



- RELIABLE • INNOVATIVE • COMMUNITY MINDED -

# mission

*Our cooperative's mission is to bring value to our member-owners and communities by providing reliable electricity, superior customer service, and innovative energy solutions at fair and reasonable prices.*

**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.



## People's Energy Cooperative

Your Touchstone Energy® Cooperative 

# Corporate Profile

*People's Energy Cooperative was incorporated on January 1, 1936, and currently serves 19,798 voting members in 23,406 homes and businesses connected to 3,000 miles of line spanning a service territory of 1,090 square miles throughout six counties. The Cooperative has 29 substations and purchases our power from Dairyland Power Cooperative and Interstate Power and Light.*

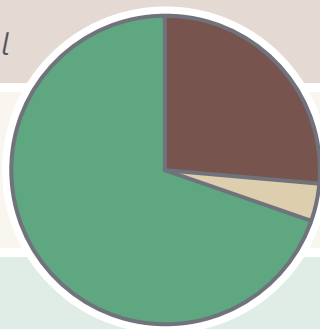
*We employ 65 professionals who are committed to providing exceptional service and motivated to recognize risk and utilize safe work practices to protect themselves and others.*

### REVENUE AT A GLANCE \*

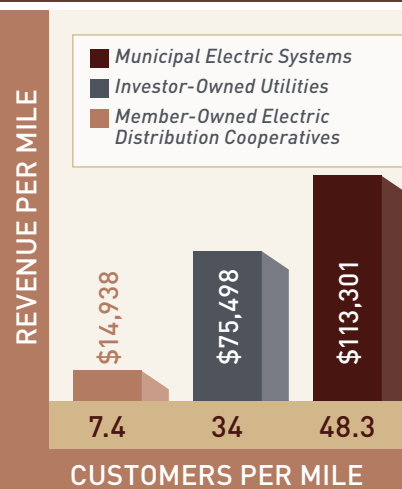
**26.6%**  
small commercial

**3.7%**  
large commercial

**69.7%**  
general service, residential & farm



### REVENUE IN REVIEW [Source: NRECA]



### COMPARISON \*

COMPANY	PEC (2021)	RPU (2021)
Number of consumers:	23,406	58,182
Consumers per mile of line:	7.8	70
Revenue per mile of line:	\$16,836	\$209,423
Investment in plant per customer:	\$8,102	\$4,753

(\*Source: Based on 2021 Annual Reports)



**People's Energy  
Cooperative**

# values

1. **IMPECCABLE INTEGRITY**  
*and honesty in all that we do.*
2. **FULL AND OPEN ACCOUNTABILITY**  
*for all of our decisions and actions.*
3. **OPEN AND TRANSPARENT COMMUNICATIONS** *with our members and employees.*
4. **COST-BASED PRICING** *for services that reflect disciplined cost management.*
5. **RESPECT FOR AND RESPONSIVENESS TO** *the needs of each member while considering the impact of actions on other members.*
6. **LEADERSHIP, INNOVATION AND VISION** *in providing valuable energy solutions for our members.*
7. **DEDICATED STEWARDSHIP** *in the management of all the resources entrusted to our care with sensitivity to the environment.*
8. **INVOLVEMENT WITH OUR COMMUNITIES** *in pursuit of prosperity and quality of life.*
9. **LOYALTY TO THE PRINCIPLES** *of cooperative ownership.*
10. **SINCERITY, TRUSTWORTHINESS AND DEPENDABILITY** *in our passion to serve our members.*

**TOUCHSTONE ENERGY COOPERATIVE:**

Electric cooperatives were established to provide electricity to rural America, and now make up the largest electric utility network in the nation. Touchstone Energy is the national brand identity for that network. Touchstone Energy Cooperatives are an alliance of local, consumer owned utilities around the country, committed to providing superior service at affordable rates to all members, large and small.

**CHAMBER MEMBERSHIPS:**

Byron, Kasson, Minnesota, Pine Island, Rochester, Stewartville

**ECONOMIC DEVELOPMENT MEMBERSHIPS:**

- Community & Economic Development Associates (CEDA)
- Rochester Area Builders (RAB)
- Rochester Area Economic Development Inc. (RAEDI)
- Southern Minnesota Initiative Foundation (SMIF)

**COMMUNITY INVOLVEMENT:**

- Capital Credit Disbursements (through 2021) – **\$28.3 million**
- Economic Development Loans (since 1994) – **\$5,226,040**
- College Scholarships to Area High Schools (since 1997) – **\$474,524**
- Operation Round-Up® Donations (2003 - 2020) – **\$1,214,035**

**MEMBER PROGRAMS & SERVICES:**

- ACRE/REPAC
- Community Solar
- Co-op Connections Card
- Electric Vehicle Charging
- Energy Audits
- Heartland Security Systems
- Load Management
- Rebates and Incentives
- Renewable Energy Programs

**BOARD MEMBERS:**

**DISTRICT 1:**  
Jon Kroening  
Rochester, (507) 884-0160

**DISTRICT 2:**  
Jodie Tvedt  
Byron, (507) 817-9865

**DISTRICT 3:**  
Robert Hoefs  
Mazeppa, (507) 843-2508

**DISTRICT 4:**  
Tracy Lauritzen  
*(Secretary/Treasurer)*  
Altura, (507) 932-3884

**DISTRICT 5:**  
Jerome Wooner *(Chair)*  
Eyota, (507) 259-7217

**DISTRICT 6:**  
Arthur Friedrich *(Vice-Chair)*  
Rochester, (507) 281-9194

**DISTRICT 7:**  
Jeff Orth  
Rochester, (507) 285-9907

**STAFF:**

Mike Henke  
*President & CEO:*  
mhenke@peoplesenergy.coop

Patrick Nelson – *Director of Engineering & Operations*  
pnelson@peoplesenergy.coop

Anthony Stern  
*Chief Financial Officer*  
astern@peoplesenergy.coop

Michelle Olson  
*Director of Member Services*  
molson@peoplesenergy.coop

Gwen Stevens  
*Director of Cooperative Relations*  
gstevens@peoplesenergy.coop