



*Rio Grande Electric Cooperative, Inc.*

# UPDATE



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## A Message From The COO By Theresa Quiroz

### *"Building On The Legacy"*

Most often, we hear the "entitlement" mindset described as the biggest generational issue today. Ironically, the concept of having a "right" to electric service is exactly the mindset adopted by the early cooperative leaders who created a means for people to come together and improve the quality of life for themselves. It is with this "future" mindset that we continue to build today. For Rio Grande Electric Cooperative, Inc., this translates to maintaining the existing business model, while incorporating change and new initiatives that will create a better future for RGEN members. We lead by empowering each other. We understand

the makeup of the Co-op membership and workforce; and we share experiences and accomplishments between all members and employees.

It is extremely encouraging to see it all come full circle, and how we all still come together today. These last few months, for example, we have seen crews from all areas and departments of the Cooperative support each other during some extensive storm damage restorations. We saw members exercise patience, while connecting on social media to share outage information and words of encouragement. You will also be pleased to know that the new management team, along with the board of directors, recently completed its first round of strategic planning. This process definitely provided a collaborative effort to define our strategic goals for the future and the resource allocations to pursue these goals and to enable a better future.

So why does this matter? It matters because you are investing in the future of the Cooperative. As a member of Rio Grande Electric, you have rights, which are further defined in this magazine under "Your Rights As A Consumer." You also have responsibilities, which translates to your participation with sensitivity to the needs of all members. Membership in Rio Grande Electric is open and voluntary. Its doors are open to anyone who is able to purchase their electric service and is willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination. It is the Co-op's most absolute law.

So, if you are ready to fulfill your role and participate in creating a better future for yourself and fellow Co-op members, Rio Grande Cooperative affords various opportunities to participate on advisory committees, nominating committees, and the board of directors. We conduct member surveys and provide other opportunities to connect on social media. You are also entitled to a vote in the upcoming director election.

It is together with a "learning" mindset that we practice patience and exhibit courage to continue building on the legacy of our early cooperative leaders.