

# 2022 ANNUAL REPORT



Crawford Electric  
A Touchstone Energy®  
Cooperative





new services  
connected

**310**

avg monthly  
residential  
kWh  
usage  
in  
dollars

**\$140**

**7** counties  
served

**40** fleet vehicles

**59**  
employees

**21,160**  
active meters

**68,017**  
poles

**16,757**  
memberships

**2,985**  
miles of line

efficiency rebates  
issued to members

**\$64,109**

energy used by  
members

**279,697,002**  
kWh



*Snapshot  
of  
2022*

## Message from CEO

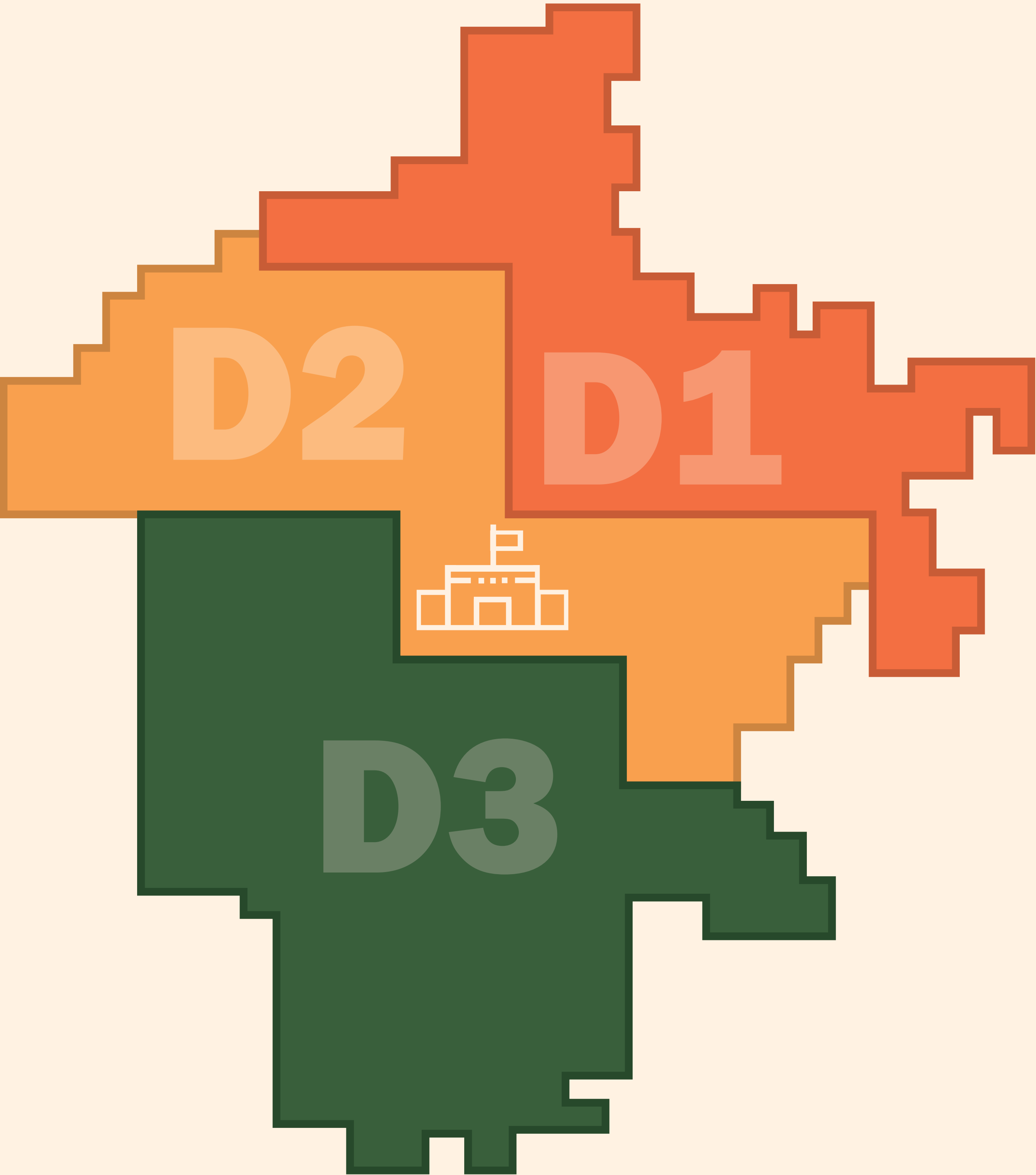
A classic rock song of the 1970s declared that folks were “takin’ care of business – every day, every way.” That’s how 2022 felt to me. Shaped by the previous two years of the national emergency caused by the COVID-19 pandemic, 2022 was another year of taking care of our members, our employees and our communities. Supply-chain disruptions required us to adapt and remain nimble to fulfill our mission to maintain high-quality, reliable electric service. We explored new digital options and modified in-person opportunities to engage with our communities. Our employees continued their dedicated service, even as several longtime workers retired. I believe this annual report will show that your co-op worked hard for you in 2022.

*-Tony Mallory*



# BOARD OF DIRECTORS

*as of December 31*



*Bink Blankenship*  
District 1, Director



*Janet Morrow*  
District 1, Director



*Janice Dorson*  
District 1, Secretary



*Doug Murphy*  
District 2, Director



*Jim Biermann*  
District 2, Director



*Debbie Willette*  
District 2, Vice President



*Jim Cottrell*  
District 3, President



*Gary Mullen*  
District 3, Treasurer



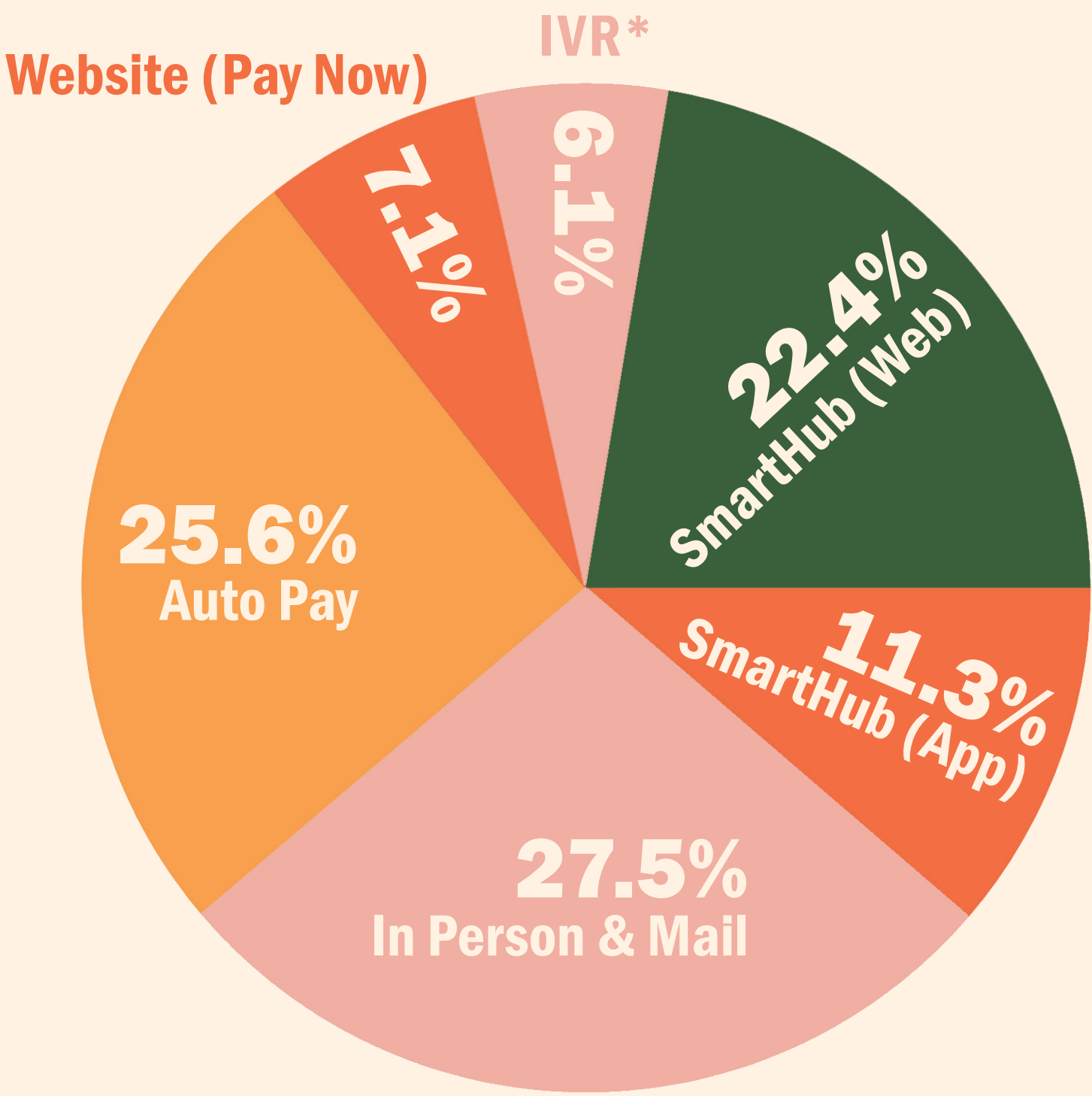
*Joe Cason*  
District 3, Director

# DROP US A LINE OR FIND US ONLINE...

*we are here for you 24/7/365*

**1,590**  
HOURS SPENT TALKING WITH OUR  
MEMBERS ON THE PHONE.  
THAT'S **80%** OF EVERY WORK DAY!

## HOW MEMBERS PAID IN 2022



\*IVR: Interactive Voice Response/Automated Phone Service

## PHONE CALLS TAKEN IN 2022

181	3,626	43,505
In a Day (avg)	In a Month (avg)	In the Year

GET IN TOUCH	CONTACT A MEMBER SERVICE REP	✓	✓			✓ ✓ ✓
	REPORT OUTAGE	✓			✓	✓
ACCOUNT MANAGEMENT	PAY BILL	✓	✓	✓		✓ ✓
	CHECK USAGE	✓	✓			✓
	UPDATE INFO	✓	✓	✓		✓
	SET BILLING PREFERENCES	✓	✓			✓ ✓
NEWS & UPDATES STAY IN THE KNOW	RURAL MO MAGAZINE			✓		✓
	REAL-TIME UPDATES					✓
	OUTAGE MAP					✓ ✓
	PLANNED WORK OR OUTAGE NOTIFICATION	✓			✓	✓



# TREASURER'S REPORT

as of December 31



## BALANCE SHEET

ASSETS (WHAT WE OWN)	
Cash on Hand	\$385,172
Accounts Receivable	\$4,183,902
Temporary Investments	\$4,972,691
Materials & Supplies	\$1,993,341
Prepayments	\$85,079
Equity in Other Co-ops/Organizations	\$7,315,198
Misc. Assets	\$4,417,833
Utility Plant	\$133,334,004
Less Depreciation	(\$44,232,131)
Depreciated Value: Utility Plant	\$89,101,873
<b>TOTAL ASSETS</b>	<b>\$112,455,089</b>

LIABILITIES (WHAT WE OWE)	
Balance on Loans	\$62,684,594
Notes Payable	\$0
Accounts Payable	\$2,775,780
Consumer Deposits	\$1,430,685
Misc. Liabilities	\$4,618,566
<b>TOTAL LIABILITIES</b>	<b>\$71,509,625</b>

NET WORTH (MEMBER'S SHARE)	
Membership	\$307,500
Capital Credits	\$39,398,825
Current Margins & Other Equities	\$1,239,139
<b>TOTAL NET WORTH</b>	<b>\$40,945,464</b>
<b>TOTAL LIABILITIES &amp; NET WORTH</b>	<b>\$112,455,089</b>

## INCOME STATEMENT

<b>TOTAL INCOME FOR 2022</b>	<b>\$36,459,736</b>
<b>EXPENSES</b>	
Cost of Power	\$17,989,064
Maintenance & Operations	\$11,917,604
Depreciation	\$3,654,465
Interest	\$2,169,601
Other Deductions	\$615
<b>TOTAL EXPENSES</b>	<b>\$35,731,349</b>
<b>OPERATING MARGIN</b>	<b>\$728,387</b>
<b>NON-OPERATING MARGIN</b>	<b>\$510,752</b>
<b>TOTAL MARGIN</b>	<b>\$1,239,139</b>



Gary Mullen

District 3, Treasurer

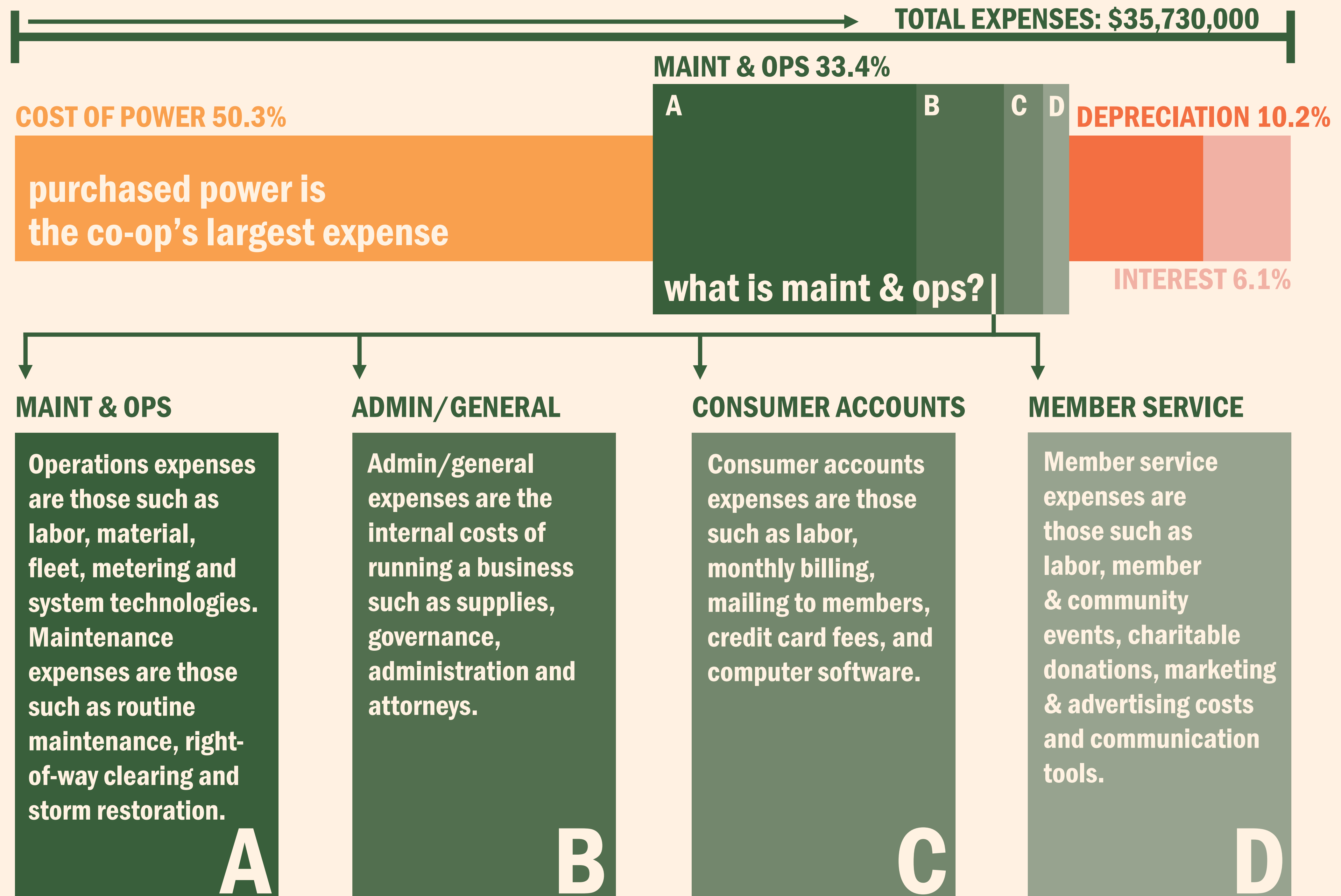
CAPITAL CREDITS  
RETIRED IN 2022

\$1,133,787

THAT'S MONEY  
BACK IN MEMBERS'  
POCKETS!

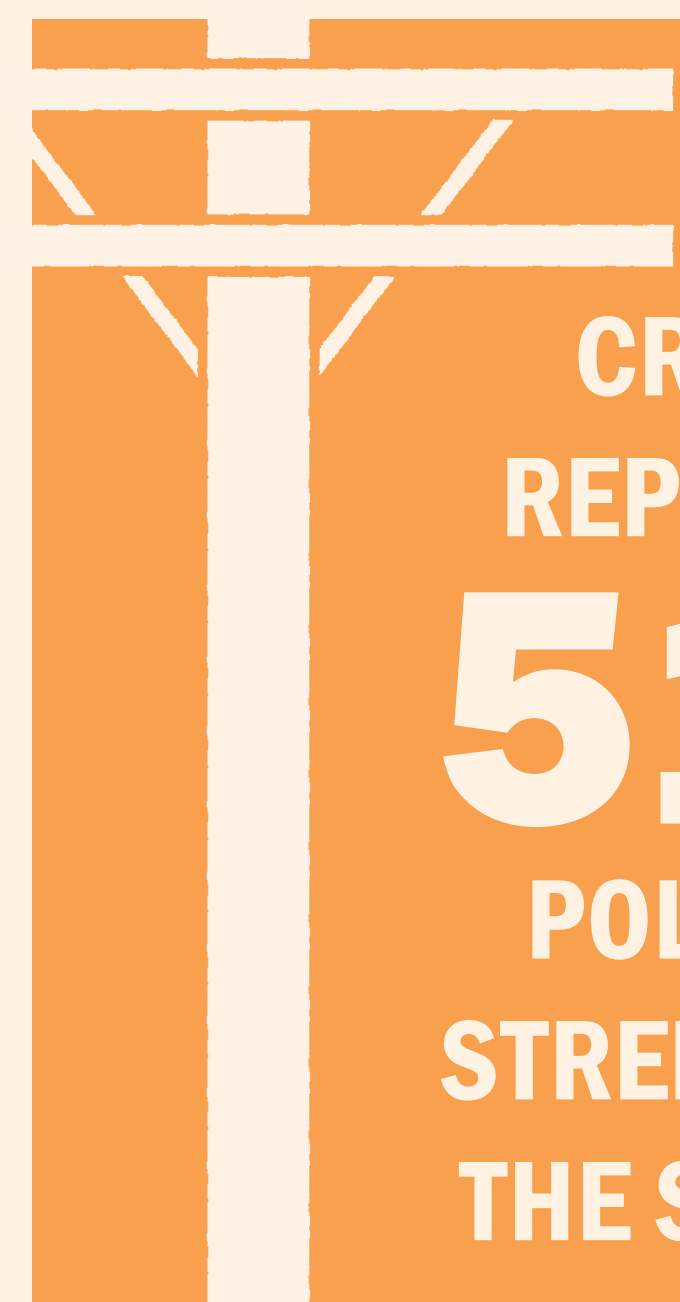


# EXPENSE BREAKDOWN





# 2022 projects



CREWS  
REPLACED  
**519**  
POLES TO  
STRENGTHEN  
THE SYSTEM

## GRID MAINTENANCE

This year, the operations team focused on small fixes across our entire service area. While surveying our infrastructure they were able to identify hundreds of opportunities to increase the safety and reliability of our electric grid. Results included upgrades such as installing over 300 sectionalizing devices to reduce the impact of large scale outages, replacing damaged guy wires and guards, re-installing missing ground wire and repairing broken connections.

## WEBSITE ACCESSIBILITY



LOOK FOR THIS ICON!

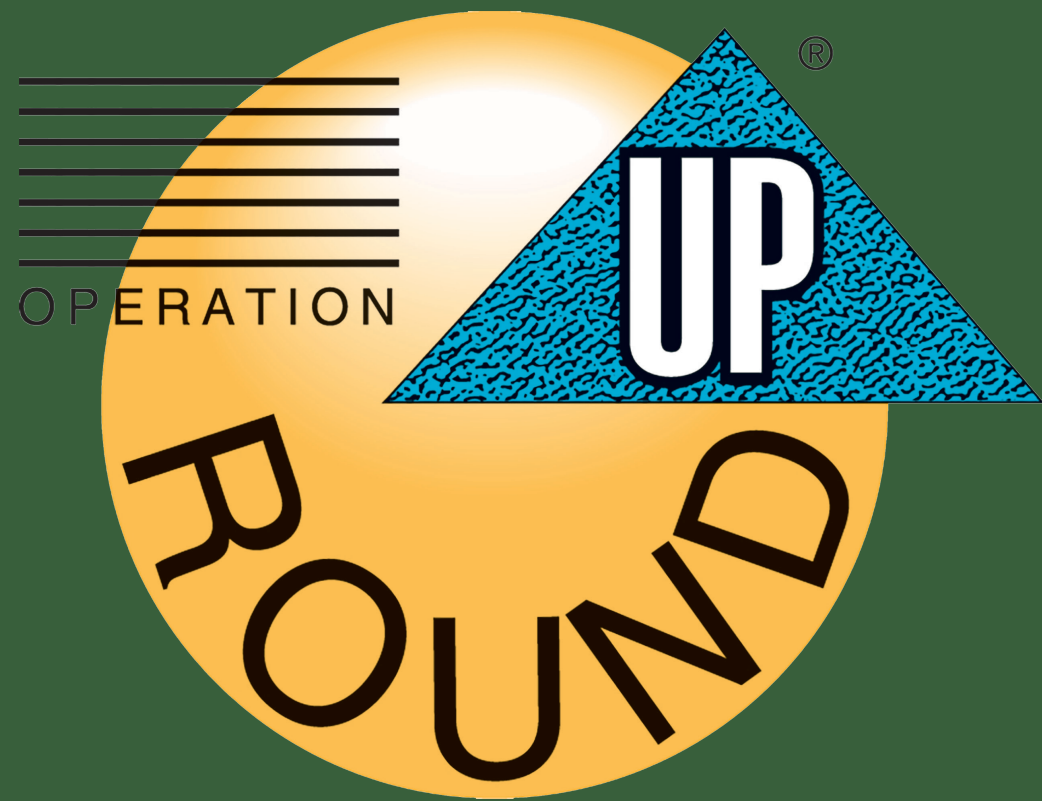
New in 2022, Crawford Electric's website is easier than ever to navigate. Look for the icon (pictured to the left) while on our homepage to open the accessibility adjustment panel. Here, you can find several different ways to create a custom viewing experience that suits your needs or preferences. Turn-key profiles are available to users with disabilities such as vision impairment, ADHD, cognitive disability or degrees of blindness. You will even find a seizure safe profile that reduces the risk of seizures by eliminating flashing animations and certain color combinations. The chart to the right lists other customizations that can be made to personalize your time on our website and make staying updated about your co-op even easier!

### MORE ADJUSTMENTS

- **font size**
- **line height**
- **letter spacing**
- **alignment**
- **dark/light contrast**
- **high/low contrast**
- **change colors**
- **hide images**
- **reading mask**
- **reading guide**
- **change cursor**

# ANNUAL MEETING

When the early voting period closed, we had already received the highest voter participation in decades. More than 13% of eligible voters participated, for a total of 2,266 early votes. Nearly 89% of the early voters used a digital option (online or via SmartHub) leaving only 11% to mail-in ballots. On annual meeting day, 375 people attended, but nearly half had already voted early in the director election. Just 151 members utilized in-person voting that day, creating a total voter participation of 2,417 or 14% of our membership. That total is more than 40% higher than 2021, which had been the highest vote count in 25 years.



Closing out 2022, there were 7,212 member accounts opted-in to round up their monthly bill as a donation to Operation Round Up. At less than \$1 per month, this program offers members an accessible way to make a difference in their community. Funds are distributed to fellow members in times of crisis or need such as: house fire, medical treatments, family emergencies, major loss, accessibility changes, etc. Additionally, grants are given to local organizations whose programs are designed to help the lives of our members and their communities. If you would like to learn more or start contributing please call or visit us online to sign up.

**\$72,047**  
granted to members  
in need

CASH BALANCE JAN. 1, 2022	\$12,816
2022 INCOME TO CHARITABLE TRUST	\$66,620
2022 OPERATION ROUND UP GRANTS	\$72,047
NET CASH AVAILABLE DEC. 31, 2022	\$7,389

4

Cooperative Youth  
Conference  
delegates

**\$13,000**  
raised by annual  
golf tournament

5,500

Facebook followers

1,930

Twitter followers

Customer  
Satisfaction  
Score

85

624

hours used by  
employees  
volunteering

3

Youth Tour  
delegates

**\$4,070**

donated to local  
charity events



T H A N K S   F O R   R E A D I N G

*until next year...*



Crawford Electric  
A Touchstone Energy<sup>®</sup>  
Cooperative



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