

MEET THE BOARD: DAYLENE UNRAU



Daylene Unrau, Second Vice President of the Wild Rose REA Board of Directors, brings deep roots in the Barrhead and Neerlandia area and a strong appreciation for the history and community spirit that define rural Alberta.

Born and raised in the area, Daylene became a Wild Rose REA member in 2007 when she purchased her childhood home from her parents, strengthening her connection to the community she has always called home.

Daylene has worked with Small Power Barrhead since 1994, with roles in parts, bookkeeping and customer service. That experience has given her a practical perspective on business, service and the importance of relationships in a small community.

Like many members, Daylene says there was a time when electricity was simply another bill to pay. Her interest in the REA grew as she learned more about the advantages of a locally owned, self-operating rural utility and what the REA model means for its members.

"This sparked my interest in becoming involved in the REA!"

Daylene decided to run for the Wild Rose REA Board because she wanted to bring another perspective to the table, including the perspective of a rural woman, a longtime community member and someone interested in learning more about the electricity industry.

One message Daylene wishes more members understood is simple: Wild Rose belongs to its members.

"This is our utility. It isn't here to generate profits for outside investors. The members own it, and members have a voice."

For Daylene, local ownership also means keeping decisions, investment and economic benefits closer to home. She believes the Board has an important responsibility to protect the Association not only for today's members, but for future generations.

Daylene is particularly passionate about preserving rural history and ensuring members understand how committed the Board is to keeping our rural utility strong.

"We would love for new people to become involved for the right reasons: people who care about their community, the REA model and who want to see it thrive for another 80 years."

Daylene's connection to Barrhead extends beyond the REA. Over the years, she has volunteered throughout the community while raising her family and outside of work, Daylene enjoys time with her family, ATVing, walking through the bush and appreciating the natural beauty of the area she has always called home.

When asked to describe Wild Rose REA in one word, Daylene chose "dynamic."

"There are many different people, perspectives and opportunities which all come together around one key message: safe and reliable power."

YOUR BOARD, YOUR VOICE, YOUR REA

One of the most important differences between Wild Rose REA and an investor-owned utility is how the organization is governed. Wild Rose is a member-owned Rural Electrification Association. That means members are not simply customers. They are owners of the Association and have a voice in its future.

A key part of that voice is the Board of Directors.

The Wild Rose Board is elected from the Membership to represent members and help guide the long-term direction of the Association. The Board is responsible for governance, strategic oversight, financial stewardship and ensuring decisions are made in the best interests of the Association and its members.

The Board does not manage the day-to-day operations of Wild Rose. That responsibility belongs to the CEO and staff. Instead, the Board's role is to provide oversight, set direction, ask questions, review major decisions and ensure Wild Rose remains focused on safe, reliable service, responsible planning and long-term value for members.

Local representation matters.

Wild Rose Board members live and work in the communities the Association serves. They understand the importance of reliable power to rural homes, farms, businesses and community spaces because they rely on the same system and share many of the same experiences as other members.

That local connection is part of the value of the REA model. Decisions are not being made by a distant corporate board with no connection to the community. They are being made by members who understand rural Alberta, care about the long-term strength of the system and are accountable to the Membership.

The Board also plays an important role in protecting the Association for future generations. Wild Rose was built through the effort and commitment of rural residents who believed their communities deserved reliable electricity and local control.

Today, the Board helps carry that legacy forward while ensuring the Association continues to evolve and meet the needs of members.

Member ownership works best when members are informed and engaged. That can include learning more about the Board, attending the Annual General Meeting, asking questions, providing feedback and considering future opportunities to participate in Wild Rose governance.

Over the past several months, we have been introducing members of the Wild Rose Board through the newsletter. These profiles are intended to help members better understand who represents them, why Board members choose to serve and how local experience helps shape the Association's direction. At its core, local governance is about connection and accountability.

Wild Rose belongs to its members.

The Board represents those members. Together, that structure helps ensure decisions remain focused on safe, reliable power, local accountability and the long-term needs of rural Alberta.



We would like to thank our members for being part of our co-operative. We are grateful for the trust you place in us to provide safe, reliable power to your homes, farms, businesses and communities.

From all of us at Wild Rose REA, we wish you and your family a safe and happy Thanksgiving.