

2019 ACCOUNTING & CUSTOMER SERVICE SEMINAR

Thursday, September 26, 2019 ● Great Wolf Lodge – Wisconsin Dells

The purpose of this annual seminar is to update municipal electric utility staff on regulatory and legislative issues that affect their utilities and provide best practices to improve their operations. MEUW's Accounting & Customer Service Committee assists MEUW staff in putting together the day's program to address timely topics and issues of importance to accounting, customer service and utility billing personnel.

SEMINAR SCHEDULE*

8:00 a.m.	REGISTRATION AND CONTINENTAL BREAKFAST	
8:30 a.m.	Welcome / Introductions	Tim Heinrich – MEUW
8:40 a.m.	Updates from Public Service Commission	Laura Fay (Consumer Affairs) Nick Schuster (Audit)
9:45 a.m.	BREAK	
10:00 a.m.	Bankruptcy 101	Richard Heineman <i>Boardman & Clark</i>
10:45 a.m.	Lessons Learned from Billing Audit	Lori Nyhus <i>Cumberland Municipal Utility</i>
11:15 a.m.	Leading Practices in Records Retention	Jared Walker Smith <i>Boardman & Clark</i>
11:45 a.m.	NETWORKING LUNCH	
12:30 p.m.	Focus on Energy: Today, 2020 and Beyond	Matt Bromley – <i>Focus on Energy</i>
1:00 p.m.	Can YOU Be a Public Power Ambassador?	Meena Dayak – <i>APPA</i>
1:30 p.m.	BREAK	
1:45 p.m.	GASB Statement No. 87 Leases	Gwen Zech – <i>Baker Tilly</i>
2:30 p.m.	Open Forum / Q-&-A	
3:00 p.m.	ADJOURN	

* Agenda is subject to change; updated as of Aug. 26, 2019



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Register online at meuw.org

Deadline: Sept. 21

\$100 for MEUW members

Cancellations are subject to [MEUW Policy](#)



ABOUT THE PRESENTERS



Matt Bromley is Director of Utility and Stakeholder Engagement for Focus on Energy. In this role, he works closely with utility partners and external stakeholders to enhance collaboration and increase awareness of Focus on Energy's programs. Previously, Matt managed member services, government relations, and external affairs, and was actively engaged in developing state energy policy, including energy efficiency and renewable energy.



Meena Dayak is Vice President, Integrated Media & Communications for American Public Power Association, and oversees APPA's brand, public relations, news publications, digital and social platforms, and all communications, with a focus on raising awareness of public power. Meena has served in trade association leadership since 2005 and holds a master's degree in public communication from American University.

Laura Fay joined the Public Service Commission of Wisconsin as a Consumer Analyst for the Division of Digital Access, Consumer and Environmental Affairs in April 2018. Previously, she was Agency Liaison for the Bureau of Consumer Protection at the Department of Agriculture, Trade and Consumer Protection. Laura has a Bachelor's degree from the University of Washington and earned a Master's degree from the La Follette School of Public Affairs at UW-Madison.



Richard Heineman provides legal services to a wide range of municipalities and local governments in Wisconsin and throughout the upper Midwest. With a primary focus on energy law, Richard advises clients on a variety of topics, including utility asset transfers, power supply and power purchase agreements, renewable energy project development, and regulatory compliance. He serves as general counsel for four municipal electric joint action agencies and two intergovernmental commissions.

Lori Nyhus is Office Manager for Cumberland Municipal Utility, where she has worked for nearly 34 years. A native of Blaine, Minn., she is also a member of MEUW's Accounting and Customer Service Committee.

Nick Schuster joined the PSC in 2016. As a Division of Energy Regulation and Analysis auditor he performs audits of investor-owned and municipal electric utilities. He also serves as the Commission liaison for electric municipal issues and annual reporting. Nick has a bachelor's degree in accounting from University of Wisconsin- Stevens Point and in 2018 received his license as a Certified Public Accountant.



Jared Walker Smith is a member of Boardman & Clark's municipal and real estate law practice groups. He assists municipalities, public utilities, and individuals with a wide range of legal issues including development, construction, purchase and sale agreements, leases, regulatory compliance, public records and open meetings, and all aspects of municipal law. He graduated from the U. of Wisconsin Law School and St. Olaf College.



As a member of the energy and utilities team at Baker Tilly since 2012, **Gwen Zech** specializes in providing auditing and accounting services to many public power organizations including municipal utilities and joint action agencies that follow the standards set by Governmental Accounting Standards Board (GASB) and Financial Accounting Standards Board (FASB).

Can YOU Be a Public Power Ambassador?

As competition evolves in new and different forms, it's more important than ever before to convey the distinctive value of your municipal utility to multiple stakeholders. Everyone on staff and the governance team – from the general manager to the customer service and field crew — plays a critical role in communicating to preserve the utility business model. Whether in times of storm or calm, several easy, low-cost outreach initiatives can help you build community trust and goodwill. Learn how utilities like yours are engaging audiences through social media, community involvement, and key partnerships. Leverage the American Public Power Association's expertise and resources to help you raise your profile in the community and engage every citizen.

Location

Great Wolf Lodge

1400 Great Wolf Drive

Baraboo, WI 53913

Phone: (608) 253-2222

MEUW Accounting and Customer Service Committee:

Dave Euclide, Sun Prairie

Donna Hammett, Evansville

Jeff Kuhn, Wisconsin Rapids

Nancy Johnson, Algoma (Chair)

Lynda Lalley, Cedarburg

Lori Nyhus, Cumberland

John Schuh, Oconomowoc

Kevin Westhuis, River Falls



Municipal Electric Utilities of Wisconsin