

# AFREA Power Lines

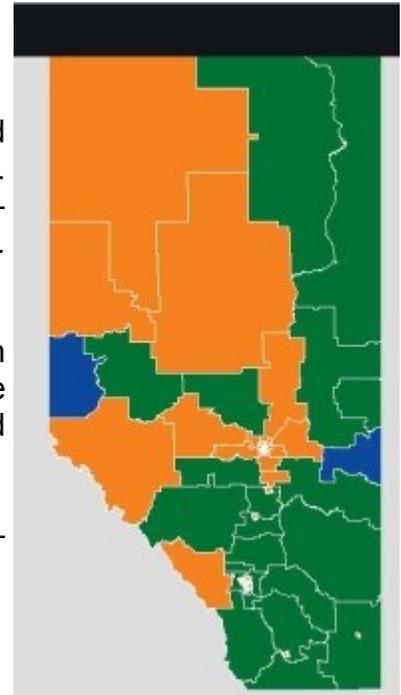
## Orange is the New Alberta

What happened on the evening of Tuesday May 5th surprised many of those who thought they had it all figured out and predicted. But, as we witnessed, Albertans are anything but predictable... although it took another 44 years to get to that threshold of change. And when change is affected, it is evident in a big way!

The three way race caved in and the Tory blues were shut out in areas they dominated over the past 4 decades. The reality of the New Alberta is the obvious representation split between urban and rural, evident by the NDP / Wildrose split, respectively.

For a really cool visual, check out the colors of Alberta map comparison 2012-2015:

<http://www.cbc.ca/news/elections/alberta-votes/features/alberta-election-2015-results-from-pc-blue-to-ndp-orange-1.3062876>



The new government was sworn in on May 24th and the assignment of offices and positions/ministries completed. The AFREA is preparing letters of congratulations to all incumbents, including premier elect, Rachel Notley. It will take time to see what the new government has in store for taking Alberta forward. For a list of the new cabinet ministers, visit the Alberta Government web site: <http://alberta.ca/cabinet.cfm>

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## Quick Notes

- *Have New directors? Please send up to date contact information, including email addresses to the office as soon as possible, please!*
- *There is positive response to the AFREA E-News, which will supplement our Newsletter with up to date news and links to pertinent stories. Watch for it in your inbox!*
- *Thank you for issuing change of contact information to our office—it allows us to update our files to ensure you are getting all the news and information you require!*
- *As insurance deadlines loom, please ensure your applications and payments are sent to the AFREA office—attention: Len Boyko*
- *A meeting is scheduled with the Fortis Operating REAs to discuss impacts, risks, and options. We will report to you as soon as possible with any information.*

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## Being Prepared—for media interviews

If you've been following Grant Ainsley (trainer, speaker, emcee, author), you know that he has pertinent tips for dealing with news media. There are many examples of things said in interviews lately, that shouldn't have been... It makes preparing for media interviews even more important than ever. Sound bites are pieces pulled from taped footage that might be taken out of context when separated from the whole of the discussion. It is usually those comments that get blown out of proportion or spread "like wildfire."

In his latest issue of "Talking Points", Grant offers 5 steps to success during an interview:

1. Learn all you can about the issue—you can't use notes in face-to-face interviews so prepare yourself and learn as much as you can about the issue. This gives you the information needed to answer questions and allows you to communicate with confidence.
2. Think about what you'll be asked—from the content you've learned above pull obvious questions and put them in a list, from most expected to least expected.
3. Develop your key messages—prepare your answers based on the list of obvious questions and give the answers you want to give. Grant warns: don't be defensive or aggressive, and don't take control of the interview.
4. Play the matching game—match your key message with the questions you expect to get. Remember, you will rarely get questions in the order you expect so be prepared to answer them in any order. If you get something you are not prepared to speak to, simply say you don't know the answer and move to something you are prepared to speak on.
5. Practice—role playing, recording your answers on video with playback, repetition and repeating—these all help to make this a comfortable experience by being prepared.

Looking at the reporter when you are speaking and using your hands gives your voice rhythm and variety. For more information check out this handy prep tool from Grant: [10 Simple, but brutally effective things you need to know to deal with The Media.](#)

### DID YOU KNOW...

Technology today has changed the way people communicate—what we access to, and the speed with which we receive it, is all due to the advances in technological processes. This is not just a personal way of life—it's changed the way we do business, too! Traditional social networks have expanded from a few dozen acquaintances to hundreds of friends, friends of friends, connections and followers.

Employers are not immune to this phenomenon, and many now use these for several aspects of human resources management. According to a survey conducted in the United States by the firm Jobsite, 94% of American firms used social media as part of their hiring process in 2012. That represents an 89% increase over the previous year. That is why it is essential businesses adopt a written policy on internet technology, information security, and social media usage in the workplace. Have questions? Contact our office for more information and policy templates.

Connect with us: [www.afrea.ab.ca](http://www.afrea.ab.ca)

Follow us on Twitter: @AFREA1



Find us on FACEBOOK





## Gov't News

Until there is confirmation as to the direction of the new government there is no news to report on the RMRC / ERME implementation or the application of the recommendations in the report presented by the previous government. Meetings are currently booked for the Fortis Operating REAs to discuss issues and impacts. Alberta Energy has asked for our company profile information in order to bring new ministers up to speed on stakeholders within the industry. As soon as possible, president Dan Astner and CEO, Al Nagel, will meet with the new ministry and Premier Rachel Notley. It is a historical time in Alberta politics—the AFREA will bring the REA message to a new government after 44 years of PC rule. Perhaps, this transition of power will allow positive action toward the changes needed for REA future sustainability.

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## REA Business Workshop

Make sure you get your registrations in for the upcoming REA Business Workshop to be hosted by the AFREA at Federation Centre. Confirmation of your registration will allow us to plan for a larger venue if there is a good response to the workshop. An information notice was sent out to all REA Secretaries, Presidents & Managers calling for registration. The AFREA will provide the REA Business Workshop (previously known as the **Secretaries and Directors Workshop**) on Tuesday, July 7th in Sherwood Park.

In the past we reviewed day to day REA activities and an accompanying list of topics was sent with this letter. As it is impossible to cover all of the subjects, your input is required in order to include the topics of most importance to you. If there is something other than the items indicated, please advise Len Boyko at the Federation office.

Remember, the workshop is also a great opportunity to share information among the REAs—somewhat of an open forum. On specific subject material, speakers may be presenting (to be confirmed). Cost for the session is dependent upon the number of participants and the required venue.

Please confirm your registration to Len Boyko. If you have any questions, please contact the AFREA office at 780 – 416-3367 or fax 780 – 417-3398.

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## Safety Strategies: Making Safety Number One



### Safety Rules

*“By reminding people of the reason for the rule, making it personal or purposeful, you will make it better by increasing the likelihood that people will behave as the rule indicates.” ~ John Wettstein*

(For more safety tips, quotes, and articles visit Safety John at [www.safetystategies.ca](http://www.safetystategies.ca))

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## The Co-operators Member Benefits Program

*Exclusive insurance coverages and savings for AFREA members and REA members / employees*

As a member or employee of the AFREA, we have worked together with The Co-operators to bring you access to a special Member Benefits Program. Please review the exclusive insurance coverages and savings available to you. To learn more, contact The Co-operators directly and identify yourself as a member or employee of an AFREA member REA or the AFREA.

### Why The Co-operators is right for you.

Our commitment to personalized service, together with the most recognized insurance brand in Canada, makes The Co-operators a clear choice for your insurance needs.

### Why choose The Co-operators?

The Co-operators has over 65 years of history as a co-operative. Our focus extends beyond increasing profits and share values, to a concern for satisfying the needs of our clients, Member-Owners, staff members and communities. We are pleased to provide the AFREA with exclusive coverages and savings including:

**Discounted travel insurance** – Members can purchase travel medical insurance plans and receive a 15% discount. There is no age limit and coverage is available worldwide 24 hours a day, 365 days a year.

**Service fee savings** – Waiver of service fees on home and auto insurance for members paying by pre-authorized debit from a bank account.

**Enhanced farm insurance coverage** – Available on Co-operators farm insurance policies, this benefit gives you 24 additional coverage options and increased policy limits. This additional protection is valued at \$300, but is available for a cost of only \$25.

**Enhanced home insurance coverage** – Claims Forgiveness, and availability of Enviroguard and Better Limits for Members home insurance endorsements.

**AFREA Farm and Home Member Loss Experience Discount** – This discount is applied on renewing Co-operators farm and home insurance policies when member group claims experience is favourable.

**Group insurance** – A competitive group insurance plan offering medical, dental, life and disability coverage. Call 1-888-761-7851 for more information.



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Contact your local Co-operators Financial Advisor today to learn more, or visit:

<http://www.cooperators.ca/en/About-Us/why-coops-are-better/members-benefits-program.aspx>

If you have any announcements or stories you would like to share, please send them to [janeth@afrea.ab.ca](mailto:janeth@afrea.ab.ca) before June 15th.