
INSIDER NEWSLETTER

IMEA Board of Directors: Strategic Planning Session for the Organization's Future

The IMEA Board of Directors convened for a strategic planning session on January 15-16, 2025, to discuss the organization's goals. The primary focus of the meeting was on developing non-dues revenue generation strategies that ensure the financial stability and long-term sustainability of the organization.

To achieve this, the Board reviewed and discussed the organization's most essential systems, which are crucial for moving forward. This conversation centered on defining the mission and goals that will guide the continued growth and sustainability of the organization, which was founded by its members over 84 years ago and continues to thrive today.

Founded in 1941, Indiana Utilities came together to advocate for legislation at the state, regional, and national levels. Their goal was to align their efforts in pursuit of common objectives, establishing a framework to achieve legal and specific targets. However, their impact did not stop there. Over the years, IMEA members have contributed a wide range of resources to support the growth and success of each Indiana municipal utility.

These member services and resources include:

- Education
- Safety & Training
- Mutual Aid
- DOL Journeyman Lineworker Apprentice Programs
- Annual Business Meeting & Vendor Expo
- Educational Scholarships
- Public Relations
- Contracted Services & Project Management



Discussions on Potential Opportunities: Expansion of Educational Offerings

The IMEA Board of Directors explored potential opportunities to generate additional revenue to help offset the costs of services, programs, materials, and supplies. One key discussion was expanding the existing educational offerings provided by IMEA.

Establishing a Lineman Training & Placement Program for Future Employees

The Board considered the possibility of launching a lineman training and placement program designed to prepare future employees for careers in the industry. This program would be supported by training courses developed and vetted by IMEA's Public Power industry leaders.

IMEA Administration, Sponsorship Opportunities, Referral Programs, and Operations:

Additionally, the Board discussed various administrative strategies, including creating sponsorship opportunities, referral programs, and enhancing operational efficiency to support the organization's growth and sustainability.

- Identifying sponsors and partners for additional revenue support and organization support.
- Sponsors can be an industry association or a labor-management organization. Community colleges and community-based organizations can also serve as sponsors of the Lineman apprenticeship program.
- Connect with local technical institutes for referrals for career seeking students considering public power opportunities. Member Utilities attending High School Career Fairs - Recruiting high school students in a climbing, equipment and vehicle orientation and training.
- Creating a High School Career Fair Planning Toolkit.

Providing Contracted Services & Project Management

IMEA Executive Director, Duane Richardson discussed the potential to offer contracted services and project management services to our smaller members to help reduce their cost. This opportunity would extend outreach to neighboring utilities that may require assistance with various tasks on job sites. By leveraging both expertise and networking, IMEA could generate income beyond standard membership fees, offering competitive rates that are more affordable compared to contracted services by contractors.

Additional Marketing Revenue

Effective communication requires a deep understanding of the industry's complexities to ensure credibility and impact. Marketing messages and communication platforms must resonate authentically with our member audience, a principle well understood by our Board of Directors and Staff. Communication is essential to the success of any organization and its membership.

In order to stay aligned with the constantly evolving landscape of marketing and communications, it is crucial to continuously explore ways to generate revenue to support these efforts. This was a key item placed on the strategic planning agenda.

Offering Sponsorships

The Board discussed introducing sponsorship opportunities to generate additional revenue that would help offset the costs of marketing materials, the website, printed publications, and office supplies and services. All these initiatives are under further review by the IMEA Board of Directors and Staff, with additional planning and research underway to ensure the continued advancement of these efforts.

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2025 IMEA SCHOLARSHIP OPPORTUNITIES





IMEA

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Careers in Public Power

Public power is more to communities than just an essential utility. It is a source of unique and fulfilling career opportunities in your local community. Employees make a difference by serving their own neighborhoods and families. Talented high school, college and technical college graduates and even technology, environmental and public service professionals will find that competitive salaries aren't the only thing attractive about careers in public power.

Do you have important news or photos that you would like to share in our bi-weekly newsletters? Please email all news and photos to janel@imea.com

To post a classified ad to our jobs in Public Power page. Please email text to janel@imea.com.

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Welcome
TO THE CITY OF
RISING SUN
INDIANA

2025 IMEA ANNUAL BUSINESS MEETING & VENDOR EXPO

Unlocking Leadership
Growth: Strategies for Success

WELCOME THE HOST OF THE 2025 IMEA ANNUAL BUSINESS MEETING & VENDOR EXPO

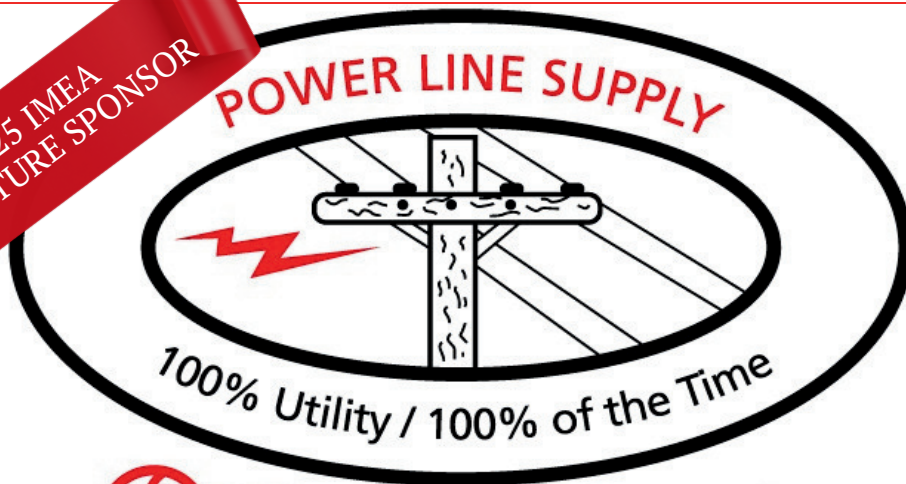
The City of Rising Sun & Rising Sun Utilities
Date: October 14 - 16, 2025
Location: Belterra Casino & Resort

Registration Coming in May 2025!

Please visit: www.imea.com




2025 IMEA
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