



Rio Grande Electric Cooperative, Inc.

Update



June 2009



A Message From The General Manager/CEO

By Dan Laws

“We’ll keep the lights on.”

I received my Rio Grande Electric Cooperative bill via email just a few days ago. I like getting it that way because I have it as soon as the billing process has run and five days before the paper bill arrives. Just so you know, there are 860 other Rio Grande members who like receiving their bill by email, as well. It’s important to me for a variety of reasons, but most importantly, I like to see exactly what you see. It allows me to evaluate whether what you get is useful, helpful and understandable.

I was pleased with what I saw. The bill was very readable, the presentation was good and it contains useful information about my account. Now, I readily admit that because I am an electric utility guy, I see more than you may see. And I may understand a little more than you do about information contained in the bill. However, I took off my utility guy hat and put my layman hat on and was still very satisfied with everything that was there.

Among the items I noticed, was something that really struck a pleasing chord with me. It was the daily cost of the electric service I receive from Rio Grande Electric Cooperative- \$5.81 a day. I thought about all the things I spend money on and I could not think of anything that brings me more value for the dollar. For \$5.81 a day in April, I kept my home at a comfortable temperature, prepared meals, provided necessary lighting, heated water and kept food from spoiling. Is there anything else we spend money on that does so much, so inexpensively?

I am not naïve in this. I realize you may not be able to agree that electricity, at Rio Grande’s prices, is that great a value. You may not be able to appreciate how much is accomplished for you by the electric energy you buy, or imagine what it would be like not to have so valuable a commodity piped directly into your home or business. But if, for a moment, you could lay aside prejudices, skepticism and inherent animosities; you would have to admit it’s a good deal!

I am sure you have seen the commercials for the Sleep Number® bed. As Lindsay Wagner promotes her wares, she encourages everyone to discover what sleep number is most comfortable for them. Perhaps you need to discover what electric energy number is most comfortable for you. If you don’t like what you are paying—conserve. Bring your daily electric energy number to a more acceptable level. Adjust your thermostat, turn off lights when not in use, and buy energy-efficient appliances. You are in control and can regulate how much you use.

Our commitment to you is that we will do all we can do to hold the line on costs. We ask that you to remember that, as your employees, we are only half the solution—you are the other half. Conserve where you can and, as Tom Bodett says, we’ll keep the lights on.

National Lightning Safety Week June 21-27, 2009

Visit www.lightningsafety.noaa.gov for tips on staying safe from lightning strikes!