



member owned. member driven.



YOUR NORTH PARKLAND POWER TEAM

Back to Basics!

by Vicki Zinyk, General Manager

Upon joining North Parkland Power in March of 2015, I was met with an amazing and committed team and Board of Directors; incredible assets that you, the member, has access to and who provide the foundation of the member owned organization. These are the people that put into motion a number of initiatives that has helped mitigate risk and enhance member value throughout 2015. The following highlights a few of those initiatives.

Approach and Results

As a result of increased competition, a rapidly changing energy environment, significant political change, and a challenged economy, the team as a whole felt it was a **priority to get back to basics**. In doing so we needed to hear from the members on their priorities and experiences in dealing with the REA. With the results from the survey (conducted in June/July 2015), we revisited and formalized our strategy through the development of a Strategic Plan, from there we were able to refocus on the purpose of our existence; that being, **providing value to the members** who are our owners.

Strategic Planning

With a focus on enhancing member value, the Board of Directors and Management Team

developed a Strategic Plan that provides direction and structure to the operations. The new plan incorporates five focus areas and supporting goals and strategies for each focus area. The **five focus areas** are:

- 1) Governance and Leadership
- 2) Growth and Product Development
- 3) Maintain and Enhance Member Value
- 4) REA Identity and Values
- 5) Operational Excellence

Work performed will align with one or more of these focus areas (as indicated below).

Energy Management Policy

Given the dramatically changing energy environment (i.e. pricing and procurement of electricity), and in keeping with Strategic Plan Focus Area 1, the Board approved a new policy that provides structure, tactics and limits that help guide decisions and commitments with respect to energy management.

New Logo

Further to the member survey and in promotion of the REA's rural roots and values (per Strategic Plan Focus Area 4) a branding effort was launched with a new logo (see the top left of this page). A logo that brings awareness to our members that as a member they/you are owners. These are your assets and any value we create is for the members; whether it is in infrastructure growth or access to low cost power. The company operates as a **non-profit organization with cooperative**

Year in Review

December 2015

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A focused approach to ensure we are working on and targeting the right initiatives, the things that are important to our owners...our members.



New Construction Policy Page 2
Development of a new policy to assist in growth for long term sustainability and increased asset value.

Meet your Member Services Rep Page 2
Put a face to the name of the person who is helping you with your service.

New Logo Continued

values. The logo was designed to put the members out front with an icon that depicts an Escher style triangle, the triangle points in forward and progressive direction that is interactive with all stakeholders (the members, transmission operators, and government).

New Service Installs

Even with the downturn in the economy we maintained our standard number of new service installs for the year – 27 new services in 2015.

New Service Construction

The Board recently approved a new policy (per Strategic Plan Focus Area 2) that enables growth of North Parkland Power through competitive pricing of new service installs. The policy targets new primary farm and residential services and essentially re-invests member investment of the REA into growth – resulting in continued sustainability and a strengthened foundation. The policy (that goes into effect January 2016) provides for new service investment through a construction contribution of up to 50% of the construction costs with a cap of \$5500.

Brushing Operations

We outsourced the brushing (vegetation management) to Arbor-Tech; reducing the need for replacement of aging equipment and the number of internal employees while maintaining control over the amount and brushing to be done each year. Additionally, performance measures and a high level of safety practices are a requirement of the contract. This initiative increased productivity while reducing risk and cost (per Strategic Plan Focus Area 2). Members are also eligible to receive the REA rate for their privately owned properties (see Loyalty Program article)

Increased Product Sales

North Parkland Power has increased its sales in secondary products (i.e. Generlink and wire). We carry very competitive priced products for sale to members and non-members of the REA (per Strategic Plan Focus Area 2) – give us a call for your supply needs.

Safety

There was no major safety related incidents in 2015 – a huge accomplishment for any

organization, and one we are quite proud of. We are continuing with our commitment (per Strategic Plan Focus Area 3) in this area through policy and procedural updates, training, and safety orientations - ensuring a safe work environment is critical for our employees and reduces risk of the organization.

Member Services Alignment

Your Member Services Team has been restructured to better serve you, our members (per Strategic Plan Focus Area 3). The restructuring entailed the alignment of processes and position responsibilities – we hope you find the changes provide for a more positive experience.

Enhancing Member Value

A new loyalty program (per Strategic Plan Focus Area 4) will be launched early in 2016 that incorporates partnerships with other cooperative entities to provide service related discounts just by being a member of North Parkland Power. Additional retail related companies, within our service area or within Towns in proximity of our service area, will be joining the program to offer discounts or specials to members (example 15% off a food order at a local restaurant). Watch for your new North Parkland Power Loyalty Program Card in January/February.

2016 Budget

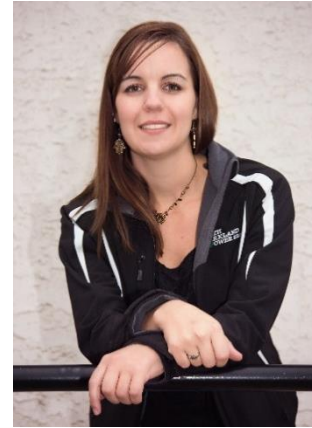
The Board of Directors approved the 2016 Budget on December 22, 2015. Everyone is tightening their belts due to challenging times in the economy and so are we. With the downturn we were cognizant of expenses and as a result the 2015 expenditures came in under budget. We are continuing with implementing cost and risk cutting initiatives in 2016 therefore, we are holding cost of service increase to 2%. An additional \$2.50 per month, will be added to each bill, to facilitate capital investment requirements that will enhance the overall value of the REA which is your asset.

FOR MORE INFORMATION

Please feel free to call the office toll free at: **1-866-398-2001 or 780-398-2000**

For **outage updates** and other informational tidbits please visit us at www.npprea.ca and **"Like" us on Facebook**

MEMBER SERVICES



Andrea LaBrie

Andrea is your **Member Services Representative** – she assists members with billing inquiries, payments, and service inquiries.



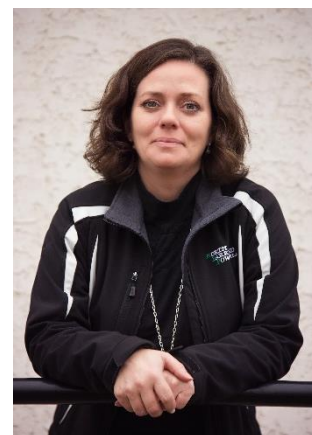
Denise Dueck

Denise is your **Operations Assistant** – she works with new and existing members in quoting and facilitating new service installs.



Julie Pura

Julie is your **Contracts Coordinator** – she facilitates/coordinates new member service agreements, owner/renter changes, and utility right of way filings.



Monique Mirault

Monique is your **Financial Assistant** – she facilitates payment plans for members as their needs change.