

# CREA BOARD PRESIDENT



JEFF HAUCK

It's been an unusual two years serving as CREA's board president. Most of my tenure has been spent interacting with the board and membership via web conferencing, so I was happy the board was able to meet in person this past summer in Granby and also at our fall meeting and Energy Innovations Summit.

One of the most important meetings the CREA Board held last year was a planning session with the general managers in December to discuss goals CREA will focus on in the coming years. The board and managers agreed on four goals:

**Goal #1: CREA to remain unified for the long haul.** Everyone felt this was an important issue, and it also includes keeping focused on the need for reliable, affordable power; maintaining local control and service territories; allowing the co-ops to maintain flexible, diverse generation resources; and continuing our commitment to the communities served by co-ops.

**Goal #2: CREA to be recognized as a trusted facilitator and source of information about electric utility issues for electric co-op directors and staff, legislators, policymakers and co-op member-owners.** This goal specifically includes leading in the areas of educating the membership on technology and cybersecurity.

**Goal #3: CREA to promote a culture of safety of employees and the public throughout the electric cooperative program.** CREA has a top-notch group of safety professionals who are available to assist your co-op with training programs, including preparing for participation in the Rural Electric Safety Achievement Program (RESAP). When it's crunch time due to weather, fires and other disasters, they will be there to organize mutual aid for your co-op employees wherever it's needed.

**Goal #4: CREA to explore options for improved partnerships that meet or enhance its interests.** We are not alone in our attempts to modernize the grid and improve the delivery of electricity. Partnering with other organizations and companies that can help each co-op meet its goals and expand our legislative reach is an important part of CREA's responsibilities.

These goals will guide the board and staff as we work toward a sustainable future. Being **Leaders for a Sustainable Future** is another guiding principle that the board and managers agreed to. Being Leaders for a Sustainable Future means maintaining reliability and affordability by working to decarbonize our energy resources, while at the same time maintaining a dependable grid and keeping costs reasonable.

It means advancing innovative solutions. Co-ops will continue to support local projects that employ new technologies to meet the specific needs of the communities we serve.

And it means we will work on enhancing community resilience by supporting energy solutions that strengthen communities now and into the future.

These goals are within our reach if we stay unified in our core principles.

I am very proud of the work the board has done and am grateful to the Managers Association members for their wisdom, input and buy-in into this vision. We encourage all CREA members to adopt the messaging principles developed by CREA in your communications with your consumer-members.

To continue this momentum, the board has asked CREA Executive Director Kent Singer to add another joint board-manager meeting each year so that we can be sure to stay on track and work toward common goals.

It's been my pleasure to serve as the board president these past two years, and I want to thank the CREA Board for the opportunity to lead with you. I also want to thank the CREA staff for its dedication to the co-op program.

A handwritten signature in dark ink, appearing to read 'Jeff Hauck', written in a cursive style.

JEFF HAUCK, BOARD PRESIDENT