



Rio Grande Electric Cooperative, Inc.

Up Date

Happy New Year!

January, 2008



A Message From The General Manager/CEO

By Dan Laws

*‘Put one foot in front of the other
and “git ‘er done!”’*

A new year, a new beginning; isn't that what we always think this time of the year? We consider the past, both the good and the bad; then we purpose to be different. Wouldn't it be nice if it were that simple? Just imagine how great it would be if we could just will it and "presto", things were different. Unwanted pounds disappear in an instant...or at least as quickly as we put them on. And wouldn't it be nice if the desire for tobacco, alcohol, or anything that dominates our lives and causes us to feel controlled could be shrugged off like a loose fitting jacket?

The truth is, it's not that simple. Change is, more times than not, a slow, arduous task that requires discipline and effort. Statisticians and researchers tell us that breaking old habits and forming new ones takes 21 days of sticking to it. But you and I know that 21 days, in some cases, might just as well be 21 years, because it seems that impossible. We also know that 21 days doesn't always remove the desire for something.

I have a close friend who recently gave up tobacco. I would encourage him saying, "just make it 21 days and the desire will be gone". When he reached the 21-day mark I asked him, confident of the answer, if it is much easier now and did he know he would never take up tobacco again. He stated, "That 21-day thing is a crock, I'm still struggling". I think it's interesting to realize God could have made us anyway he wanted. He could have made it easy for us to drop harmful habits or begin a new path in life. That realization requires we also reach a conclusion; if He could have made us any way He wanted, and we are made like we are, then that must be what He considered best.

The first step in changing the course of our lives requires that we first understand it is necessary. The second step is to accept that it is going to be difficult. To sit around whining that this should be easier, serves no purpose. It won't bring about the change you desire and it certainly won't endear you to those who are close. So, take that habit, job, relationship, or whatever is causing despair, and make a change. Put one foot in front of the other and "git 'er done!"

Here at Rio Grande we are constantly dealing with change. We cannot continue to do things the way we always have. We employ new technology, new methods and new systems of accountability in order to improve your service. The changes are difficult sometimes, and sometimes they take longer than anyone really thinks they should. Rest assured, we will change. Our desire is to continually improve the way we meet your electric energy needs. Are some of the changes arduous? Yes, of course, but our approach to this business and your needs must remain dynamic.

As we begin 2008, let me once again assure you that we have our priorities right. Our commitment and obligation is to the members of this cooperative and that is job one. We are not perfect and it is impossible to have policies that perfectly address every situation. When those times happen, I ask that you be patient with us. I sincerely hope 2008 is the best year you have ever experienced.

Important Center Insert: Updates To Membership Folder