



## *New Year Greeting from the Chairman of the Board* *—Bob Bryant*

On behalf of the Board of Directors and Staff of the Rocky REA, I would like to take this opportunity to wish you a happy and prosperous New Year.

The year of 2016 involved great challenges and advancement for the Rocky REA.

Implementation of a new integrated software system is nearing completion. Customer Self-Serve and Email Billing are functioning well and many members have taken advantage of these services. The new software enhances both our operations and service to our members.

On the retail energy front, in keeping with historically low electricity prices in Alberta, your Board lowered retail contract rates again in 2016.

Our Annual Scholarship program was a great success, with 10 applications submitted. Once again we would like to extend our congratulations to Tanner Steenbergen and Martina Hubl, both graduates of David Thompson High School. These exceptional students were awarded \$1,000 each for academic excellence which will be used towards their post-secondary education.

The Rocky REA has been granted a "Permit to Engage in the Practice of Engineering in the Province of Alberta" by APEGA (The Association of Professional Engineers and Geoscientists of Alberta). Our staff will now be designing and engineering all new power line builds in-house, rather than engaging external engineering firms at high costs. This will result in long-term operational savings.

Our annual Safety Audit was completed in December. Rocky REA achieved an excellent score of 90%, up 5% from last year. We are targeting 92% for 2017.

The Provincial Government will be conducting studies in 2017 in preparation for new legislation that may provide REAs in Alberta with access to greater market share and solidify their long-term sustainability. The Province will be assessing each REAs capacity to manage this new growth. It is critical that the Rocky REA can demonstrate our ability to handle this additional capacity to the government. Board and Management have accomplished this by way of a progressive strategic plan that is already being implemented.

The scope of human resources and equipment has been expanded in the areas of marketing and vegetation services. A Marketing Coordinator has been added to the team. Lee-ann Bailey is developing a marketing strategy that will help to counter any hostile takeover activity in the Rocky REA area. One initiative is the enhancement of our organizational branding and visibility with the acquisition of a 310-POWR phone number, which will be prominently displayed in multiple venues.

Our rate of growth has been impaired via hostile takeover activity by the Investor Owned Utility (IOU) in our service area. The Rocky REA has addressed this, in part, by introducing the Investment Program in 2016. Members are now able to choose to pay for their new service installations over the life of the services through a monthly investment tariff. Board and Management are developing further competitive strategies which will be rolled out in 2017.

It is with great pleasure that I commend my fellow board members, management and staff for the commitment and hard work demonstrated in the past year. On behalf of the Board of Directors, I would like to thank you for your support and wish you all the best in 2017!

## Call for Nomination of Directors

If you are interested in becoming a member of the Rocky REA Board of Directors, nomination packages are available for pick up at the Rocky REA office during regular office hours, 8:00am – 4:00pm.

The nomination package includes:

- ◇ The Nomination Form
- ◇ Duties and Responsibilities of a Director
- ◇ Information on the Rocky REA
- ◇ Eligibility Criteria including a Criminal Record Check

Nomination forms must be received by the Rocky REA office (4920-43 St, Box 1538, Rocky Mountain House, AB T4T 1B2) no later than 4:00 pm February 3, 2017.

The election will be conducted at the Association's Annual General Meeting scheduled to be held on April 19, 2017 at the Dovercourt Hall.

For more information please contact the *Rocky REA office 403-845-4600 ext 108* or the Nominating Committee comprised of *Bob Bryant 403-845-7168, Reg Dean 403-722-3071 and Tim Layton 403-845-6403*.

## Carbon Levy



**The carbon levy doesn't apply directly to consumer purchases of electricity. However, it will impact the people of Alberta in a number of ways as outlined below.**

### Alberta's Climate Leadership Plan

The carbon levy is a key part of the Climate Leadership Plan, Alberta's action plan on climate change. Pricing carbon pollution is the most cost-effective way to reduce the emissions that cause climate change. All of the money raised by the levy will be rebated to Albertans and re-invested in the province to help diversify our economy, create new jobs and lower emissions.

### Carbon Levy Investments Include:

- ◇ Large-scale renewable energy, bioenergy and clean technology
- ◇ Green infrastructure, including public transit
- ◇ Energy Efficiency Alberta, a new provincial agency that will help Albertans save energy and money

### Support for Alberta Families, Businesses and Communities:

- ◇ Rebates to help low- and middle-income families (66% of all Albertans)
- ◇ Assistance for coal communities, indigenous communities and others
- ◇ Small Business tax cut by 33%

Learn more at [climate.alberta.ca](http://climate.alberta.ca) or call 310-0000

