



**Have a media  
inquiry?**

Lets Chat!



Opt-for  
Co-op



**2021 Media Kit**

## 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 Co-op Energy logos, cooperative information, and media contacts.

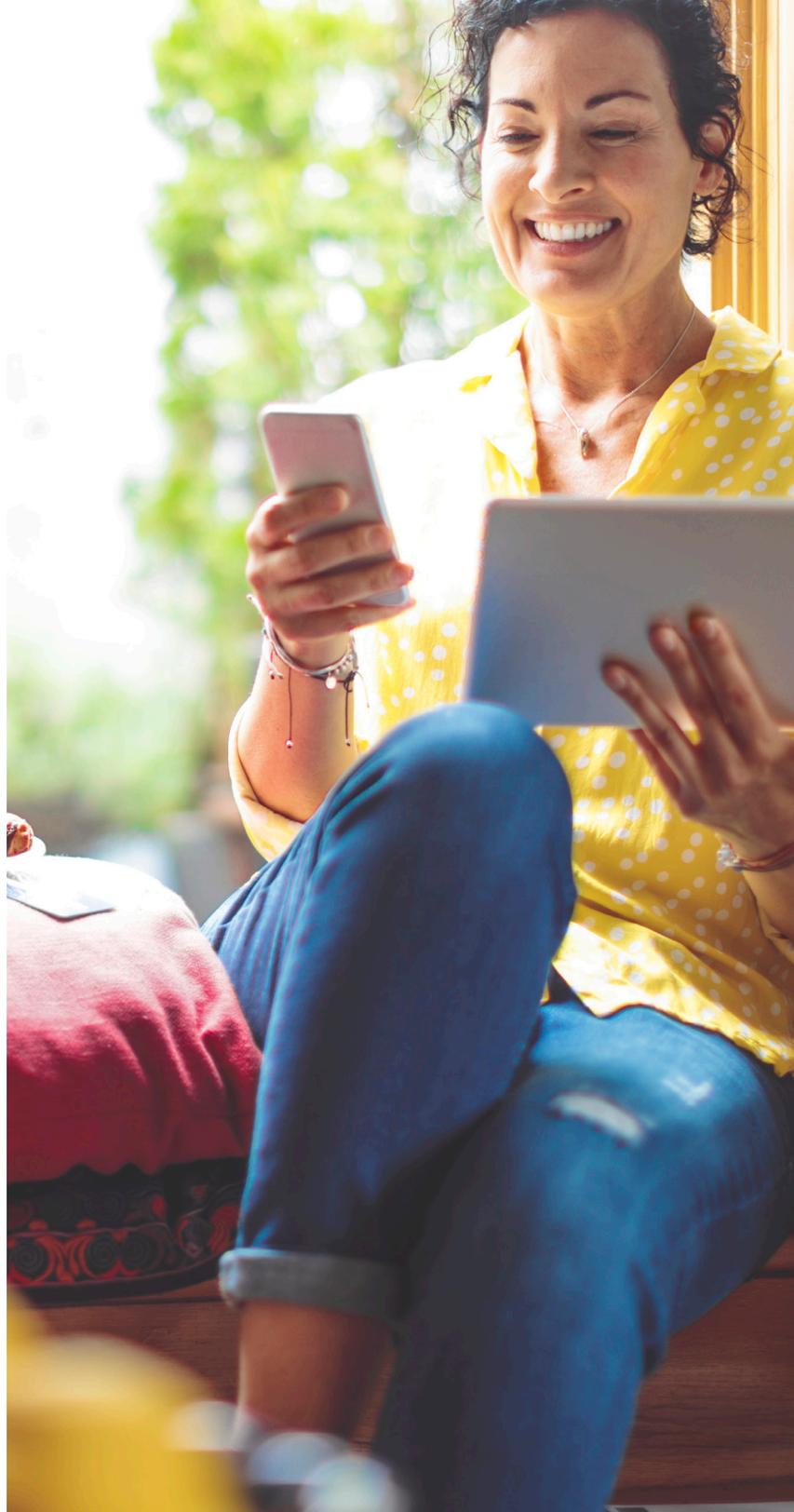
For assistance, please reach out to our communications team using the contact information provided throughout the kit.

## NEC Co-op Energy Media Kit includes:

- ✓ About NEC Co-op Energy
- ✓ NEC Co-op Energy Logos
- ✓ What Makes us Different
- ✓ Touchstone Energy Cooperative
- ✓ NEC Co-op Energy Leadership
- ✓ About Electric Cooperatives
- ✓ Seven Cooperative Principles
- ✓ NEC/NEC Co-op Energy Difference
- ✓ Expert Contact List for Media

## Logo

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



## About NEC Co-op Energy

In a deregulated electricity market, traditional electric companies supply service to the areas that provide the highest profits. Electric cooperatives are different; we originated to serve customers overlooked by these commercial operations—such as customers in rural areas—while providing them with the same quality of electric service. At NEC Co-op Energy, our goal is to give our members reliable electric service while being honest and upfront about our rates.

### What Makes us Different?



#### We're a not-for-profit

As the only non-profit retail electric cooperative in Texas, we believe that everyone deserves affordable, dependable electric service.



#### We support local

NEC Co-op Energy is deeply connected to our community, proudly providing support to members, local charities, organizations and events.



#### Power Perks

Electricity rates fluctuate throughout the year. To offset anticipated spikes, we set aside a fund—the “Power-Perks” Adjustment account. Any leftover funds are returned to members!



#### Capital Credits

Capital Credits represent your allocated share of the cooperative's margins during your membership.

### We're Also Part of Touchstone Energy Cooperative

The Touchstone Energy Cooperatives brand represents a nationwide alliance made of more than 740 local, consumer-owned electric cooperatives in 46 states. Touchstone Energy co-ops collectively deliver power and energy solutions to more than 30 million members every day. Electric cooperatives distribute power for 75 percent of the U.S. land mass over 2.4 million miles of power lines.

# Questions?

We have answers.

[Communications@NECcoopEnergy.com](mailto:Communications@NECcoopEnergy.com)



# NEC Co-op Energy Leadership

## Management

Frank Wilson, Chief Retail Officer

Michael Glass, Retail Operations Manager

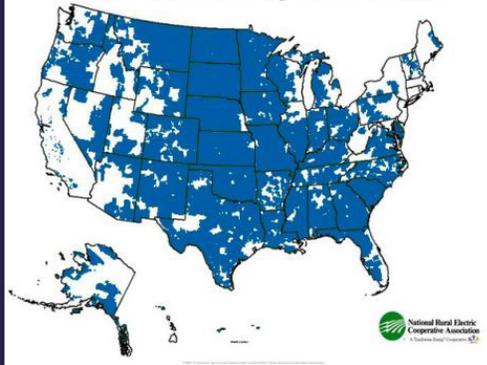
## Varzavand "Avan" Irani Chief Executive Officer

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.

America's Electric Cooperative Network



## 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 Co-op Principles

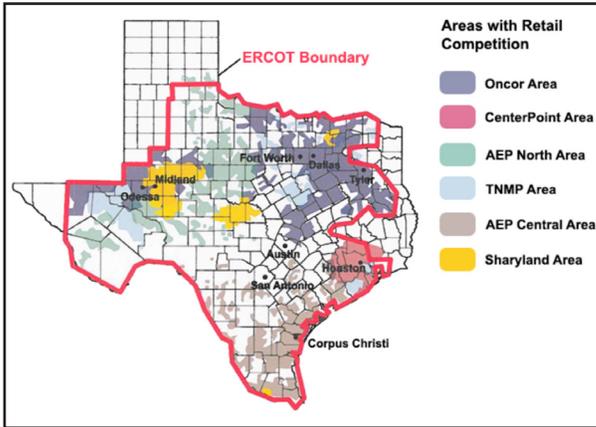
Electric cooperatives are guided by the following seven cooperative principles, which help anchor them firmly in the communities they serve and allow close regulation by their consumers.

- **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 co-ops
- **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.

# 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, Nueces Electric Cooperative, Inc. (NEC) became the first electric cooperative to voluntarily deregulate. NEC is 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 more than 28,000 meters across Texas.



### 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 (REP)

- Purchases power in the ERCOT market and sells to consumers
- Responsible for billing and relationship with consumers
- Receives revenue from consumers who pay at cost for electricity and pay to receive other services

## Expert Source List for Media

To schedule interviews, contact one of NEC's corporate communications specialists:

[communications@NECcoopEnergy.com](mailto:communications@NECcoopEnergy.com)

\*Media inquiries only

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## Media Inquiry Contacts

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