

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

from Richard G. Johnstone Jr. | President & CEO



Association Selects New President & CEO

The Board of Directors of the Virginia, Maryland & Delaware Association of Electric Cooperatives has selected Brian S. Mosier as the association's next president and CEO, effective April 1.

Brian will succeed Richard G. Johnstone Jr., who is retiring after a 36-year career with the association, the last 22 as general manager and then president and CEO.

Brian has been with VMDAEC since 2013, first as vice president of government affairs and later as vice president of member and government relations. He was promoted to chief operating officer in 2019.

His 25-year career with electric cooperatives began in 1995 with Union Power Cooperative in North Carolina, where he managed the cooperative's for-profit subsidiary. In 2004, he joined Mecklenburg Electric Cooperative in Chase City, Va., as vice president of business development.

A native of Wilmington, Del., Brian is a 1989 graduate of the University of North Carolina at Charlotte, where was a member of the university's varsity soccer team. He and his wife, Mary, have three children.

"I am humbled and excited by this opportunity," Brian said. "We have a great employee team in place, a supportive board, strong member systems, and all of the ingredients to continue providing outstanding service to the electric cooperatives in our region."

VMDAEC Board Chair Patricia S. "Pat" Dorey praised the selection, saying, "We look forward to working with Brian and continuing to build on the association's outstanding

legacy of service to the member-owned electric cooperatives in our three states. Brian is a proven leader who is well-known and well-regarded by our member systems, with a strong track record of success in all of the positions he's held.



Brian Mosier

"We also want to thank our retiring CEO, Richard Johnstone, for his decades of dedicated service and leadership to electric cooperatives," added Pat, who also is a member of the board of directors of Delaware Electric Cooperative.

Richard said: "Brian Mosier is a true servant leader and will do a great job in this new role. I've been incredibly fortunate during my long career to work with outstanding colleagues and strong cooperative leaders. Thanks to their efforts and support, we've been able over the last 20 years to build a state-of-the-art training center; establish a nationally recognized lineworker rodeo; grow the circulation of our member magazine, *Cooperative Living*, to almost 600,000 subscribers; and enhance our advocacy efforts with state and national elected officials."

– Report by Steven Johnson, Editor, *Cooperative Living*.

COOPERATIVE MILESTONE

NOVEC Assets Hit \$1 Billion Mark

Northern Virginia Electric Cooperative (NOVEC) has reached a mark achieved by only a handful of other distribution electric cooperatives in the nation — \$1 billion in assets.

Manassas, Va.-based NOVEC surpassed that mark in 2020. It is only the eighth of more than 900 U.S. electric cooperatives to surpass \$1 billion in assets, according to the National Rural Electric Cooperative Association (NRECA). It also is among the fastest growing of the large systems, as it has increased in assets from \$915 million in 2018 to its current level.

NOVEC President and CEO Stan Feuerberg called the development "a milestone" in the company's history, which dates from 1939.

It reflects the company's commitment to technology investments, system upgrades and expansions that satisfy



Northern Virginia's ever-increasing appetite for electricity.

The largest co-op in the country is Pedernales Electric Cooperative in Texas with more than \$1.8 billion in assets.

– Report by Priscilla Knight, Senior Communications Specialist, Northern Virginia Electric Cooperative.

PASSING THE COOPERATIVE TORCH

Powell Valley Selects New GM

Powell Valley Electric Cooperative General Manager and CEO Randell Meyers recently announced his upcoming retirement effective Feb. 28, 2021. Randell has served with the cooperative since 1964. He was named general manager in 1992, and later general manager and CEO.

The cooperative's board of directors has named Brad Coppock, senior engineer with the cooperative, as the next general manager effective March 1, 2021. Brad is a graduate of Horace Maynard High School in Union County, Tenn., and a 2001 graduate of the University of Tennessee, Knoxville, with a degree in computer engineering. He has held a professional engineer license since 2013. Brad has been employed with the cooperative for 19 years, serving as engineer until 2013, when he was promoted to senior engineer. While in college, he was also a co-op student with the cooperative for two summers.



Randell Meyers



Brad Coppock

Brad is a resident of New Tazewell, Tenn., where he resides with his wife and three children. On behalf of the PVEC board, Board President Roger Ball states, "We appreciate Randell's 57 years of dedicated service to the co-op, with the last 28 doing an outstanding job as our general manager. We look forward to working with Brad. He is well qualified for the position and we know he will do a great job."

– Report by Sandy Smith, Executive Assistant, Powell Valley Electric Cooperative.

COOPERATIVE PEOPLE

REC Puts DEI Efforts at the Forefront



Fafa Baker

Rappahannock Electric Cooperative understands the value that is created when an organization encourages, embraces and embodies a workforce that is made up of employees with a variety of experiences and perspectives. With that goal in mind, REC is leading the way in the area of diversity, equity and inclusion (DEI).

Carrying this value into the community, Fafa Baker, Ph.D., REC's workforce planning and development specialist, took part in the Richmond Diversity Dialogue Day on Dec. 1 and 2.

Led by the American Association of Blacks in Energy (AABE), facilitators spoke with 100 Richmond-area students about the roots of bias and prejudice and gave them an opportunity to do some action planning for the schools.

"As a volunteer facilitator, I co-led a small group of high school students through virtual conversations," Fafa said of her role.

The AABE is a national association of energy professionals founded and dedicated to ensure the input of African Americans and other minorities into the discussions and development of energy policy regulations, research and development technology, and environmental issues.

– Report by Casey Hollins, Director of Communications and Public Relations, Rappahannock Electric Cooperative.

REC Names New Western Region Manager



Shawn McDonough

Rappahannock Electric Cooperative has promoted Shawn McDonough to serve as its Western Region Manager. REC's western region includes portions of the counties of Albemarle, Clarke, Culpeper, Fauquier, Frederick, Greene, Madison, Orange, Rappahannock, Shenandoah, Stafford and Warren.

Shawn has over 31 years of experience in utility operations, including project management, engineering and leadership.

"Shawn is an accomplished project management professional and utility leader," said John Arp, vice president of engineering, operations and power supply. "Since joining REC in 2010, he has been an integral part of the project management team and a key contributor on several large-scale projects."

Shawn holds a Bachelor of Science in electrical engineering from Youngstown State University and a master's degree in computer science from Hood College. He received his Project Management Professional Certification in 2014. Shawn started at REC as a planning engineer, and became director of project management in 2019. He began his new role Dec. 20.

– Report by Rachel Conrad, Communications Specialist, Rappahannock Electric Cooperative.

REC Names New Director of Operations & Construction Services

REC also promoted Jason Satterwhite as director of operations and construction services. In his new role, Jason is responsible for the cooperative’s Operations Center; SCADA, Load Management and Telecommunications Department; and the coordination of mutual aid during major outage events. He is also responsible for the negotiation and administration of contracts involving overhead and underground line extensions, cable locating, aerial line patrols, work order inspections and pole inspections.

“Jason has been an integral part of efficiently managing the cooperative’s daily routines, and coordinating efforts for major storm response,” said John Crawford, manager of safety, risk and operational support services. “His extensive knowledge of REC’s dispatch system will help him serve REC’s member-owners well in his new role.”

Beginning his career in REC’s dispatch department in 1998, Jason has served as system operations supervisor since 2015. He graduated Magna Cum Laude from Columbia Southern University with a bachelor’s in business administration-management in 2014. Jason completed Leadership Fredericksburg in 2017 and the National Rural Electric Cooperative Association’s Management Internship Program Select in 2018.



Jason Satterwhite

Jason resides in the Town of Bowling Green with his wife, Brooke, and their two sons. Active in his local community, he has served as a life member of Bowling Green Volunteer Fire Department, joining in 1994; serving on the Bowling Green Town Council for eight years, and most recently as mayor of the Town of Bowling Green from 2016 to 2020.

– Report by Rachel Conrad, Communications Specialist, Rappahannock Electric Cooperative.

COOPERATIVE PERSONALS

Condolences

Powell Valley Electric Cooperative General Manager and CEO Randell Meyers’ wife, Mabel, passed away Monday evening, Jan. 4, after being in declining health for several months. Graveside services were held last Thursday at the Fairview Memorial Cemetery in New Tazewell, Tenn. Thank you for your thoughts and prayers for Randell and his family during this very difficult time.

Condolences may be sent to Randell and the family at: P.O. Box 394, Tazewell, TN 37879.

<https://www.dignitymemorial.com/obituaries/tazewell-tn/mabel-meyers-9984423>



Randell and Mabel Meyers

COOPERATIVE CAREERS

VMDAEC Launches #PowerfulCareers Initiative

During 2021, the Virginia, Maryland & Delaware Association of Electric Cooperatives will spotlight careers in energy to attract prospective employees entering the workforce, professionals looking for a career change or workers who have been affected by pandemic-related budget cuts.

With our 15 member cooperatives in the three-state area, we will highlight employees with nontraditional backgrounds in the pages of *Cooperative Living*, online at vmdaec.com and co-opliving.com, and through our social media channels. We’ll be at job fairs, co-op annual meetings and community meetings.

It’s a rich field to draw from, with nearly 1,800 cooperative employees in our member cooperative systems.

We’ll be using the hashtag #PowerfulCareers, and we invite you to read, like, follow and share our information with the next generation of co-op employees.



Click above to learn about Southside Electric Cooperative staking technician Heather Dalton.

Our co-op employees have great stories to tell. By sharing them with hundreds of thousands of readers, we hope to interest them in a co-op career, and the stability, security and fulfillment these jobs bring.

Visit vmdaec.com/powerfulcareers.

COOPERATIVE TRAINING

How to ‘Hire the Best ... and Avoid the Rest’

Presented by Dr. Michael Mercer, Ph.D.

The Association is thrilled to give you a chance to hear and benefit from one of America’s top-selling book authors and speakers: Michael Mercer, Ph.D., business psychologist. On Jan. 27 at 1 p.m., you can hear Dr. Mercer speak on “Hire the Best ... and Avoid the Rest,” based on Dr. Mercer’s third book — the No.1 best-selling hiring book in North America, currently in its 13th printing! Dr. Mercer has authored six books, created three pre-employment tests, recorded two audiobook-albums, and delivers many speeches annually. Now, you can benefit first-hand from Dr. Mercer’s 20-plus years of experience helping organizations.

“Hire the Best ... and Avoid the Rest”

6-Step Method to Hire “Superstars”

Dr. Mercer will show you how to predict which applicants are likely to turn out to be wonderful, “superstar” employees who are both highly productive and low in turnover.

Who: ALL are welcome!

When: Jan. 27

Time: 1-2:30 p.m.

Via: Zoom

CPE: 1 credit

Cost: \$50 (Non-members \$60)

To register: Email Brandon Burton at bburton@vmdaec.com with the name and email address of all participants and whether a CPE certificate is needed.

Deadline to Register: Jan. 26*

**Please follow your co-op’s/company’s protocol prior to registering.*



Webinar to Explore KRTA Takeaways for VMD Systems

Presented by Jim Meiers, CFC Regional Vice President

Results from CFC’s recent KRTA Report were published in October. Find out how co-ops in Virginia, Maryland and Delaware compared to others. Learn trends and takeaways from a more global look at the KRTA. Join Jim Meiers for an expanded discussion on the KRTA for the VMDAEC group during a webinar on Feb. 2 at 10 a.m.

Who: ALL are welcome!

When: Feb. 2

Time: 10-11:15 a.m.

Via: Virtual

CPE: 1 credit

Cost: FREE – sponsored by CFC

To register: Email Brandon Burton at bburton@vmdaec.com with the name and email address of all participants and whether a CPE certificate is needed.

Deadline to Register: Feb. 1*

**Please follow your co-op’s/company’s protocol prior to registering.*



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