



BOARD BULLETIN

2013 Strategic Plan Recap From President Steve Rau

ECI REC carries out its mission by investing in people, the distribution plant, technology, and communications. The strategic plan itemizes what the Cooperative is trying to

accomplish in these four key areas and explains why those goals are important. At its September meeting, the Board of Directors approved the Cooperative's 2013 Strategic Plan presented by CEO Harry Ruth.

Summarized in the plan were the many accomplishments your Cooperative has made over the past year, including:

- Providing enhanced feedback and training for staff
- Initiating the rebuilding of 244 miles of line using FEMA mitigation grant
- Building a private, wireless communications network throughout the service territory
- Installing new SCADA software
- Installing automated staking, GIS, and OMS software systems

- Introducing Co-op Connection Card and expanding services as they became available
- Creating a Facebook page for the Cooperative

Perhaps most importantly, the strategic plan also guides the Cooperative's future plans. Some highlights from that list, which will be executed over the next one to one-and-a-half years, are:

- Creating a Cooperative Intranet to streamline internal operations
- Building a new Independence Operations Center
- Evaluating potential benefits to the members of a two-way automated meter reading system
- Upgrading remaining substations to 69 kV
- Introducing new online billing platform and energy calculators to provide additional value to members
- Tracking member interest and participation in products and services to determine which communication channels are most effective in reaching which members about which products and services