

# Hometown Connections®

DELIVERING VALUE TO PUBLIC POWER

## American Public Power Association Academy Training for Joint Action Agencies and State Associations

### In-House Utility Courses

**Your members must tackle today's industry challenges and make plans for a viable future.** Change has never been more prevalent in public power—regulatory, technological, financial, and people changes are putting great pressure on utilities to ponder their business model. To give your members easy access to the specialized education and training they need, Hometown Connections and the American Public Power Association have teamed up to create an in-house training program for joint action agencies, state associations, and individual utilities. Through this new program, your members will take education courses from the Association's acclaimed Academy at **your** site at **substantial** savings.

#### In-House Course Options

Through the American Public Power Association Academy, Hometown Connections personnel provide a broad array of half and full-day in-house training courses designed exclusively for public power organizations. Course options include:

#### Public Power Forward

- Today's Electric Industry
- The Value of Public Power
- Boost Employee Engagement through Internal Communications
- Understand the Value of Long-Term Strategic Planning
- Strategic Planning: A Step-by-Step Approach
- Use Research and Communications to Reach Your Strategic Goals
- Financial Operations and Performance Planning for Management
- Conduct Your Own Organization Check Up of All Utility Functions

#### Governance

- Conduct a Governance Check Up
- Introduction to Governing a Public Power Utility Part 1: Strategies for an Effective Board
- Introduction to Governing a Public Power Utility Part 2: Know Your Statutory and Fiduciary Duties
- Measure and Improve Performance

#### Customer Service

- Conduct a Customer Service Check Up
- Learn New Strategies for Communications & Customer Care
- Model Customer Service in Your Leadership Style
- Improve Utility Collections Policies and Procedures
- Find Out What Your Customers Think About Your Utility
- Deploy Technologies & Digital Engagement Tools to Improve Customer Satisfaction

## Benefits to Your Members!

### Convenient, Cost Effective, Customized

Long distance travel, lodging, and training costs continue to rise. What if you could offer the industry's best training a short drive away, customized for the unique conditions of your region, and for a per attendee cost that's a fraction of the "street price"? When your organization, the American Public Power Association, and Hometown Connections come together, this is exactly what happens!



### Future Vision, Governance, Management, Customer Service Training

The Association is turning to the experts at Hometown Connections to develop key training courses for its acclaimed Academy. Hometown Connections staff has spent 20+ years working exclusively with public power in understanding their issues and needs. As a result, important trends in future planning, governance, management, and customer engagement have been rolled into our industry-specific training. There are many advantages to your organization hosting an Academy in-house training course including:

- **Cost and time savings**  
Minimize employee out-of-office time and travel expenses for your member utilities.
- **Customized training**  
Choose from Hometown's catalog of courses, mix and match agenda items, or tailor course content to meet the specific goals of your organization and membership.
- **Expert instructors**  
Learn from Hometown Connections' trainers who have experience with 100+ public power utilities.
- **Continuing education credits**  
Help staff of your member utilities meet their 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 Reliable Public Power Provider (RP<sub>3</sub>) designation.
- **Foster teamwork**  
Encourage your members to provide a collegial work environment through a team approach to learning that reaches for common goals and sets organizational direction.
- **Staff development and retention**  
Deliver practical, targeted training. Demonstrate your organization cares about your members' employee development, performance, and retention.

### Hometown Connections

Hometown Connections products and services include a full range of advanced grid solutions, as well as consulting support in the areas of organization assessment, strategic planning, governance development, customer service, market research, and staffing.

### American Public Power Association Academy

The Academy is public power's complete resource for professional education and certification, helping electric industry staff, leaders, and policymakers keep up with the latest technologies, regulations, and customer needs.

### In-House Training Costs

The Academy charges a flat fee plus travel expenses for the instructor(s). The fee covers course development, instruction, materials, and shipping. The joint action agency, state association, or utility is responsible for securing a training room and covering all on-site expenses (e.g., audio-visual equipment, refreshments).

### Book a Course Now

For full course descriptions and pricing information, email [EducationInfo@PublicPower.org](mailto:EducationInfo@PublicPower.org) or call 202-467-2921.