

A regular update for leaders, members and friends of  
the VA-MD-DE Association of Electric Cooperatives

from Richard G. Johnstone Jr. | President & CEO



## NEW CO-OP LEADERSHIP

### SVEC Names New President and CEO



Greg Rogers

Effective July 9, Greg Rogers was promoted to President and Chief Executive Officer at Shenandoah Valley Electric Cooperative. Greg has worked in the electric utility industry for more than 30 years and joined SVEC at the time of its acquisition of Allegheny Power's Virginia assets in 2010. He is the seventh leader in the Cooperative's 84-year history.

"We have every confidence that his steady hand, intricate knowledge of the utility industry, communicative approach and understanding of who we are as an organization will continue to serve us well during his tenure as our next president and CEO," SVEC Board Chair Larry C. Howdyshehl said.

Greg said he is humbled by the appointment to SVEC's top position.

"We have amazing employees at the cooperative. Their hard work and dedication, especially during these challenging times, makes it a lot easier for me to move to a new role," Greg said. "I look forward to interacting with our members and hearing from them on ways we can continue to improve on a longstanding record of providing affordable, safe and reliable electricity."

Greg's promotion caps a career that began at the David Taylor Naval Research Center in Annapolis, Md., where he worked

on the power quality team investigating and engineering solutions to problems with Ship Board Power systems and Naval Avionics equipment. He holds a degree in electrical engineering from Virginia Tech and is a licensed professional engineer in the Commonwealth of Virginia. Greg is also a senior member in the Institute of Electrical and Electronics Engineers.

In 1989, Greg joined Allegheny Power as an engineer in the Distribution Planning Department, where he planned infrastructure enhancements and reliability changes. By 1998, he became the general manager of operations out of Winchester and Williamsport, Md. In this position, Greg managed the design, construction and maintenance of an electrical distribution system and managed the capital and operations and maintenance budgets. He also directly supervised managers of local service centers, technical managers for engineering and design and other administrative staff.

In 2010, following SVEC's acquisition of Allegheny Power's Virginia assets, Greg became manager of district operations, working out of the Winchester District. He was named vice president of engineering and operations in 2016 and became vice president and chief operations officer in 2019.

Greg follows Michael W. Hastings, who resigned as president and CEO to pursue other career opportunities.

— Report by Preston Knight, Public Relations Coordinator, Shenandoah Valley Electric Cooperative.

## ANNUAL MEETING OF CO-OP MEMBERS

### Solar & Internet Success Celebrated at BARC Meeting

In response to the COVID-19 crisis, BARC Electric Cooperative held its 2020 annual meeting remotely. By conducting the important business meeting July 15 through the internet, the cooperative ensured that it would accomplish its necessary business while protecting the safety and health of its employees and its members.

Secretary/treasurer John Quantz delivered the invocation to kick off the afternoon meeting. After determining the presence of a quorum online and through proxies, the board approved the minutes of its July 2019 annual meeting.

In his president's report, Keith L. Swisher described many of BARC's successes in the last year, especially with the expansion of its BARC Connects broadband expansion. "We have not lost a beat this year, fulfilling our mission of making high-speed internet available to all our members." Keith noted that the cooperative has more than 2,000 miles of power lines, so building out the project to include all members will still take some time.

Keith also noted that BARC received several awards for its service in 2019, and cited the co-op's advancements in offering state-of-the-art solar and internet. "These initiatives we are

pursuing today are truly redefining progress in serving our members," Keith said.

Delivering the treasurer's report, John

Quantz said the cooperative is in solid financial standing and noted that it has continued to keep electricity affordable. The cooperative had about \$97 million in total assets at the end of 2019, with an increase from 2018 attributable to its fiber broadband assets. BARC also ended the year with \$943,000 in total margins, John added.

CEO Mike Keyser praised cooperative employees for the way they have kept operations running smoothly despite the pandemic. He also noted that the cooperative has gone 300,000 hours without a lost-time accident, a tribute to the safety practices of its staff. "The phrase 'world-class customer service' is not just an empty phrase for our staff," Mike said.

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BARC CEO Mike Keyser reports remotely to members.

## BARC Annual Meeting Continued

Mike also pointed out the cooperative's sustainability plan with a goal of becoming carbon-neutral by 2035. Affordable renewable options such as rooftop solar and community solar are a big part of the plan under the Solarize BARC, its turnkey solar program, he said.

He added that the internet expansion to all members will be managed in a fiscally responsible way. "It is the biggest project in

the history of the co-op since its original founding in the 1940s," Mike said.

Reelected to three-year terms on the board were Swisher and Albert J. "Jay" Lewis. Congratulations to BARC Electric Cooperative on a successful 2020 virtual annual meeting.

— Report by Steven Johnson, Editor, Cooperative Living.

## CO-OP LEADERSHIP

## REC Announces New Leadership Roles

### Peter Muhoro Named V.P. of Strategy and Technology



Peter Muhoro

Longtime utility executive and strategic thinker Peter Muhoro has been selected to fill the newly created position of vice president of strategy and technology at Rappahannock Electric Cooperative.

Peter will be responsible for developing and monitoring long-term strategies related to REC's technology systems and new service offerings to the membership.

Strategies developed under his leadership will include a technology strategy that addresses the cooperative's needs of today as well as the information, distributed generation, clean energy, emerging technologies and advanced electrification needs of tomorrow.

"Having someone on our executive leadership team with a focus on technology is critical, as our membership becomes more highly connected and desires clean, reliable, and affordable generation services," said Kent Farmer, president and CEO.

Peter has more than 15 years of experience in the energy industry. In his most recent role as vice president of strategic industry research and analysis at National Rural Utilities Cooperative Finance Corp. he led research activities, provided strategic

leadership, and consulted with electric cooperative leadership and board members on trends, technologies and the future of electric cooperatives.

A few of his most recent career accomplishments include:

- Leading strategies to deploy distributed energy resources at cooperatives;
- Advancing use of data analytics and technologies that lead to high process improvements and increased member satisfaction;
- Developing and implementing low-interest financing programs for consumer members to access for the use of solar, storage, energy efficiency and electric vehicle charging;
- Serving as a National Rural Electric Cooperative Association advisor and subject matter expert on technologies, renewable energy and micro-grids; and
- Serving as the lead on multiple multi-million-dollar grants awarded for energy and environmental quality programs.

He holds a Ph.D. in applied physics with a focus on energy policy and a Master of Science in applied physics, both from the University of Michigan, as well as a Bachelor of Science in physics and mathematics from Hampton University.

### Larry Andrews Named Vice President of Corporate Services



Larry Andrews

Larry Andrews has been promoted to REC's executive leadership team. As vice president of corporate services, he will oversee several functional areas including finance and accounting, human resources, safety, risk, operational support, facilities and procurement.

Larry is an accomplished finance executive with over 31 years of experience in electric cooperative finance and accounting, as well as the banking industry. For the past 19 years, he has demonstrated his skills in strategy, collaboration and leadership as he delivered both quality and success in his roles in REC's Administrative Services Department.

In his most recent position as manager of administrative services/controller, Larry managed the oversight of various key areas of the cooperative, including finance and accounting,

procurement, warehousing, and facilities management. Larry has successfully implemented strategic plans and initiatives, and excelled at minimizing the risk of the cooperative's assets.

Larry holds a Master of Business Administration from the University of Mary Washington and a Bachelor of Science in management from Virginia Polytechnic Institute & State University. He is also a certified treasury professional as administered by the Association for Financial Professionals.

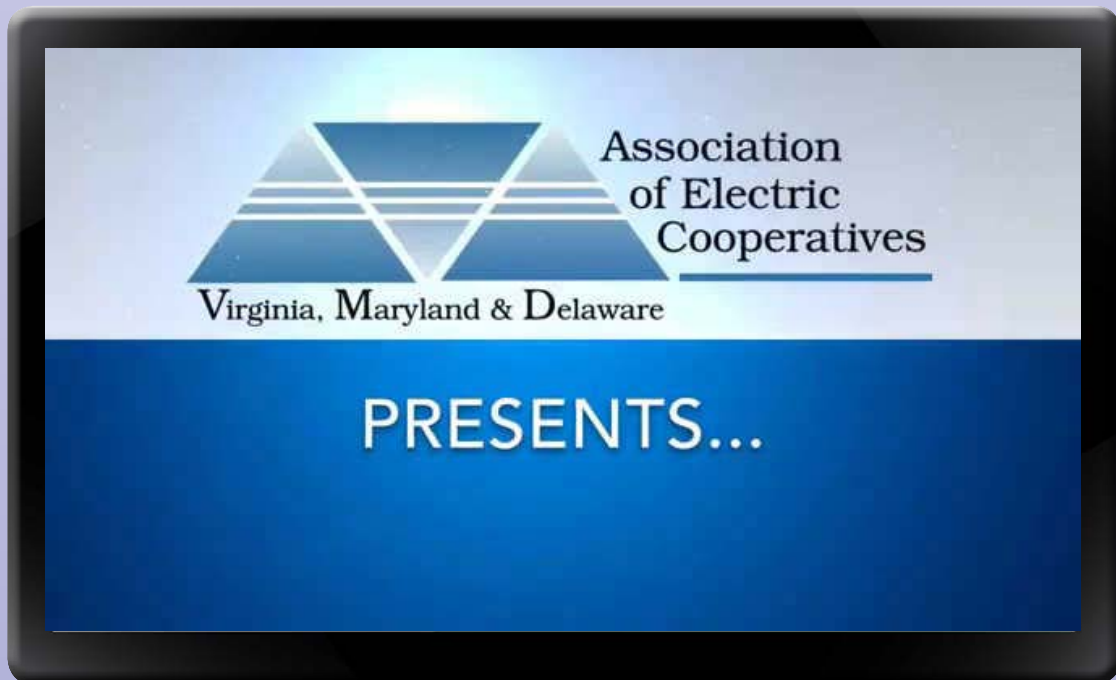
Larry serves as Vice President for the National Society of Accountants for Cooperatives' Electric Cooperative Chapter, and is a member of the Association for Financial Professionals. When not serving the cooperative and its members, Larry actively serves his community. He is a deacon and stewardship committee member at Spotswood Baptist Church, president of the Fredericksburg Host Lions Club, audit committee member for Fredericksburg Christian Schools, and member of the REC Toastmasters.

— Reports by Casey Hollins, Director of Communications and Public Relations, Rappahannock Electric Cooperative.



# 2020 VIRTUAL ANNUAL MEETING

July 27, 2020 • REGISTER NOW • ONLINE ONLY



*Click above to watch a short video about this year's annual meeting or visit [vmdaec.com/vam2020-preview](http://vmdaec.com/vam2020-preview).*

## A Virtual Meeting but a Real Celebration of Electric Cooperatives

The clock is ticking to register for our first-ever virtual Annual Meeting. Be sure to register before July 23rd for early access to explore the new meeting environment. You will have the opportunity to get comfortable with the site, view the rooms and start registering to win great door prizes — including a \$1,000 grand prize!

By presenting our annual meeting on a remote basis, we're not encumbered by seating limits or travel arrangements. Instead, the virtual nature of the meeting gives more people more opportunities than ever to engage on topics that affect their electric cooperatives and their members.

[Click here to register now!](http://vmdaec.com/vam2020-preview)

*([vmdaec.com/vam2020-preview](http://vmdaec.com/vam2020-preview))*

Visit the Virtual Marketplace to learn more about VMDAEC's Associate Members and session sponsors who made this event free to our members. You'll have access to videos and links to websites, as well as opportunities to win door prizes. Links will be sent out Thursday, July 23, to allow all registrants the opportunity to check out the Virtual Marketplace.

Participate in our Foundation Fundraiser by bidding on two exciting packages donated by Mecklenburg Electric Cooperative CEO John C. Lee, Jr., and Lee Electrical Construction's Jerry Lee. Read student testimonials and thank-you letters illustrating how your support of the scholarship foundation influences the lives of deserving young people.



Special thanks to our session sponsors for helping VMDAEC offer this meeting at no cost to our members. Click on the logos above to learn more about them.



CO-OP TRAINING

Project Leadership Training

**Virtual Training:** Introduction to Project Leadership for the Occasional Project Leader

**Description:** In this workshop, we will explore how projects can be completed with great success and effectiveness by using the power of good communications, presentations and a disciplined approach to problem solving. We will try methods that can clarify unspoken or misidentified expectations, identify team needs and membership, and develop clear project definitions and boundaries. We will also look at the deliverables with an eye to cost and schedule.

**Who:** ALL are welcome!

**When:** August 5-6, 2020

**Time:** Aug. 5, 1-4 p.m., Aug. 6, 9 a.m. - noon

**Via:** Zoom, so there are no travel expenses!

**Facilitator:** Sam Bruce, Sapient Business Solutions and the University of Richmond

**CPE:** 6 credits

**Cost:** \$325 per person (4+ from your co-op, \$300 each). Your co-op will be billed following the class.

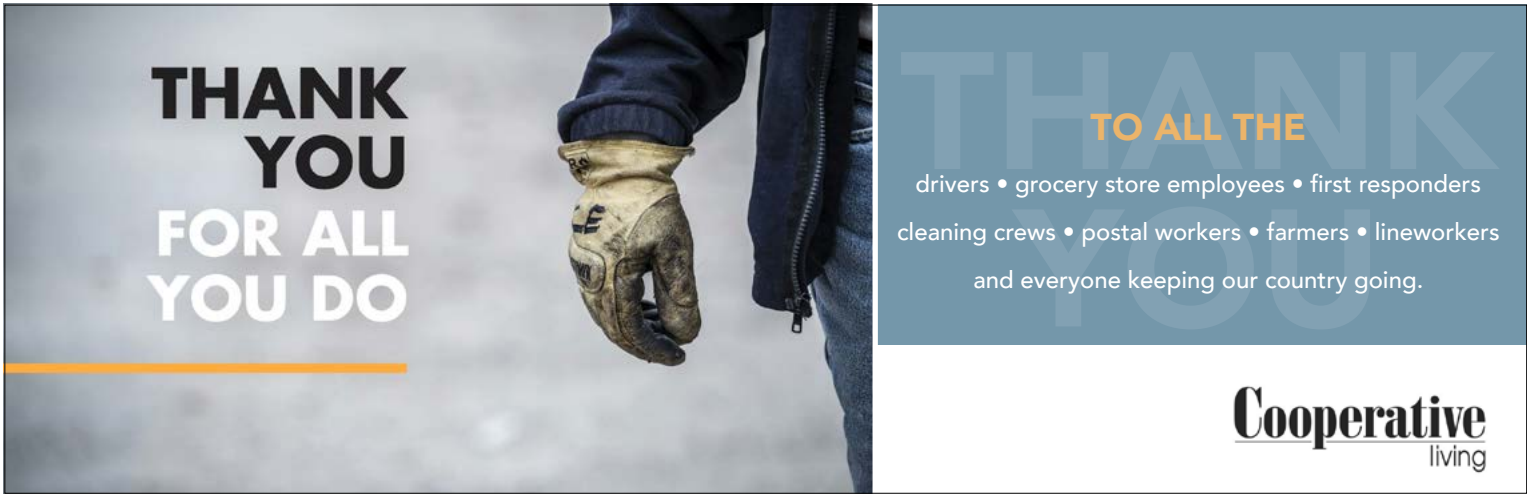
**To register:** Email Brandon Burton at [bburton@vmdae.com](mailto:bburton@vmdae.com) with the name and email address of all participants.

**Deadline to Register:** Aug. 3\*

*\*please follow your co-op's protocol prior to registering*



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