



2009 Richland Electric Cooperative

From the Manager... If it's not one thing...it's another

Just twelve months ago the major issues facing the electric utility industry and cooperatives in general were completely different than they are today. We were working diligently to figure out how Wisconsin was going to meet the growing needs of electricity users. All utility planners were contemplating continued growth in electricity demand and usage, despite extensive conservation efforts. Utilities were actively pursuing purchasing more and more renewable generation to meet their growing needs and to reduce the dependence on fossil fuels.

Today, as all of our members know, the world is a different place. Large factories such as General Motors and various paper mills have closed their doors. The already bad farm economy got worse. People have lost their jobs and their income. In the end the planned growth in electricity hasn't happened, the existing sales have declined. Some renewable energy projects that were being built to meet some of the planned growth have been stalled or stopped due in part to lower electricity consumption, but in large part due to the inability to acquire financing.

Today, the lack of electricity sales have utilities and cooperatives reevaluating what the future might hold. Revenues that supported basic operational costs that exist whether sales are made or not- have dwindled. Consumers hear about this 'glut' of energy and see the results on their monthly bills for gas, diesel, and other oil based

products. Too much supply and not enough demand in the fossil fuels market usually drives prices down, at least temporarily, except in the electric industry. Because electricity can't be stored there is never a 'glut'- technically. Instead, electric generating stations are shut down because the system can't hold the electricity they generate. A generating plant that is shut down still has ownership costs that have to be paid even though it isn't producing a product. This drives prices up, not down and causes rate increases in a time when they are the worst thing for consumers.

In 2007 when gas and diesel prices ranged near \$4.00 a gallon and above, operating costs skyrocketed. That was a bad time for our members as well and the REC Board of Directors made absolutely sure that we did everything we could to not ask members for more money for the electricity they needed. We were successful in mitigating over two years of high costs for fuel and had no rate increase. Here we are again, a bad economy for our members and increased costs for the cooperative. This time, there is no way to avoid increasing rates and remain financially stable. And we can't risk the long term viability of the cooperative for what we hope are short term economic problems. As a result, our members will see their energy costs increase on average about 6% this month over last.

(Continued on page2)

CALENDAR *of events*

August

14-15 Walk With Grace, Krouskop Park

September

7 Labor Day-REC & Genuine
Telecom offices closed

9-13 Richland County Fair

25-26 Viola Horse and Colt Show

October

2-4 Center Color Fiesta, Richland
Center-city wide rummage sale,
Wheels of Time, "Canyon
Of Lights" parade

10 Richland Electric Cooperative
Annual Member Picnic

31 "Trick or Treat"

November

7 Paws for the Holidays, Richland
Center Community Center

11 Veteran's Day

21 Annual Jaycees Arts & Crafts Fair

26-27 Thanksgiving Day-REC &
Genuine Telecom offices closed

From the Manager...

(continued from cover...)

If it's not one thing . . . it's another

I've heard that we should have raised rates in 2007 and that would have made this increase smaller and maybe easier. I disagree. Our 2006 rates meet our 2007, 2008 and part of 2009 requirements. We cut costs and got by with less. Raising rates, when we didn't need to, only to make future increases seem easier is not what we should be doing. These are tough decisions no doubt, but asking members to pay more so we can have 'easier' decisions is not what the cooperative pays me to do.

With pending legislation regarding

carbon emissions, health care, taxation and a whole host of items making their way through congress I believe the decisions will get even more difficult. I do know that on any given day we are faced with a new set of issues, new considerations and tough decisions. For if it's not one thing...it's another.

As always, you can visit our website at www.rec.coop and visit my blog for more details from time to time or send me an email at sclark@mwt.net with any comments or questions. The phone also works if you want to call me at 608.647.3173.

Sunday, August 30th

**"Maggie Mae and The
Heartland Country
Band", at Viola Community
Center, Viola, WI**



PICNIC TIME

Member Appreciation Picnic

October 10, 2009

Please be sure to mark your calendar for Saturday, October 10th to join us for our annual member appreciation picnic. It will be held at the Richland Electric Cooperative Warehouse at 30 E. Robb Road in Richland Center. This annual event is planned each year to give us a chance to meet and visit our members. This event is held in October to commemorate Cooperative Month.

We will be serving grilled chicken breast sandwiches, as well as hot-dogs and bratwurst, all cooked by our lineman.

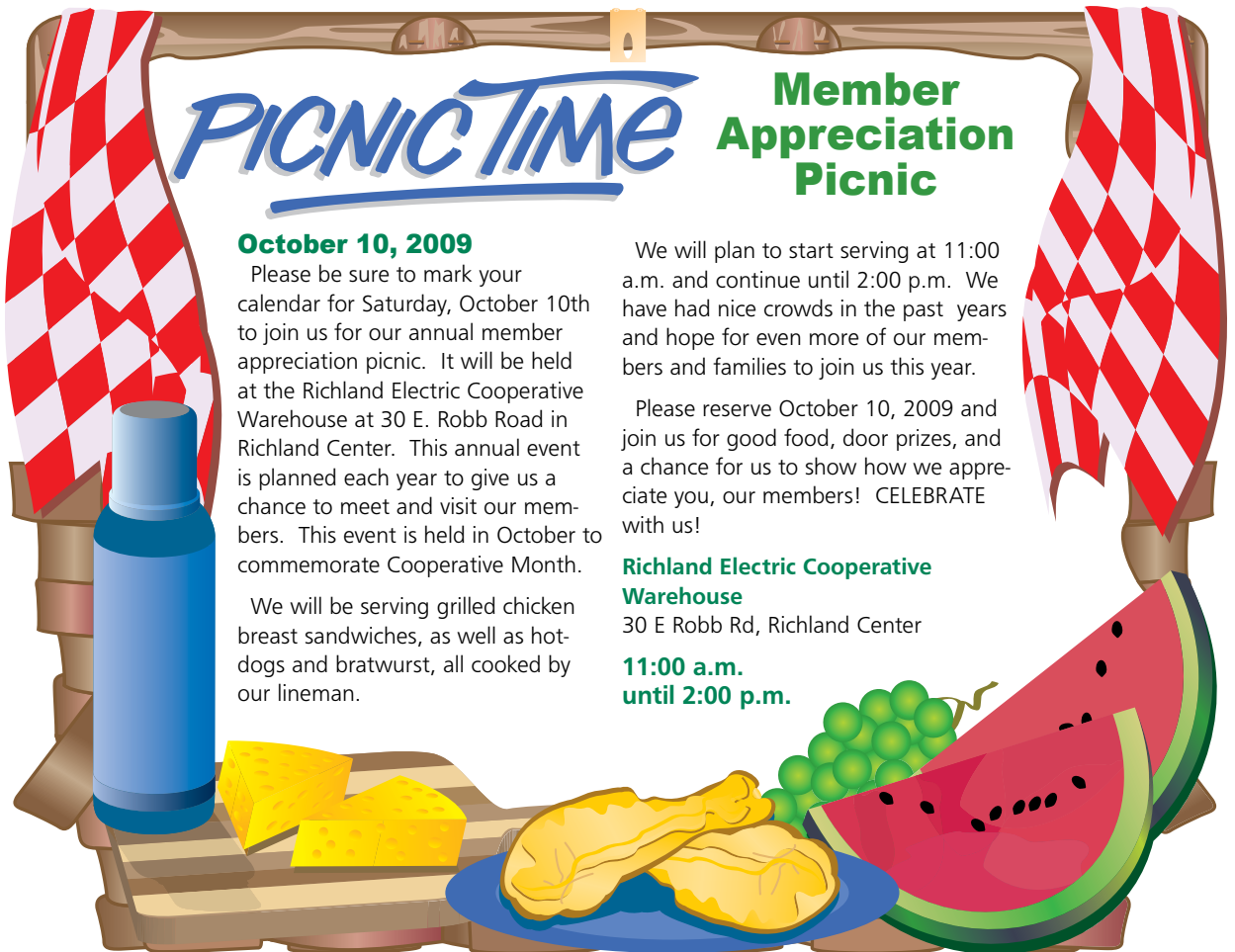
We will plan to start serving at 11:00 a.m. and continue until 2:00 p.m. We have had nice crowds in the past years and hope for even more of our members and families to join us this year.

Please reserve October 10, 2009 and join us for good food, door prizes, and a chance for us to show how we appreciate you, our members! CELEBRATE with us!

Richland Electric Cooperative Warehouse

30 E Robb Rd, Richland Center

**11:00 a.m.
until 2:00 p.m.**



Electric Fireplaces

Richland Electric Cooperative is proud to be your local provider of indoor and outdoor electric fireplaces and electric stoves by Dimplex.

It's easy and affordable to add a fireplace to your home - when it's an electric fireplace. With realistic flames and logs, you can enjoy the beauty of a fire, without the cost and hassle of installing and burning wood or gas. Because you simply plug it into a standard electric outlet, you can easily move your electric fireplace or stove from one wall to another or even from one room to another.

With many styles and sizes to choose from, you're sure to find an electric fireplace or stove to fit your home decorating needs.

Electric fireplaces give you instant ambience with lifelike, patented flame technology. The indoor units operate with or without heat.

Some models have a built in air purifying system to clean the air in the room. All indoor models have a thermostat controlled heater and remote control.

Shown in this brochure are just a few of the electraflame® models available.

Please visit www.dimplex.com to view the electraflame® line of Dimplex® electric fireplaces and electric stoves.

Plus, now you can even get an electric fireplace or electric stove for your outdoor patio or deck! Some of the outdoor models have built in speakers and an audio jack hookup so you can easily enjoy music from your MP3 device while you relax.

We also invite you to stop in our office to see how realistic the flames and logs look on the floor models we have in stock. You can then look through our brochures to select the electric fireplaces or electric stoves you would like to order.



Bennett



Fieldstone



Caprice Oak

COOK'S CORNER

Onion Oven Beef Roast

Ingredients:

- 2-4 lb. chuck roast
- 1 envelope onion soup mix
- 1-(4 oz.) can sliced mushrooms
- Heavy duty foil

Instructions:

Preheat oven to 375 degrees and place meat on piece of foil large enough to wrap Around and seal at top. Sprinkle meat with the onion soup mix, put mushrooms over top. Seal foil. Place in shallow baking pan for 1-2 hours until tender. Serves 4-8. When you open the foil it will be very juicy, remove roast and make gravy.

147th Richland County Annual Fair

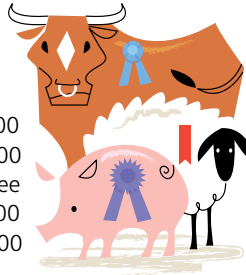
Come join the excitement
September 9-13, 2009

Mr. Ed's Magical Midways, LLC

Pay-One-Price Special: \$15.00
Thursday: 6-10pm, Friday: 1-5pm,
Sat: Noon-4 pm, Sun: 1-5 pm

Admission

Adults 17 & over.....\$4.00
Children 6-16.....\$2.00
Children under 6.....Free
Friday only: Senior Citizens 60+.....\$2.00
Season Ticket.....\$10.00



Free Parking All Weekend
Fair Office-647-6859



Farm Safety

Harvest season is a busy time on farms, but don't overlook safety in the rush. Dozens of farm workers are killed by electrocution each year as their large farm machines contact overhead power lines. Take note of electrical lines when moving equipment like portable grain augers, oversized wagons and large combines. Make sure everyone who works on the farm knows the location of power lines, and keeps farm equipment at least 10 feet away from them. For more information, visit SafeElectricity.org.



Richland Electric Cooperative
2009

1027 N. Jefferson Street
P.O. Box 439; Richland Center, WI 53581

www.rec.coop

Office Hours

Monday-Friday; 8 a.m.-5 p.m.

Outages

Call (608) 647-3173; 24 Hours

Board of Directors

Gilman Moe, President
Chris Ottesen, Vice President
Calvin Sebranek, Secretary
Judy Murphy, Treasurer
Ed Ehorn
Daniel Hillberry
James Lewis
Donald Huffman
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Ed Lund, Member Services
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Nicole Prochaska, Billing Assistant
Ellen Deets, Clerk

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Mike Horter
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David Darling
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Nathan Friedenfels

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Doug Hill
Marilyn Hill



**Richland Electric
Cooperative**

**Genuine
Telecom**

A Tech Com Company

Genuine Telecom offers local phone, high-speed internet and digital tv.

One package, one price, one bill.
It's that convenient.

**Please call the office
for more details.**

608-647-2345