



**2022 MEMBER  
ENGAGEMENT  
SUMMIT**



Presented by  
**Cooperative  
INSIGHTS**

A Touchstone Energy® Member 

Wednesday, September 21, 2022		Thursday, September 22, 2022	
@ Renaissance Ballroom		@ Renaissance Ballroom	
Time	Speaker	Time	Speaker
10:00–10:15 a.m.	<b>Welcoming Remarks</b> <i>Cooperative Insights Team</i>	7:00–8:00 a.m.	<b>Breakfast</b>
10:15–11:15 a.m.	<b>The Intersection of Industry Change &amp; Member Engagement</b> <i>Scott Bradtmiller, NRCO</i> <i>Corey Thurlow, Brunswick Electric</i> <i>Jimmy Wilkins, N.C.'s Electric Cooperatives</i>	8:00–9:00 a.m.	<b>State of the Economy</b> <i>Dr. Michael Walden, Professor Emeritus, N.C. State University</i>
11:15 a.m.–12:15 p.m.	<b>Better Decision Making through Data Analytics</b> <i>Amanda Edmonds, N.C.'s Electric Cooperatives,</i> <i>Eugene Hamrick, Rappahannock EC</i> <i>Mark Rizzo, Union Power</i> <i>Melissa Rodriguez, Central Electric</i>	9:00–9:45 a.m.	<b>Engaging with Members in a Rising Costs Environment</b> <i>Casey Hollins, Rappahannock EC</i> <i>Crystal Spencer, Blue Ridge Energy</i>
12:15–1:15 p.m.	<b>Lunch - Inner Terrace</b>	9:45–10:15 a.m.	<b>Energy Break / Hotel Check-Out</b>
1:15–2:15 p.m.	<b>Keynote Address: Healthy Mind, Healthy Employee</b> <i>Dr. Mike Perko, Director of Graduate Programs at UNC-Greensboro and Chief Wellness Advisor, NRECA</i>	10:15–11:00 a.m.	<b>Customer Satisfaction Trends from the ACSI</b> <i>Sheri Petras, CFI Group; ACSI Consultant</i>
2:15–3:00 p.m.	<b>State of the Electric Consumer</b> <i>Jason McGrade, SECC</i>	11:00 a.m.–12:00 p.m.	<b>How do they do it? Words of Wisdom from Top-Scoring Cooperatives</b> <i>Steven Goodson, Jones-Onslow EMC</i> <i>Greg Sager, Four County EMC</i> <i>Michael Trent, Randolph EMC</i>
3:00–3:15 p.m.	<b>Energy Break</b>	12:00–1:00 p.m.	<b>Lunch - Inner Terrace</b>
3:15–4:00 p.m.	<b>Roundtable Discussion: Open Dialogue on the Important Topics Impacting your Cooperative</b>	1:00–2:00p.m.	<b>The Changing Demographics of Co-op Communities</b> <i>Misty Herget, N.C. Rural Center</i>
4:00–5:00 p.m.	<b>What's New &amp; Improved from Cooperative Insights</b>	2:00–2:45 p.m.	<b>The Expectations of Gen Z for Prospective Employers and Energy Providers</b> <i>Brandon Bush, Cooperative Insights Intern</i> <i>Dana Davis, N.C.'s Electric Cooperatives</i>
5:00–6:00 p.m.	<b>Happy Hour - Inner Terrace</b> <i>Dinner on your own</i>	2:45–3:00 p.m.	<b>Closing Remarks &amp; Adjourn</b>



**Hotel Accommodations:**  
4100 Main at North Hills Street  
Raleigh, North Carolina 27609  
P: 919-571-8773

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