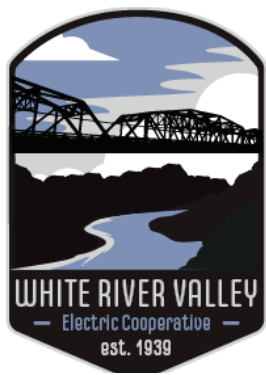




WHITE RIVER VALLEY
ELECTRIC COOPERATIVE



2023 Annual Report



85 YEARS OF POWERING YOU

How Your Cooperative Has Evolved Over 85 Years

1935- Rural Electrification Administration (REA) was created. This New Deal agency was created to bring the same comforts to rural Americans – like electric lights to extend the day and electric motors to ease the daily workload – that city residents enjoyed.

1939- White River Valley Electric Cooperative (WRVEC) first flipped the switch in 1939, bringing 505 members into the modern age of electricity. Norwood Speight is named CEO.

1975- Larry Frazier is named CEO of WRVEC.

1999- Chris Hamon is named CEO of WRVEC.

2021- WRVEC conducts feasibility study to consider costs and need for rural area internet connection: terrain, technology, and funding.

2022- Membership surveyed to solidify vast need of reliable internet service across the area. Board casts unanimous vote to extend fiber internet service through subsidiary business. Beau Jackson is named CEO of the fiber subsidiary.

2023- WRVEC names their new fiber subsidiary White River Connect and is awarded \$47.3 million through the Missouri Broadband Infrastructure Grant Program.

2024- White River Connect offers first fiber internet services to WRVEC members.



Members Then & Now

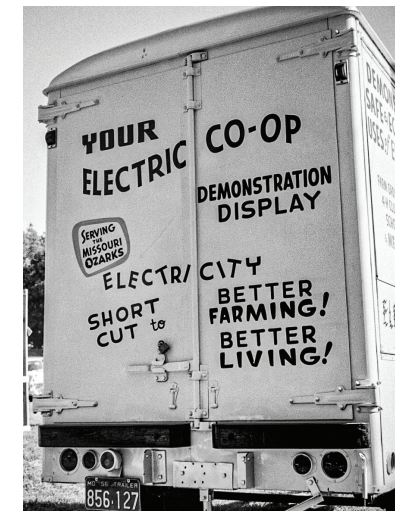
505
1939
36,379
2024

1
9
3
9

- Franklin Delanor Roosevelt was president of the United States.
- The first Thin Mint Cookies were baked by the Girl Scouts.
- The Wizard of Oz premiered taking advantage of films' new Technicolor process.
- The National Baseball Hall of Fame and Museum were officially dedicated in Cooperstown, New York.
- Celebrities Tina Turner, Sir Ian McKellen, and Marvin Gaye were born.

Number of Transformers Then & Now

269
1939
37,942
2024



Miles of Line Then & Now

195
1939
5,342
2024

2
0
2
4

- Joe Biden is president of the United States.
- Ruins of an ancient lost city were discovered in eastern Ecuador.
- NASA's Ingenuity Helicopter took off for its 72nd and final flight to Mars.
- Odysseus became the first private spacecraft to land on the moon.
- The world said goodbye and mourned the loss of Toby Keith and Carl Weathers.
- The 2024 Presidential Election will be held.



**All the 1939 Cooperative year end stats come from the first official REA report in 1940.*

WRVEC Leadership Team

Chris Hamon
Chief Executive Officer

John Combs
Vice President/Chief Operations Officer

Cassie Cunningham
Vice President/Chief Growth Officer

Rick Johnson
Vice President/Chief Engineering Officer

Angie O'Dell
Vice President/Chief Administration
Officer

Tim Shafer
Vice President/Chief Financial Officer

JC Zalog
Vice President/Chief Technology Officer

Beau Jackson
Chief Executive Officer,
White River Connect

2023 Cooperative Overview

2,965
NEW MEMBERS

23
NEW MILES OF LINE

88
AVERAGE CUSTOMER
SERVICE INDEX SCORE

\$3.1 MILLION
PAID OUT IN CAPITAL
CREDITS

2023 Snapshot

\$99,658,314
YEARLY REVENUE

781,204,725
kWh SOLD

48,405
BILLED METERS

36,365
ACTIVE MEMBERS

197,625
PEAK DEMAND (kW)

Heading into 85 years of White River Valley Electric, I've thought about different challenges and opportunities that our communities have faced. Building power to the Hamon farm was a moment that my dad and his siblings will never forget. They were always cooking and heating with wood, and chores undoubtedly included gathering wood for stocking the winter supply. We see different battles today than running electricity to the very first members years ago but ensuring that consistent, reliable power is still our top priority.

I have used electricity as a form of security all my life, and in recent years, I have found the premature closing of fossil fuel power plants concerning for the future security of the grid and our everyday conveniences. Our power providers worked this last year to educate people about the importance of a diverse energy mix supported by coal because it is the most reliable and consistent source. They testified in Congress to spread the message and urge legislators to do the right thing.

We are seeing the impacts of these threats already. With decreased coal availability and the strain on power, we have had to ask you to help as well. Recent "Beat the Peak" efforts asked for voluntary conservation, for a brief period, to minimize the use of electricity when the demand was projected to be too great on our system. Our members pitched in without hesitation, and we got through it. This isn't the norm, and we certainly don't want it to be either. The road ahead will require all hands-on-deck as we battle legislation and unnecessary regulations.

I also worry about storms that cause widespread outages. We've certainly seen our fair share throughout the years, but we do our best to mitigate potential risks and we have fantastic employees. This last summer brought five storms in a month's time. The high-wind incidents in Ozark County, for example, accounted for nearly 14,000 members out of power, some for multiple days. WRVEC members certainly were not used to that. The events were part of a declared natural disaster, which helped us to recover costs. We estimated the damage to be over \$1.5 million for all five storms and our line crews put in over 3,900 hours of overtime in restoration efforts alone in just that single month.

In addition to keeping the lights on, your requests have driven the programs and services that we've offered over the years. That's a big part of being a member-driven organization. We know the need for reliable internet, just like reliable electricity, is no longer a luxury. The team has also been busy building a world-class fiber network. We're excited to share the process with you every step of the way - from emails and postcards to Facebook. We share about each phase of work in your area and how much fiber line has been installed. It's a priority to communicate our progress with you.

Reflecting on the impact electricity has had on our members and my family - I think ahead to my son who is teaching useful applications of electricity and my grandchildren plugged into learning with reliable internet. Our family is just one of many that White River will power AND connect to the world of opportunities ahead. Whatever we face now and into the next 85 years, it's always good to be a WRVEC member.





Member-Formed

White River Valley Electric is a non-profit electric cooperative established to distribute electricity to homes and businesses in Christian, Douglas, Ozark, Taney, and Stone counties. Electric cooperatives are owned by the people, or members, who use the power the Cooperative provides.

Seven Cooperative Principles

Electric co-ops worldwide abide by seven core principles:

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training, and Information
6. Cooperation Among Cooperatives
7. Concern for Community

These principles guide all the decisions made at the Cooperative and help us form our strategic initiatives.

Strategic Initiatives

Our members drive what we do and how we form our strategic plan.

- Risk Management
- System Reliability
- Equity Management
- Safety
- Member Education & Engagement
- Commitment to Community
- Workforce Development
- Economic Development
- Emerging Technologies



Pictured 2023-2024 WRVEC Board of Directors. Left to Right: Jim Kyle (Ozark), Neal Crum- Vice President (Douglas), Jenny Whorton- President (Stone), Jim Burns (Taney), John Cooper (Stone), Joey Glenn (Christian), Lyle Rowland- Secretary/Treasurer (Taney), Jeff Hyatt (Christian), and Jim Britt (Ozark).

Board of Directors

"As we look to the road ahead, we will always consider the path that was laid by our founders. We will strive to keep the lights on and connect the rural communities we serve with new opportunities while maintaining the reliability that our members have come to expect from us." – Jenny Whorton, President

Representatives of the White River Valley Electric Board of Directors are voted into office to represent you, as a member, in their respective districts. The board often makes complex decisions in an ever-changing utility industry. Board members attend various training sessions and conferences, in addition to their regular review of cooperative materials and monthly meetings, to equip them in making the best choices for WRVEC and the membership.

Throughout the last few years, many member requests were made for the board to review the possibility of offering high-speed internet. The Board met continually, with the assistance of the executive staff, to evaluate the need and cost-feasibility of a potential project and voted to move forward with a five-year plan. The decision wasn't made lightly, and the board used their years of continued training to make the most educated decision. Your WRVEC Board will monitor the success of the project and the exciting opportunities reliable fiber internet services will bring to the five counties served by the Cooperative.

While this project is exciting, it is just one facet of emerging technologies and other initiatives the Board evaluates monthly. Their oversight continually drives toward lowering incremental costs and monitoring all controllable expenses to help keep rates affordable. Your elected representatives also use their knowledge to evaluate rates and member value. Leveraging this equity cycle within your cooperative allows the opportunity to pay capital credits each year, which is one of the many benefits of your membership.



RISK MANAGEMENT



Information Technology

White River Valley Electric Cooperative understands the importance of ensuring the confidentiality of our members' information. The information technology team at WRVEC is a pivotal part of keeping our members' information secure.

Your Information Technology team is always up on the latest trends, tactics, and information - making sure our network is as secure as it can be for our members.

Throughout 2023 - your IT team mitigated 5,793 phishing attempts and 18,394 spoof email attempts, while blocking 113 malware emails. This is quite the accomplishment considering the team monitored over 490,122 emails received and 121,346 emails sent.

Artificial intelligence (AI) is rapidly transforming the way cooperatives operate and interact with their members. With advancements in machine learning and natural language processing, AI is becoming increasingly sophisticated and capable of performing complex tasks that were once thought to be the exclusive domain of humans. As AI continues to evolve, it is important for WRVEC to stay ahead of the curve and utilize this technology to remain innovative and robust.

Each and every day your IT team is working hard to monitor the White River Valley Electric Cooperative and White River Connect workforces to make sure not only their information is secure, but that all information is secure. Our members' security is of utmost importance.

- 71 Network Switches
- 2,234 Network Connected Devices
- 26,034 SmartHub Users



Energy Programs: Helping Our Members Save

71
Net Meters
Installed

Net Metering

WRVEC installed 71 net meters in 2023 and added 963 kW of renewable capacity. We are committed to meeting the needs of our members with green energy solutions and can help you decide if solar is the right fit for you.

34
Audits
Performed

Audits

WRVEC, in conjunction with OACAC and Ozark Action, Inc. performed 34 audits in 2023. Audits stop the excess use of power by thoroughly inspecting your home. This will save you money by increasing your energy efficiency, resulting in lower electric bills through the years.

315
Rebates
Given

Rebates

WRVEC issued \$115,535 in 315 rebates to our members in 2023. The program not only returns part of their financial investment, but saves members in the long run by the installation of energy efficient equipment.

EMERGING TECHNOLOGIES



Financials



2023 FINANCIAL OVERVIEW

ELECTRIC REVENUE		\$99,658,314
CAPITAL CREDITS		\$3,141,740
ANNUAL CONTROLLABLE COSTS		\$28,898,008
AVERAGE RESIDENTIAL BILL		\$138
AVERAGE COMMERCIAL BILL		\$332

FINANCIAL STATEMENT

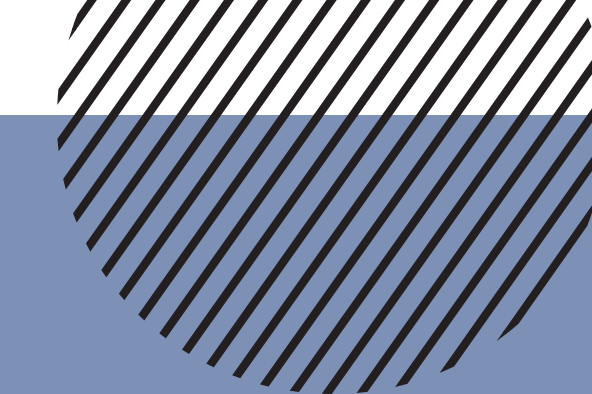
For the year ended December 31, 2023.

	2023	2022
ASSETS	\$407,339,727	\$377,742,056
LIABILITIES	\$224,027,766	\$200,291,874
NET WORTH	\$183,311,961	\$177,450,182
REVENUES	\$107,978,972	\$109,306,207
EXPENSES	\$99,991,579	\$93,280,270
NET MARGINS	\$7,987,393	\$16,025,935



Capital Credits

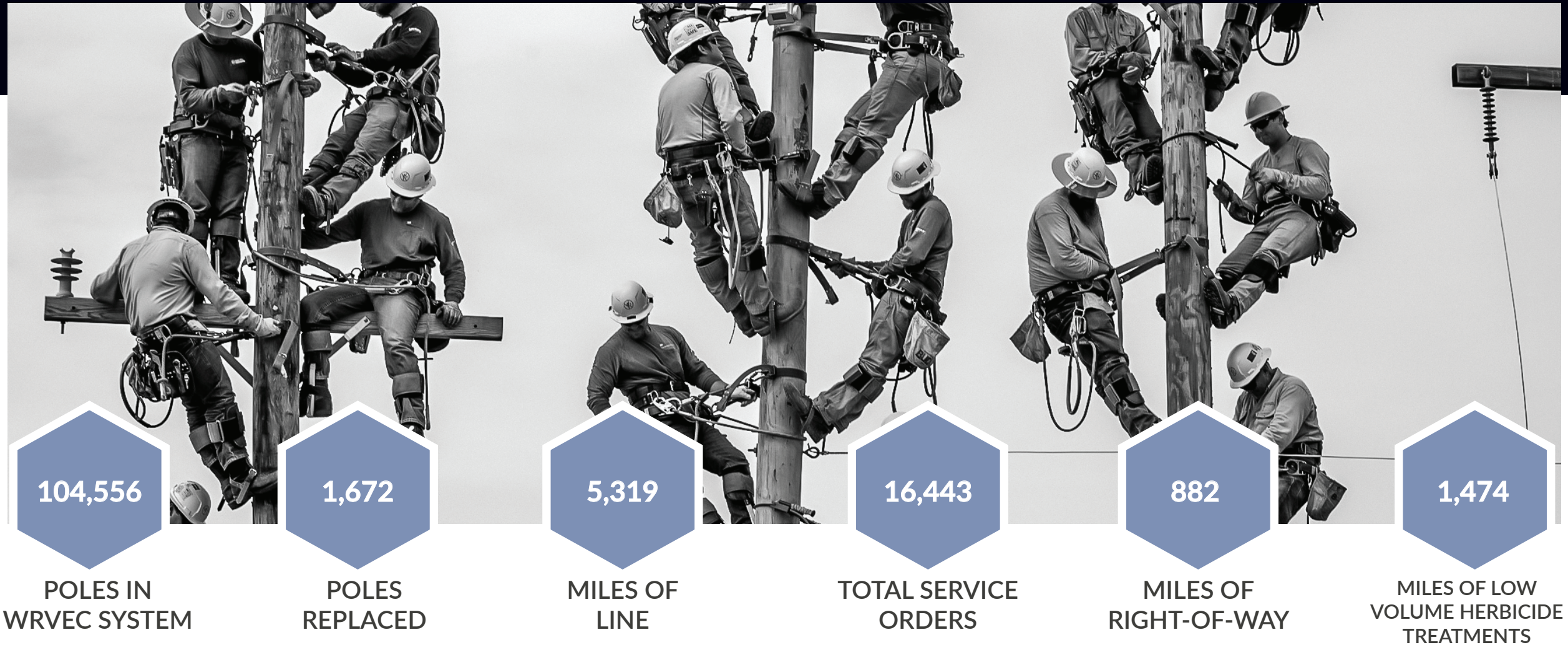
The Cooperative pays the bills for things like power generation, maintenance, and operations. The money left over after those bills are paid each year is called a margin. Margins provide equity for the Cooperative and are assigned to members through capital credits. Traditionally, the Co-op pays these credits in July. In 2023, WRVEC paid \$3.1 million in capital credits. A percentage of the following years' credits were paid in 2023: 1988, 1989, 1990, 1998, and 2021.



Mitigating Costs

We strive to improve efficiencies while managing our assets, electric system optimization, warehouse materials, operational equipment, and supply contracts to pass savings onto the membership. Being fiscally responsible helps to keep rates affordable. We continually evaluate costs as one of many ways - aside from energy efficiency tips, audits, and rebates - to help reduce the amount of energy members use to manage the monthly bill.





The summer of 2023 is one that will go down in the history books for our WRVEC line workers and YOU – our members. Our area was hit by devastation with five consecutive storm systems in just one month that caused multi-day outages. WRVEC crews restored nearly 76,000 outages in that short time. These storm systems caused catastrophic damage to our system in which the crews spent the remainder of the year working on repairing.

The biggest thing that came from these instances is the power of togetherness. Together, every line crew jumped into restoration mode. Together, communities found places for those without power to cool down and provide food for each other and our crews. Together, the Red Cross joined our forces to help provide water to those without. We were able to weather the storm - together.

We cannot thank our members enough for their patience as crews worked night and day in extreme temperatures to bring power back to all.

AVERAGE RESTORATION TIME



2 hr 6 min

2023 SYSTEM PROJECTS

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



2023 GENERATION MIX

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

17% | WIND

40% | NATURAL GAS

34% | COAL

5% | HYDROPOWER

In 2023, 4% of the generation mix was purchased power.



Safety

A Top Concern for WRVEC

SAFETY

1,800 HOURS OF TRAINING COMPLETED | **3,600** JOB BRIEFINGS

It is no secret that working with electricity is a dangerous job – especially for our line workers. This makes safety a top concern at WRVEC for both our employees and our members. Our goal is to create and continue a culture of safety through awareness, education, and upgraded protective equipment. All these steps combined with best-in-class practices provide our members with reliable service, while making sure WRVEC employees go home safely to their families at the end of the day.

Since our line workers are working with an element of danger that requires concentration and no margin for error, we know they are under immense pressure to restore power as quickly and safely as possible. Arriving on location, line workers utilize a tailgate training application to develop a job briefing outline that encompasses all tasks at a session before work begins. Crews also participate in pole top and bucket truck rescue training. In this event, crews perform a hurt-man rescue scenario in which they find a fellow worker unconscious atop a utility pole. The training must be completed annually as well as certification in first-aid, AED, and CPR.



Communications

Creating Meaningful Connections with our Communities

Since we are member-owned, you have a say in the matters that affect the Cooperative, and we want to make sure your voice is heard. That's why we strive to meet members where they are by hosting events in your communities where you can talk to employees and board members. We send thousands of surveys every year to collect feedback and gauge satisfaction. We communicate with members through social media. We send updates about the Cooperative through emails, postcards, and the Rural Missouri Magazine. We even host our annual meeting and election virtually, so everyone has the chance to attend regardless of where they live. We're all about keeping you in the loop! That's why we try to offer as many avenues as we can to get information to and from our membership.

We hear your conversations with board members, we collect the results from your surveys, we respond to your messages and comments on social media, and we use your feedback from the annual meeting to improve services and offer new ones. For example, we heard you when you said that you wanted to have a chance to talk to your board members in person, so we started Member Appreciation Days in 2022. At Member Appreciation Days, you can connect with fellow cooperative member-owners and talk to your local board members, all at the White River Valley Electric Cooperative office nearest you!

As we look toward the future with White River Connect, our fiber internet subsidiary - know that we will continue to use as many avenues as possible to communicate with you about the project as it develops and we start connecting our rural communities with fast, reliable, local internet.

Make sure your account information is current to ensure you don't miss any important updates about events, meetings, elections, community programs, or our new fiber internet. Communicating with our owners is crucial to sustaining and improving our Cooperative!



Your WRVEC Communications team took home a High Voltage Award from the Association of Missouri Rural Electric Cooperatives for Best Annual Meeting Edition last year. The team also won four National Spotlight on Excellence Awards for the following: Best Photo, Best External News Publication, Best Social Media Post, and Best Internal Engagement Plan.

2023 BREAKDOWN

678	CONTACT US SUBMISSIONS
3,038	SURVEY RESPONSES
164,565	WEBSITE VISITORS
699,082	WEBSITE PAGE VIEWS
1,014,519	DIRECT MEMBER NOTIFICATIONS
27,780	EMAIL SUBSCRIBERS
17,106	SOCIAL MEDIA FOLLOWERS



MEMBER EDUCATION & ENGAGEMENT

ECONOMIC DEVELOPMENT



HELPING LOCAL BUSINESSES

Helping area businesses is a big part of what we do. Funding often drives business development in our rural areas. The Cooperative has many avenues that can assist by serving as a conduit for federal funds. The United States Department of Agriculture's (USDA) Rural Economic Development Loan and Grant Program (REDLG) is a perfect example. USDA provides a zero-interest loan to utility providers like White River Valley Electric Cooperative. Then, we pass the loans through to local businesses for use in projects that create or retain employment in rural areas.

The WRVEC development team has been busy working on several projects this past year. One of the REDLG projects is with the Stone County Developmental Disability Board (SCDDDB). This non-profit organization currently serves more than 100 individuals diagnosed with intellectual and/or developmental disabilities and their families. USDA approved SCDDDB for a two million dollar loan to assist in building new facilities that provide office space, therapy space, and other usable space for the individuals they serve. This project will provide much-needed services in Stone and Taney Counties.

When businesses repay these loans, funds become available for the Co-op to use through a Revolving Loan Fund (RLF). Monies can be used for community development projects that benefit our service territory, promote eligible new or expanding businesses, assist non-profit or private entities, and boasts overall benefits to the rural area.

One 2023 project utilized RLF monies for business retention and expansion efforts with the Pioneer Store in Protem. The three-generation store served the area for 60 years, but the owners were ready to retire. Residents and vacationers alike rely on the general store for gas, groceries, and amenities. This is the only facility within a 20-mile area and the impact would've been felt were the store to close. The RLF program assisted a new owner to purchase the store and its inventory to keep the doors open and continue serving the community.

Community Programs



\$325,433.90

TOTAL FUNDS DONATED THROUGH PROGRAMS

\$52,993

AWARDED IN PLUGGED-IN GRANTS

\$6,000

AWARDED IN YOUTH TOUR & CYCLE PROGRAMS

\$102,000

AWARDED IN SCHOLARSHIPS TO AREA STUDENTS

\$37,137

RAISED BY POWER TO TURN HUNGER INTO HOPE AND
5,884 POUNDS OF NON-PERISHABLES PROVIDING OVER 105,274 MEALS.

\$75,000

AWARDED IN POWER UP GRANTS TO

123 TEACHERS IN

21 SCHOOL DISTRICTS

3,876

POUNDS OF VENISON DONATED THROUGH OUR SHARE THE HARVEST PROGRAM

\$52,303.90

GIVEN IN INDIVIDUAL & ORGANIZATIONAL GRANTS THROUGH OPERATION ROUND UP

Our community programs are more than part of our seven founding principles. Supporting the communities we serve is part of who we are as a co-op. With the help of our members' Operation Round Up donations, we've been able to impact the lives of many.



COMMITMENT TO COMMUNITY

White River Connect



Together, we are building a world-class fiber network that will transform our rural communities just as WRVEC founders did 85 years ago.

White River Connect is on a mission to connect rural communities to fast and reliable fiber internet by the end of 2028. As our area continues to grow and the need for work from home options increases, having trusted internet connections is no longer a luxury. It is a necessity.

The White River Connect team is dedicated to the same world-class service members have expected from WRVEC since 1939.

When members start signing up for internet through White River Connect they can expect no gimmicks or sales tactics, but true Ozarks' honesty and integrity. We look forward to seeing how members use this new technology to better their lives.

A MONUMENTAL YEAR

2023 was a groundbreaking year for White River Connect. ITG Communications of Hendersonville, Tennessee was awarded the contract and began construction of the 4,200-mile distribution fiber project on June 6th, 2023. This huge milestone was recognized in July with an official ceremony to commemorate the project. White River Connect CEO, Beau Jackson, said of the project, "A year ago, the thought of providing high-speed internet to rural areas was only an idea. Today, we demonstrated our commitment to ensure those living in rural areas will soon have access to the best high-speed internet technology available."

LOOKING AHEAD

2024 is the year of change for WRVEC members - they will be coming to the age of world-class fiber technology thanks to the fiber project. In February, the project hit their first 1,000 miles of construction milestone. In March, the first subscribers were connected. With the year ahead, the project is booming faster than ever - connecting our communities.



Culture at White River



The past year at White River Valley Electric Cooperative has been one for growth, change, retirements, and goodbyes. Our team started the 2023 year celebrating four employees' retirements. Susan Evans, Bill Marr, Bill Gyger, and Myra Mueller started their new chapters after giving so much time and hard work to WRVEC. We are so thankful for the time they dedicated to serving our members.

Throughout the year, we onboarded many new faces to fill those big shoes. We also filled new roles to take on the new responsibilities that have come with our fiber subsidiary, White River Connect. All WRVEC and White River Connect employees take immense pride in what they do. Our goal is to serve our members as effectively as possible. We can do so because we continually invest in our workforce.

With some hellos came some unfortunate goodbyes. We mourned the loss of two greats this past year - Larry Frazier and Bill Cook. Larry served our membership for 25 years as our General Manager/CEO and Bill served as a Board of Director for 20 years. Both made impacts that will stand the test of time here at the Cooperative. We are forever grateful for them and their service to WRVEC.

Many of our employees embody selflessness - most choose to serve their community both at work and after hours. From serving on local civic boards to being active first responders, our workforce is made up of individuals that are community centric. Our employees communicate encouragement and inspiration at every level throughout the Cooperative. The culture promoted at WRVEC ensures our members are being served by the most knowledgeable and member-driven employees in the industry.

5	OFFICES	121	WRVEC EMPLOYEES
8	NEW WRVEC EMPLOYEES	8	CONNECT EMPLOYEES
4	NEW CONNECT EMPLOYEES	250+	HOURS OF TRAINING AND DEVELOPMENT

WORKFORCE DEVELOPMENT





CONTACT INFORMATION

CHRISTIAN COUNTY

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

STONE COUNTY

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

HEADQUARTERS: TANEY COUNTY

2449 STATE HWY 76 EAST
BRANSON, MO 65616
417-335-9335

DOUGLAS COUNTY

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

OZARK COUNTY

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

Save the Date



85th Annual Meeting of Members

AUGUST 23, 2024
10:00 A.M. | VIRTUAL

WRVEC
EMPLOYEES
YEARS OF
SERVICE

35+ Years
Chris Hamon

30 Years
LeRay Potter

25 Years
Rusty Sanders

20 Years
Jason Crouch

15 Years
Mike Massey
Curtis King
Cory Sanders
Doug Hunter
Bobby Aldridge

5 Years
Jarrett Cole
James Highfill
Steve Martin
Levi Oxley
Stephen Sullivan
Sam West



WHITE RIVER VALLEY
ELECTRIC COOPERATIVE

Published June 2024