


WITHLACOOCHEE RIVER ELECTRIC
COOPERATIVE, INC. 

Your Touchstone Energy® Cooperative 

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WREC MEMBER NEWSLETTER

A MESSAGE FROM YOUR NEW GENERAL MANAGER

Dear Member,

I am humbly grateful to be writing to you as the new, Board appointed, Executive Vice-President and General Manager of Withlacoochee River Electric Cooperative (WREC) effective April 28, 2023. I have had the privilege to work directly under my predecessor, Billy E. Brown, who, after 67 years with WREC and 50 years as your Cooperative's General Manager, began his well-deserved retirement.

Mr. Brown's career began in the line department as an apprentice Lineman, where he quickly worked his way into leadership roles. He soon became the District Manager of WREC's Bayonet Point Office followed by District Manager of WREC's West Hernando Office. Thereafter, he transitioned into Manager of Administrative Services before he was promoted to WREC's General Manager and Executive Vice-President on November 8, 1973.

During Mr. Brown's 50 years as General Manager, he implemented many programs for the benefit of our Members and the communities we serve. One of those programs, Operation Round-Up, helps families who have suffered a catastrophic event through no fault of their own. Since its inception, 664 Cooperative families have been helped and over \$2.3 million disbursed to WREC Members in need.

WREC's Education Foundation awards 110 college scholarships each year to dependents of Cooperative Members graduating high school and attending an in-state college, university, or technical school. Each scholarship is valued at \$12,000 and WREC has awarded 2,414 scholarships to date valued over \$18.5 million.

Economic Participation is one of the seven Cooperative principles and WREC has returned more than \$387 million in Capital Credits and \$72 million in revenue reductions since the Cooperative's inception. This is a direct reflection of WREC's sound financial management.

Mr. Brown was a Director on the Florida Electric Cooperative Association (FECA) Board for 50 years and served as Chairman on various FECA committees. He was also a Director for Seminole Electric Cooperative (SECI) for 48 years. Throughout his tenure, he received numerous National and local awards:

- * National Rural Electric Cooperative Association (NRECA) Regional Award for Outstanding Service (1994)
- * NRECA Paul Revere Award (2009)
- * NRECA National Community Investment Service Award (2011)
- * NRECA Cooperative Purpose Award (2016)
- * Dade City Chamber of Commerce Richard Tombrink Lifetime Achievement Award (2014)
- * Pasco Economic Development Council Leadership Award (2022)

For twenty-nine years, I have been blessed to be a part of the WREC family. I look forward to this new journey together with the Board of Directors, staff, and Members as we continue to build and enhance our communities and support the Members that we serve.

Sincerely,



David B. Lambert II
Executive Vice-President & General Manager



David B. Lambert II



Billy E. Brown

WITHLACOOCHEE RIVER ELECTRIC
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Message From Your Board of Trustees

April 28, 2023

Withlacoochee River Electric Cooperative's (WREC) Board of Trustees announced the appointment of David Lambert as the new General Manager of the Electric Cooperative.

"As the Manager of Member Relations, David was instrumental in orchestrating business strategy and operations with demonstrated results in complex business environments, managing multiple facets of the Cooperative" said Terry Schrader, Board President, "Myself, the Board of Trustees, leadership and the employees of WREC all look forward to working with David as he brings his talents, expertise, and passion to his new role." Lambert succeeded Billy Brown after 67 years of service with the Cooperative. "We're all grateful for Mr. Brown, who has served the past 50 years as General Manager of WREC and almost 70 years as an integral member of the WREC family.

As Manager of Member Relations, Lambert's portfolio included member relations, public and government affairs, procurement, Human Resources, Job Training and Safety, WREC Foundations, and Special Projects. Most recently, Lambert was Florida's Statewide Lead of "Project Guatemala" a National Rural Electric Cooperative initiative to bring electricity to international rural communities. David was also responsible for fostering partnerships throughout the 5 County Service Territory chairing numerous Boards such as the Gubernatorial appointment to the Pasco County Housing Authority, Pasco/Hernando CareerSource, Vincent House, Board Member of Feeding Pasco's Elderly and Pasco Hernando State College Foundation Board.

Lambert began his WREC career in 1994 in the Meter Department, soon after entering a 5-year Lineman Apprenticeship Program. Upon completion, he was promoted to Journeyman/Lineman and worked on the line for 11 years. Prior to his most recent role as Manager of Member Relations, David also served in the Engineering Department as an Engineering Service Technician. Throughout his career, Lambert has spearheaded multiple community driven projects on behalf of the Cooperative, being acknowledged through multiple awards to include U.S. Congressman Gus Bilirakis' (R-FL) "Community Heroes Among Us" award and receiving a Pasco County Board of County Commission Proclamation for his work with government and community leaders that helped create opportunities for others. David holds both a Bachelor's and Master's Degree in Business Administration from Saint Leo University and is a graduate of the Robert I. Kabat Management Internship Program at the University of Wisconsin.

Know What's Below. Call Before You Dig!

811 is the phone number you call before digging to protect yourself and others from unintentionally hitting underground utility lines. There are millions of miles of buried utilities beneath the surface of the earth that are vital to everyday living like water, electricity and natural gas.

811 is the federally designed call before you dig number that helps homeowners and professionals avoid damaging these vital utilities. When you make the free call to 811 a few days before you dig, you'll help prevent unintended consequences such as injury to you or your family, damage to your property, utility service outages to the entire neighborhood and potential fines and repair costs.

Call 811 before you start any digging project. You'll avoid injury, expense, embarrassment and a very inconvenient day in the dark.



To Report An Inoperative Or Malfunctioning Street Light

Please call your local Cooperative Office, OR you may also log on to wrec.net and click on the **Repair Street Light** button, then complete and submit the **Street Light Repair Request Form**, or you can download the **SmartHub** app and request a street light repair.

CONNECTIONS is published by: **Withlacoochee River Electric Cooperative, Inc.**

David B. Lambert II, Executive Vice-President & General Manager
P.O. Box 278, Dade City, FL 33526-0278

VISIT US ON THE INTERNET AT: WREC.NET

Your Board of Trustees meets on the third Tuesday of each month at 10:00 a.m. at the Corporate Office in Dade City to conduct the business of the Cooperative and its' subsidiaries.

LEGAL NOTICE: Operation Round-Up is a Registered Trade Name for WRECares. 100% of all contributions are available for disbursement. Registration #SC-02353. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free from within the state. Registration does not imply endorsement, approval or recommendation by the State. 1-800-435-7352.

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WREC OFFICES

PASCO: Billy E. Brown Corporate Center: 352-567-5133 - Dade City, FL
One Pasco Center District Office: 352-588-5115 | New Tampa/Wesley Chapel: 813-979-9732
Bayonet Point District Office: 727-868-9465 | Land O' Lakes/Odessa: 813-972-9233
CITRUS: Dunnellon: 352-489-6818 | Crystal River District Office: 352-795-4382
HERNANDO: West Hernando District Office: 352-596-4000
POLK: One Pasco Center District Office: 863-687-4396
SUMTER: Bushnell: 352-793-7813

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