



Rio Grande Electric Cooperative, Inc.

UP DATE



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A Message From The General Manager/CEO

By Dan Laws

Christmas Reflections

I tend to be very reflective this time of year, as I'm sure many of you probably are. With Christmas just around the corner, I can still recall a holiday sermon from over thirty years ago, because it turned out to be so very prophetic. The pastor said, "Enjoy this holiday season and make the very most of it because life may never be this way again". He went on to say, "those we have and hold today may never be available to us again." I at once was struck by the reality of what he was saying. Every moment is precious, far to precious to be caught up in things that do not matter.

It was a few short weeks later, in January, that my wife, Darlene, came home from the doctor's office and informed me that I was going to be a dad. The pastor's words came flooding back, and I realized at the time, I had only considered the negative side of his comments. That baby, by the way, was only the first of three wonderful sons, and our family has now grown to include a daughter-in-law and two grandsons. The pastor was most assuredly right when he said my life would never be the same!

This is the natural course of time, and life. You may wonder what in the world this has to do with the sale and distribution of electric energy, but in my mind, it has quite a lot to do with the changes we see from year-to-year here at Rio Grande Electric Co-op.

As generations of Rio Grande's members change, so do some of the feelings toward the Cooperative. Almost gone now are the folks who paid the initial fees and made the initial sacrifices necessary to bring power to rural Southwest and West Texas. A new generation has come on the scene. Those who study this issue say that as the generation of Co-op members who founded this cooperative move on, or pass away, loyalty to and understanding and appreciation of the principles of member ownership may leave with them. I disagree. While it's true that our membership is growing and changing, I believe it is that diverse membership base that brings with it new perspectives and new energy. It is the melding of the old and new ways, as in any family, that will keep Rio Grande strong into the coming new year and beyond.

Life certainly will never again be the way it is today. As we spend special times with family and friends this holiday season, we should breath in the presence of all those we hold near and dear to us. I know I will, because each memory and each person shape what we are and what we will become. And, as we celebrate His birth this holiday season, and count our many blessings, let us also count among them the constant renewal of life that allows all things to grow and evolve. Here at the Co-op, we will, and that's just another reason Rio Grande Electric Cooperative is "**Your Home Team Advantage.**"

Happy holidays, from all of us!

