



1425 Corporate Center Drive Sun Prairie, WI 53590-9109 608.834.4500 [wppienergy.org](http://wppienergy.org)

Dear Directors, Alternates and Utility Managers,

WPPI Energy has found success as a joint action agency over the past 40 years due, in part, to strong member unity through active and engaged member leaders, an alignment of interests, and a willingness to work together to achieve mutual objectives. Maintaining and preserving that unity is critical as we, together, move forward into the future.

One trend we are seeing within the WPPI organization, and expect will continue, is a change in member leadership positions particularly at the Board and utility manager levels. For example, at the Board level alone in the past three years, we have experienced change in 19 director and 29 alternate positions.

### **Preparing the Next Generation**

While the issue of a changing industry workforce isn't unique to WPPI's membership, it is our responsibility to recognize the potential impact for a member organization like ours. We must do our best to prepare the next generation of joint-action leaders for our long-term success.

For many years, we have had member engagement initiatives centered on working closely with Board leaders and new utility managers. In 2019, we launched some new leadership development efforts, ranging from facilitating peer-to-peer utility manager relationships to hosting an onboarding seminar for directors and alternates, and much more.

### **Joint Action Leadership Certification**

Today, we are announcing a new, multi-year program open to all member leaders. The *Joint Action Leadership Certification Program* (described on the accompanying flyer) offers two tracks: one for utility managers and other senior leaders at member utilities and the other for Board directors and alternates.

This new program will complement the existing engagement initiatives available to members, and does not overlap with offerings from our state or national associations. It will be tightly focused on strengthening knowledge of WPPI and encouraging active participation and involvement. To the extent possible, we will strive to connect program concepts and content back to individual member communities by highlighting the valuable partnership.

We are now soliciting the Class of 2022. Please consider how you and/or others at your utility can participate in this new program.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff W. Feldt".

Jeff Feldt  
WPPI Energy Board Chair  
General Manager, Kaukauna Utilities

A handwritten signature in black ink, appearing to read "Mike Peters".

Mike Peters  
WPPI Energy President/CEO

Enclosure