



Richland Electric Cooperative 2016

From the Manager...

Good Plans Rely On Good Forecasts

How many times have you planned some kind of outdoor activity on Monday or Tuesday for an upcoming weekend? You've checked the weather forecast and the weekend weather looks great. You've invited some friends and all are available and planning to attend. By Thursday, the weather forecast has changed a bit but still not enough to impact your plans and you are gearing up for everything to go just as planned. Then you awake Saturday morning to cloudy skies and light rain and by noon it's a deluge and only those few that feel sorry for you having your plans ruined show up. The afternoon discussion revolves around how terrible the weatherman is at his job and how he single-handedly ruined your plans. Yet another missed forecast.

Weather forecasters will tell you it's a difficult job because despite all of the scientific facts, there remain certain factors that we don't quite understand yet. As more and more data becomes available the forecasts become more and more certain. That additional data can consist of recent observations or it can be based on many years of historical observation that has finally produced a trend that is likely to occur.

Planning for the future electric needs of our members can face similar challenges. For over 50 years the trend for electric usage was growing. This led electric utilities to build power plants that would meet those needs for the next 30 to 50 years. From the 1940's to the 1980's nearly all rural locations had electric lines built to them and in doing so, lines were designed to build out to every future location when the need arose. Throughout all of these years, safe and reliable electric power was delivered nearly without incident.

Today though, not unlike that weather forecast mentioned earlier, things are changing. Long-term we see advances in technology

(continued on page 3...)

CALENDAR *of events*

December

- 3 Ugly Sweater Run, Neophonic Jazz Orchestra
- 15-18 Community Players: The Gift of the Magi
- 24 Christmas Eve
- 25 Christmas Day
- 26 REC, Genuine Telecom Offices Closed
- 31 New Year's Eve

January

- 1 New Year's Day
- 2 REC, Genuine Telecom Offices Closed



**Like us on
Facebook**



CLOSEOUT SALE

on all of our **IN STOCK** fireplaces

Oxford Corner
\$550



Wickford
\$800



Notting Hill
\$599



We are currently running a closeout sale on all of our **IN STOCK** fireplaces. We will no longer stock Dimplex Fireplaces. We will continue serving as a Dimplex dealer for those who wish to order a fireplace. If a member brings in this newsletter we will give them an additional 10% any fireplace we have in stock!

Holiday Movie Matinee Schedule

**Cost of admission is 1 can of non-perishable food per person,
for the Richland Community Food Pantry**

Saturday, December 10

Kung Fu Panda 2

@ 1:00 pm and 3:00pm

Saturday, December 24

Kubo and the 2 strings

@ 11am and 1PM ONLY

Saturday, December 17

Ratchet and Clank

@ 1:00pm and 3:00pm



reminder

**2016 Rebate forms deadline:
Wednesday, January 4, 2017**

(continued from cover...)

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that indicate a different future than what was forecast. More distributed-generation is being deployed, things like consumer sited wind, solar and biogas powered electric generation. In the shorter term we are already seeing more efficient appliances and perhaps most importantly consumers paying greater attention to energy usage and seeking ways to conserve. Couple this new energy usage awareness with the potential for home-energy systems that produce power right at your home and you have a completely missed forecast. A forecast made just ten years ago—a relatively short time in infrastructure planning.

Forecasts of the future drive our planning process; a missed forecast can result in a bad plan. We rely on a lot of data to make accurate forecasts, however; some things are not easily predicted. As of right now we are studying a variety of items to learn what impact they may have, both short-term and long-term. Electric cars, battery technology, feasibility of renewable investment, advances in 'smart' appliances and home-automation, fuel cells, and more are on the technology review list. Even tougher are legislation, regulation, energy policy, climate change policy, taxes, consumer sentiment and consumer adoption of change—in other words the human elements.

We have a distinct advantage over others and that is the cooperative advantage. Our mission is not to sell as much electricity and make as much money as possible. Our mission is to help our members meet their needs in a way that makes sense for them; for us. Focusing on that will make us successful.

If you have questions or comments please feel free to call me at the office or send me an email to sclark@rec.coop. I always enjoy the conversations and the opportunity to explain more about your electric cooperative.

Having a hard time finding a gift for a specific person?

**How about gifting the
power of light with an REC
gift certificate!**

**Available in any price.
Stop by the REC offices to
pick one up today.**



Want to grill some steaks but don't want the hassel of charcoal in the middle of winter?

Try one of our Meco Electric grills! Just plug it in, turn it on, let it heat up and you are ready to go! Come take a look at the REC offices with competitive prices!

Make your next barbeque grill purchase an electric grill. Electric grills are safe, efficient and easy to operate, just turn on the thermostat and grill away! Plus, food tastes great, whether it's your favorite meat, vegetable or fruit. Electric grills can often be used where gas and charcoal grills are not allowed, such as apartment buildings.

The models we carry include a deluxe cart, a table top that is excellent for campers and motor homes or a portable lock & go grill that can be converted to use charcoal.



2016 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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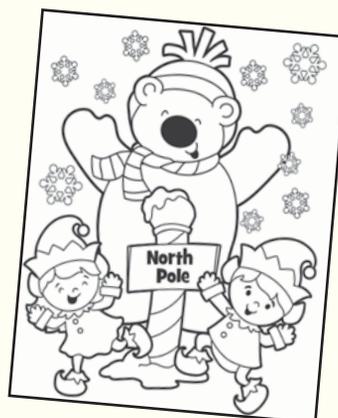


**Richland Electric
Cooperative**

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, December 21, 2016.



Genuine Telecom

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608-647-2345

1027 N Jefferson St,
Richland Center, WI 53581

www.genuinetel.com

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 December 21, 2016

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



Name: _____

Age: _____

Parent's Name: _____

Phone: _____

Address: _____