



"Owned By Those We Serve"

Rio Grande Electric Cooperative, Inc.

UP DATE



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A Message From The General Manager/CEO

By Daniel G. Laws

"Have we all been blinded by flashing lights, fast talk and fancy trains?"

At this special time of year, I am reminded of a story that never fails to be thought provoking. It is the story of a young couple who scrimped and saved for months to buy their young sons an electric train for Christmas. Though it wasn't the "top of the line" model, it was nonetheless an electric train, and was an extravagant gift for the working-class family. The parents were absolutely delighted at the thought of being able to give their sons something so special.

The day before Christmas, a well-to-do relative arrived and immediately began talking about what an important job he had and how much money he was making. From the trunk of his fancy car, he retrieved a large, heavy, department store-wrapped box. The young boys could hardly wait until Christmas morning to see what it was, and it was the first gift they tore into the next morning.

The two's eyes shined brightly and they squealed with delight as they unwrapped a Lionel electric train! They were both delighted and amazed. One by one, they opened the other gifts, until they came to another large box, which was not so extravagantly wrapped and was not decorated with nearly as much shiny ribbon as the other big box had been. They opened it – it was another electric train,

though not nearly as fancy and not a well-known brand like the first one. Sadly, the boys didn't even take the second train out of the box that morning.

Which gift was really the most valuable? Which had been given with the most thought, love, and sacrifice? Though this is not a religious story, it makes us wonder what He must think of what Christmas has become. Have we all been blinded by flashing lights, fast talk and fancy trains? Let's make sure that we remember the real reason for the season, because He gave us his greatest gift of love.

The Co-op is a little like the second train. You won't get fast talk and fancy extras here. What you will get is the kind of service and sincerity that make Rio Grande Electric Cooperative

"Your Home Team Advantage."

From all of us here at Rio Grande, may your holiday season be filled with love, peace, and joy. Have a Merry Christmas and a very Happy New Year.

