



BILL Ragsdale
Current Director

District 6

Personal

- Born in Dallas, TX
- Resident of Flower Mound for 15 years
- CoServ Member for 37 years
- Married for 44 years; 2 children; 4 grandchildren

Education

- BA Business Administration, Austin College (1975)
- CCD - Credentialed Cooperative Director, NRECA (2010)
- BLC - Board Leadership Certificate, NRECA (2011)
- DGC - Director Gold Credential, NRECA (2015)

Community Service

- Christian Community Action - CCA
- Kids Across America
- Hearts for Homes
- Feed the Hunger

- Hands Across Community
- Men of Nehemiah
- Active Member of Rock Pointe Church

Briefly, what is your business experience?

- President/Majority stockholder of Ed Ragsdale Sheet Metal Co., Inc. (since 1981)
- President/Majority stockholder of Alliance Services, Inc (since 1989)

Please explain why you are interested in serving on the CoServ Electric Board of Directors.

To me, it is the ultimate in service to your community. Utilities are definitely essential to our livelihoods and being involved in the decisions that effect that part of the CoServ Members' lives is very daunting, but also very gratifying.

I believe that during this unsettling time that we are in, it is crucial to keep the top leadership and decision makers of a company/co-op intact in order to build on the continuity that we currently have on the CoServ Board of Directors.

How many CoServ Electric Annual Membership meetings have you attended in the past 5 years?

5

What qualities do you possess which would make you an asset to the CoServ Electric Board of Directors, and what is your experience serving on boards of this type?

I consider myself to be a critical, intuitive, and analytical thinker with a progressive mindset that enables me to break down a situation and analyze it from a different perspective than others may. Having owned and managed businesses for more than 35 years, I

have had the opportunity to build a great foundation of business decorum, tenets and principles that are very useful in a boardroom setting. I have taken the time and initiative to attain all three levels of director education certification through our National Rural Electric Cooperative Association. At this time I am the first and only director on CoServ's board to have achieved this. My high level of honesty and integrity in both my personal and business dealings have never been compromised, nor challenged. My prior board experience includes:

- Liberty Christian School - Board of Trustees 7 years
- Denton Country Club - Board of Directors 3 years, President 2010
- Brazos Electric Co-op (CoServ's Generation and Transmission Co-op) - Alternate Director 6 years, Director 4 years
- Chairman of Power Supply Committee 1 year, Executive Committee 1 year
- CoServ Electric - Board Member since 2010, Secretary/Treasurer 3 years, Vice-Chairman 3 years

What do you feel is CoServ Electric's biggest challenge?

Our challenge as a board and as a cooperative is to do whatever it takes to protect our Members' ability to continue to have a reliable, safe, and environmentally smart electric service at an affordable price. Doing this during this period of an unsettled economy and health crisis has created many hurdles and challenges for CoServ. From keeping the lights on for those that find themselves in predicaments out of their control to managing a power supply with greater swings in cost and usage than we have ever seen, these challenges are at hand now and will continue to be with us for some time.

Please describe how you feel CoServ Electric is performing in its service to its Members and what you hope to contribute to its success.

Over the past couple of years, we have enhanced the service to our Members with upgrades in our website, a mobile app, methods of payment, and included more renewables in our power portfolio. Our Members' cost of electric service is very competitive with other utilities in our area and our SAIDI (system average interruption duration index- another way of saying how many minutes a year your power goes out) is among the lowest in the nation. We have a very reliable and secure system that weathers the storms that roll thru North Texas. CoServ grades out very well nationally in customer satisfaction. CoServ Charitable Foundation, has given back millions of dollars in grants to organizations throughout our service territory that provide for those in need. CoServ is doing a very good job at these things and many others, but we can't sit back and relax on our laurels. We must continue to push the envelope on new technology and renewable sources in order to stay ahead of the game.

Being an active and informed voice in the boardroom at CoServ will help me be an asset in the decision-making process. I feel comfortable in assessing a situation and being able to make a well-educated and sound business decision. Having over 35 years of business experience and being on this board for 10 years has provided me with the tools required to fulfill my fiduciary responsibilities to our Members with honesty, integrity, and transparency.

Any statements or opinions expressed in director candidate profiles are solely those of the candidate and do not necessarily reflect the opinions, philosophies or views of CoServ Electric or its Directors, Officers or Employees.