



Richland Electric Cooperative 2011

From the Manager... The Rush Is On!

Black gold or Texas tea, made Jed Clampett and the Beverly Hillbillies, a household name years ago. Does the future hold a television program about North Dakota Nectar? Probably not, but an oil rush is certainly on in and near Williston, North Dakota. Rigs are drilling their way into what could be one of world's largest reserves of oil, known as the Bakken Reserve.

Technology has advanced to the point that some of the oil held deep in the ground here in North America can now be feasibly extracted. Many people, including the thousands of people heading out for jobs in the oilfields, are excited about the impact of this expanding industry. Others though, including advocates for renewable energy, see this as yet another obstacle to convincing Americans to wean themselves from fossil fuels.

Not unlike many of the issues we face today there is a significant amount of polarization—the I'm right, you're wrong mentality.

I hope that we can soon realize that it doesn't have to be all one way or all the other. At this point, either due to technology limitations or financial realities, renewable energy cannot meet all of our energy needs. On the other hand, failing to recognize that fossil fuels are a finite resource simply amounts to ignoring reality.

Some say we shouldn't use our coal and new found oil resources to fuel America, citing environmental concerns as a reason. The use of coal has been so severely hampered by environmental regulations that it will soon be financially prohibitive to produce electricity with it in the United States.

(Continued on page 3.)

CALENDAR of events

November

- 11 Veteran's Day
- 19 2nd Annual Holiday Wonders Shopping Expo and Craft Fair, held at the Richland Middle School
- 24 Thanksgiving Day- REC and Genuine Telecom offices closed

December

- 26 Christmas-REC and Genuine Telecom offices closed

January 2012

- 2 New Year's-REC and Genuine Telecom offices closed

Coming to REC members in 2012.

The Co-op Connection Program

Watch your mailbox in January for your card!

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Fireplaces

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.

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.



Traditional Stove

We 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.



Caprice Oak



Lucas Media Center

Thank You REC Members!

Food Drive and Member Appreciation Picnic held Oct. 8

Once again, Richland Electric Cooperative (REC) members showed how they follow Cooperative Principle #7, **Concern for Community**. A **HUGE** thank



you goes out to everyone for their extreme generosity in donating non-perishable food items and cash for the Richland County food pantry. At the member appreciation picnic in October, members nearly doubled last year's contributions by bringing bag after bag of food, totaling about 525 pounds, and opening their wallets to donate over \$120 in cash. At a time when the food pantry needed supplies, REC members came through with flying colors to help area families in need.

During the picnic, members enjoyed a great meal featuring grilled brats, hotdogs, chicken



breast sandwiches, along with pork sandwiches, beans, potato salad, cheese curd, 75th anniversary cake and cupcakes, along with ice cream and refreshments. The food was grilled, prepared and served by the directors and employees of REC.

(continued from cover...)

From the Manager... The Rush Is On!

Instead, we now witness trainload after trainload of coal heading to the coasts to be shipped to other countries that care nothing about the environment.

Our energy policy in this country needs to recognize that we can't make everything perfect, right now. We simply can't stand the economic shock in a time when the economy is still reeling from a severe recession. Instead, we need to utilize our domestic resources of coal and oil while accepting that we will someday run out

of these resources, but it won't be tomorrow so we don't have to panic. We do have to create with some degree of urgency, a long-term affordable and sustainable approach towards a future which transitions smoothly from fossil fuels to alternatives. As we have all heard, 'Rome wasn't built in a day'.

No plan will be perfect, but because we can't make it perfect doesn't mean we can't make it better. There is no perfect solution for those that seek to answer all of the environmental

concerns, and there is no perfect solution for those that seek to ensure low priced energy....yet. Our domestic energy sources, both new and old, provide us a bridge to the future if we choose to use it. If we don't use it, I fear we are all driving towards a very deep and swift river and we just passed the sign that says "Bridge Out".

As always, if you have comments or questions please feel free to call me at the office or drop me an email to sclark@rec.coop.

COOK'S CORNER



Cheeseburger Soup

Ingredients:

- 1/2 lb Ground Beef
- 3/4 cup onion, chopped
- 3/4 cup carrot, shredded
- 3/4 cup celery, diced
- 1 tsp dried basil
- 1 tsp dried parsley flakes
- 3/4 tsp salt
- 1/2 tsp pepper
- 1/4 cup sour cream
- 4 Tbsp butter, divided
- 3 cups chicken broth
- 4 cups potatoes, peeled and diced
- 1/4 cup flour
- 8 oz processed cheese, cubed (Velveeta)
- 1 1/2 cup milk

Instructions:

In a 3-quart saucepan, brown beef; drain, set aside. In the same saucepan, sauté' onion, carrots, celery, basil, and parsley in 1 tablespoon butter until veggies are tender, about 10 minutes. Add broth, potatoes and beef; boil. Reduce heat; cover and simmer 20 minutes until potatoes are tender. Meanwhile, in a small skillet, melt 3 tablespoons butter, add flour, cook and stir for 3-5 minutes or until bubbly. Add to soup (after the 20 minute simmer); bring to a boil. Cook and stir for 2 minutes. Reduce

Heat to low. Add cheese, milk, salt, and pepper. Cook and stir until cheese melts, Remove from heat. Blend in sour cream. Makes 8 servings.

LED Holiday Lights

There is an energy efficient and practical option to consider when purchasing holiday lights. Light emitting diode (LED) holiday lights significantly reduce energy use, are safer and allow for more convenient bulb replacement.

There are a variety of advantages to using ENERGY STAR® qualified LED lighting technology compared to standard incandescent lights. ENERGY STAR qualified LED lights are:

- **More energy efficient.** LED holiday lights use up to 90 percent less energy than standard mini lights and up to 99 percent less energy than standard C-7 holiday lights.
- **Longer lasting.** LED lights can last up to 200,000 hours when used indoors, and some manufacturers also provide a five-year warranty.
- **More convenient.** LED holiday lights are available in 35 to 100-bulb strings in a variety of colors. If a bulb burns out, the other bulbs will stay lit so bad bulbs can easily be replaced.
- **Safer.** LED lights produce almost no radiant heat and don't have the same components that cause traditional lights to burn out or combust.
- **Sturdier.** These bulbs won't break. In fact the casing for the diode is solid plastic so it's almost impossible to break.

More information

For more information on LED Holiday Lights, please visit ENERGY STAR.



2011
Richland Electric Cooperative

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

www.rec.coop

Office Hours

Monday–Friday; 8 a.m.–4:30 p.m.

Outages

Call (608) 647-3173; 24 Hours

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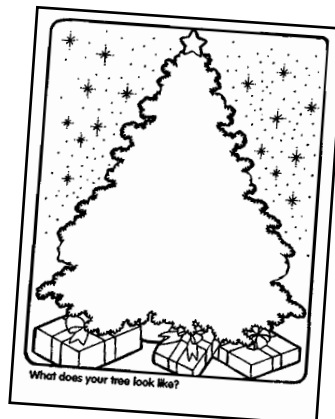
**Richland Electric
Cooperative**

Happy Holidays ❄️

*from Genuine Telecom and
Richland Electric Cooperative*

Richland Electric Cooperative's Christmas coloring contest page is included, as a separate sheet this year.

Color and send back to Richland Electric Cooperative by Friday, December 16th, 2011.



Genuine
Telecom

A Tech Com Company

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

One package, one price, one bill.
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**Please call the office
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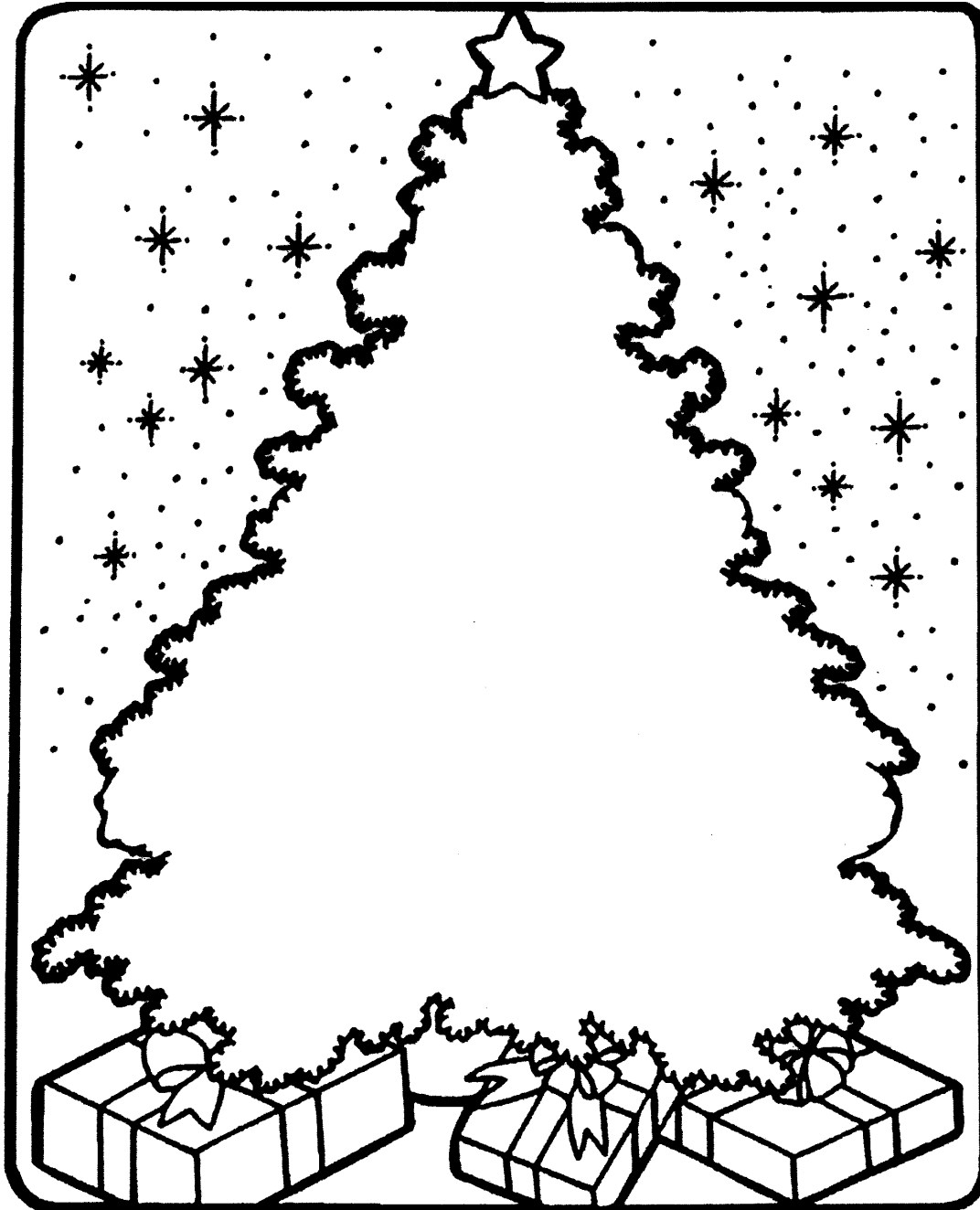
608-647-2345

Coloring Contest Open For Children of All Ages

With holiday time comes our annual coloring contest open to our members and their children. We divide the competition into age groups, so each entry is competing against their own ages. Sharpen your crayons and get your imagination worked up. The best picture in each age category is the winner.

The deadline for entries is Friday, December 16, 2011.

Please mail to:
Coloring Contest
Richland Electric Cooperative
1027 N. Jefferson Street
P.O. Box 439
Richland Center, WI 53581



What
does
your
tree
look
like?

Happy
Holidays

From
Richland
Electric
Cooperative

Name: _____ Age: _____

Parent's Name: _____ Phone: _____

Address: _____