



04 February 2025

ADVISORY-2025-A-009

**FOR : ALL ELECTRIC COOPERATIVES**

**ATTN : EC DELEGATES**

**SUBJECT : UPDATES ON THE 2025 NRECA POWERXCHANGE AND  
REQUEST FOR ITINERARY OF EC DELEGATES**

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Greetings from PHILRECA!

In line with the upcoming NRECA PowerXchange on **March 9-13, 2025**, at the **Georgia World Congress Center, Atlanta, Georgia, U.S.A.**, may we kindly request all confirmed EC delegates to complete the google form (link below) and submit the following:

1. Date and time of arrival and departure at/from Atlanta, Georgia
2. Accommodation details
3. Viber cellphone number of delegate/s

Link: <https://forms.gle/fauc3R6AZ2HD1NKb7>

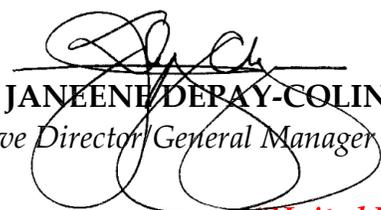
We would also like to remind the submission of medical certificate of EC delegates at [philreca.nrecaconvention@gmail.com](mailto:philreca.nrecaconvention@gmail.com) **not later than February 28, 2025.**

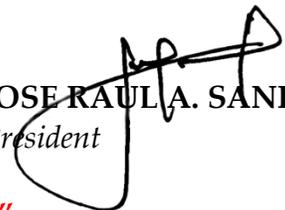
Also attached is a copy of the general sessions and NRECA PowerXchange expo for your reference.

Rest assured that all information provided will be used solely for monitoring and coordination purposes. If you have any other issues and concerns, you may reach us at 0917.110.9751 / 0917.632.9855.

Thank you and Power On!

Respectfully Yours,

  
**ATTY. JANEENE DEPAY-COLINGAN**  
*Executive Director/General Manager*

  
**JOSE RAULA. SANIEL**  
*President*

***"United We Stand, We Stand United."***

# NRECA PowerXchange

## Atlanta, GA | March 7 - 12, 2025



Download the NRECA Events App for the latest information on this event.

### Schedule

*Subject to change. All times are local to the event location.*

#### EXPO ✕

Printed: Jan 30, 2025 7:05 AM

#### TUE. 03/11

<p>9:00am - 4:00pm</p> <p><b>EXPO</b> EV Pavilion</p> <p>We are excited to announce our EV Pavilion at 2025 PowerXchange and TechAdvantage! The pavilion will take place on Tuesday, March 11, 2025 from 9 a.m. to 4 p.m., and will be located across from the NRECA shuttle depot outside of the Georgia World Congress Center. This years pavilion will feature electric vehicles from Ford Motors, General Motors (GM), and Stellantis formerly known as Chrysler. Attendees will have an opportunity to ride along in one of the latest EVs. <a href="#">Learn more!</a></p>
<p>11:00am - 5:00pm</p> <p><b>EXPO</b> Expo Open</p> <p>Dont miss the Expo at PowerXchange and TechAdvantage and the unique opportunity to connect with over 400 leading technology experts who are ready to share and demonstrate cooperative-focused technology solutions.</p>

WED. 03/12

10:30am - 1:00pm

EXPO

Expo Open

Don't miss the Expo at PowerXchange and TechAdvantage and the unique opportunity to connect with over 400 leading technology experts who are ready to share and demonstrate cooperative-focused technology solutions.

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# NRECA PowerXchange

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### GENERAL SESSION ✕

#### MON. 03/10

9:00am - 10:45am

#### GENERAL SESSION

Opening General Session

Presentation of Colors and National Anthem

CEO Address

*Jim Matheson, CEO, NRECA*

**SHARK POINT**

*Daymond John, CEO and Founder, FUBU and Star of ABC's Shark Tank*

Daymond John has been a phenomenally successful business person for over 25 years. Along his entrepreneurial journey, through his many successes as well as failures, he has learned a few things about getting the best out of business and life. The keys to success are learning how to establish the right mindset and following a few fundamental principles you'll learn in Daymond's presentation, "SHARK Point."

**TUE. 03/11**

9:00am - 10:45am

**GENERAL SESSION**

General Session 2

**President's Address**

*Tony Anderson, President, NRECA Board of Directors*

**Introduction of Youth Leadership Council**

**Presentation from Youth Leadership Council Representative**

**Touchstone Energy Cooperatives Annual Meeting**

**We Have the Power To Do This**

*Erin & Ben Napier, Stars of HGTVs Home Town*

Hear from HGTVs Home Town stars, Ben & Erin Napier, as they share their inspiring journey revitalizing the town of Laurel, Mississippi and being a voice that creativity, authenticity and imagination can make big progress in small towns. *We Have The Power To Do This* has been a motto for many cooperatives who have welcomed the Home Town cast into their towns, celebrating the shared value of Commitment to Community.



Touchstone Energy<sup>®</sup>  
Cooperatives

WED. 03/12

9:00am - 10:30am

GENERAL SESSION

Closing General Session

**The Future of AI in the Energy Industry**

*Noelle Russell, Founder & Chief AI Officer, AI Leadership Institute*

In this session, renowned artificial intelligence speaker Noelle Russell takes a look at how specific industries are evolving due to the implementation of generative and applied AI technologies. As Russell gets groups thinking about AI and how it can be leveraged in support of their business goals, she shares real-life case study applications that demonstrate more than a dozen applied AI models that can be leveraged to optimize business, create game-changing solutions and power growth. As Russell examines the opportunities that AI presents for organizations, she also considers the risks, challenges and ethical considerations — focusing in depth on how AI can be implemented to support human ingenuity, rather than replace it. If your organization is looking to successfully expedite innovation and improve the accessibility of its applications, this session is the perfect starting point.

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1/30/25, 7:10 AM



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*Milwaukee*

NRECA PowerXchange



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