

# 2022 VOTER GUIDE



**Cuivre River  
Electric Cooperative**

A Touchstone Energy® Cooperative 

**T**he 2022 ballot includes the names of candidates in each of four districts. You are eligible to choose one candidate for each district. You may vote online or request a paper ballot by mail. Instructions for marking your ballot are stated on the paper ballot and are available through the online ballot portal. Online ballots must be submitted by **11:59 pm CST on Monday, August 22**; paper ballots must be delivered to Survey & Ballot Systems by mail before the close of business on **Monday, August 22**.

Ballots may not be delivered to CREC offices or brought and cast at the Annual Meeting. However:

- If you request a paper ballot and don't use it, you may attend the meeting at our Troy office on Thursday, August 25, and receive a new ballot when you register.

- If you're not sure you mailed your ballot in time you may attend the meeting and verify receipt of your ballot. If your ballot did not arrive by the August 22 deadline you may receive a new ballot.

All members who vote (either online, by paper ballot or at the annual meeting) will be entered into a drawing for free electricity.

**Regarding prize drawings: you are NOT required to attend the annual meeting in order to win prizes.** The names of winners will be drawn **in the week following the annual meeting** for these free electricity awards:

- One member will receive a \$1,500 bill credit
- Two members will each receive a \$500 bill credit
- Two others will each receive a \$250 bill credit
- Twelve members will each receive a bill credit for a month's use of electricity (*up to \$200*)

## Vote online

If you have a valid email address on file, you may receive an email containing a direct link to your ballot. No email? If you do not receive the email link or prefer not to use it, type **directvote.net/crec/** directly into your web browser (*not into a search engine*) to access the login page of the 2022 Cuivre River Electric Cooperative Ballot. You will be asked to provide your member number (*without the dash or numbers after the dash*) and the zip code of your billing address.

## Vote by mail

Send your ballot in the postage-paid return envelope to: **Survey & Ballot Systems**, 7653 Anagram Drive, Eden Prairie, MN 55344. Do not mail your ballot to Cuivre River Electric. Please allow time for delivery by August 22.

## About your ballot

The ballot order for all candidates was drawn randomly by the Nominating Committee. An asterisk (\*) denotes current officeholders. Candidates were asked to respond to five questions.

## Candidate questions

- What knowledge, experience or special abilities would you bring to the board?
- What are some of the important issues you believe the board needs to focus on the next few years?
- Which of the following is the most important feature of the electricity Cuivre River provides: (1) Affordable, (2) Reliable, (3) Environmentally clean.
- What is the best way to meet present and future energy needs?
- What interests you most about serving on the board?

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# Meet Your Director Candidates

*Please choose one candidate in each district*

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## Lincoln County District 2: Vote for One of Two



**Jeff Geisendorfer\* • Troy, MO**

Jeff has been a Cuivre River Electric member since 1999 and currently serves on the Board of Directors. He is the general manager for the Services and Supply Cooperative, formerly Lincoln County Farmer's Cooperative, where he has worked for 34 years. He and his wife, Stacey, who is a teacher, have two children.

A graduate of the University of Missouri–Columbia, Jeff holds a BS in Agriculture and earned a professional degree as a Certified Crop Advisor. He currently serves as a board member of the Missouri Institute of Cooperatives and is the past chairman of the Agribusiness

Association of Missouri, and served on the Troy Chamber of Commerce.

As a current board director, Jeff attained the Credentialed Cooperative Director (CCD) certificate. This training is provided through the National Rural Electric Cooperative Association (NRECA) and shared by co-op directors across the nation. “My career in the cooperative business helps me to greatly understand the value of cooperation among cooperatives,” Jeff says.

**His views:** For the future, Jeff believes the board needs to: 1) evaluate the technologies of power supply as these items improve and change rapidly, 2) continue to review rates of service, the cost of power, and operations, both change more rapidly than prior history, and 3) listen and discuss growth demands with management and staff to navigate a sound business in unprecedented times.

Reliability is the most important feature of the electricity that CREC provides. “We as consumers want the power ON. Our fast-paced lives put great demand on CREC to supply safe, reliable, and resilient electricity,” he says.

To meet current and future energy needs, Jeff says that the three-tier system that CREC is a part of (Associated Electric - generation, Central Electric - transmission, and CREC - distribution) utilizes coal, natural gas, hydro, wind, and solar for the generation of electricity,” he says. “All of these forms continue to evolve in technology that is vital to provide reliable, safe, and affordable power.”

As a current board member, Jeff says that the continued support of management and staff is his greatest interest. “CREC must continue its service to members while dealing with all of the influences from today's world,” he says.

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## Issues voting online?

Should you encounter a problem while voting online, call 952-974-2339 or email [support@directvote.net](mailto:support@directvote.net). Support is available 8 a.m. – 5 p.m. on weekdays.

## Lincoln County District 2: Vote for One of Two



**David Leitman • Troy, MO**

David has been a Cuivre River Electric member since 2019. He is married and is currently a consultant with Vista Law Enforcement Training, having “retired” twice – after 31 years with the Missouri Highway Patrol and over 10 years with the Missouri Gaming Commission. He has also served over 15 years as an adjunct professor with Lindenwood University.

David holds a BS in Criminal Justice from the University of Missouri-St. Louis, and an MS from Lindenwood University. He has 14 years of service on the Board of Directors for the Missouri Valley Federal Credit Union and served as a volunteer firefighter for 14 years.

**His views:** David believes the board needs to focus on renewable energy sources and utilization. Reliability is a top priority.

David has only lived in Lincoln County for three and a half years, however, most of his relatives have lived in Lincoln County for several generations and have experienced great service from Cuivre River Electric.

To meet present and future needs, David says that renewable energy utilization, solar, and wind are the best way. David is most interested in serving on the Cuivre River Electric Board because he enjoys community involvement.

## CREC Mission and Vision

As a cooperative, it is CREC's responsibility to serve our members today, and tomorrow. CREC's Board of Directors adopted both mission and vision statements to help continue guiding us as we move forward to fulfill that responsibility.

### **Mission**

Cuivre River Electric Cooperative will be a progressive leader in the energy industry, empowering employees to serve our members using innovative energy solutions, while safely providing reliable service at the lowest possible cost.

### **Vision**

Cuivre River Electric aspires to be a trusted energy partner that is prepared to embrace opportunities in a changing utility industry while providing our members with maximum value and improving our communities.

# Warren County District 1: Vote for One of Two



**Daniel Elliott\* • Warrenton, MO**

Dan became a Cuivre River Electric member in 1987 and has been a board member for the last seven years. He has also served as a trustee and chairman for CREC's Operation Round Up program. Now retired from Mosers Grocery, he previously worked in transportation, banking, safety, and for his family's plastering company.

He attended the University of Missouri–St. Louis and completed a variety of banking courses through the American Bankers Association.

Dan and his wife, Jayne, have two grown sons. He is a member and past Master of Warrenton Masonic Lodge #609.

During his 45 years working in various business organizations in positions ranging from entry-level to management, his work as a manual laborer in his youth, along with his six years with Operation Round Up, he has gained valuable insight into the many challenges Cuivre River members face.

**His views:** Dan believes the board needs to focus on continued energy affordability, environmental challenges and legislation, cybersecurity, green renewable energy, and maintaining top-notch member services. Reliable service is a top priority. "Without reliability, cheap or green energy doesn't mean much," he says. Regarding affordability, reliability, and environmentally clean energy — all are important, "but our members need to know that when they flip their switch the lights will come on."

Regarding present and future needs, he says CREC needs to continue to use our current power sources, coal, gas, wind, and hydro, investigate the feasibility of solar and other renewable sources and continue to seek improvements in energy efficiency in our systems and our co-op members' systems.

His major interest in serving as a board member is to keep our co-op focused on providing reliable, affordable service to our members in the most fiscally responsible manner possible. "We also need to look to the future for ways to improve our members' relationship with CREC and govern with common sense in choosing our energy sources."

## Voting FAQs

**Q. Can I bring my paper ballot to the office?**

**A. No.** Paper ballots should be mailed to SBS in the postage-paid envelope provided.

**Q. Can I bring my paper ballot to the meeting?**

**A. No.** Paper ballots will not be accepted at the meeting. If you request a paper ballot you do not use, you can receive a replacement ballot when you register at the meeting.

## Warren County District 1: Vote for One of Two



**Jeff Culbertson • Wright City, MO**

Jeff has been a Cuivre River Electric member since 2016. He is married and the owner of National Skylight Solutions which specializes in skylight sales and installation both residentially and commercially. Jeff is also retired from the United States Air Force after serving for 22 years.

Jeff has served as treasurer and trustee of the Warrenton Elks Lodge and is a member of the Warren County Economic Development Council and on the Board of Directors for Warren County Handicap Services. He believes his experience as a business owner coupled with the management and leadership experience gained in the Air Force will allow him to provide analytical and practical input and experience to the board.

**His views:** When it comes to what the board needs to focus on in the next few years, Jeff says, “I have a business philosophy if you are not growing you are dying. I feel this is an important part of any company's success. As Warren County grows, I feel the demand on Cuivre River Electric’s resources will only increase and we need to be prepared for that demand.”

Reliability is a top priority. “Price is very important, but I feel quality and reliable services trump the price point. Customers will pay a little more for a better service,” he says. The best way to meet present and future needs, he says, is “by expanding our capability to provide reliable energy to our growing community.”

Jeff is most interested in serving on the Cuivre River Electric Board as he says he is always looking for new ways to support his community while expanding his knowledge base. “I feel this will be an amazing opportunity for me to do both.”

## Voting FAQs

**Q. During the voting period, can I request a paper ballot kit for another person?**

**A. No.** You may only obtain a ballot kit for yourself. Until August 12 you can request a ballot by calling SBS at 952-974-2339. You may also vote online through August 22 by using a secure web portal at [www.directvote.net/crec/](http://www.directvote.net/crec/). Verification of your membership will be required. Ballots are not available at Cuivre River Electric offices, however a computer station is available for members' use to vote online during normal lobby hours through August 22.

**Q. Can my spouse and I both vote?**

**A. No.** Only one vote may be cast per member—household or business. To be eligible, your name should appear on your family's account.

## St. Charles County District 2: Vote for One of Four



**William Book • Lake Saint Louis, MO**

William joined Cuivre River Electric in 2019. He recently retired from Fluor Corporation where he served as the vice president and director of Plant Engineering Services LLC (a Fluor company). He has been married to his wife Lisa for 46 years and has two grown children.

William's background includes 40 years of experience with electrical equipment design/application (transformers, circuit breakers, switchgear, fuel cells), power system design/analysis of large industrial sites, business development, and senior management. He has extensive knowledge of equipment used by electric utilities, and experience starting and operating technically oriented businesses. He has earned numerous awards in engineering and leadership and has been granted nine United States patents.

William holds a BS in Electrical Engineering from the University of Missouri-Columbia. His continuing education includes studies in executive leadership at Wharton (University of Pennsylvania) and Fuqua (Duke University) Business Schools, and courses in intellectual property management, project management, electrical systems protection, problem-solving, and mechanical design.

William's community service includes formerly serving as a member of the Corporate Development Council at Missouri S & T. He also coached and officiated high school level sports, and served on his homeowner's association at his former South Carolina residence.

**His views:** William believes the board needs to focus on developing a long-term business plan that addresses the rapid growth in its service area and staying abreast of changes in technology. Reliability is the most important feature of the electricity that CREC provides. "Homes and businesses are more dependent on reliable electricity than ever," he says. The best way to meet present and future energy needs are to have long-term plans – three, five, and ten years – and be able to address growth and advances in "smart" technology to deal with reliability and cost.

What interests William the most about serving on the Cuivre River Electric Board is that "it would provide a means in retirement to utilize the skills and experience I have developed during my career in a manner that would provide value to Cuivre River members."

### Cuivre River Electric Cooperative Fun Facts

Cuivre River Electric's service area has 5,609 miles of electric distribution line.

The original 12 incorporators of our cooperative were from Foristell, Wentzville, Foley, Winfield, Troy, Wright City, Warrenton, O'Fallon, Elsberry and Clarksville.

## St. Charles County District 2: Vote for One of Four



### Scott Nichols • Defiance, MO

Scott has been a member of Cuivre River Electric since 2014. He is an electrical engineer with Nike Air Manufacturing Innovation. He has spent 32 years as a controls engineer including five years working at a nuclear power utility. His background includes 25 years of project management. Scott holds a BSEE from the University of Memphis and an MBA from Arkansas State University. He also holds a private pilot's license. Scott has a significant other, Carolyn.

Scott's community service includes serving as a secretary for his subdivision when living in Troy and serving on a committee for his current subdivision to create a contract for high-speed

fiber-optic internet.

**His views:** Scott believes the board needs to focus on renewable energy, sustainability, and creating a five-, ten- and twenty-year strategic plan, as well as creating an obsolescence plan for aging equipment, workforce issues (retirement, recruiting, wages), and outage mitigation.

The most important feature of the electricity CREC provides is reliability, followed by affordability and being environmentally clean. The best way to meet present and future energy needs is through technology. "It is ever-changing and is the path to the future. Those who fall behind will fail," he says.

Community involvement, using his knowledge for a purpose, helping others, and passing along to the next generation are what interest Scott the most about serving on the Cuivre River Electric Board.

# CREC is ...

A Touchstone Energy<sup>®</sup>  
Cooperative



### What is Touchstone Energy<sup>®</sup>?

It is a national alliance of local, consumer-owned electric cooperatives, like **Cuivre River Electric Cooperative**, which commit themselves to providing high standards of service to customers large and small.

There are Touchstone Energy<sup>®</sup> cooperatives in 45 states. Together we deliver energy and energy solutions to more than 30 million customers every day.

Touchstone Energy cooperatives serve their members with **integrity, accountability, innovation** and a long-standing **commitment to our communities**.

## St. Charles County District 2: Vote for One of Four



**Diane Saale\* • Defiance, MO**

Diane has been a CREC member since 1999 and currently serves on the Board of Directors as president. She has earned the designations of Credentialed Cooperative Director, Board Leadership Certificate, and the highest designation of Board Leadership Gold from the National Rural Electric Cooperative Association.

For more than 25 years Diane worked as a non-profit fundraising and development consultant for higher education, hospitals, therapy facilities, businesses, and individuals. She graduated from Wentzville Holt High School and is a University of Missouri-Columbia alumni. Her community service started as a child helping to serve at church dinners and participating in 4-H and Lion's Club service projects. In college, she worked the suicide hotline, volunteered at the abused women's shelter, and coordinated cheer clinics with local high schools on behalf of the University. Her professional background includes serving as a commissioner for St. Charles County Planning and Zoning and as a community advisory board member for the St. Charles County Ambulance District and New Melle Sports & Recreation. She's volunteered with Rotary, the Oktoberfest board, several businesswomen's organizations, the Chamber of Commerce, the St. Charles Community College Foundation Board, the Daniel Boone Parent Teacher Organization, and the Operation Round Up Board. Diane and her husband, Shawn, have two children.

**Her views:** Diane believes the board needs to continue making sound financial decisions for the cooperative and focusing on member engagement, economic development, renewables, storage, cyber security, technology, and safety. The most important feature of the electricity Cuivre River Electric provides, Diane says, is its reliability and availability for all members whenever it's wanted and needed. "This was the sole purpose of the cooperative in 1941 and should still be today," she says. "As a member and board director, I've seen firsthand the amazing work ethic of the management staff and all the employees. They work to keep equipment up to date, implement safety measures and use best practices daily to ensure reliability."

When it comes to the best way to meet present and future energy needs, Diane says, "Cooperatives function within a three-tiered system. At the top is the generation cooperative, then the transmission cooperative, and finally, the distribution cooperatives, which include Cuivre River Electric." To meet the present energy needs, she says that our generation cooperative will continue to work with a diversified portfolio to maintain and sustain us. The resources in this portfolio are coal, natural gas, hydro, wind, and solar.

In the future, Diane believes that wind and solar could be more viable resources once the most efficient methods of storing the power are developed. "Battery technology is making great strides but is still many years away from being able to provide enough stored power to replace natural gas or coal," she says. "Nuclear is a viable power producer, but safe ways to contain the waste still need to be determined. Until these options are realized, we will need to continue utilizing the current diverse mix of resources for producing power."

What interests Diane most about serving on the board is knowing she's helping an organization she cares about to provide reliable electricity to her community, neighbors, and family. "In the beginning, I wanted to serve because of my affinity toward the organization," she says. "Cuivre River Electric was my family's electric company when I was growing up and my parents were very happy with our service."

Today, Diane's desire to serve is even deeper. "I've gained an immense appreciation for what can be accomplished when dedicated people work together to do the right thing. I've learned a great deal about the power industry over the past 13 years at board meetings and from numerous continuing education and certification classes," she says. "The power industry today is ever-changing, and the more I learn, the more I believe I can better serve the cop. I am a member too, so I have a vested interest in Cuivre River Electric's success and a commitment to keeping the organization strong today and into the future."

## St. Charles County District 2: Vote for One of Four



**Mary Ann Harden • Wentzville, MO**

Mary Ann joined Cuivre River Electric in 2021. She recently retired from a 27+ year career with the National Rural Utilities Cooperative Finance Corporation (CFC), which is part of the Rural Electric Cooperative family providing financing to rural electric cooperatives.

Mary Ann holds a BA in Communications from Mercyhurst University and is a Certified Cooperative Communicator. Her background includes serving as the board liaison and executive assistant to the CFC CEO. Before that, she was a conference developer and worked in corporate communications. She also served on the Cooperative Communicators Board at the National Rural Electric Cooperative Association (NRECA). “Having worked for CFC for many years allows me to bring my knowledge of electric cooperatives, industry knowledge, and communications expertise to the board,” she says.

Her community service includes serving on the Adopt-a-Family committee at CFC, serving as the board secretary of her local rug hooking guild, as a member of her local Ruritan group, and as a volunteer with the local running club.

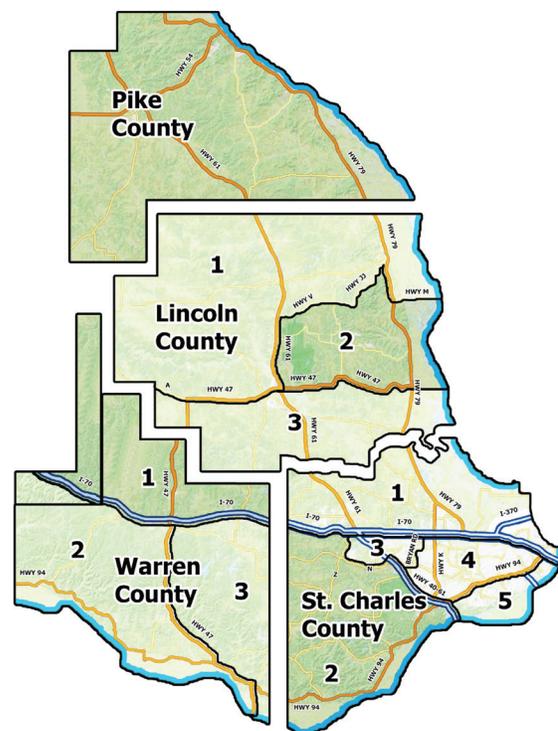
**Her views:** Mary Ann believes the board needs to focus on cyber security, continuing to provide affordable and reliable electricity to members, electric vehicle preparations, and renewable energy in the next few years. She believes it is most important to provide reliable electricity.

Regarding the best way to meet present and future energy needs, Mary Ann says much of the available energy supply is dictated by what is available, including coal, gas, and alternative energy. “The goal for the future should be to provide affordable, reliable energy that takes into consideration the environment.”

When it comes to Mary Ann’s interest in serving on the Cuivre River Electric Board, she says, that serving on the Cuivre River Electric board is a great way for her to utilize her knowledge and skills to support the community.

**CREC**

is governed by a policy-making board of 12 directors, three of whom reside in Lincoln County, one who resides in Pike County, five of whom reside in St. Charles County and three of whom reside in Warren County. The directors serve terms of three years each.



# Pike County: Vote for One of Two



## Walter Gregory\* • Bowling Green, MO

Walt has been a Cuivre River member since 1974 and currently serves on CREC's Board of Directors. He served on the board for 36 years and as president for 12 years. He is a Credentialed Cooperative Director and has also served for 17 years on the board of Central Electric Power Cooperative, which provides wholesale power and transmission services for CREC.

Walt started working on his family's farm in 1974. He now owns and operates the farm with his two brothers and sister-in-law. He and his wife, Mandi, who teaches 10th grade English at Bowling Green High School, live on the farm.

Walt has served on the Farm Services Agency committee in Pike County for ten years and is presently a trustee at the Second Baptist Church in Bowling Green.

**His views:** Walt believes that cyber security is an ongoing concern. "The national public sentiment against coal and gas-powered generation could lead to climate change laws and regulations that could increase our cost of power and put our reliability at risk," he says.

He feels reliability is the cooperative's most important priority. "We are so dependent on electricity for our homes and businesses," he says.

The best way to meet present and future energy needs, Walt says, is to use an all-of-the-above approach. "Wind is becoming more economical but lacks the reliability of a coal gas-powered generation," he says. "Small nuclear reactors should be considered in the future to provide carbon-free generation."

One of the things that interest him most about serving on the board is working with motivated, professional, experienced people. "I like being a part of the team effort, including the board of directors, staff, and employees," he concludes.

## Voting FAQs

### Q. Who counts the ballots?

A. Survey & Ballot Systems (SBS), the independent firm assisting Cuivre River with voting, will collect and count the online ballots and paper ballots from the July 18-August 22 voting period, and certify those results. Our cooperative's attorney and the Nominating Committee will count and certify ballots collected at the Annual Meeting on August 25; they will add these ballots to the total online/paper ballot count from SBS and then certify all. The Nominating Committee and election officials deputized by the cooperative's attorney will also be present to assist with questions.

### Q. If I vote online or by paper ballot can I still attend the meeting?

A. Yes. You will not receive another ballot, but you will be able to be present at the meeting if you wish.

## Pike County: Vote for One of Two



### Lori Smith • New Hartford, MO

Lori first joined Cuivre River Electric as a member in 1998 in Wentzville, and later moved within the system to Pike County in 2010. She is married to Scott, and they have a daughter Samantha who graduated high school this past May. Lori works as a Transportation Planner with the Missouri Department of Transportation (MODOT) and assists at McCoy-Blossom Funeral Homes and Crematory part-time when her other responsibilities allow.

Lori holds a Bachelor of Business Administration degree in both Finance and Marketing from Northeastern State University, Associate of Science degree in Business Administration from Tulsa Junior College and holds a Funeral Director and Preneed License from the State of Missouri Board of Embalmers and Funeral Directors.

Lori has volunteered as the Neighborhood Manager for Girl Scouts, as well as many areas within the school including volunteering in the classroom in the elementary school to assisting with Music Boosters, Project Prom, and many other areas of the high school. She enjoys being a part of the Daughters of the American Revolution (DAR), teaching 4-H sewing, serving on the board of Siloam Cemetery as President and Indian Creek Memorial Gardens as Treasurer. She feels she can bring experience, patience, and willingness to help people along with a variety of work experiences to the board.

**Her views:** Lori believes the board needs to focus on keeping prices affordable without sacrificing reliability and the environment. Affordability is a top priority. “If you can’t afford the service, it doesn’t matter how reliable it is,” she says. Regarding the best way to meet present and future needs, Lori says “The amount of energy use is going up, but the supply of fossil fuel is limited. So, the future of energy must include renewable sources of wind, solar, and other new ideas.”

When it comes to Lori’s interest in serving on the Cuivre River Electric Board, she says, “My volunteer focus has been on helping in my daughter’s activities, but now that she’s graduated, I’m looking for new opportunities to help the community.”

# Thank you for participating in the 2022 election of your Board of Directors!