

Building relationships and harvesting opportunity



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2019 electric industry overview



▶ Current situation

- Advancements in electric technologies
- Electricity continues to get cleaner every day
- The transportation sector is now the #1 source of carbon emissions in the U.S.
- Electrification is seen as a solution to several issues

▶ **These factors have created abundant opportunity for electrification!**

How to harness the opportunity

- ▶ Change doesn't come easy
- ▶ Manpower is limited
- ▶ Other priorities get in the way
 - Rate issues
 - Bad meters
 - Load control issues
 - Billing issues
 - Problem resolution

Build the relationship

- ▶ These interactions give you the chance to show competency
- ▶ Never know when or how the opportunity will present itself
- ▶ Creative thinking is your best friend
- ▶ Word gets around
- ▶ We are cooperatives and member service is our strong suit

Harvest the opportunity - example

