

# *Headed into the Year with 2020 Vision*



**LAURA CUTLER**  
President/CEO

As we celebrate our 81<sup>st</sup> anniversary, our 2020 vision for the future is focused on You, the Member!

In the years to come, we'll continue to do the work required to maintain our reputation for service reliability. It's incumbent upon us to gather data, anticipate issues, and address the challenges that come with maintaining a distribution system that's operated for eight decades. Our pledge to you: We will continue to invest in our substations, poles, and power lines to deliver safe, reliable and affordable electricity to your homes and businesses.

I grew up in a small town and have raised my family in that same small town. I love living in rural America, and I know most of you do as well. As a cooperative, we're committed to supporting economic growth in our region, so that future generations can build lives here, just as we have. Helping decision makers see our potential isn't new to MJM Electric, but in the years to come, we'll pursue that mission with a renewed vigor and sense of purpose.

We're also committed to staying in tune with an ever changing industry. Technological advances have the potential to significantly influence our future. We will pursue ideas and innovations that provide value to our Membership, and as a service company, we want to make sure we are providing the services that our Members expect from us.

Presently, MJM's management team is researching emerging technologies, and developing programs and strategies to help you save money on household technology that not only improves energy efficiency but makes your life easier.

Many of our Members who live in our service territory have a long commute to work, so we're particularly intrigued by the potential of electric vehicles (EVs). We anticipate EVs could play a significant part in MJM's future. They're a practical, economical choice for a number of rural residents. (If the weather permits, WVPA will have a Tesla available at the Annual Meeting for Members to see and ride around in.)

We are one Co-op, one community, made of many Members, and the decisions we make must benefit the overall interests of our entire Membership. To do that, MJM must live up to its mission statement.

2020 will give us perfect vision into the future and the focus of that vision is you, the Member!

We look forward to seeing you at this year's annual meeting!

## **Mission Statement**

**M.J.M. Electric Cooperative shall be the electric provider of choice, dedicated to providing the services and products our Members want and need.**