



Wayne Morris

Ozark Electric Member for 2 Years

What has motivated you to run for the Board?

I am anxious to be a constructive member of the Board of Directors. My experience communicating with people and ability to explain complex concepts has prepared me to be a voice for the Members of my District and the entire Membership. The Members are my focus. I have the management experience and education to understand the issues facing the COOP, evaluate the opportunities and risks, and communicate with the Members. It is my belief that these are essential to effective representation.

Describe your background, education, and experience.

I have the following degrees: AS Electronics Technology, BS Business Management, Masters Business Administration. My management experience includes senior positions, including Vice President, in several organizations. I have excellent communications skills, training, and experience in electronics and telecommunications. My work experience includes electronic engineering, marketing, sales, software programming, technical writing, training manuals, slide presentations, photography, and videos. As a senior manager I have also managed marketing, sales, support, finance, personnel, schedules, inventory, sourcing, and client interactions.

Are you aware of any conflicts of interest with serving on the Board (businesses, other boards, elected office, etc.)?

None.

What do you see as the greatest challenges facing the nation's grid, and how do you see these challenges impacting Ozark Electric?

Much of the Nation's power grid is aging and has not kept up with demand. Surging demand for electricity has put increasing pressure on the generation, transmission, and delivery systems. I was in Texas when a major power crisis as a result of winter storm URI hit. The grid suffered the worst infrastructure failure ever. Some of the problems included failure to winterize fuel sources, frozen windmills and solar panels, and lack of alternative power providers. This was an example of the need to be proactive in ensuring we have alternative power providers, updated power delivery, and updated local infrastructure.

What do you see as the primary work or role of the Board?

Delivering affordable, reliable electrical power that ensures households are able to maintain a standard of living that is not stifled by high energy costs. The costs of generating, transmitting, and delivering power are maintained at the lowest possible cost while providing for the future. Communicating with the Members about their needs and ensuring that they are being informed of the reasons and actions of the board's decisions. Using knowledge gained from the Members, oversight of the COOP operations, ensuring costs are as low as possible, eliminating waste, and meeting future needs.

Explain the fiduciary responsibility of a Board Director.

Each Member of the COOP expects the Board to handle the funds responsibly. That means the delivery of reliable power. Every Member dollar that is not used in attaining this goal should be in question. Our expenses should be in-line with best operating practices of COOPs in the state. A non-profit is expected to operate to achieve the objectives of the organization without unnecessary or non-essential expenses. I would be sitting at the table as a representative of every Member that pays a bill. That bill should cover the operating, maintenance, and future needs of the Membership.

How will you handle communicating with members on decisions that are best for the cooperative as a whole, but not for one individual member?

Without understanding anything about how a decision was made, a decision may seem arbitrary. More transparency toward and participation from the Members before and after a Board decision is implemented would help everyone understand. I will continue to use face-to-face opportunities and social media to communicate with the Members providing explanations and answering questions as I have the past two years. Members will be able to contact me by email or phone to ask questions or express concerns. I have been attending the COOP scheduled sessions for Members and will continue to do so.

Would you be able to support a Board decision of which you were in the minority?

Short answer, yes. When a decision is made by the Board, I will support the decision by explaining the issue, rationale for the decision, and the alternatives considered. I would further provide responses to Members about the effects of the decision and possible management of impact. We don't always agree with a plan, but once a decision is made, we implement it. One thing that I think the Board should also consider, is how is the decision received. If many of the Membership is adamantly against it, perhaps a mistake was made and it should be reconsidered.

What makes you the ideal candidate?

I am a Member with the same needs and expectations as the rest of the Membership. My only loyalty is to the Members. I am not afraid to challenge the status quo and vote based on the best information available at the time. I am a businessman, communicator, collaborator, and educator. I am also a problem solver with the skills to be an asset on the Board. This will be my job #1! I will approach this position with the same energy that drives me in everything I do. I want the job of Director for Ozark Electric Coop, District 1!