



Jon Kroening DISTRICT 1 Secretary  
 Arthur Friedrich DISTRICT 6  
 Tracy Lauritzen DISTRICT 4 Treasurer  
 Jeffery Orth DISTRICT 7  
 Jodie Tvedt DISTRICT 2 Board Chair  
 John Winter DISTRICT 3  
 Jerome Wooner DISTRICT 5 Vice Chair

# Corporate Profile



## Mission:

To bring value to our member-owners and communities by safely providing reliable electricity, superior customer service, and innovative energy solutions at fair and reasonable prices.

## Vision:

To be a trusted energy resource for our members, an employer of choice, and a respected business partner within our communities.

## Living Out the Cooperative Principle of 'Democratic Member Control'

The Board of Directors is the governing body of the Cooperative and represents the members in policy and ratemaking. They also hire and manage the President/CEO, select the corporate attorney, and select the Cooperative's auditor. Directors are elected to three-year terms, attend cooperative events, and participate in state, regional, and national conferences and training sessions to stay abreast of the ever-evolving energy industry. The Board meets monthly at the Cooperative's headquarters. Directors study reports, data, and other information in preparation to make significant contributions to Board meetings by raising pertinent and discerning questions and contributing thoughtful ideas and suggestions.

## How Board Members are Elected

At least two board seats are up for election each year. The Nominating Committee, comprised of cooperative members, seeks out and vets board candidates to run for the Board of Directors each year. Members who are not nominated by the Committee may petition for nomination by securing signatures from at least 0.5 percent (0.50%) of the membership at the time of petition which equates to approximately 100 member signatures.

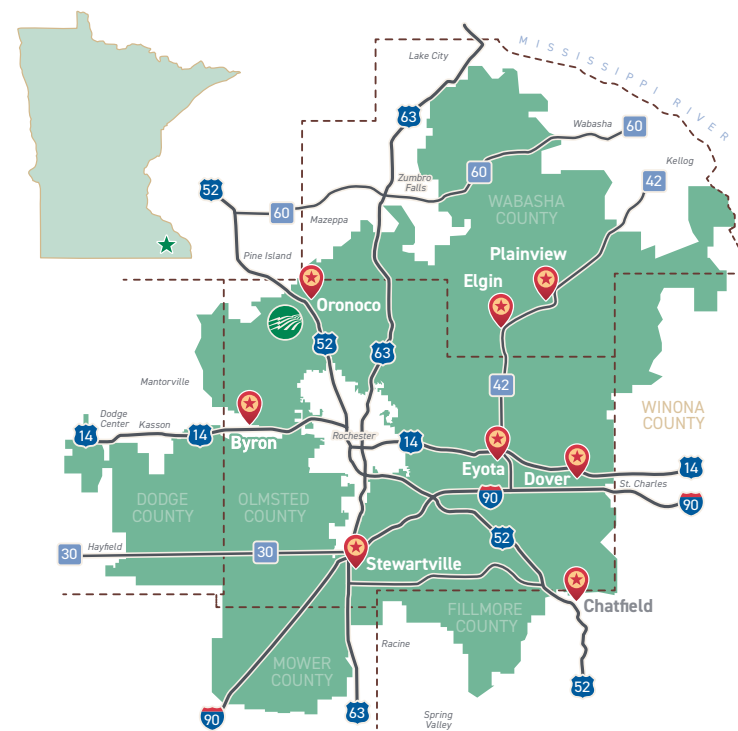
Members who are interested in serving on the Board or Nominating Committee should notify the Cooperative by emailing [memberrelations@peoplesenergy.coop](mailto:memberrelations@peoplesenergy.coop) or calling (800) 214-2694.

## Director Training

Upon election to the Board, directors undergo training at the Cooperative to learn about People's Energy Cooperative specifically and are also expected to complete their Credentialed Cooperative Director (CCD) certificate within their first term. The CCD certificate program includes courses about director duties and liabilities, understanding the electric business, board operations and process, strategic planning, and financial decision-making. Directors can also continue to take courses to earn their Board Leadership Certificate.

DEMOCRATIC CONTROL

**64 employees** operating, maintaining, and supporting **1,144 square miles** of service territory



### Counties:

Olmsted, Dodge, Fillmore, Mower, Wabasha, and Winona

### Cities:

Byron\*, Chatfield, Dover, Elgin, Eyota, Hayfield\*, Kasson\*, Oronoco, Plainview, Rochester\*, St. Charles\*, and Stewartville (\*parts of)

### Communities:

Douglas, Genoa, High Forest, Marion, Pleasant Grove, Potsdam, Predmore, Rock Dell, Salem Corners, Simpson, Theilman, and Viola

## At People's Energy Cooperative, we value...

**Safety** We foster a culture of safety by training and motivating people to recognize risk, safeguard themselves, protect others, and promote safe work practices.

**Service** Through servant leadership, we humbly put others first and work with a spirit of service to best serve our members, colleagues, and partners.

**Accountability** We are committed to impeccable integrity and honesty in all that we do with full and open accountability for all our decisions and actions. We pledge to be sincere, trustworthy, and dependable in our passion to serve our members.

**Fiscal Responsibility** We are dedicated stewards in the management of all the resources entrusted to our care. We are committed to costbased pricing for services that reflect disciplined cost management.

**Excellence** We excel by holding ourselves and others accountable based on defined expectations and clear direction. We do what is right over what is easy.

**Teamwork** We work collaboratively, because as a team, we are better. We capitalize on people's strengths, talents, and knowledge through cooperation to be as effective and efficient as possible for successful outcomes. Teamwork and inclusion are imperative across all departments at all levels.

**Yearning for Knowledge** We encourage and have a commitment to continual learning and professional development. We build competence and confidence through education, training, and opportunities for practical application. We welcome feedback as a gift and embrace change. We work outside our comfort zone and challenge ourselves, accepting the risk of failure as an opportunity for growth.



[www.peoplesenergy.coop](http://www.peoplesenergy.coop)

1775 Lake Shady Avenue South  
Oronoco, Minnesota 55960

(800) 214-2694



# A Look at People's Energy Cooperative, *by the Numbers*



our **SYSTEM**

**24,257**  
Services in Place

**\$213 Million**  
in total utility plant

**43,419** Poles

**380** Member-Owned  
Renewable Systems  
*373 Solar • 7 Wind*

**381 Million**  
kWh sold in 2025

**8.3** Services  
per mile of line

**2,917** Miles of Line  
*2,040 overhead • 877 underground*

**28** Substations

**12,775**  
Transformers

**\$157,271**  
in energy efficiency  
rebates in 2025

# PROUDLY SERVING 20,139 Members

As a rural electric distribution cooperative, we have a mission to provide reliable electric service and innovative energy solutions at fair and reasonable prices.

**To provide reliable electric service** we work with our power provider Dairyland Power Cooperative (DPC). DPC is committed to reducing their carbon through a measured approach; reducing carbon intensity without compromising reliability and affordability. As you can see in the graphic on the right, they are doing that with an 'all of the above' strategy.

**We provide innovative energy solutions** by encouraging energy efficiency measures and providing management programs designed to conserve energy and save members money. We also work with our members to connect their renewable energy resources to the grid safely and effectively and ensure costs are shared equitably.

**To maintain fair and reasonable prices** the Cooperative cultivates a strong sense of accountability and transparency. This ensures that decisions are made with the members' best interests in mind, resulting in careful financial management.

## Power Supply Diversification



**DEDICATED STEWARDSHIP**

# A Legacy of Investment *in Our Communities*

As members of the chambers of commerce in Byron, Hayfield, Kasson, Pine Island, Rochester, and Stewartville, we help support local businesses in our region.

Through our employees work, along with our our partnerships with Community & Economic Development Associates (CEDA), Rochester Area Economic Development Inc. (RAEDI), and MN Department of Employment and Economic Development, we support the work being done to help attract, grow, and retain businesses in rural SE Minnesota.



**\$3,506,540**

*in economic development loans for area businesses since 1994*

When our communities thrive, so do we. At People's Energy Cooperative, we live out the cooperative principle of 'Concern for Community' in many ways.



**\$645,991**

*in scholarships awarded from unclaimed capital credits since 1997*

**Our education efforts** go beyond scholarships and include visits to classrooms in our region to help area students understand energy, energy efficiency, electrical safety, and careers in the electric industry. We have visited over 100 classrooms since 2018.

**Operation Round Up** extends the concept principle on which electric cooperatives were built over 80 years ago - neighbor helping neighbor. Members allow the Cooperative to round up their electric bill to the next dollar and that donation is put into a trust fund managed by a volunteer board of seven members appointed by the People's Energy Cooperative's Board of Directors. They meet quarterly to evaluate applications and approve grant funding to charitable, educational, community, and youth-related programs and events.



**\$1,601,740**

*in community grants from Operation Round Up® Trust since 2012*



**Our Care for Community Team** is an employee-led initiative that brings employee work groups together to serve in the communities they live and work. Since its launch in 2023, our employees have supported the work of many organizations, including: H.O.P.E. Ranch, Plainview Elgin Area Food Shelf, Front and Center, Inc. (Eyota), Dodge County Food Shelf, Paws and Claws, Toys for Tots, and Oxbow Park/Zollman Zoo.

**CONCERN FOR COMMUNITY**