Smith)
- Day 8: Presenting to Your Board (Instructor: Dr. Elizabeth Tierney)
- Day 9: Day 9: Government Affairs (Instructor: Nicole Case) and Challenging Negotiations and Stakeholder Relations (Instructor: Dr. Sukhsimranjit Singh)
- Day 10: Final Project Presentations and Program Closing

An optional one-day segment covering issues unique to investor-owned utilities will be held for those interested.

## Professional Development

In addition to critical industry content, FUEL delivers professional development in the areas of utility governance, working with a board, stakeholder relations, strategic thinking, effective leadership, employee retention/development, advocacy, and executive presentation skills.

## Networking

FUEL participants will benefit from the networking opportunities the course offers. The FUEL cohort will include industry leaders from throughout the West, and participants will work closely and have many opportunities to learn from one another. Participants will also have access to experienced instructors with deep knowledge and experience and will meet engaging guest speakers. These connections will expand participants' career spheres.

## Support beyond the program

Upon completing FUEL, all graduates will receive a customized professional development plan. This plan will recommend industry groups in each graduate's area of expertise; NWPPA courses and conferences that align with their professional trajectory; and additional NWPPA resources to help them achieve their professional goals.

## How to apply

The inaugural FUEL program will be Oct. 7-11 and Oct. 28-Nov. 1, 2024, at NWPPA's office in Vancouver, Washington.

The registration fee of \$5,800 includes all instruction, course materials, meals, refreshments, and the welcome reception. Utilities that send four or more participants will receive a discounted rate of \$5,300 per person.

For more information and to apply to the program, visit [www.nwppa.org/fuel](http://www.nwppa.org/fuel), or contact:



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### ABOUT NWPPA

Founded in 1940, Northwest Public Power Association is a not-for-profit regional association representing the collective interests of more than 150 consumer-owned, locally controlled utilities in Alaska, California, Colorado, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming, and British Columbia.

NWPPA is a premier learning and workforce development provider for electric utilities. Each year, the association delivers more than 300 classes, webinars, conferences, workshops, and roundtables to nearly 10,000 attendees. NWPPA events provide high-quality, cost-effective education and professional development that enable participants to gain new skills, expand their knowledge, and network with industry peers.



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