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## SESSION F: CUSTOMER SERVICE AND PUBLIC RELATIONS

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### Topics to include:

- ▶ Customer service is every employee's job
- ▶ Knowing your customer (internal and external)
- ▶ Customer service is more than providing a service – it's providing a quality of life
- ▶ Value added services for your customers
- ▶ Dealing with difficult customers and difficult situations
- ▶ How to deal with a customer when it really is your fault
- ▶ How to deal with a customer when it really is their fault
- ▶ Inspiring a customer-oriented attitude in all your employees
- ▶ Developing community partnerships
- ▶ Public relations – dealing with the media and other interests
- ▶ Improving and maintaining utility relations with the City or Village leadership
- ▶ Political involvement - local, state, and national

### Registration Process and Session Fees:

Registration materials will be available six weeks prior to each session. For current sessions, dates and locations, please visit: [www.meuw.org/events.htm](http://www.meuw.org/events.htm). Each course is open to employees from MEUW Member communities, and others on a space available basis. The cost for each session, including breaks, lunch and materials, is \$250/person.



**For additional information  
contact MEUW:**  
725 Lois Drive  
Sun Prairie, Wisconsin 53590  
Telephone: (608) 837-2263  
Fax: (608) 837-0206

## MEUW proudly serves the community-owned municipal electric utilities in the State of Wisconsin

Algoma Utility Comm.	Medford Electric Utility
Arcadia Electric Utility	Menasha Utilities
Argyle Utility	Merrillan Electric & Water
Bangor Municipal Utility	Mount Horeb Utilities
Barron Light and Water	Muscoda Utilities
Belmont Light and Water	New Glarus Light & Water
Benton Electric and Water	New Holstein Utilities
Black Earth Electric Utilities	New Lisbon Light & Water
Black River Falls Utilities	New London Utility Comm.
Bloomer Electric and Water	New Richmond Utilities
Boscobel Utilities	Oconomowoc Utilities
Brodhead Water & Light	Oconto Falls Water & Light
Cadott Light & Water	Pardeeville Public Utilities
Cashton Light & Water	Plymouth Utilities
Cedarburg Light & Water	Prairie du Sac Electric Dept.
Centuria Electric Utility	Princeton Light & Water
Clintonville Water & Electric	Reedsburg Utility Comm.
Columbus Water & Light	Rice Lake Utilities
Cornell Municipal Lighting	City Utilities of Richland Ctr.
Cuba City Light and Water	River Falls Utilities
Cumberland Municipal Utility	Sauk City Utilities
Eagle River Light & Water	Shawano Municipal Utilities
Elkhorn Light & Water	Sheboygan Falls Utilities
Elroy Electric and Water	Shullsburg Electric Utility
Evansville Water & Light	Slinger Utilities
Fennimore Municipal Utilities	Spoooner Electric Utility
Florence Utilities	Stoughton Utilities
Gresham Water & Electric	Stratford Water & Electric
Hartford Utility Department	Sturgeon Bay Utilities
Hazel Green Light & Water	Sun Prairie Water & Light
Hustisford Utilities	Trempealeau Electric
Jefferson Utilities	Two Rivers Water & Light
Juneau Utility Commission	Viola Electric Utility
Kaukauna Utilities	Waterloo Utilities
Kiel Utilities	Waunakee Water & Light
La Farge Municipal Utilities	Waupun Utilities
Lake Mills Utilities	Westby Electric & Water
Lodi Light & Water Plant	Whitehall Electric Utility
Manitowoc Public Utilities	Wis. Dells Water & Light
Marshfield Utilities	Wis. Rapids WW&LC
Mazomanie Electric Utility	Wonewoc Water & Light



# 2011-2012 MEUW Management Certification Program

**A six session series of courses  
scheduled over a two-year period  
for municipal utility  
management personnel.**

MEUW

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# *MEUW Management Certification Program*

Municipal Electric Utilities of Wisconsin (MEUW) offers a program to provide education for “home grown” management personnel. This program is designed for both existing managers and future management prospects. This program offers unique one-day sessions three months each year over a two-year period. Participants may start at any point in the program and may attend just those sessions they feel they need. The MEUW Management Program certificates are earned by those who complete all six sessions (A-F). Each session will be held in central Wisconsin, and run from approximately 9:00 a.m. to 3:30 p.m. Following is a summary of topics for each Session offered:

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## **SESSION A: COMMUNICATION, TIME AND PROJECT MANAGEMENT**

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*Topics to include:*

- ▶ How to plan your time and evaluate your success
- ▶ Prioritizing your obligations
- ▶ Providing constructive input and clear answers on projects
- ▶ Tracking projects to assure nothing falls through the cracks
- ▶ Giving clear directions that are understood the first time and listening well for good feedback
- ▶ Sorting out urgent from important
- ▶ Breaking down barriers
- ▶ Understanding and communicating your department’s role in the bigger picture
- ▶ Preparing for effective/efficient meetings
- ▶ Creating a positive working environment
- ▶ Knowing what information to share with whom and when

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## **SESSION B: EFFECTIVE SKILLS FOR LEADERSHIP AND TEAM BUILDING**

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*As a result of actively participating in this seminar, you will be able to:*

- ▶ Describe the qualities that enable someone to lead effectively
- ▶ Compare and contrast the differences between leading effectively and managing well
- ▶ Assess your own leadership and management capacities
- ▶ Describe the characteristics of *servant* leadership and the value of servant leadership to a leader’s effectiveness
- ▶ Empower your team through a five-step process for delegation
- ▶ Manage conflict more effectively by understanding its origins, your own conflict response style, and an innovative approach to controlling or resolving conflict when it occurs
- ▶ Develop a personal leadership/management development plan to enhance your effectiveness at meeting the needs of your team, city leaders, the utility and its customers

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## **SESSION C: UTILITY PLANNING AND RISK MANAGEMENT**

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*Topics to include:*

- ▶ Strategic planning - thinking outside the box (moving past “it’s the way we always do it”)
- ▶ How to work with change in the industry and in your utility
- ▶ Overcoming resistance to change
- ▶ Planning and maintenance versus reacting and repair
- ▶ Setting your department up for successful transitions
- ▶ Wisconsin law regarding the bidding process for construction projects
- ▶ Developing effective Requests for Proposals; how to determine an accurate “scope of work” to be completed by engineers, contractors and/or employees (identify timeline and responsibility)
- ▶ Assessing your utility’s risk areas and insurance coverage needs
- ▶ Security concerns

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## **SESSION D: UTILITY ACCOUNTING, FINANCE AND NEGOTIATIONS**

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*Topics to include:*

- ▶ How to read financial statements
- ▶ How to develop and track your department budget
- ▶ How proper invoice coding/inventory tracking affects the bottom line
- ▶ Why decisions are made from a financial perspective
- ▶ Your responsibility to ratepayers and community leaders
- ▶ Internal control methods
- ▶ Audits and regulatory reports (PSC uniform system of accounting)
- ▶ Financial tools for assessing utility health
- ▶ Electric and water rates (wholesale and retail)
- ▶ Public Service Commission of Wisconsin regulations and other industry regulations
- ▶ Understanding utility tariffs
- ▶ Negotiation skills and considerations

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## **SESSION E: PERSONNEL ISSUES**

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*Topics to include:*

- ▶ Personnel policies and work rules
- ▶ The importance of accurate and updated job descriptions
- ▶ Identifying the true qualifications of the job
- ▶ Interviewing dos and don’ts
- ▶ Discipline and firing - legal issues to consider during the selection process
- ▶ Orientation tips to make new employees feel welcome and competent in their position
- ▶ Legal considerations when termination is necessary
- ▶ Union negotiation and bargaining considerations
- ▶ The basics of employee insurance and benefits
- ▶ The performance review – why it’s important and how to do it best
- ▶ Your utility’s current safety and regulatory compliance program
- ▶ A primer on Wisconsin Open Records and Open Meeting laws

**(Continued on next panel)**