



NRECA Awards (2023-2024)

Classification 2: Distribution Co-op (23,000-64,999 meters) (Chapter: Spotlight on Excellence Awards)



jRvdeLdX

Catching Up and Keeping It Real with our Key Accounts, Kauai Island Utility Cooperative's Top 100/Key Accounts Annual Breakfast Briefing

Entry details

Please indicate the name of your project as you would like it to be referred to in promotional materials where applicable.

Spotlight Entrant Information

Entrant Information

Entrant's Name	Shelley Paik
Entrant's Cooperative	Kauai Island Utility
Phone	Cooperative
Work Email	
Preferred Method of Communication	

Cooperative Information

Official Name of Cooperative	Kauai Island Utility
	Cooperative

Eligibility

I can confirm that I am an employee of a Distribution Co-op, Statewide, G&T, or Wholly-owned Subsidiary.

17. Best External Event

Describe **your role, or your co-op's role**, in the work that is being submitted.

KIUC's Energy Services Division was tasked with event planning, support, and staffing of the return of our Annual Top 100/Key Accounts Annual Breakfast Briefing, an opportunity to express our gratitude, network and build long-term, strategic partnerships with KIUC's top 100 kilowatt hour consumers and other key account members. KIUC staff planned the event, managed the event, and covered the cost of all aspects of the event.

Describe the **role of other resources or groups** in the work that is being submitted.

Amy Doubet-Devitt, ADGrafix Design Studio, provided graphic design support for the "Save the Date" postcard and invite. The postcard and invites were printed by Kauai Printing Solutions. Corrine Mokiao and staff at the Sheraton Kauai Coconut Beach Resort in Kapaa, Hawaii, provided event staffing, catering, and coordination services for the event. Event swag bags were prepared with Kauai Made products from local, Kauai vendors including Sugar Skull, LLC, Kauai Sweet Shoppe, Kauai Gourmet Nuts, Pele Jele, and Wailua Granola Company. The items were packaged in a cooler bag from LogoStoreUSA.

Provide the **names of others** involved in the work that is being submitted.

Shelley Paik, Public Affairs Specialist
Scott Sato, Energy Services Supervisor
Kyle Cremer, Commercial Energy Services Specialist
Brittany Libre, Member Services Support Specialist
Makani Taniguchi, Energy Services Specialist
Beth Amaro, Member Services and Communications Manager
David Bissell, President and CEO
Allan Smith, KIUC Board Chairman

Describe the **use of Artificial Intelligence**, if any, including tools used, to assist in the work that is being submitted.

NA

Describe the **purpose (objective or goal)** of the work that is being submitted.

Following island wide gathering restrictions easing throughout the island due to the COVID-19 pandemic in the last few years, the objective was to again initiate a Top 100/Key Accounts Breakfast Briefing bringing the KIUC Board of Directors, Senior Staff, and other KIUC staff together with our Top 100 kilowatt hour commercial members/key accounts in a safe in-person setting. This event serves to thank our Top 100/Key Accounts for their patronage throughout the years, and as a networking, program building, and strategic partnership opportunity to foster relationship building and information sharing on the accomplishments, challenges, and future plans of KIUC.

Describe the **planning process**, including timeline and budget of the work that is being submitted.

Planning of the event started in January 2023. Quotes were obtained from the various hotels on the island able to host an event of this size. Sheraton Kauai Coconut Beach Resort in Kapaa was selected as they were able to provide the requested date, adequate location, and menu, within the budgetary constraints. The Top 100/Key Accounts contact list was also

updated to provide current contacts/invitees in January 2023. Save the Date postcards were designed, printed, and mailed out in late January. A key part of the event was to feature Kauai Made products in the swag bags provided to each attendee. This was KIUC's way of supporting our local small businesses following the difficult pandemic years. Quotes were obtained in January and purchases were formalized prior to the event for procurement. Formal invitations were designed, printed, and mailed out in late March 2023. RSVPs were collected until mid-June 2023. The Annual Breakfast Briefing was held on June 7, 2023. The event's program consisted of a breakfast buffet, welcome from KIUC Board Chairman Allan Smith, a presentation on KIUC's Commercial Energy Efficiency Incentive Program, an update on KIUC's recent accomplishments, projects, and future plans by President and CEO David Bissell, and networking.

Save the Date and Invite Budget: \$XXX

Swag Bags Budget: \$XXXX

Host Location, Event Fee, and Breakfast Buffet Budget: \$XXXX

Describe the **research process** and types of research used (primary, secondary, or both).

A large amount of time and effort goes into researching the current contacts for our Top 100/Key Accounts list. During the pandemic years, many of the businesses in the Top 100/Key Accounts group changed due to usage. As a hospitality destination location, there is also high turnover in the hospitality positions at various hotels, which also warrants additional updates to our contact list.

KIUC provided primary research for event location and breakfast buffet options. The location needed to be central to all attendees. A key factor given KIUC's current involvement in a rate case was the cost of the facility and breakfast. The Sheraton Kauai Coconut Beach Resort was able to provide a feasible option for the location and buffet option that stayed within our budgetary constraints.

Similarly, we wanted to select gifts that highlighted Kauai's small businesses and the best that Kauai has to offer. These locally made food products were selected as unique offerings of our island that also fit within our budgetary constraints.

Describe the **target audience(s)** and estimated circulation or number of people reached.

The target audience consisted of KIUC's Top 100/Key Accounts contacts, KIUC's Board of Directors, and KIUC staff. In total, approximately 250 invites were distributed with 100 confirmed in attendance.

Describe your **rationale for using this communication channel / platform / medium** to effectively meet your objective(s).

After years of suspending the event due to the pandemic, KIUC felt that it was important to re engage our Top 100/Key Accounts to provide a safe in-person event to formally express our appreciation to these members for their continued patronage. With some new faces at KIUC and in the business community, this event allowed everyone to put faces to the names and provided an excellent opportunity for networking to occur. The briefing provided an opportunity for KIUC to share important updates with our attendees, and allowed our attendees to ask questions to KIUC staff about KIUC projects, news, etc. to help with information exchange and promotions.

Describe any **restrictions, limitations, or challenges faced** and how they were overcome.

As with any event post-pandemic, it was important that KIUC provided a safe gathering for all. The original location of the event was in the hotel's main ballroom, however, a week prior to the event, we were notified that one of the air conditioning units providing cooling and ventilation to the ballroom was inoperable. Thankfully, the hotel also hosts an evening luau in their Luau Pavilion, so the decision was made to relocate the event to the open-air pavilion. This decision actually served to work in our favor as it provided adequate space, a more welcoming and inviting event location, and open-air facility for those with concerns about gathering in a confined space. The overall setting also set the tone for a relaxed gathering which seemed to set the mood for the day's schedule.

Describe the **result(s) / impact(s) / outcome(s)** of the work that is being submitted, including how they were measured and how well they reflect the original strategy and planning.

The day's events centered around our goal of showing appreciation to our Top 100 accounts, providing a briefing of KIUC successes, challenges, and future projects, and providing a networking opportunity between KIUC and our commercial members. As a part of our Ho'oka'ana Waiwai or shared values, it is a part of our overall mission to strive to do the best that we can for all of our members, working together with our community, for our community, with respect, sincerity, and graciousness. How we do this is by promoting harmony, being transparent, and being responsible stewards of our kuleana (responsibility) to our island home. An event like this fosters all that we are as Kauai Island Utility Cooperative. Simply hosting an in-person event following the many pandemic-year restrictions gave us the confidence to move forward for hosting future event in-person such as our Annual Meeting. Following the event, we received many positive comments from attendees about the event site, breakfast, swag bags, and networking opportunity which for us was a measurement of the event's success. To top things off, we were able to promote our Commercial Energy-Efficiency Incentive Program and services for our Commercial members. This has led to numerous energy-efficiency incentive projects being initiated and energy audits being initiated immediately following the event. A large amount of gratitude was also expressed by the local vendors that we procured our swag bag contents from as we were able to support locally made products through not only our purchase, but through the promotion of their products to a larger, influential market. Last, but certainly not least, it allowed our team to come together again to work on an event fostering team work and collaboration to make an event of this size come to fruition.

Log in to nreca.awardsplatform.com to see complete entry attachments.

PDF	
Top 100.pdf	4.0 MiB

Save the
DATE



Kaua'i Island

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You're INVITED

KIUC's Annual Breakfast Briefing

Wednesday, June 7, 2023

Doors open at 7:30 a.m.

Program begins at 8 a.m.

Sheraton Kaua'i
Coconut Beach Resort
Kapa'a, Hawai'i

Please RSVP to Scott Sato
at ssato@kiuc.coop
by Friday, May 12, 2023.

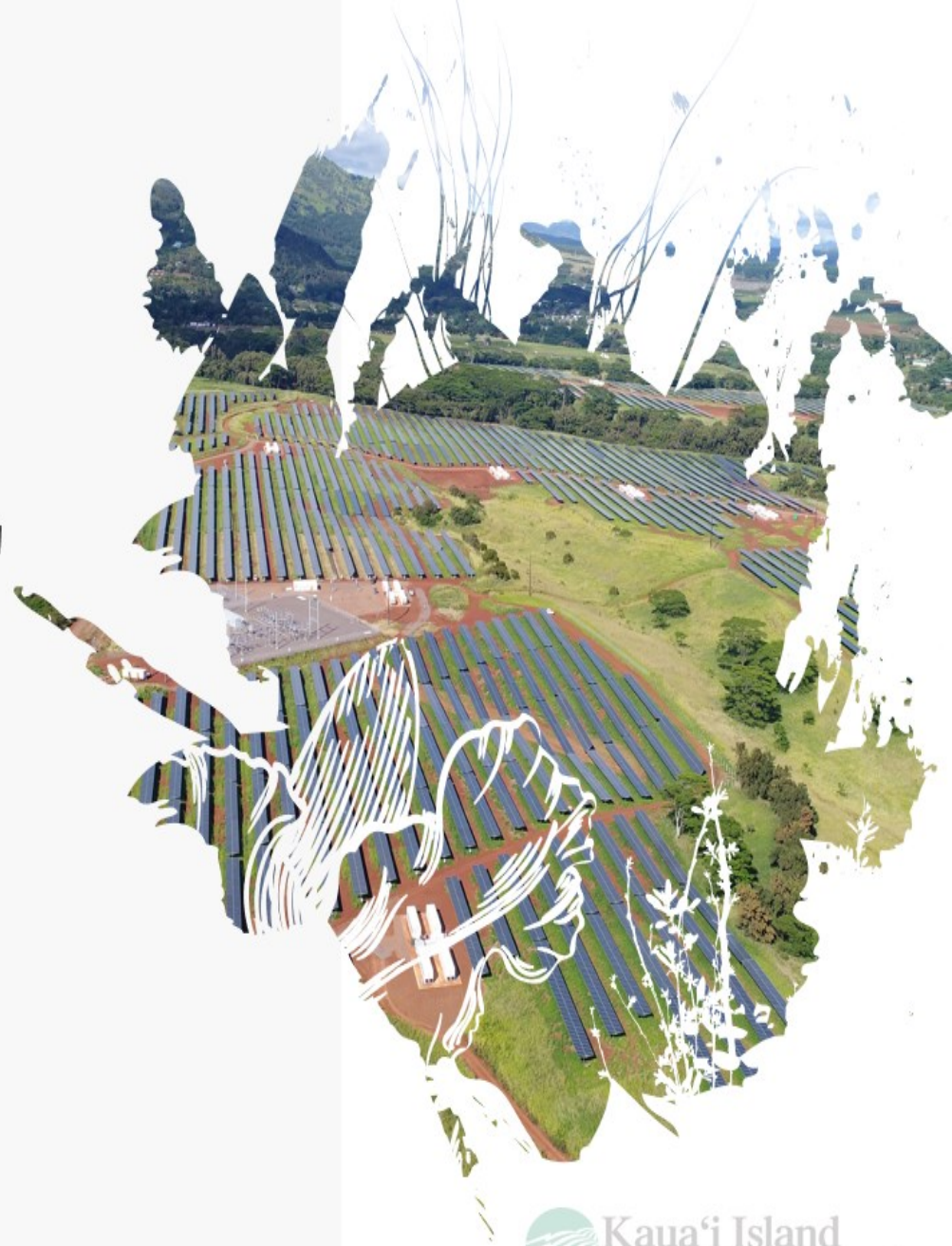


 **Kaua'i Island
Utility Cooperative**
Your Touchstone Energy® Cooperative 

TOP 100
KEY ACCOUNTS

KIUC ANNUAL Breakfast *Briefing*

June 7th
2023











TOP 100
KEY ACCOUNTS
KIUC ANNUAL
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KIUC Board of Directors



