

ELECTRIC UTILITIES FUNDAMENTALS + INSIGHTS (EUFI)

Empower your employees to better understand the business of the electric utility industry.

WHAT IS EUFI?

Electric Utility Fundamentals + Insights (EUFI) adopts a fresh and interactive educational platform providing attendees with a deep understanding of how the electric utility industry works, and an improved awareness of their own roles within their organizations. Participants also acquire a broad comprehension of critical issues affecting the energy industry, as well as the interplay between utilities and stakeholders.

WEI offers the course in two formats:

1. **Member-Hosted** – The course takes place at your company location and provides a unique, individualized training experience.
2. **WEI-Hosted** – The course brings together a wide variety of energy professionals from across the industry for a one-day training session, often hosted at the WEI office in Portland, Oregon.

COURSE FORMAT

EUFI is designed to be offered as a one full-day course, but can be tailored to your organizational needs. The modular design of the curriculum allows the course to be expanded, contracted and modified. The focus is on regional issues that impact our Member companies and Western North American electricity markets.

Each module is generally presented in a one-hour classroom setting, accompanied with a slideshow, a detailed course workbook for each participant, classroom exercises and ample time for Q&A.

WHO SHOULD ATTEND

This course is designed for utility and service company employees seeking to broaden their understanding of the operations and business aspects of the electric industry – regardless of their experience level or field of work. Participants who benefit most are:

- Experienced professionals who are newly hired into the energy industry;
- Seasoned energy employees who have been in limited business functions for much of their careers;
- Identified early-career high performers to fast-track their understanding of the industry; and
- Service company employees whose energy business acumen will benefit from understanding the history, structure and emerging issues facing their customers.

BENEFITS OF A MEMBER-HOSTED COURSE

1. **The course comes to you.**
No time out of the office for your employees.
2. **The best value for your money.**
A Member-Hosted course costs approximately 1/4 of the cost per employee than attending a WEI-Hosted course.
3. **The course is designed especially for you.**
A customized curriculum will be built to specifically address the needs of your company.
4. **A schedule that works around your training calendar.**
Pick the days that work best for you and your employees.
5. **Enjoy this exclusive Member benefit.**
Competing courses do not focus on western regional issues and are at a much higher cost to your company.

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SESSION TOPICS

Module 1: Fundamentals of Electricity

- Key influencers in the history of electricity
- Utility definitions and electricity terms
- Basics of how electricity is generated
- Electricity generation and “The Utility Loop”
- Keys to power quality

Module 2: Western North American Electricity Markets

- Service territories
- Federal regulators and departments
- NERC regions and the WECC
- Energy balancing

Module 3: How Utilities Make Money

- Types of utilities (IOUs, Munis, etc.)
- Common organizational structures
- Balancing interests of stakeholders
- Regulation and rate making fundamentals

Module 4: Generation Choice

- Number ONE rule of the electric grid
- Fossil fuel options
- Traditional low-carbon generation
- Today’s renewables
- Energy storage

Module 5: Emerging Issues + Customer Engagement

- Solar generation – customer and utility-scale
- Distributed energy resources
- Net energy metering
- Types of electric customers and their service expectations
- Changes in electricity demand
- Role of the utility as the Trusted Energy Advisor

Module 6: Integrated Resource Planning

- Energy portfolios
- Demand, growth and capacity analysis
- Developing the preferred portfolio

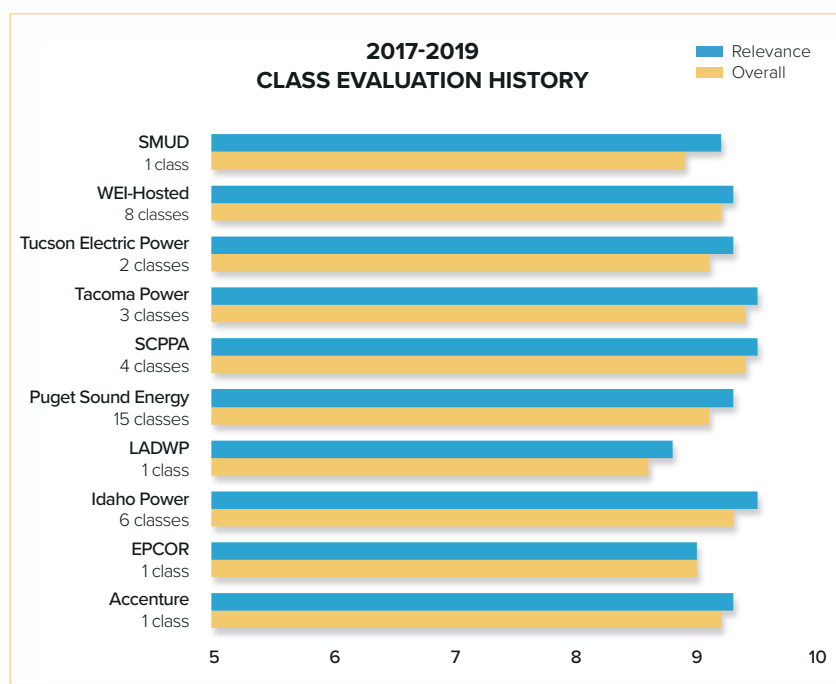
A RECORD OF SUCCESS

Past attendees agree that EUFI offers immense benefits. Since the course began four-years-ago, participants on average rank it a **9 out of 10**.

Over the past two-and-a-half years alone, we have taught the class 42 times at Member locations and at the WEI office in Portland, Oregon. Check out class evaluation scores from these students below.

“WEI does perhaps the most cost-effective training of any organization in the energy utility industry.” – Ron Nichols, President, Southern California Edison

“Speaking from personal experience, the course is fantastic. In fact, we are trying to get all or most of our entire IT organization through it this year and next year.” – Brian Fellon, Director, IT Application Services, Puget Sound Energy



QUESTIONS?

To inquire about how the curriculum can be tailored to best fit your organization’s needs, please contact **Eric Christenson** at **971.303.2118** or **christenson@westernenergy.org**.

To view a list of upcoming WEI-Hosted EUFI courses, please visit our website at **westernenergy.org/programs**.