

A MESSAGE FROM THE CEO



As I begin this new chapter as CEO of Wild Rose REA, I want to start by saying how proud I am to serve this organization and the members who make it possible.

Wild Rose has been part of my professional life for the past 13 years, and during that time I have developed a deep appreciation for the organization, our employees and the communities we serve. I also grew up on a cattle farm, so I understand firsthand the realities of rural life and the importance of reliable electricity to homes, farms and businesses. That background and the fact that I have also been a member myself for the last 15 years, continues to shape how I approach this role and the responsibility I feel to our members.

Wild Rose has a remarkable history. Our roots date back to 1947, when rural residents came together through cooperation, organization and hard work to bring electricity to communities that may otherwise have gone without. Many of our members today have family and community ties to the people who helped pioneer rural electrification in Alberta.

Their determination built the foundation we continue to benefit from, and it is our responsibility to protect that legacy while ensuring Wild Rose remains strong for future generations.

The value of the REA model remains as important today as it was then. As a member-owned co-operative, Wild Rose is guided by a simple purpose: to serve our members well and strengthen the communities we call home. Our focus is on providing safe, reliable electricity at the best possible value, making responsible decisions and remaining accountable to the people and communities we serve.

As CEO, I want members to feel informed, valued and connected to their co-operative. You should understand how Wild Rose works, how decisions are made and how your feedback helps shape our direction. Over the coming months, you will see a greater focus on communication, member engagement and community storytelling through our newsletter, website and Facebook page. We also plan to seek more direct member feedback before the end of the year to help guide our priorities for 2027.

I believe the strongest organizations are those that listen, communicate openly and remain grounded in their purpose. My commitment is to be approachable, accountable and focused on the needs of our members. I am excited about what lies ahead and confident in the future we can build together. Wild Rose has strong roots, dedicated employees and members who care deeply about their communities. We have much to be proud of, and even more to look forward to.

The best is yet to come.

Kayla St. Pierre
CEO

BUILT TO SERVE MEMBERS

Rural Electrification Associations were created when rural residents came together to bring electricity to communities that may otherwise have been left behind. That spirit of cooperation remains at the heart of the REA model today.

Wild Rose exists to serve the people who receive power from it. Its purpose is not to generate returns for external shareholders. Instead, decisions are made with the needs of members, the reliability of the system and the long-term strength of rural communities in mind.

Member ownership also creates a different kind of accountability. Members elect the Board of Directors and have a voice in the direction of the organization. The people making decisions understand the communities Wild Rose serves because they live and work in them. They know the importance of reliable electricity to farms, homes, businesses and community organizations.

This local connection influences more than the delivery of power. It is also reflected in Wild Rose's support for scholarships, the Rural Roots Awards, community events and local organizations. These investments help strengthen the same communities that built and continue to sustain the co-operative.

The REA model is valuable because it keeps service, accountability and community at the centre. It allows Wild Rose to focus on providing safe, reliable electricity at the best possible value while remaining responsive to local needs.

For members, that means being part of more than a utility. It means belonging to an organization that was built by rural communities, remains accountable to them and continues to work in their long-term interests.



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