

MEET THE BOARD: GEORGE SIMPSON



One word George uses to describe Wild Rose REA: Community.

For George Simpson, community, cooperation, and local ownership are more than just values; they are a way of life.

A lifelong resident of the Jarvie area, George has deep roots in rural Alberta. His grandparents settled in the community in 1929, and today, George continues that agricultural legacy as a third-generation farmer, operating a family farm with approximately 650 cow-calf pairs. A graduate of Olds College in Livestock and Agricultural Production, George understands firsthand the importance of hard work, responsible business management, and planning for future generations.

A Wild Rose REA Member since 1992, George joined the Board of Directors in 2024, bringing decades of agricultural and business experience and a strong belief in the importance of working together. Whether managing a family farming operation, collaborating with neighbours, or representing Members, George believes that success comes from listening to different perspectives, finding common ground, and making decisions that benefit the broader community.

For George, one of the greatest strengths of Wild Rose REA is its cooperative, locally owned structure.

"Local ownership means having a voice. When we own something, we take pride in it, and we have a say in the decisions that affect our future."

George is passionate about preserving the REA model and ensuring Members continue to receive reliable, affordable electricity from an organization that puts people and communities ahead of profits.

He believes that local ownership is especially important for rural families and agricultural operations that depend on electricity every day.

He also brings a determined, long-term perspective to his role. A former long-distance runner, George compares serving on the Board to running a cross-country race: challenges are inevitable, but perseverance, commitment, and keeping your eyes on the finish line are what matter most.

What makes George most proud of Wild Rose REA is its people, from the Members who own the cooperative to those who dedicate their time and energy to making it successful.

"We are all part of one big community. By working together, respecting different perspectives, and thinking about what is best for everyone, we can continue building something that serves our families and neighbours for generations to come."

For George, volunteering his time on the Board is an opportunity to give back to the community he has called home his entire life and help protect the future of locally owned rural electricity.

YOUR REA, YOUR VOICE: HOW LOCAL GOVERNANCE WORKS

At Wild Rose REA, being member-owned means having a voice in the organization responsible for delivering your electricity and helping shape its future.

Unlike an investor-owned utility, Wild Rose REA is governed by a Board of Directors elected by its members. The Board represents the people who own the Association and is responsible for its strategic direction, financial oversight, governance and policies. That responsibility matters.

Decisions about infrastructure investment, long-term planning and financial management affect the reliability and cost of electricity for rural homes, farms and businesses. The Board's role is to ensure those decisions reflect the long-term interests of members and support a strong, sustainable Association.

Local governance is a defining strength of the REA model. Wild Rose REA's directors are members themselves, bringing experience as farmers, business owners and rural residents who understand the communities they represent. They know firsthand the importance of reliable power, responsible spending and planning for future generations.

Members also play an important role in keeping Wild Rose REA accountable. Through Board elections, participation in the Annual General Meeting and ongoing feedback, members have opportunities to ask questions, share their perspectives and help guide the Association's future.

The Annual General Meeting provides an opportunity to learn about the Association's performance, understand its priorities and participate directly in its governance. This connection between members and their elected representatives helps ensure decisions are made with rural communities in mind, rather than the interests of outside shareholders.

Wild Rose REA was founded through the cooperation and determination of rural Albertans who believed they could build something together. Nearly 80 years later, that principle remains at the heart of how the Association is governed.

Your membership is more than an electricity connection. It is ownership, representation and a voice in the future of Wild Rose REA.

WE WANT TO HEAR FROM YOU!

Your feedback and input matter. The 2026 Member Feedback Survey is an opportunity to tell us what is working well, where we can improve and what matters most to you. Your responses will help us better understand member priorities, strengthen communication and guide long-term planning.

Member feedback helps inform Board direction. Wild Rose REA is guided by a Board of Directors elected from the Membership.

The Board's role is to provide oversight, set direction, and make decisions in the best interests of the Association and its members. The survey gives members a direct way to share feedback, and that input helps ensure Board discussions and future decisions remain connected to the needs and priorities of the members Wild Rose REA serves.

As an REA, Wild Rose REA is different from an investor-owned utility. Members are not simply customers. They are owners of the Association, with a voice in its future. Local governance helps keep decisions connected to the needs of rural homes, farms, businesses and communities. When members take the time to participate, they help strengthen that connection.

Please complete the survey online at or return the paper copy you received in the mail.

Members who complete the survey will be entered into a draw for a chance to receive a $100 credit on their power bill.

Survey deadline: November 30, 2026.
Thank you for sharing your feedback, supporting local decision-making and being part of Wild Rose REA.

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