

MEET THE BOARD: LUKE SEATTER



Wild Rose First Vice President Luke Seatter brings a deep connection to rural Alberta, practical farm business experience, and a family history directly tied to rural electrification. Luke became a member in 2017 and has served on the Board since April 2024 and is connected to the Dapp/Jarvie area and Pembina Valley, where he has spent most of his life.

Luke operates a grain farm west of Dapp, taking over management of the family farm after graduating from the University of Alberta in 2009 with a Bachelor of Science in Agriculture. His experience as a farmer, business owner and Wild Rose member gives him a practical understanding of what members need from their electricity service.

"My experience has taught me the value of low distribution costs, reliable power, and friendly, responsive service when required."

For Luke, the Board's most important responsibility is to ensure that members' long-term well-being is considered in every governance decision. He also sees local ownership as central to the value of the REA model because it helps keep decisions aligned with the needs of members and the communities being served.

That belief is personal.

Luke's family has farmed the same land west of Dapp since 1907, when his great-grandfather homesteaded there. His grandfather served on the provisional committee that helped lead to the creation of the Pembina Valley REA and later served as a director for many years. His grandmother also served as secretary of the Pembina Valley REA.

"Member ownership and operation of our distribution system is a gift our community has inherited from previous generations. It benefits us by keeping distribution costs low, keeping more money in our community, and allowing for member participation in governance."

For Luke, Wild Rose reflects some of the best parts of rural Alberta: initiative, self-determination, local accountability and a commitment to looking after one another. He is proud that Members have benefited for many years from reliable service and competitive rates, and believes that is a direct reflection of the thoughtful decisions and responsible stewardship of past Boards that helped place the Association in the strong position it is in today.

WE LOVE OUR COMMUNITY



Thank you to our Members who connected with us at community events in August! We love being a part of communities where people show up, support one another and take pride in where they live.

THE REA DIFFERENCE

Wild Rose REA is different by design.

We are not an investor-owned utility. We do not exist to generate returns for outside shareholders. Wild Rose is a Rural Electrification Association: member-owned, locally governed and not-for-profit. The people who receive the service are the people the organization is built to serve.

That difference shows up in real dollars.

In 2025, Wild Rose saved members **\$2.8 million** through its distribution charges and Cooperative Energy Rate. Instead of value flowing out to investors, it stays with members through lower costs, responsible planning, reliable service and continued investment in the local system and our community.

It also shows up in accountability.

Our Board is elected from the membership.

Our employees live and work in the communities we serve. Decisions are made locally, with rural families, farms, businesses and communities in mind—not in a distant corporate office.

And while we are local, we operate with the expertise expected of a modern utility: 24/7 emergency response, outage restoration, infrastructure maintenance, system planning and long-term investment in the poles, lines and equipment our members depend on.

The REA model was built by rural Albertans who believed they could work together to create something better for their communities. That principle still matters.

The REA difference is simple: local ownership, local accountability and measurable value.

For Wild Rose members, that means more than electricity. It means a utility that belongs to them, answers to them and is built to serve them first.



Harvest means long days, big equipment and little room for error.

Each year, Wild Rose responds to powerline contacts caused by farm equipment getting too close, and fall harvest is one of the highest-risk times.

Before heading into the field:

- Look up and identify overhead lines.
- Plan your route before moving equipment.
- Lower augers, seeders and sprayers during transport.
- Use a spotter
- Keep equipment a safe distance from poles, lines and electrical equipment.

If your equipment contacts a powerline, stay inside. The ground around you may be energized. Call 911 and the REA for assistance and keep everyone at least 10 metres away.

If a fire or another emergency forces you out, jump clear without touching the equipment and ground at the same time. Land with both feet together and shuffle or hop away.

A few extra minutes can prevent an outage, costly damage—or a serious injury.