

## **PPCS Directors Achieve Credential in Electric Utility Competencies**

**[Ellsworth, WI]** – Five directors on the Pierce Pepin Cooperative Services (PPCS) board were recently awarded credential certifications from the National Rural Electric Cooperative Association (NRECA). Director Ann Young, district 5, received the Credentialed Cooperative Director; directors, Jerry Drier, district 1, Brian Berg, district 3, Roger Wiff, district 7, and Dan Reis, district 9, received the Director Gold Credential certificate.

An ever-changing business environment has imposed new demands on electric cooperative directors, requiring increased knowledge of changes in the electric utility business, new governance skills and a solid knowledge of the cooperative principles and business model. PPCS has a commitment to work through NRECA to sharpen this body of knowledge for the benefit of their electric cooperative consumer-owners.

“These certifications demonstrate to co-op members and the community at large those directors’ ongoing commitment to advancing their knowledge and performing their fiduciary duty to the best of their ability.” said Nate Boettcher, PPCS president and CEO.

The NRECA Credentialed Cooperative Director (CCD) program requires attendance and demonstrated understanding of the basic competencies contained in five core courses:

- Director Duties and Liabilities
- Understanding the Electric Business
- Board Operations and Process
- Strategic Planning
- Financial Decision Making

The Director Gold Credential recognizes directors who have already earned their Credentialed Cooperative Director (CCD) and Board Leadership Certificate (BLC), which requires the CCD certification and 10 additional credits in advanced, issues-oriented courses, and who wish to continue learning throughout their service on the board.

“The Director Gold certificate is geared toward directors who are committed to continuing their education beyond CCD and BLC and who desire a tangible credential that reinforces their stature as part of an experienced and educated group of directors,” said Boettcher.

For a director to earn the Director Gold certificate, they must have already earned the CCD and BLC certifications and earn three additional credits from the BLC series of courses. Unlike the CCD and BLC certificates, Director Gold includes a continuing education requirement which calls for directors to earn three credits of approved course work and/or conferences every two years to maintain their Director Gold status.

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