



Rio Grande Electric Cooperative

UP DATE

Brackettville, Texas February, 2001



Daniel G. Laws

A Message From The General Manager/CEO

As we close out the old year and enter into the new, it is perfectly normal for us to consider those things that matter most. If you are like me, you probably have given thought to how much you value your family and friends. These relationships meet very specific needs in our lives, as well as enriching our lives. These relationships might also be referred to as associations, but whether they are friends or family, they help us accomplish what otherwise might not be accomplished in our lives. The life of our electric cooperative is not much different than our personal lives in that it depends on associations in order to accomplish its goals.

These affiliated associations fill special niche needs for the cooperative, and help us to accomplish what would otherwise be too expensive, or too time consuming for us to do ourselves. While we value these associations, it is always necessary to evaluate and make certain that there is truly a benefit from the association. Such an analysis has found our statewide association lacking. Regrettably, I found it necessary to recommend that we dissolve our membership in the statewide association of electric cooperatives known as Texas Electric Cooperatives (TEC). Our Board, upon review of the facts, voted unanimously to end our association, effective December 31, 2000.

This decision was not a capricious one by any stretch of the imagination, but rather was the culmination of 24 months of consideration. In addition to the

Board's review, we discussed the issue with the cooperatives' Advisory Committees, made up of members from across the system. Our review boiled down to one simple fact — the cost of our membership in TEC exceeds the benefit derived from our association.

The only change you will notice is the fact that you will no longer receive Texas Co-Op Power magazine. For the time being, you will receive Ranch and Rural Living magazine in its place. The folks at Ranch and Rural Living have been very helpful, and in reality, you will see more articles of local interest in this magazine than you have in Texas Co-Op Power. Remarkably, Ranch and Rural Living personnel allow us more say in what goes into the magazine than our statewide association, TEC, did. Following this article, you will find the results of the survey that was taken concerning these two magazines. In essence what those of you who responded to our survey told us was that you could live with either magazine.

Rest assured that we will continue to nurture our relationships with the various associations we do business with, but we will also continue to evaluate them. Every association must meet one simple test: do our members receive value from the relationship? If the answer is no, then we will seek new associations. This is just one of many "behind the scenes issue" that is dealt with by your Board of Directors and management staff. I want to give you my personal assurance that in every instance your best interest is paramount. We call it our duty—you can call it

"Your Home Team Advantage".

Results of RGEC Reader Survey Ranch/Rural Living vs. Texas Co-op Power

Rio Grande ECI recently asked its members to participate in a survey stating in which magazine they preferred to receive their Rio Grande Local Pages. Reader/Members who returned their survey cards became eligible for a drawing for a \$50 credit to their electric bill.

Of 4,673 members surveyed, 219 returned the response card. The final tally was too close to call, and since there were no "chads" to be counted and recounted. . . it was the decision of RGEC management to, at least temporarily, supply our local pages to you through Ranch and Rural Living Magazine.

The drawing for the \$50 credit was conducted January 9. (*Drum Roll, Please*). . . And the winner of the \$50 credit to his account is Paul A. Hoeller of Fort Clark in Brackettville. Thanks to all the members who responded to the survey.



Mr. Paul Richeson, a brand new Rio Grande ECI member, was asked to draw the winning card when he came in to request service.