

Rio Grande Electric Cooperative, Inc.



UP DATE



April, 2007



A Message From The General Manager/CEO

By Daniel G. Laws

We Want What You Want

Tying up loose ends—kind of a cute concept, you would have to admit. We began a few years ago having themes for our annual report because we want to entice you to read it. Our hope is if we make it flashy enough; add enough color, make you wonder what's inside and pique your interest...you will read it.

So, why are we interested in whether you read this magazine? Well, it's because we are reporting to you about a business in which you are part owner. We want you to know what we are doing to improve energy supply to your home, farm, ranch, pump or whatever energy-consuming load you may have on the system. We want you to be aware that there is a thought process behind what is done and that all of it is intended to benefit you, the consumer.

To that end, 2006 has been a year of pulling together loose ends and connecting them in ways that make sense. At the beginning of 2006, there were so many things that were almost, but not quite, complete. For example, we had a phone system that had interoffice capability to each of our outlying offices, but it was somewhat cryptic and difficult to use. Similarly, our computer network, which travels over the same wires as our phone network, was sluggish and at times non-responsive; making access to data difficult most of the time, and impossible at others.

Since June, we have upgraded our network, replaced our phone system and vastly improved connectivity. All of our substations are networked in via WildBlue satellite internet. The result is fast data acquisition, a phone system that works seamlessly when transferring calls between offices, and immediate access to substation performance data.

Our new phone system has a "least cost" feature that allows us to dial long distance numbers in our service territory at the lowest cost for that particular communication. In other words, if I call someone in Dell City, which is a long distance call for me, the phone system will recognize where the number I'm calling is located and send my call over the Rio Grande network to our Dell City office and select an outside line making the call a local one. That feature, of course, saves money while meeting our communication needs.

In the pages that follow, you will read in greater detail the things we have done to improve our responsiveness. Pulling ends together into a cohesive network was the focus, but it doesn't stop with the close of 2006. We will continue to pull ends together for your benefit. There are so many things that are still on the edge of completion that 2007 will be a busy year, as well.

In the end, the focus is always the same - working smarter and better, so that we accomplish some pretty basic goals. Our recent survey indicates that what you want from us is to keep the lights on without draining your bank account, and I can assure you that is what we want to provide. It's always better, if you are going to travel with someone, to agree. I hope you can take comfort in the fact that we want what you want.