

**MOONSHOT:**  
Drive down  
costs so that the  
first megawatt hour of  
energy usage is at or  
near zero by 2050.



MIKE EASLEY,  
CEO

Over the past few months, I have been talking about PRECorp's 2019 Strategic Initiatives. The PRECorp team is making great progress on the six initiatives we are focused on for 2019. The two initiatives I have yet to talk about are the 10-Year Digital Strategy, and the Strategic Awareness Strategy.

These various initiatives are all designed to help us realize our Purpose and get closer to our Moonshot while being guided by our Vision.

Over the past two years, I have carefully laid out why strategy is important and how our strategy works. These articles are posted on our website in the Strategy Map section under the About Us tab.

If you would like a copy of all these articles, feel free to call the office or stop by, and we will get you a copy. It is important that we are all on the same page when it comes to PRECorp, and keeping you informed and educated on the strategy is at the heart of our Strategic Awareness Strategy. We will continue to provide you opportunities to learn more about this topic and to help equip you to be as engaged as you would like to be.

Our 10-Year Digital Strategy is about being ready, willing, and able to take advantage of new technologies as they become available. Currently, we are installing the Advanced Metering

Infrastructure (AMI) project. Installation of the AMI equipment is scheduled to be complete in mid-2020. Realizing the benefits of this project will be an important aspect of both the Digital Strategy and the Rate Design Strategy.

Leveraging technology will help us maintain high quality service at the lowest possible costs. This has been the case for many years as PRECorp has been using technology to increase our efficiencies and improve our service reliability.

Many of you know that I hold Telephone Town Halls and Facebook Live Town Halls with our membership. These are great opportunities for you to learn more about PRECorp, and they are good opportunities for me to learn more about membership concerns. The membership continues to emphasize that service quality and rates are two of the most important things they want from PRECorp.

Last month I talked about the Rate Design Strategy and discussed our efforts to increase transparency on the power bill and how we might enable you to have more control over your monthly electricity costs.

I will be talking more about rates and service quality at the Annual Meeting in Buffalo on August 24. As I mentioned last month, we are anticipating a rate increase in mid-2020, and I will be giving the membership an update on the details and drivers of the 2020 rate increase. I will also give a progress report on our accomplishments in 2019 and how we are progressing on the various strategic initiatives that I have discussed in my articles this year.

I hope that you are able to attend the Annual Meeting and I look forward to seeing you there.

*Mike*

## 2019 Initiatives:

MAY

**1. RAMPP - Focus on what is important**

MAY

**2. Power Pitch - Employee driven improvements to technology or systems**

JUNE

**3. Ten-Year Rate Design - Controlling each part of a member's bill**

JULY

**4. Ten-Year Digital Strategy - Improve efficiency for members and the cooperative**

APRIL

**5. Strategic Awareness**  
- Build knowledge of the strategy with employees and members

**6. Culture Management**  
- Develop employee leadership and innovation

Go to [www.precorp.coop/strategy-map](http://www.precorp.coop/strategy-map) to see past initiative columns.