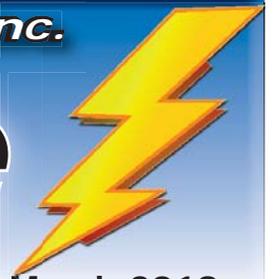




Rio Grande Electric Cooperative, Inc.

Update



March 2019



A Message From The CEO By Roger Andrade

Setting And Attaining Goals

I cannot believe we are already entering the third month of the year. As I type this message, Rio Grande's management team and board of directors are preparing for a strategic planning session. This session is paramount in developing RGEN's short and long-range goals, as well as ensuring the day-to-day operations align with those goals of the membership in general. Strategic planning will pave the way for the management team to focus on what topics, issues and general matters are important to the membership. As the relatively new CEO of the Cooperative, I have to admit I am very excited about going through the process, and ultimately, the outcome of the planning session. We exist because of our members, and with that focus in mind, I am confident that we will be looking for ways to improve the overall member experience.

Speaking of the member experience, the bi-annual Member Advisory Committee (MAC) meetings are being held this month. The schedule of meeting dates can be found within the pages of this magazine. These advisory committee meetings serve as an additional forum for members to voice their concerns and have them heard by directors, management and peer members alike. You received, as a bill stuffer with the February electric bill, the 2019 Member Involvement Survey. I cannot stress enough the importance of hearing from you, our member-owners, at what capacity, if any, you would be willing to serve and dedicate your time and efforts in helping us shape the future of Rio Grande Electric. Remember, the key ingredient in the cooperative business model is cooperation. The survey is simple and now available in digital form, as well. Those of you who have signed up for eBill through SmartHub®, received an email with a fillable-form that can be directly submitted to the Cooperative electronically.

We are all in this together! You can rest assured that we will carry this mindset into our strategic planning session and the objectives we ultimately and collectively decide to undertake will be reflective of this. Although my tenure at the Cooperative has not been long (merely 9 years), I can undeniably say that I wish I would have started my career with the Cooperative sooner. I am surrounded with a highly motivated, driven and ethical group of individuals that comprise the Cooperative's employees, and with the support and insight of the board of directors, it is without question that the goals we set will be achieved. We will review, research and assess our efforts towards improving the member experience for years to come. With the unique characteristics of the Cooperative's service territory, I can almost assure that focus on technology will be an imperative part of future goals. Finding efficiencies and economies of scale, we anticipate being a predominant goal for the Co-op's strategic plans.

I look forward to meeting current challenges, and those of the future, with a renewed focus on long-term goals. "Owned By Those We Serve" is not just a motto on our logo, but a statement of loyalty to our members. We will keep you posted as these things develop. Remember to reach out to your Member Advisory Committee members, or me, for any questions or concerns.