


Committee Now Taking Nominations for 2014 Board Elections

a Cooperative Difference article

AT A RECENT BOARD OF DIRECTORS MEETING, each Director of ECI REC selected a member-consumer from their individual board district to serve on ECI REC's Nominating Committee. The committee's purpose will be to nominate one to two East-Central Iowa REC member-consumers to be placed on the ballot as a candidate for a Director of each Director District to be voted on at the 2014 Annual Meeting of the Members.

There are three positions up for election from District 1, Benton area and one position up for District 2, Buchanan area. You can find more information on these districts on the following page. If you are interested in being a candidate for one of the positions, would like to make a recommendation, or have a petition nominating a member, please contact the Nominating Committee member representing the applicable Director District that you or the nominee could represent. Nominations may also be submitted to the Urbana office.

Nominations by petition must have 35 names. Candidates must live in the Director District they could potentially represent. All nominations must be registered before Thursday, February 20, 2014, at 11:00 a.m. at Urbana Administrative Headquarters.

All candidates will be reviewed and nominations confirmed at the Nominating Committee meeting on Thursday, February 20, 2014, at 11:00 a.m. at the Administrative Headquarters in Urbana. 

>>> Turn to page 4 for Board District maps and nominating contacts.



BOARD BULLETIN

2014 Strategic Plan Approved

by Steve Rau, Board president

AT THE NOVEMBER BOARD MEETING CEO Steve Marlow, along with the entire management team, presented to the Board of Directors a proposed strategic plan to guide ECI REC in 2014. Prior to drafting the plan, a review of the Cooperative's strengths, weaknesses, opportunities, and threats—known as a SWOT analysis—was completed. Also identified were any critical issues that Cooperative is or could potentially be facing.

Many of our Cooperative's strengths stem from the basic principles that guide cooperatives in general. It is simply a business model that works! We have financial stability, a Board that cares about our members, a thriving corporate culture, and a commitment to grassroots advocacy. Our employees are knowledgeable and dedicated, and are willing to utilize new technology. We enjoy solid partnerships with local contractors and a strong communications program.

These strengths will be leveraged to combat challenges and critical issues many RECs are facing, such as aging distribution systems, uncertain financing options, changing government regulations, and rate structures that no longer necessarily reflect the cost of providing your power.

Within every challenge there is an opportunity, and the ECI REC management team identified several it expects will arise in 2014. There is great potential for growth in our service territory. Our years of building relationships with legislators will continue to pay off as some of the previously mentioned challenges are addressed at state and national levels. Foresight by our power supplier means we will enjoy more cost stability due to well-distributed power sources that utilize renewables. Our comprehensive communications program means we have an established brand and are recognized as a credible source within our communities.

Armed with the insights from this SWOT analysis, the ECI REC management team built the following strategic plan and objectives for 2014.

2014 STRATEGIC PLAN SUMMARY

Personnel – Continue training/educational opportunities; Retain employees; Employ qualified personnel

Finance – Perform a cost of service study; Evaluate rate structure; Evaluate financing opportunities

Utility Plant – Upgrade remaining substations to 69 kV (according to ITC schedule); Continue maintenance programs; Complete FEMA 404 mitigation grant; Execute 2013-2016 Work Plan




**2014
your
cooperative
advantage**

**MARK YOUR
CALENDARS!**

The 2014 Annual Meeting of the Members will be held **June 19, 2014**, at the new Independence High School, 1207 1st Street West, Independence.

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Technology – Promote Smart Hub payment platform; Promote interactive HomeEnergySuite; Evaluate the benefits of automated meter technology; Evaluate data backup center at new proposed Independence Operations Center; Increase use of system’s member follow-up platform; Develop a cyber-security and risk mitigation plan; Evaluate cooperative workflows via process analysis; Implement automated vehicle location system

Communications – Monitor member interests and participation in products/services to determine which communication channels are effective; Engage the member by providing opportunities for dialogue; Continue promotion of the Co-op Connections® Card 

YOUR BOARD

- Board District 11 - Jeff Elliott
- Board District 12 - Chris Sackett
- Board District 13 - Allen Albers
- Board District 15 - Bill Frazier
- Board District 17 - Burt S. Byers
(2013/2014 Vice President)
- Board District 21 - Don Shonka
(2013/2014 Asst. Secretary/Treasurer)
- Board District 23 - Jim V. Alberts
(2013/2014 Secretary/Treasurer)
- Board District 24 - Lloyd Bathen
- Board District 26 - Steve Rau
(2013/2014 President)
- Board District 27 - Ryan Kress

Scan with your smartphone to see the director map online.



Submit Your Nomination: 2014 Board Elections

DISTRICT 1 – DIRECTOR DISTRICT #11
Currently represented by Jeff Elliott, La Porte City

Serving: Big Creek (sections 31-36) and Spring Creek (sections 31-32) Townships in Black Hawk County; Jefferson (section 34) Township in Buchanan County; Geneseo, Clark, and Oneida Townships in Tama County; Bruce, Cedar, Harrison, Monroe, and Jackson Townships in Benton County.

Nominating Contact: Robert Hanson
5071 15th Ave
La Porte City, IA 50651
Phone: 319-342-2918

DISTRICT 1 – DIRECTOR DISTRICT #12
Currently represented by Chris Sackett, Center Point

Serving: Cono (sections 31-32) and Homer (sections 35-36) Townships in Buchanan County; Polk (all sections less section 4) and Benton (sections 1-4, 9-16, and 21-24) Townships in Benton County; Grant (sections 5-8) Township in Linn County.

Nominating Contact: Joel Schmitz
5332 29th Ave
Vinton, IA 52349
Phone: 319-443-2506

DISTRICT 1 – DIRECTOR DISTRICT #15
Currently represented by Bill Frazier, Van Horne

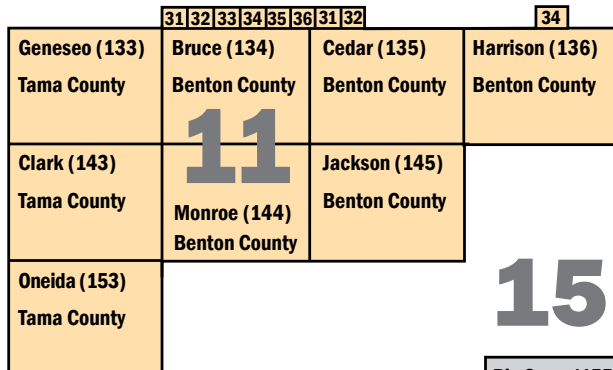
Serving: Taylor, Benton (sections 5-8, 17-20, and 29-32), Big Grove, and Eden Townships in Benton County.

Nominating Contact: Shawn Kreutner
6457 23rd Ave
Vinton, IA 52345
Phone: 319-472-3946

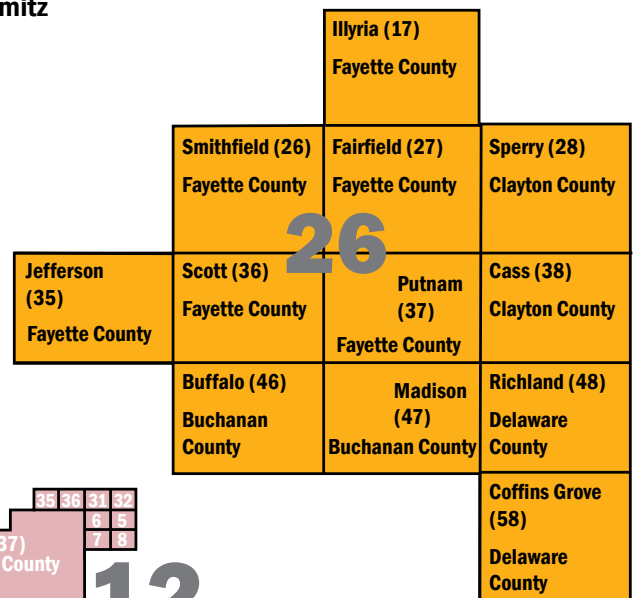
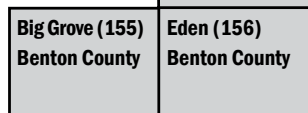
DISTRICT 2 – DIRECTOR DISTRICT #26
Currently represented by Steve Rau, Stanley

Serving: Illyria, Smithfield, Fairfield, Jefferson, Scott, and Putnam Townships in Fayette County; Sperry and Cass Townships in Clayton County; Buffalo and Madison Townships in Buchanan County; Richland and Coffins Grove Township in Delaware County.

Nominating Contact: Jerry Paul
7898 L Avenue
Fayette, IA 52142
Phone: 563-637-2331



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