

White River Valley Electric Cooperative

2021

*Annual
Report*





The energy industry is undergoing a dramatic transformation as consumer demand for more renewable energy sources grows, and innovation and technology continue to advance exponentially. You're likely witnessing this energy evolution first-hand.

When driving across the region, you may have noticed solar panels on your neighbor's rooftop, seen wind turbines blanket a large field, or water flooding through the gates of Table Rock Dam. Maybe you've heard about the impending changes in the transportation sector with most major vehicle companies announcing plans to offer more electric vehicles. Consumer interest in renewable energy is strong and growing.

Changing the energy mix we use to power homes and businesses doesn't happen overnight. While renewable energy use is increasing, we will still depend on traditional forms of energy to keep power flowing reliably to your home. A good example was during Winter Storm Uri last year when renewables proved to be intermittent resources that were weather dependent and needed the support of a coal baseload. Solar panels were buried under snow and wind turbine blades were frozen over. Any source can experience an outage, at times. That is why there is real value in maintaining a balanced mixture of fuel types to ensure reliability, resiliency, and meet the growing demand for electricity.

To help meet our industry demands and the changing needs of our members, we must constantly make operational adjustments as we strive for balance and a brighter future. Our strategic initiatives serve as a road map to help us navigate change and maintain the service excellence that you have come to expect from us. Follow along on our trip through 2021 to see how we progressed, and how we enhanced the strong operations that we've been running since 1939.

At White River Valley Electric Cooperative, we put the good of our community first. While our primary function is to provide reliable and affordable energy to our members, we are more than an electric provider. We are a co-op with a mission to enrich the lives of our members and serve the long-term interests of our communities.

Whether it's balancing a reliable energy mix, gaining knowledge of electric vehicles and a supportive charging network, or even exploring high speed internet options - we hear you!

We will continue to serve you by listening to your requests and evaluating new technologies that will power our communities now and for many years to come.

Chris Hamon
CHIEF EXECUTIVE OFFICER

5 YEAR SNAPSHOT

\$98,017,961

2021 YEARLY REVENUE

2020-\$94,069,182	2018- \$95,250,797
2019-\$96,865,498	2017-\$89,000,635

771,889,270

2021 kWh USE

2020-735,482,972	2018- 787,047,904
2019-761,845,783	2017- 705,081,202

35,365

2021 ACTIVE MEMBERS

2020- 34,839	2018- 34,024
2019-34,333	2017- 33,546

46,249

2021 BILLED METERS

2020- 45,515	2018- 44,447
2019-44,694	2017- 44,026

292,090

2021 PEAK DEMAND (kW)

2020- 198,413	2018- 247,829
2019-218,497	2017- 210,017

LEADERSHIP TEAM

Chris Hamon,
Chief Executive Officer

John Combs,
Manager of Operations

Cassie Cunningham,
Manager of Communications &
Member Engagement

Larry Hughes,
Manager of Safety & Training

Beau Jackson,
Manager of Engineering &
Development

Angie O'Dell,
Manager of Executive Business
Administration

Tim Shafer,
Manager of Finance & Office
Operations

JC Zalog,
Manager of Information Technology

Since 2010, WRVEC has paid \$32 million in capital credits. In 2021, \$5.72 million was paid to our members.





About WRVEC



White River Valley Electric Cooperative (WRVEC) is a member-owned business established in 1939 to supply electricity to 505 members. Since then, WRVEC's service area has grown to cover 2,993 square miles across five counties in Southwest Missouri. The Cooperative has 46,880 member meters and 5,284 miles of energized line.

Providing electricity was the founding goal for WRVEC. Today, our advanced power system is an asset for the communities we serve.

Don't forget to pack...

Your Cooperative Principles:

- Voluntary & Open Membership
- Democratic Member Control
- Member Economic Participation
- Autonomy & Independence
- Education, Training, & Information
- Cooperation Among Cooperatives
- Concern for Community



- Keet Short,*
Secretary/Treasurer- District A
- James (Jim) Burns,*
District B
- Jim Kyle,*
District E
- Pat Funk,*
District E
- Jenny Whorton,*
President- District A
- Lyle Rowland,*
District B
Bylaws, Governance, and Engagement
Committee Chair
- Jeff Hyatt,*
District C
Finance and Equity Committee Chair
- Joey Glenn,*
District C
- Neal Crum,*
Vice President- District D



Board of Directors

Directors spend a significant amount of time serving in our complex energy industry. They have a fiduciary duty to the co-op and their leadership role guides the direction of the co-op while accepting the risk and responsibility of business operations. The WRVEC Board's strategic decision-making process hinges on the knowledge gained by tenure and continuing education.

Your WRVEC Board of Directors completed 64 hours of continuing education courses in 2021.



*Willie Wreathand
1966 Annual
Meeting*

"We have improved financials by working hard with the CEO and Staff monthly to account for all expenses. Transparency and member engagement are also better than ever. We always look for ways to better the communities in which we live and serve."

Jenny Whorton

BOARD PRESIDENT



Information Technology

**Risk
Management**

Security is always a top priority, whether you're setting out on a cross-country adventure or supplying members with uninterrupted power during a hot summer day.

With that in mind, WRVEC joined Cooperative Cyber Dome. Cyber Dome helps us detect potential threats to our system by performing 24/7 monitoring and real-time scanning of all workstations and servers. It also makes us a highly specialized threat hunting team with in-depth expertise of current cybersecurity threats. Cyber Dome was developed by the National Rural Electric Cooperative Association (NRECA) and is just one of the many benefits of our three-tiered cooperative system.

Being part of the larger cooperative network allows us to utilize experts outside of WRVEC and enables us to better serve and protect our members.

2021 IT SUMMARY

84

Network Switches

25,577

SmartHub Users

2,182

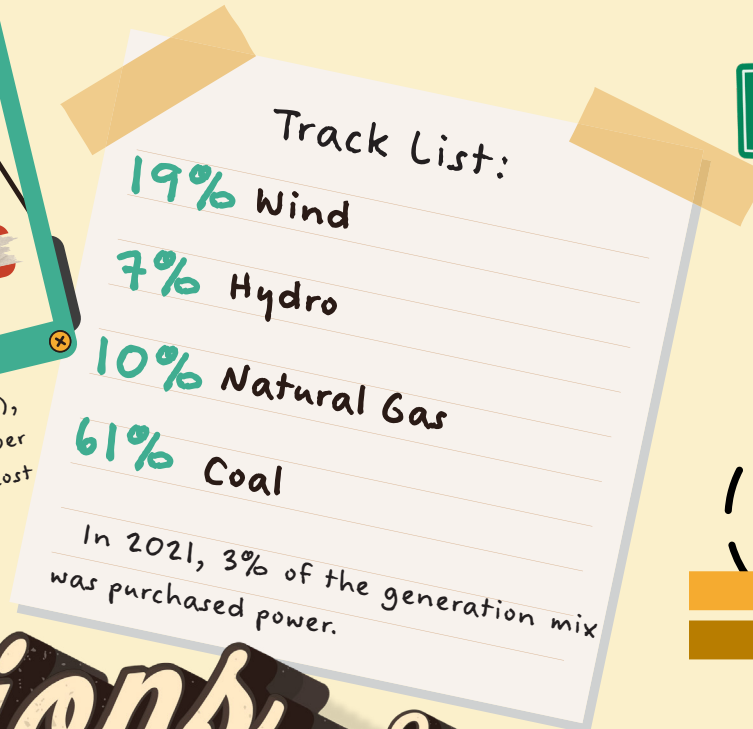
Network Connected Devices



*Twilia Alcorn
Lesla Ramey
2003*



Associated Electric Cooperative Inc. (AECI), our local power provider, serves member electric requirements by using the lowest-cost generation resources first.



Operations & Engineering



John Combs 1998



Mark Visnosky 1998

BRAVING THE STORM

Winter Storm Uri

Most trips involve some kind of unexpected road bump and ours came in mid-February. Winter Storm Uri created several issues for utility systems throughout our region, with service interruptions (rolling blackouts) becoming a reality for many of their customers.

Blackouts were avoided for WRVEC members even though this event did register a new all-time peak for the system. This was possible because of our three-tiered cooperative system — generation, transmission, and distribution — and our balanced fuel mix. The unfading reliability of coal-fired power plants allowed our power provider, Associated Electric Cooperative Inc., to continue producing power amidst the record-setting weather conditions.

104,000

Poles in WRVEC System

11,000+

Poles Inspected

1,500+

Poles replaced by linemen and contractors

201 MINUTES

Average Restoration Time

5,284

Miles of Line

10,001

Total Service Orders

524

Miles of Low Volume Herbicide Treatments

773

Miles of Right-Of-Way

2021 SYSTEM PROJECTS

- POLE REPLACEMENTS
- CABLE REPLACEMENTS
- RECONDUCTORING
- LINE CONVERSIONS
- MAKE-READY



Bill Mann circa 1990s

Reliable Network

Keeping
Your
Power On

Everyone knows to check your oil, tires, and fluid levels BEFORE you get on the road for a long trip. Nobody wants to deal with a breakdown, so you put in the work on the front end to make sure that your trip goes smoothly. This is the same approach that our Operations and Engineering teams take when they plan and maintain the WRVEC system. They invest in, test, and reinforce our system's integrity so we can avoid those major "breakdowns."

Part of WRVEC's proactive work includes monthly inspections of our substations and electrical distribution equipment. These inspections are part of a strict maintenance program designed for each piece of equipment within our system.

Tree growth around power lines also has a sizable impact on overall system reliability and the outages experienced by our members. With that in mind, we ramped up our Integrated Vegetation Management Program so that we can maintain 800 miles of line annually. This pace will allow us to maintain every inch of line in our system every 5 years.

Keeping the lines clear and performing regular inspections are just a couple of proactive measures that help prevent outages and ensure a smooth trip ahead for the Co-op and our members!



Joe Donavant Circa 1990s

Broadband Study



"We recognize that internet connectivity isn't just a luxury anymore" - Chris Hamon, CEO

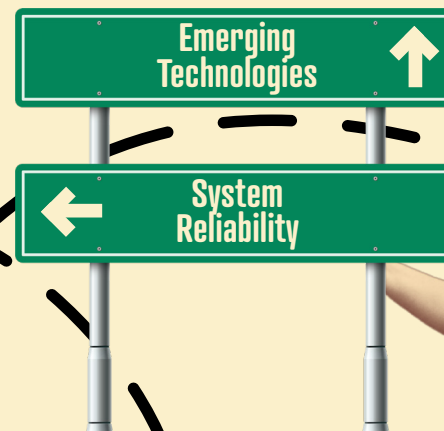
2021 was a big year for the Cooperative in more ways than one. A substantial project came underway when WRVEC began to evaluate the lack of broadband availability in the area, and study the cost and benefits of providing high-speed internet service to its members. WRVEC engaged the National Rural Telecommunications Cooperative, NRTC, to conduct a feasibility study analyzing a broadband communications project. The study results were presented at the 2021 Annual Meeting.

Chris Hamon, WRVEC CEO put it best when he said, "We recognize that internet connectivity isn't just a luxury anymore, and that there are parts of the service area that may never receive the reliable and robust broadband internet services needed to enable economic prosperity without help from co-ops like White River."

The report said it would not be financially feasible to fund 100% of the project for 100% of members and doing so would result in losing the ability to return capital credits and an eventual rate increase.

However, the WRVEC team continues to turn every stone in search of supplemental funding via public/private partnerships and multiple grant funding opportunities. The team is eagerly awaiting the results of the first few grant applications, as that will determine the next steps of the potential project.

It's an exciting time for WRVEC members, but it is imperative to the livelihood of the Co-op and our members that due diligence be done in pursuit of what could be the largest investment since the Cooperative brought electricity to the members in 1939.



John Evers
Circa 1990s

Cindy Todd
2003



Brian McCoy,
Circa 1990s

Communications

National Spotlight on Excellence Award Winner for Best Video



311

Rebates Given

\$87,838

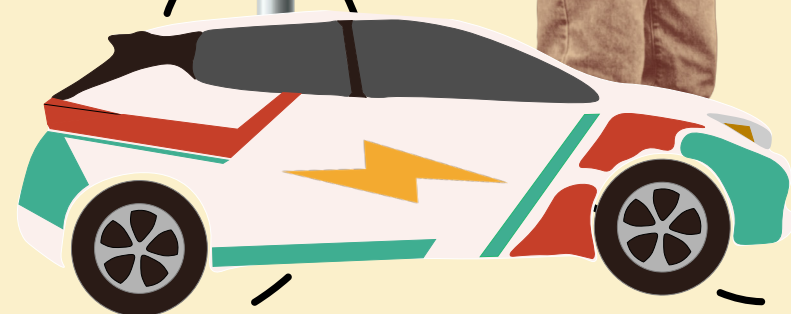
Rebates paid to
WRVEC members

1,065 kW

Member Generated
Renewable Capacity

82

Net Meters Installed



2021 COMMUNICATIONS BREAKDOWN

1,072

“Contact Us” Submissions

93,960

Website Visitors

1,161,964

Direct Member
Notifications

24,873

Email
Subscribers

13,965

Social Media Followers

541,539

Website Page views

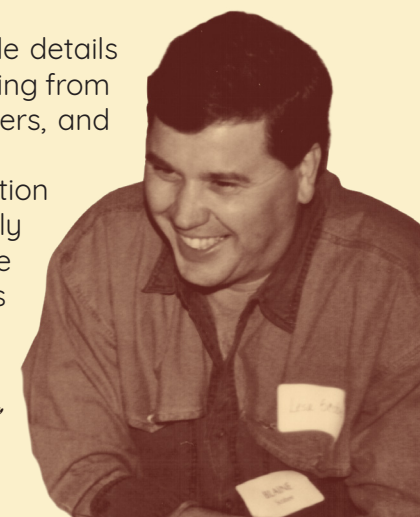


Road signs are travel communication from the days of old. Those little green signs are a great resource. They let you know where you are and show you where you’re going. While that information is useful, travelers want to know more when they set out on a trip these days. They want information that adapts to them as they drive. They want to know if there’s an accident ahead that they should avoid, or if they could shave a few minutes off by driving around town instead of through it. Co-op communications have evolved in a similar way over the course of time. We’re sure to keep you informed about “road sign” material - like rates, office hours, and contact information - but we know that today’s WRVEC members need more.

We keep you updated on our community programs, share information about service work, and provide details on how to cast your vote in the next election. We also like hearing from you! We send out member surveys for outages, new members, and new programs or services that may spark your interest.

WRVEC has many different platforms to deliver the information you need. Members learn about the Co-op through our monthly Current Times publication in the Rural Missouri Magazine. We have a convenient e-version as well. Many of you also follow us on our social platforms. However communication evolves, we will continue to meet you where you need us.

Blaine Scobee,
Circa 1990s





It's pretty tough to take a trip without the right equipment, isn't it? Sometimes it takes having the right friend that can outfit you with what you need to get started. Our economic development team understands this better than anyone else at the Co-op, and we've been partnering with rural communities and local businesses for years to invest in various projects. This is most commonly done through the USDA's Rural Economic Development Loan and Grant (REDLG) program.

One of the businesses we helped take advantage of the REDLG program in 2021 was Highlandville-based Canon Concrete. They haul customizable concrete ready mixes all over Christian, Stone, Taney, Douglas, and Greene counties to serve their customers. Through REDLG and private partnerships, White River Valley was able to secure a zero-interest loan for Canon that allowed them to officially get the business started. Projects like this are one way WRVEC helps create and retain employment opportunities all over our five-county service territory.

*Rusty Sanders
Circa 2003*



If you're planning an adventure of your own and want to learn more about the REDLG program or other opportunities, be sure to visit the Economic Development page on our website. We'd love to help you get started, too.



*Troy Shrope
1998*



*Dan Schnucker
1998*

STATISTICS

4,000
Job Briefings

1,400 +
**Hours of Training
Completed**

257,218
**Hours Worked With
No Lost Time Accidents**

"Makes the crews more efficient in completing the task at hand..."

When traveling, it's important to keep safety in mind. At WRVEC, we practice All Ways Safe, an internal culture-building program, to make sure safety is always a top priority for not only our employees, but our membership.

WRVEC lineworkers completed over 300 hours of job briefings in 2021. Slowing down and identifying hazards in adverse situations, such as after-hours emergency calls, is vital to their safety. The job briefing takes a little more time in the beginning, but makes crews more efficient by the end of the trip. Talking about the hurdles they may face before the job starts helps to ensure a safe and smooth journey.

2021 Financials

FINANCIAL OVERVIEW

\$98,017,961

Electric Revenue

\$5,725,965

2021 Capital Credits

2020-\$3,871,306 | 2018-\$4,024,973
2019-\$2,107,844 | 2017-\$2,765,549

\$23,919,023

Annual Controllable Costs

\$140

Average
Residential
Bill

\$346

Average
Commercial
Bill

7,718

Paperless Billing Members

For the year ended December 31, 2021.

FINANCIAL STATEMENTS

ASSETS

2021: \$348,085,598

2020: \$347,762,176

LIABILITIES

2021: \$181,910,658

2020: \$189,696,778

NET WORTH

2021: \$166,174,940

2020: \$158,065,398

REVENUES

2021: \$102,657,160

2020: \$100,467,407

EXPENSES

2021: \$90,519,379

2020: \$85,010,499

NET MARGINS

2021: \$12,137,781

2020: \$15,456,908

MITIGATING COSTS

Lowering incremental cost, or controllable cost, is a daily effort at the Cooperative. Improving our efficiencies in managing our assets like trucks, electric system optimization, warehouse materials, operational equipment, and supply contracts help to pass savings onto the membership. Aside from direct savings from wholesale power rates, being fiscally responsible helps to lower your bill. Evaluating costs is just one of many things we can offer - aside from energy efficiency tips, audits, and rebates - to help reduce the amount of energy used.

CAPITAL CREDITS

The Cooperative pays the bills for things like power generation, maintenance, and operations. The money left over after those bills are paid each year is called a margin. Margins provide equity for the Cooperative and are assigned to members through capital credits. Traditionally, the co-op pays these credits in July. In 2021, the Executive Staff and Board of Directors voted unanimously to release 5.72 million dollars in credits early due to the financial hardships members were facing.

Equity
Management

EXIT NOW

David Strahan &
Tragg Alms
1999

NO RATE
INCREASES

Since 2017

Commitment to
Community

CLASSROOM ENHANCEMENT

Grant increases community outreach

Southern Missouri Arts Connection (SMAC) was one of the 2021-2022 Plugged In Grant recipients. "Plugged In", WRVEC's Community Enhancement Program, provides grants and old-fashioned sweat equity to organizations seeking assistance for community-driven projects in Taney, Stone, Christian, Douglas, and Ozark Counties. The program is designed to grow area economies, promote community revitalization, and strengthen overall livability in each county. WRVEC awarded \$3,000 to SMAC to enhance community outreach through a renovated classroom space.

The classroom serves as a place to unite community members through art, while also serving as an overflow space for gallery events. Tenille Blair-Neff serves as the SMAC Board president and programming chair. Her time working at a community studio space in New York helped create the vision for the three areas of the SMAC building (gallery, classroom,

and studio rentals). Tenille says, "I found the community atmosphere and connectedness inspiring. It helped me grow as an artist in profound ways."

Direct results of the grant will be a 20% increase in class offerings, 10% larger class sizes, opportunities for artists to utilize the space for individual and group art experiences, and monthly use of space that is artistically designed for overflow of gallery events. This will result in viability of commercial areas to enhance the business environment, improve community appearance, and increase economic opportunities for artists.



Operation Round Up, the White River Valley Electric trust program, collects and distributes funds to students, families, and local organizations in the five-county service area.

Members participate in ORU by donating spare change from their bill.

Emery Shafer
2022



Shafer Family
Raya, Della, & Ty
2022



Community

\$75,000 awarded in Plugged-In grants.

\$9,000 awarded in Youth Tour scholarships.

\$1,500 awarded in CYCLE Scholarships.

Power to Turn Hunger into Hope Food Drive raised \$28,653.52 that provided 114,612 nutritious meals to families within WRVEC's 5 county service territory.

\$75,033 Awarded in Power Up Grants to **126** teachers in **20** school districts.

\$150,000 scholarships approved for area students.

2,564 pounds of meat distributed through the Share the Harvest Program

\$139,312 given by ORU in 2021 through organizational and individual grants.

- White River is a family
- atmosphere and I feel
- respected and valued for
- what I bring to the co-
- op. I love my job because
- no day is ever the same.
- Each day I am presented
- with new challenges and
- situations, which really
- helps me to stay focused.

JoAnna Crafton,
WRVEC Member Representative

Amber Zittlow, JoAnna Crafton, & Danielle Ireland, 2021.



Culture

The best work culture is an environment that encourages growth and learning, while also recognizing employees for their individual strengths and contributions. At WRVEC, we believe we do just that. Our goal is to serve our members as effectively as possible. We do so by investing in our workforce.

We are a workforce made up of individuals that choose to serve their community not only at work, but in their spare time as well. Co-op employees tackle each workday with concern, respect, and caring attitudes for our membership. From entrepreneurs to environmentalists, our employees are community leaders that make a significant impact on the members they serve.



Devin Sonnenfelt has been the Key Accounts & Economic Development Specialist at WRVEC for the last two years. If you own a business in our territory and you have looked into our REDLG program, you probably know Devin! She helps businesses of various sizes within the WRVEC service territory and she manages her own cattle farm, too! Devin is highly involved in our community's agricultural future and serves on the AMEC State Fair Committee, Taney County Extension Council, as well as Table Rock Lake Chamber Board of Directors.

While Devin is volunteering her time to the agricultural community, Andrew Hunt spends time serving as a volunteer firefighter. He has been a lineman at WRVEC for three years. By day, Andrew is serving the membership by restoring power outages and maintaining critical infrastructure. By night, Andrew is serving his community by proudly protecting the lives and property of those served by the Western Taney County Fire Protection District.

Our employees genuinely care about their communities and are making an impact on our membership and our local environment. Melissa Cutbirth is a Member Representative and has been with WRVEC for 16 years! She is half of the Member Rep. duo at our Stone County Office where she is always ready to greet members with a smile. Melissa always knows where to find the best honey in Stone County because if she is not at the office window, she is probably at home tending to her honeybee hives! Melissa's bees are key components to our local ecosystems for their role in pollination.

Devin, Andrew, and Melissa are just a small look into the employees behind your Cooperative.

Our staff of 111 employees are given an atmosphere that encourages personal growth and promotes continued education. Over 161 hours of employee training and development were logged in 2021 alone. We communicate inspiration and encouragement at every level throughout the Co-op. Promoting this type of culture within WRVEC helps to ensure our members are being served by the most knowledgeable and member-focused employees in the industry.



Devin Sonnenfelt
2021



Andrew Hunt
2016

Melissa Cutbirth
2021



Years of Service:

35+ Years

Susan Evans- '85
Chris Hamon- '85

RETIRED IN 2021:
Debbie Peterson- '86

30 Years

Blaine Scobee- '91
Joe Donavant- '91

Bill Marr -'91

25 Years

Troy Shrope- '96

Mike Jones- '96

20 Years

Chris Hudson- '01

15 Years

Roy Cook- '06

10 Years

Kara Henson- '11

Velma Haefeker- '11

5 Years

Amber Horne- '16
Trula Plummer- '16
Cassie Cunningham- '16

JC Zalog- '16
Tim Shafer- '16



*Debbie Peterson
1987*



Contact Us

Headquarters: Taney County

24 49 STATE HWY 76 EAST
BRANSON, MO 65616
417-335-9335

Stone County

20346 ST. HWY 413
REEDS SPRING, MO 65737
417-272-0181

Christian County

2807 ST. HWY 14 E
OZARK, MO 65721
417-485-6012

Douglas County

1405 PRINCE ST.
AVA, MO 65608
417-683-4134

Ozark County

117 CO RD. 503
GAINESVILLE, MO 65655
417-679-4916

24/7 OUTAGE DISPATCH

whiteriver.smarthub.coop

TOLL FREE: 1-800-695-0056
417-335-9333



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**White River Valley
Electric Cooperative**
A Touchstone Energy® Cooperative 

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