



Nueces Electric Cooperative **MEDIA KIT**



www.nueceselectric.org



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Introduction

We are pleased to assist you with your media inquiry. In this media kit, we have provided you with guidance for media inquiries including access to NEC logos, cooperative information, and media contacts.

For assistance, please reach out to our communications team using the contact information provided throughout the kit.

NEC’s Media Kit includes the following information:

- NEC Logos
- About NEC
- Service Territory
- Board of Directors
- NEC Leadership
- NEC/NEC Co-op Energy Difference
- Expert List for Media Contacts
- About Electric Cooperatives
- Seven Cooperative Principles

Logos

We have multiple versions of the NEC logo available. We have included different versions of our logo in this kit, please reach out to our communications team for approval on NEC logo use.





About NEC

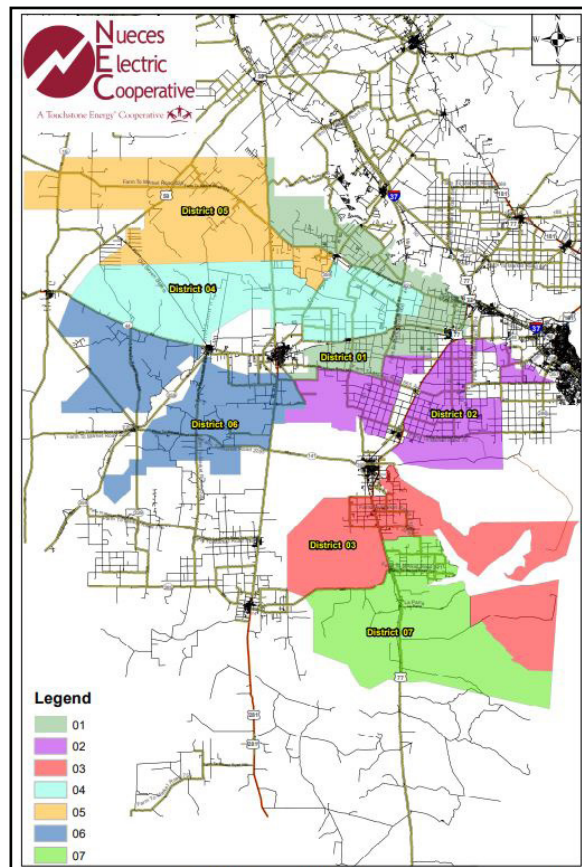
Nueces Electric Cooperative (NEC) is a community focused electric cooperative. We are led by our members and we were built by the communities we serve. Founded in 1938, today NEC serves over 19,000 electric meters for consumers in eight South Texas counties.

Since the co-op's inception, NEC has worked hard to be a good community partner. For years we have enjoyed participation in area Livestock Shows and County Fairs. We provide free safety presentations to elementary schools as well youth programs and scholarship opportunities for high school juniors and seniors. Each year, the Ramiro De La Paz Memorial Scholarship Programs awards area youth with funds for college and sends several students to Washington D.C. with the NRECA Youth Tour program.

In 2005, NEC became the first electric cooperative to voluntarily deregulate. We are the only deregulated electric Co-op in Texas and only one of a handful in the United States.

NEC is one of more than 900 energy cooperatives in the United States.

Service Territory

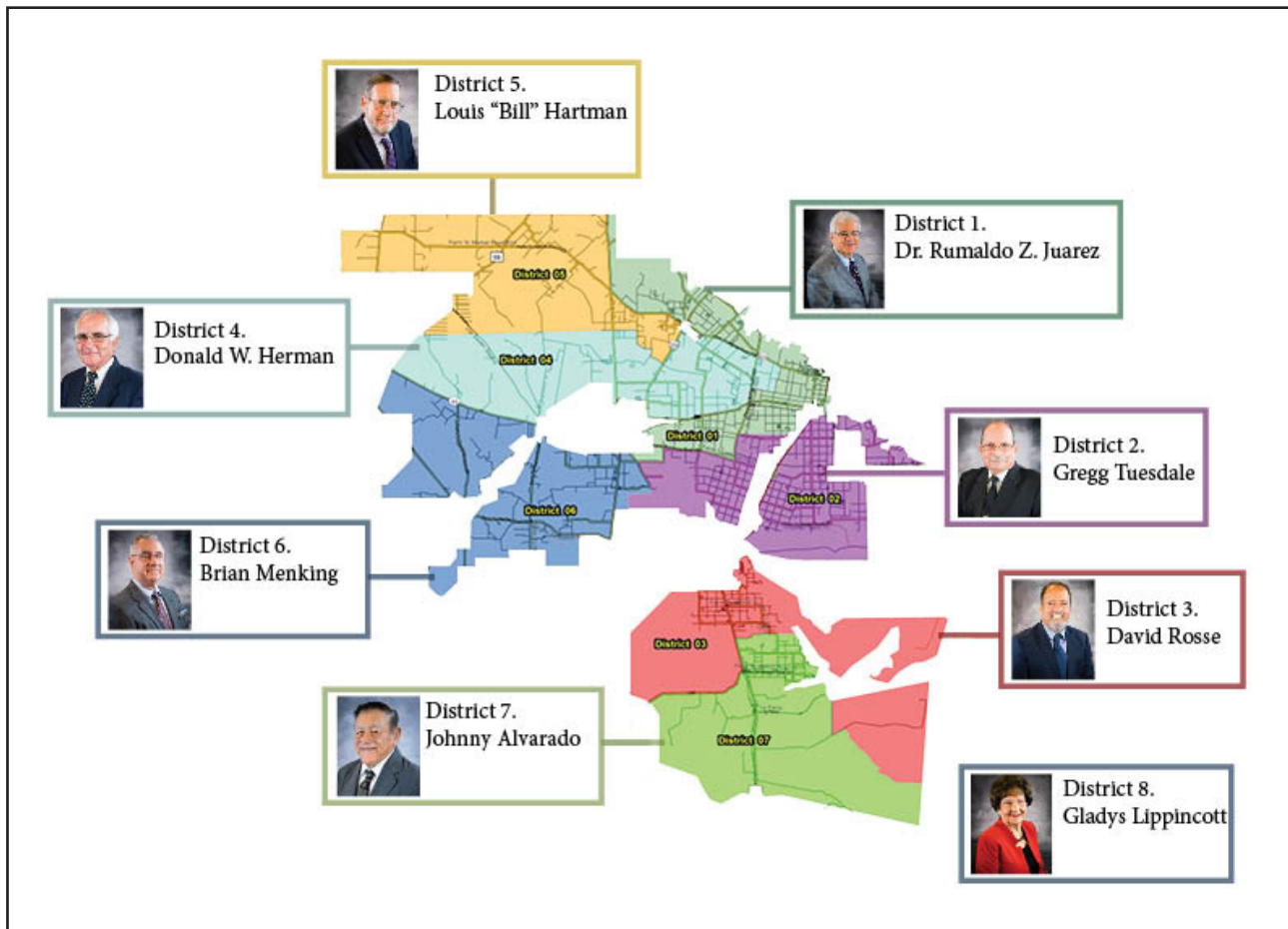




Board of Directors

Rock Energy Cooperative is governed by a board of nine directors elected by and from the cooperative’s membership. The directors are responsible for setting major policies within Rock Energy’s eight-county service area, hiring executives and strategic planning for the evolution of the cooperative. Directors are elected to three-year terms. The current board of directors includes:

- District 1: Dr. Rumaldo Z. Juarez
- District 2: Gregg Truesdale
- District 3: David Rosse - Secretary Treasurer
- District 4: Donald Wayne Herrmann
- District 5: Louis Bill Hartman
- District 6: Brian Menking - President
- District 7: Juan Alvarado
- District 8: Gladys Lippincott





NEC's Leadership



Senior Staff

Sarah Fisher, AGM & Chief Compliance Officer

Adriana Pena, Chief Financial Officer

Frank Wilson, Chief Retail Officer

Varzavand "Avan" Irani Chief Executive Officer

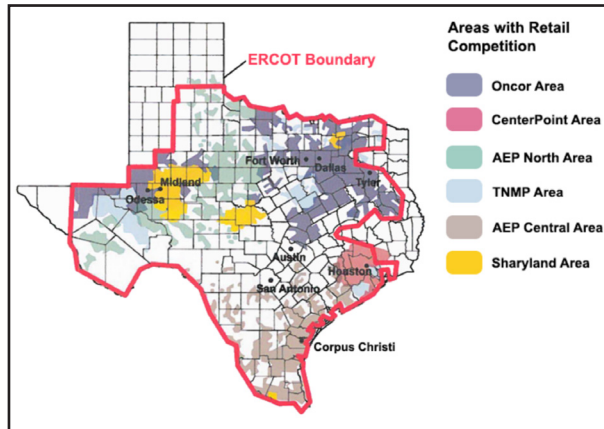
Irani steps into the role of Chief Executive Officer after serving the members of NEC for 16 years. Irani began his career at NEC in 2003 as Project Manager/Distribution Engineer. In 2011, he was promoted to the role of Chief Operations Officer in which he assisted in strategic growth and managed operational aspects of the Co-op.

Irani received a Bachelor of Science degree in Electrical Engineering from the University of Bombay in India, a Master of Science degree in Electrical Engineering from Texas A&M University-Kingsville and completed a Master of Business Administration with a Certification in Energy Finance and Logistics from Texas A&M University-Kingsville, he is also a licensed professional engineer in the State of Texas.

Irani is the co-op's seventh C.E.O. since opening its door in 1938. He will become a part of the co-op's rich history of serving south Texas and will continue to expand and enhance the co-op's unique business model.



NEC/NEC Co-op Energy? What's the difference?



Background - Texas Electric Industry

In the Texas electric industry, there are six investor-owned utilities (IOUs) in the ERCOT footprint. These are AEP Texas Central, AEP Texas North, Texas-New Mexico Power Company, Centerpoint Energy, Oncor and Sharyland Utilities. Those who live in the IOU footprint (more than 85% of Texas) are in a competitive retail market in which consumers are offered a choice of retail electric providers. Those who live outside the IOU footprint, typically in rural areas, receive electric service from Non-Opt-in Entities, such as municipalities and electric co-ops. Electric co-ops and municipalities are not required to opt-in to retail competition, and instead have a “captive” consumer base, in which members do not have the option to select retail electric providers.

In 2005, NEC became the first electric cooperative to voluntarily deregulate. We are the only deregulated electric Co-op in Texas and only one of a handful in the United States. NEC came up with the idea in 1999 and NEC voted to give members a choice to choose their power provider in 2000. In 2005 NEC officially introduced NEC Co-op Energy, the Co-op's competitive retail division. Today, NEC Co-op Energy serves the retail electric needs of over 40,000 members across Texas.

NEC Co-op Energy is not the same entity as Nueces Electric Cooperative and you do not have to buy NEC Co-op Energy's products to continue to receive quality services from Nueces Electric Cooperative



Transmission and Distribution Service Provider (TDSP)

- Delivers ERCOT transmission electricity to consumer
- Owns and operates transmission services
- Operates and maintains distribution system
- Owns, installs, and reads meters
- Receives revenue from rates, which are defined in the NEC tariff and are based on the cost of maintaining the T&D system, administrative services, and other fees approved by the PUCT



Retail Electric Provider

- Purchases power in the ERCOT market and sells to consumers
- Responsible for billing and relationship with consumers
- Receives revenue from contracts with consumers



Expert Source List for Media

To schedule interviews with the sources, contact one of NEC's corporate communications specialist:
communications@nueceselectric.org. *Media inquiries only

Media Contacts

Primary Media Contact

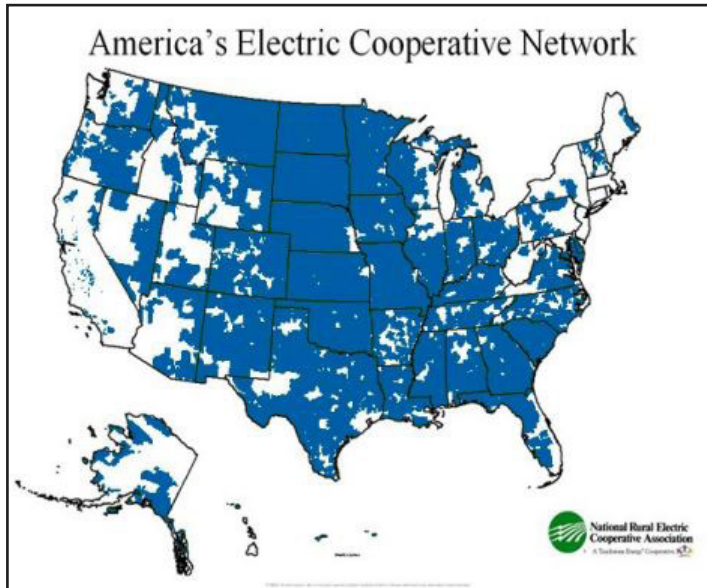
Alexa Patek, Corporate Communications & Community Affairs Specialist

Secondary Media Contact

Kirklan Hinojosa, Corporate Communications & Regulatory Affairs Specialist



About Electric Cooperatives



Electric cooperatives are private, independent businesses whose members have a financial interest in the operation. They are not-for-profit, democratically governed corporations that are based in the communities they serve.

Cooperative profits, or margins, are either reinvested in the cooperative or returned to the member-owners as patronage capital.

Seven Principles

Electric cooperatives are guided by the following seven cooperative principles, which help anchor them firmly in the communities they serve and allow close regulation by their consumers.

- **Voluntary & Open Membership** – Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership.
- **Democratic Member Control** – Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions.
- **Members' Economic Participation** – Members contribute equitably to and democratically control the capital of their cooperative.
- **Autonomy & Independence** – Cooperatives are autonomous, self-help organizations controlled by their members.
- **Education, Training & Information** – Cooperatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their cooperatives.
- **Cooperation Among Cooperatives** – Cooperatives serve their members most effectively and strengthen the cooperative movement by working together.
- **Concern For Community** – While focusing on member needs, cooperatives work for the sustainable development of their communities.