



**SOUTHSIDE
ELECTRIC
COOPERATIVE**

HERE FOR YOU

MISSION

Provide safe, reliable, affordable and innovative power solutions through empowering our people and commitment to the Cooperative Principles.

VISION

Powering prosperity in Southside Virginia through community enrichment and a trusted power-delivery experience.

CULTURE

- Workplace that, above all else, promotes the safety and emotional well-being of others.
- The foundation of a winning culture is trust through action.
- The Cooperative business model is the greatest on earth.
- Every person matters and is valued.
- Working together and helping others succeed results in positive outcomes.
- We hold ourselves to the highest ethical standard.
- Continuous learning is fundamental in the path to organizational growth.

AREAS OF FOCUS OVER THE NEXT FOUR YEARS (2024-2027)



PEOPLE



POWER
DELIVERY



MEMBER
ENGAGEMENT



FINANCIAL
HEALTH



FUTURE
READY

PEOPLE

Providing an exceptional power-delivery experience begins with people who share in the passion for the Cooperative business model, SEC's cultural beliefs and the safety of our teammates. It is SEC's obligation to generate a positive return for our people's investment in time worked serving the members.



OBJECTIVES

- Value the safety and emotional well-being of our teammates
- Attract and retain forward-thinking, Cooperative business model ambassadors
- SEC teammates are valued, recognized and well trained
- Make it easy for the SEC team to serve our members
- Utilize data to improve experience for the SEC team

POWER DELIVERY

SEC commits to innovative and disciplined infrastructure management. Power delivery includes innovative services SEC can offer to make it an easier and better experience.



OBJECTIVES

- Improved resiliency and response to extreme weather events
- Improved reliability of SEC members' electric service
- Utilization of data to improve the power-delivery experience
- Enhanced portfolio of power solutions

MEMBER ENGAGEMENT

SEC exists to serve its members. Building trust and advocacy with our members is built on action, empathy and focus on engagement. Doing business with SEC should be filled with positive experiences.

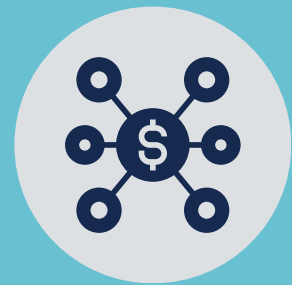


OBJECTIVES

- Improve overall member advocacy
- Valued contributor in the communities we serve
- Fully deployed, industry-leading communications strategy
- Make it easy for SEC member-owners
- Utilization of data to educate, engage with and get to know our members better

FINANCIAL HEALTH

SEC is committed to investing in the experience of our people and members. To accomplish this, SEC should be exceptional stewards of our members' money and operate in a position of financial strength. SEC shall design rates that are fair, equitable and reasonably priced.



OBJECTIVES

- Maintain rates that are fair, equitable, progressive and reasonably priced
- Commitment to capital credit best practices
- Strengthen balance sheet, operating performance and cash flow
- Utilize data and technology to control costs

FUTURE READY

For SEC to continue to successfully carry out its purpose, SEC must identify risks, technology, legislation, regulation and other changing market conditions that have the potential to disrupt. Adaptability and timely response to these events will strengthen our business continuity.



OBJECTIVES

- Strengthen cybersecurity posture
- Proactive legislative and regulatory engagement
- Enhance SEC's risk management
- Stay current on industry megatrends & explore opportunities to better serve members
- Utility data analytics maturity is aligned with industry

Together with the employees and Board of Directors of SEC, we have constructed a strategic plan for the next four years that is member and employee focused, forward thinking and adaptable. This plan results from a shared vision of a power-delivery experience that our members can rely on and trust. Power is foundational to the prosperity of Southside Virginia, and here at SEC, we are committed to executing this plan with discipline and integrity.



~Jason Loehr
President & CEO

