



A MESSAGE FROM THE PRESIDENT



As we begin this new chapter at Wild Rose REA, I would like to take the opportunity to introduce myself and share what I hope to contribute in this role.

My connection to this community runs deep. I have lived here for 53 years, and my family's roots in the area go back to 1905, when my great-grandfather first homesteaded here. My uncle was also among those who helped install some of the original power lines in our area. I have been a Wild Rose REA Member since 1997, have served on the Board since 2012, and have operated a successful local business since 2004.

Throughout that time, I have also had the privilege of serving on numerous boards and giving back to the community that has given so much to me.

I am passionate about rural Alberta and excited about what lies ahead for Wild Rose. With new leadership, fresh perspectives and new opportunities on the horizon, I am committed to doing the best possible job for our members and helping position the Association for a strong future.

At its core, an REA exists to serve its members. As a not-for-profit cooperative, our decisions should always be guided by what is best for the membership as a whole—not by personal interests, individual agendas or profits for outside investors.

REAs also serve as an important benchmark for electricity distribution costs and service throughout Alberta, helping keep the broader industry accountable and focused on the needs of rural consumers.

Strengthening our connection with members will be an important priority. This refreshed newsletter is one way we can provide timely, relevant information while creating more opportunities for members to learn about Wild Rose, understand the benefits of the cooperative model and stay connected with the work of their Association.

I am especially proud of the ways Wild Rose supports the communities we serve, including sponsoring local fairs, providing scholarships and recognizing deserving organizations through our Rural Roots program. Investing in young people, local organizations, and community events is an important part of giving back to our membership and ensuring our rural communities continue to thrive.

Above all, I want members to know that I am here to serve the community in which I live. This is my home, these are my neighbours, and I am committed to listening, helping wherever I can and working in the best interests of the entire Wild Rose membership.

Carl Larsen
President



ROOTED IN COMMUNITY

Community support is an important part of who we are. As a member-owned co-operative, our connection to the communities we serve goes beyond delivering safe and reliable electricity. Our members, employees and leaders live and work here, and it is important to us to support the events, organizations and gathering places that help rural communities stay strong.

This August, Wild Rose is proud to be out in the community, supporting several local events:

- **Barrhead Parade**
 - August 8, 2026
- **Westlock Parade**
 - August 14, 2026
- **Pancake Breakfast at the Westlock Ag Fair**
 - August 16, 2026



These events are more than dates on a calendar. They are opportunities to connect with members, celebrate the people and places that make our service area special, and continue building relationships across the communities we serve.

Supporting local events reflects the same spirit that helped build Rural Electrification Associations in Alberta. Wild Rose was created through cooperation, local commitment and the belief that rural communities are strongest when people work together. That legacy continues to guide us today.

If you see us at an event this summer, please stop by and say hello. We look forward to connecting with our members and neighbours throughout August.



At Wild Rose REA, investing in our members means investing in both our communities and the electrical system that serves them.

Every pole replaced, line maintained, and upgrade completed is part of our commitment to safe, reliable service for rural families, farms, businesses and community spaces across our service area.

These investments help strengthen system performance, reduce outage times, improve service reliability, and ensure our infrastructure can continue to meet member needs into the future.

As a member-owned co-operative, our decisions are guided by long-term value, responsible planning and the practical realities of rural electricity service.

Rural Alberta depends on reliable power, and rural Alberta is worth investing in.