

# 2022 BOARD OF TRUSTEE CANDIDATES

*Leadership by local residents and members of your cooperative*



Firelands Electric serves 9,195 member-consumers throughout rural areas of Ashland, Huron, Lorain, and Richland counties. The cooperative's service territory is composed of nine districts, each of which are represented by a member who is elected to serve on the board of trustees that governs operations of the electric cooperative. Each candidate has submitted a valid petition signed by members living within their Firelands Electric Cooperative district. The following candidates will represent districts 4, 5, and 8 for the next three years on the board of trustees.

## **DISTRICT 4 – Clarksfield and Rochester townships, Fitchville Township east of State Route 250 and north of CSX rail in New London municipality, and New London Township in Huron County**

**BRUCE LEIMBACH** • 904 State Route 60 South, New London, Ohio 44851

Leimbach is a retired financial consultant and worked in the farm credit system for 30 years in various roles, including branch manager, vice president of marketing, and vice president. He has been a member of Firelands Electric for 32 years, served on the cooperative's board of trustees since 2016, and currently holds the office of vice president on the board of trustees. Leimbach is an ACRE Century Club member. He is a former member of the New London Ruritan and Norwalk Kiwanis clubs.

His senior management leadership experience and solid background in finance and accounting are areas that have assisted Leimbach in making sound business decisions. He feels that a cooperative's money and assets must be used in such a way that they fulfill the co-op's mission and protect the interests of all of its members. Leimbach has spent 30 years working for a cooperative, which makes him a firm believer in the principles for which they stand.

Leimbach believes in the importance of minimizing rates for members while maintaining a financially sound cooperative. He considers it essential to improve reliability and infrastructure, keep the cooperative's workers safe, and continue to educate staff and employees while managing controllable costs to keep members' rates affordable.



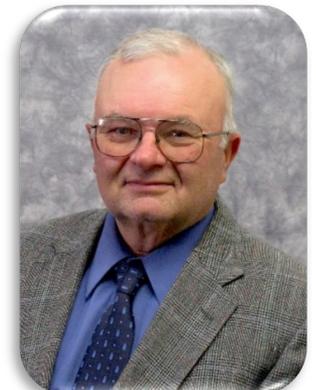
## **DISTRICT 5 – Monroe Township in Richland County, including Green and Lake townships in Ashland County**

**CARL AYERS** • 1046 County Road 2786, Perrysville, Ohio 44864

Ayers has been a lifelong dairy farmer and is a partner in Ayers Farms. He has been a member of Firelands Electric for 52 years, served on the cooperative's board of trustees since 2010, and currently serves as secretary/treasurer of the board. Ayers is an ACRE Century Club member. He is active with the Ashland County Farm Bureau and Helping Hand Mission in Loudonville. Ayers is a former secretary of the Ashland Soil and Water Conservation District. He is also a member of the Loudonville FFA Alumni and Loudonville's First Presbyterian Church.

Serving on the cooperative's board of trustees for the past twelve years has provided Ayers with a vast amount of knowledge in the electrical generation and transmission industry and the costs involved. Ayers says he applies his agricultural business experience toward directing the cooperative to provide members with safe, dependable power. He believes in the cooperative model and its ability to deliver service at an affordable rate.

Ayers believes a trustee's role is to establish major goals of the cooperative, employ an effective and capable general manager, and monitor progress to provide safe, reliable, and affordable electrical power. He feels that keeping our electric supply and distribution system viable and efficient in the face of challenges such as the rising costs of energy, increased regulations, and the ever-changing sources of energy are an ongoing concern for all cooperative members.



## 2022 BOARD OF TRUSTEE CANDIDATES (continued)

### **DISTRICT 8 – Mifflin Township south of State Route 42 in Ashland and Richland counties**

**CHRISTIAN ALBERS** • 13 Oak Creek Drive, Mansfield, Ohio 44903

Albers is the marketing director for Grandpa's Cheesebarn and Sweeties Chocolates, which is one of Ohio's leading specialty food and gift stores. He is also owner of CJA Media, and has been a small business owner since the age of 16 years old. In addition, he has grown up around and is involved in different family businesses garnering unique experiences and perspectives across different industry sectors. Albers is a member of the First Baptist Church of Ashland and volunteers with various philanthropic efforts.

Receiving a business administration degree from Tiffin University with a focus on marketing and communications has provided him with leadership skills for making sound business decisions. Albers' passion for the enterprise of small business and the marketing required for its success encouraged him to start his own business, CJA Media. His company provides local business owners with a broad range of media and business services and solutions that allow their business to stand out, giving them an edge in today's highly competitive marketplace.

Albers believes he possesses strong leadership skills that can benefit the electric cooperative now and into the future. He feels the electric utility industry will likely be facing the increased challenge of implemented regulation and rising costs in the near future. Being a member of Firelands Electric for 4 years, Albers says it is the role of a cooperative trustee to protect and promote Firelands Electric's mission of serving members with reliable and affordable electric service.



**ELAINE OSWALD** • 852 Pugh Road, Mansfield, Ohio 44903

Oswald is retired from the chemical and agricultural research field. She has also worked in the medical records department at several hospitals and taught medical records courses for several years. Oswald has been involved with volunteer work at local hospitals and food and clothing banks, as well as serving in group and jail ministry programs. She currently does precipitation monitoring for the Richland County Soil and Water Conservation Service.

Her family raised milk goats in Ashland County for 27 years before moving to the Mansfield area. A member of Firelands Electric Cooperative for 19 years, she has been part of ACRE Co-op Owners for ten years.

With an extensive background in the sciences, record-keeping, teaching, and leadership, Oswald has acquired a wide range of skills to make sound decisions regarding the electric cooperative industry and its members. She believes in analyzing and discussing alternative options to reach the best resolution to any problem. Oswald feels that cooperation and compromise are crucial to making choices that are in the best interests of the members, while continuing to operate the cooperative effectively and efficiently.

She believes that providing safe and affordable electricity, while navigating the current cost and availability of traditional and renewable energy sources, is a challenge for cooperatives. Oswald considers the cooperative's ability to adapt to the ever-changing landscape of the industry important to maintaining a sound infrastructure while minimizing the cost to members.



**PLEASE PARTICIPATE IN YOUR CO-OP'S DEMOCRATIC PROCESS!**  
**CANDIDATE INTRODUCTION VIDEOS CAN BE VIEWED AT**  
[www.firelandsec.com/cooperative-elections](http://www.firelandsec.com/cooperative-elections)

**2022 CO-OP ELECTION RESULTS WILL BE ANNOUNCED DURING FIRELANDS ELECTRIC'S  
MEMBER APPRECIATION/ANNUAL MEETING EVENT SCHEDULED FOR SATURDAY, JUNE 18.**