

A Letter From Your President, Donna Campbell



Follow the WINUP Brick Road Where does it lead you?... To Bricks of Knowledge, Development and Opportunity



I was sitting in my office contemplating about what message I could bring to you this month. A message of encouragement came to mind, and what popped into my head was a longtime favorite story, movie and musical, The Wizard of OZ.

I thought – “WINUP and The Wizard of OZ”, are two classics and have long proved themselves as rare classics that get better as they grow older, influencing new generations.

As I reflected on this story, I began to associate our WINUP Organization with the journey that Dorothy took as she followed the Yellow Brick Road. She had a vision and a goal in mind as she encountered many obstacles along the way. Yet, she was focused and she was determined to follow the road. What did she find as she traveled down that yellow brick road?

Just like Dorothy, we have met some remarkable friends that have made a positive impact on our personal and professional lives. We can relate to the characters in this story and tie them to our career journey.

Dorothy encountered the Scarecrow, Tin Man, the Cowardly Lion and each one of them had a goal. During their journey they were hindered and menaced, but they were driven and determined. She sought help from others to grant her new friends their goals of a brain, heart and courage. At the end of her journey Dorothy and her friends learned an important lesson:

Ultimately, The Wizard helped Dorothy understand the will to return home was not something he could give her, but something that could be found inside herself. All the things they sought were within them. It was there all along; the determination, drive, a willingness to work and fight to achieve.



Along the way, you may discover during your journey who you were inside all along. Each of you has the power to be successful. Your moment is **NOW**.

Follow your Yellow Brick Road... think outside the bricks...to build a strong career foundation!

Inside this Issue

- 1 Letter from President
- 2. Development Webinar
- 3 Professional development corner
- 4 Conference Announcement
- 4 Social Media
- 5-7 Spot Lights
- 7 Conference Experience
- 8 Energy Update
- 9 Reminders





**2nd WINUP Development Webinar
"Connecting Power and Knowledge Through Promoting U"
Guest Speaker Tonya Tiggett**



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Monday, October 7, 2013
12:30pm to 1:15pm

NO registration required – Just click <http://aep.adobeconnect.com/winup> and follow log on instructions to join the session.



Professional Development Corner The Power of Negotiation

By Janet Rehberg, Ohio Chapter



Negotiation is an important aspect of your every day life, whether it's at home, at work or in a social environment. It helps people come to a common agreement. The more superior your negotiation skills, the more you will get out of the deal. I would like to share three strategies that I have either used or seen others use successfully.

1. Do Your Research. Whether you are about to buy a product or service, you need to know the baseline. When my husband was looking for my engagement ring a few years ago, he did a lot of research on the base price for different cut, clarity and color options. His knowledge became a bargaining tool that helped him negotiate the right price.

Thinking the "pie is fixed" is a common mistake that most people make that stops them from negotiating for a better price. Another common mistake people make is not bargaining low enough. Most people think that asking half off is the best price point for an item or service. However, this is not always the case. Because a lot of stores know this strategy, they will set their price at 200 percent so they can still make a high profit at a 50 percent reduction.

My husband experienced this with a couple of jewelers. If you have no idea what is the baseline for what you want to get, you will easily fall victim for an overpriced item. This concept can also be applied to a work environment such as negotiating for a higher salary. If you're getting promoted to a higher level, you need to know the salary range you can negotiate within. If you're afraid to negotiate for your own benefit, you will miss an obvious opportunity.

2. Practice. Most people hesitate to negotiate because they lack the confidence. This is why it's important to develop confidence by negotiating more frequently. You can start with smaller negotiations like getting your kids or spouse to eat more vegetables or taking out the trash. Once you build up your skills and confidence, you can move towards bigger challenges like a new car or a business deal.

George Ross, the executive vice president and senior council of Trump Organization, is the master at negotiating successful business deals world-wide. He is most famous for his appearance on the TV show "The Apprentice" where he was Donald Trump's right-hand man. A few years ago, Ross wrote a book called "Trump Style Negotiation" where he stresses the importance of practicing this skill. Ross gave plenty of examples in his book about how he practiced his negotiation skills everywhere he went, even on vacation. Just like everything in life, the more you practice the better you will be at it.

3. Walk Away. It is better to walk away from a deal rather than make too large a concession. Thus, you must know your bottom line or most commonly referred to as "your walkaway point".

My mother is a great negotiator who has learned to negotiate for everything in her daily life. When I was a child, I dreaded going to the stores with her because I knew she would be negotiating for everything. I've seen her negotiating at music stores, grocery stores, furniture stores, car dealers, etc. She's great at reading people and knowing exactly when to use her walkaway power. It works every time and she always gets a call back for a better deal.

One thing that my mom had taught me is not to cave in too quickly. Time constraint is usually the biggest factor that causes people to rush into bad deals. You need to allow yourself ample time to negotiate the deal and learn to walk away when needed. For almost everything, there is always the chance to find a better deal on something else later. If you are willing to walk away, it gives you the upper hand in any negotiation.

To get additional developmental information, please go to www.winup.org under the Professional Development in the Members' Only section.

The 2014 WINUP International Conference, "Connecting Power and Knowledge" will be held in Fort Wayne, Indiana on October 14 - 16, 2013 at the Hilton Fort Wayne Grand Hotel. Some of this year's topics include: Women in Non-Traditional Roles, Empowerment, Leadership 101, Career Transitions, Financial Planning, Generational Traits, and Health and Wellness. Enjoy one of three exciting tours: The Finer Things, History in the Making and Let Us Entertain You. Don't miss out on the fun. Your Conference Chairs are Brenda Houtz and Rebecca Garza.

60th Annual Conference

Fort Wayne, IN 2013 WINUP CONFERENCE



WiNUP Establishes Social Media Presence by Holly Huffman, Indiana Chapter



Do you have a Facebook page? Or even a Twitter account? Maybe both? If so, make sure to follow WiNUP International on these social media sites.

"Like many similar organizations, WiNUP International made the decision to embrace these social media platforms as a way of communicating with its members. We plan to use these sites to update members on important information and happenings involving WiNUP International and its member chapters," said Holly Huffman, co-chair of the Website and Social Media Committee.

If you have an existing Facebook page, simply search for "WiNUP" and like the page. For those with Twitter accounts, you can find the WiNUP page via the handle "@winupint." Don't have an account on either medium? Both sites allow you to easily set up accounts.

Huffman also encourages chapter chairs to send information about their chapter for placement on the sites. "If you have news, photos, or other information you would like to share about your chapter, please send it. We would like to make the site a networking and informational tool for WiNUP members," said Huffman.

In addition to Facebook and Twitter, plans are also underway for creating a presence on the professional networking site LinkedIn.

You can send information for the social media sites to Huffman at hhuffman@isa.coop or to WiNUP Executive Director Claudia Powell at winup@att.net. You can also include the logos for both Facebook and Twitter with the article.

Chapter Spotlights

Compiled by Trena Riffle



Nashville Chapter

Submitted by Ashley Dickens

The Nashville Chapter has experienced a lot of growth over the last two years, largely due to Dustine Roberts, an Energy Delivery employee of Middle TN Customer Service at TVA. Dustine's job requires her to travel across the Middle Tennessee service area, where she gets to meet and form relationships with employees from twenty-six various local power companies. As a result, we have new members including our first member who works for a gas utility.

Past field trips have included Hopkinsville Electric System in Kentucky, where we learned all about the smart grid and saw the computer servers that back up the electronic data for the City of Hopkinsville, and Cumberland Electric Membership Corporation, who showed us their in-house glove maintenance shop. Next, we'll visit Cookeville Electric Department and scheduled later this fall is a joint meeting with the East Tennessee chapter to tour the TVA System Operations Center in Chattanooga. This is where TVA employees are continually planning and operating the transmission and generation resources to "keep the lights on" in the Valley.

Our chapter is currently accumulating professional dress attire to donate to a company called Dress For Success, an organization which helps women who are entering the work force obtain business attire. Our various fund raisers include selling packets of beautiful cards that a member designed and hosting a Thirty-One party. We also hope to get into the pecan sales around the holidays as we have heard it works well for other chapters.

It has been a joy to see a revitalization take place in our WinUP chapter over these last two years. I appreciate all these new members with their vitality and willingness to jump right into new experiences and challenges. 'Team work makes the dream work' could be our chapter's new slogan!

West Virginia Chapter

Submitted by Trena Riffle

Donna Campbell attended her first Electrical Women's Round Table, Inc. conference in October of 1997 in Columbus, Ohio. She soon set out to establish a West Virginia Chapter in her home state. This dream became a reality in December 1998 with six founding members: Donna Campbell, Paula McCallister, Beth Burgess, Donna Watson, Susie L. Hall and Phyllis Halt. EWRT president Donna Kowalenko and Lynn Thieneman presented the charter and Donna became the first chapter chair.

West Virginia was the last chapter to be formed under the EWRT name--before the organization was renamed Women's International Network of Utility Professionals (WinUP) in January 1999.

The West Virginia Chapter currently has thirty-eight members who are supportive of Dollars for Energy, Ronald McDonald House, and Sojourner's, which is a shelter facility for women and families. Our most successful fundraiser to date was a raffle for the opportunity to play with a golf professional during the Greenbrier Classic.



Our members have experienced tours of local power plants, a wetland, gas compressor station, the West Virginia Museum, Ronald McDonald House and dined with the first lady at the Governor's Mansion. The chapter has hosted several professional development speakers / seminars that have been well-received by members and non-members.

Recently, West Virginia Chapter members have formed committees within the chapter, become increasingly active on the international level, initiated a book club for professional development and are working closely with the Ohio Chapter to start a mentoring program.

Chapter Spotlights con't



Ohio Chapter Submitted by Nan Zhang

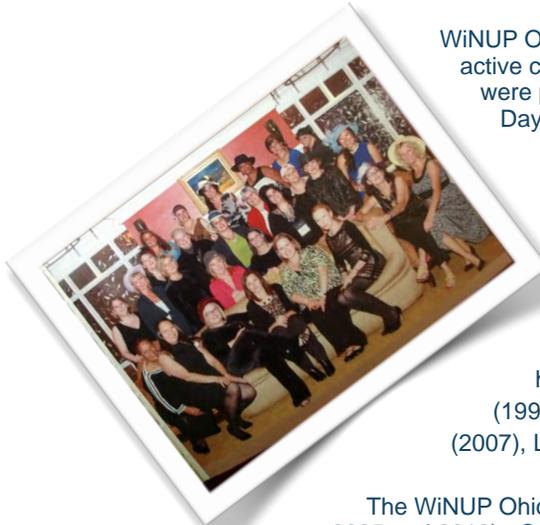
WiNUP Ohio Chapter was chartered in 1990 with ten founding members and is the only active chapter from Ohio. Donna Kowalenko was Ohio Chapter's first president. There were previously three other Ohio chapters - Cleveland, Columbus, and Cincinnati-Dayton. All three disbanded in the '70s.

In 2010, WiNUP Ohio Chapter expanded its membership into non-electric utility areas and now has members representing electric, natural gas, and energy related fields. The Ohio chapter is the largest of the sixteen WiNUP chapters with over 130 members.

The WiNUP Ohio Chapter is proud to be actively committed at the local and international level. Seven of the past forty-eight International Presidents have hailed from the Ohio Chapter. The seven members are Judith Wessel (1992-1993), Donna Kowalenko (1997-1998), Kim Thompson (2002), Teri Berliner (2007), Lila Munsey (2010), Vikki Michalski (2011) and Velda Otey (2012).

The WiNUP Ohio Chapter has successfully hosted three annual International Conferences (1997, 2005 and 2012). Our members are also benefiting from an active mentoring program that was piloted in 2009.

This year's activities include touring a distribution service center and the O'Shaughnessy Hydro Dam. Community service projects planned are volunteering at the Pets without Parents Animal Shelter and continuing the annual clothing drive. Meeting topics include investor relations, the art of negotiating, and cyber security.



Spotlight on LaRhonda Julien Atlanta Chapter

LaRhonda Julien was introduced to WINUP by a past Association of Utility Professional president when WINUP was planning its annual conference in Atlanta. They aided the conference committee by recommending speakers, attending the conference, and meeting a few members of the Board. In June 2012, with the help of WINUP Executive Board members, she began the process of exploring becoming a chapter.

When asked about how WINUP ties in with her future goals, Julien said "One of my future goals is to continue to expand my leadership abilities and network with other industry friends and professionals encouraging their growth, sharing my experiences, and acquiring new skill sets. I believe WINUP provides those opportunities."

LaRhonda is a mother, business professional, board member, committee member, volunteer and active member of a number of organizations. She summarizes her bio: "I am from New Orleans, LA. I have 2 kids ages 4 and 17. I work for Georgia Transmission Corporation as a Sr. Construction Support Administrator. I have a degree in business from the University of Phoenix. I have my own business named Focus Driven, Inc. in which I write business plans and grants, do business analysis, and manage a vacation rental in New Orleans. My hobby and first love is writing poetry and I have a book that I am working on self-publishing. My current favorite book is Men, Women, and the Mystery of Love by Edward Sri. I am very project and goal oriented. I think my faith and drive have contributed to my success."



**LaRhonda Julien,
Chapter Chair of the
Atlanta Chapter. "I am
very project and goal
oriented. I think my
faith and drive have
contributed to my
success."**

Julien con't

LaRhonda provided strong responses to my questions. These are answers reflective of a competent leader and valued WINUP Member:

Ruby: Please provide details that accent your leading, mentoring, and developing experience and how those attributes are a benefit to the WINUP Organization:

LaRhonda: My business and interpersonal experience has helped sustain the organization through change over the years. I have cultivated relationships with the members, kept them informed, and attempted to keep them involved at a chapter and international level. This benefits WINUP keeping fresh, new faces and perspectives involved in the leadership which in turn keeps it dynamic and progressive organization.

Ruby: I am impressed with your involvement in a number of organizations, how are you able to spread your time effectively among each group? (we can all use tips on time management)

LaRhonda: Each one of the organizations tap in to a different part of my life that I am passionate about. I am up every day at 5am and always plugged in to some device working on a project. My lunches and free time are always geared towards a goal attached to something or someone. I thrive off of helping others be successful. I also look at the opportunities as career and resume building so I always try to do my best and effect each of them in the most positive way I can.

Ruby: We have several small chapters. What is your personal/professional plan or idea for the future growth of your chapter? (any tips on recruitment?)

LaRhonda: We are a small chapter. Our membership used to be three times what it is now but when the recession hit companies started cutting in those areas first and members were unable to personally fund their memberships. We have tried things such as offering a free lunch to prospective new members, getting new and interesting speakers, becoming a member of the local chamber of commerce, publishing an article in our company paper, and using memberships in other organizations to spread the word.

Note: I advised LaRhonda "I am excited about doing this article, I hope you like the finished product.: Her reply: "I'm happy that you guys decided to move forward with it. It will be another opportunity to get the word out about the successes and professionalism of our organization and members."



Decoffette Ward, West Virginia Chapter

In a few seconds, I am sure everyone can think of an event they have attended and felt after leaving there was no reason to return because you had received all it could offer. After speaking with several members there is a wealth of things that keep them coming back, but most importantly are the valuable industry topics, tools to enhance an individual personally and professionally as well as the unbreakable mentorships and friendships for years to come. The eagerness builds each day as the well thought out program progresses, one can expect to learn, and laugh, dance and even cry tears of joy as the walls are broken down between you and your goals. The WinUP Conference experience offers assistance beyond the few days; it is a revolving door that remains open to feed the professional woman of yesterday, today and those to come.

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Energy Update

Compiled by
Danette Scudder, TVPPA
East Tennessee Chapter

TRENDS

Five Consumer Mega-Trends Threatening Electric Utility Revenues

Spanning all industries, consumers are fundamentally changing how they make decisions on what to buy and who they buy from. The implications for the electric utility industry are larger than those described in the EEI white paper entitled Disruptive Changes. The electric utility industry's preservation of revenues and investor capital will be determined by its success in aligning with the following five consumer mega-trends reshaping the U.S. economy:

1. Financial headwinds are the new norm. Consumers are in active pursuit of lower bills. This is not just an electric utility industry challenge. A recent Nielsen survey concludes that consumers now view financial headwinds as their new norm. They no longer expect an improved economy to improve their household finances. Consumers, most especially the millennial generation, now look to themselves to find answers that reduce their bills, including electricity bills. This consumer pursuit of lower monthly bills places every business including the electric utility industry at a crossroad. Either a business supplies lower monthly bills solutions or their customers will figure out a way to do it themselves.

2. The millennial generation. The millennial generation will exceed the boomer generation in annual buying power by 2017. Yet the electric utility industry has been slow to align with how the millennial generation communicates and makes decisions. The proven five keys to engaging the millennial generation are:

- Embrace their beliefs
- Be cool with a purpose
- Offer affordable and authentic products
- Demonstrate enterprise-scale authenticity
- Be transparent because there are no secrets

The electric utility industry's revenues are very much at risk with a millennial generation that views the industry as missing in action.

3. Moms are fighting mad. Moms increasingly view fast food, chemicals and pollution as threats to the wellness of their loved ones. These Concerned Caregivers are taking action through Internet websites like Care2 and Moms Air Force. Care2 is the largest online community for healthy and green living with over 22 million members and a membership climb rate of approximately 100,000 new members per month. Moms Air Force claims they are "139 million moms strong." Activist moms hold their electric utility to two expectations. The first is to put the wellness of their loved ones above all other considerations. But these moms also manage the household budget. They expect the companies they do business with, including their utility, to provide products and services that align value with values.

4. CEOs commit to renewable energy. CEOs are adopting sustainability to reduce their operating costs, increase customer alignment and mitigate risks. Walmart's CEO Mike Duke has made sustainability a core platform for achieving everyday low price leadership. Using 100% renewable energy is a key element in Walmart's sustainability plan. Apple CEO John Cook is driving the company to green their supply chain in response to customer CSR issues. Also included in Apple's sustainability initiatives is the use of 100% renewable energy. These are not isolated cases of CEO leadership. CEOs from Alan Mulally at Ford to Clif Bar's CEO Kevin Cleary are incorporating sustainability as a core corporate attribute. Electric utility revenue preservation will require a c-suite alignment with the growing number of CEOs that are incorporating sustainability into their strategies and operations.

5. Consumer acceptance of cost reducing disruptive technologies. Corporate America preserved their earnings during the Great Recession by aggressively adopting cost-reducing disruptive technologies. Increasingly electric utility customers are adopting this trend to control their costs. This trend is being enabled by global economies of scale for renewable energy, batteries and smart building systems. One example is IEA's projection that renewable energy will supply more energy to the global grid than natural gas by 2016. The EEI Disruptive Changes suggestion on redesigning rates may only create short-term revenue preservation results as DSR and DSM technologies gain global economies of scale cost advantages. The reality is that the electric utility industry will need to align its value-proposition to fulfill customer expectations for behind the meter DSR and DSM technologies that lower costs and environmental impacts.

Danette Scudder compiles a number of energy update articles. If you are interested in any of the following articles, they will be provided to you contacting Ruby Greenhowe at rgreenhowe@aep.com.

-Power Company Dangle Free Nights and Weekends
Jonathan Fahey, August 16, 2013, Associated Press

-New efforts aim to turn smokestack pollution into usable energy
Brian Palmer, August 26, 2013, The Washington Post

-Amid Economic and Safety Concerns, Nuclear Advocates Pin Their Hopes on New Designs
Bryan Walsh, August 5, 2013, Time

-Newly available wind power often has no place to go
Trevor Graff, August 5, 2013, McClatchy Newspapers

-What if everyone plugs in their cars at once?
Sandi Doughton, August 10, 2013, Seattle Times

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Reminders

Fall International Board reports due September 27, 2013

WINUP CookBook
Visit **WINUP Website** for Details



WINUP Annual Conference
October 14-16, 2013

VOTE: When you have decided who to vote for, cast your vote for 2014 Executive Officers. You have until Sept. 20, 2013

2013 WINUP Executive Committee
Thank you for a Job Well Done!



WINUP Celebrates 60th Annual Conference



Janet Rehberg, Vice President; Carolyn Gordon, Treasurer; Donna Campbell, President; Claudia Powell, Executive Director; and Scindra Kolecki, Secretary; not pictured is Velda Otey, Immediate Past President

Condolences:
-Wy Jean Sharp on the loss of her husband, Lawrence Sharp
-Barbara Carter for the loss of her sister, Terri Logan

Remember the victims of 9-11



The Connection is published quarterly for all WINUP Members. Article submissions from members are welcome. Please send your submissions to Ruby Greenhowe, International Newsletter Chair, at rargreenhowe@aep.com.

