



Richland Electric Cooperative 2014

From the Manager... A changing market

For many years the rates consumers pay for electric energy have been relatively stable. Unlike gasoline prices, which consumers now expect to change weekly or even daily, electric rates have historically only been adjusted annually or even less often. The reason electric rates have been historically more stable than other energy sources stems from stable production and raw material prices. Utilities generally knew what their cost would be to fuel their electric generating plants for months and even years based on contracts for coal. The cost to transport fuels such as coal was fairly predictable based on historical trends in rail and barge transportation costs. Operating costs for a generating unit designed to run for 30 years or longer, were quite predictable as well. Generating units simply 'purred' along generating electricity to meet the demand.

Today, things are quite different. The word stable has been replaced with volatile as electric energy has moved to a market based model as opposed to load and capability model—meaning you generated enough to meet your own needs and that's all you worried about. Today, wholesale prices are based on market forces which factor in the the cost of fuel, transportation, supply and demand, regulations and new generating sources on a five minute basis rather than on an annual basis. In the past, a spike in the price of diesel fuel -necessary to run a train- was typically absorbed in long-term contracts. Such long-term contracts are no longer available as operators are unwilling to risk the extra expense in favor of long-term stability. To be fair, the prices offered to win a bid for transportation or fuel have become extremely competitive likely driving out some of the profit margin with which to cover such excursions from normal.

Efforts to keep electricity rates stable often encounter opposing forces. For example, to avoid the risk coal prices or the cost of transportation going up, one might be inclined to offset that risk with more renewable energy such as wind and solar. However, both wind and solar are known as intermittent resources meaning they may not always be running. Since coal fired generators are less efficient when asked to quickly come up to meet demand or to drop off to allow wind and solar to generate, we usually turn to natural gas fired units which perform much better when being asked to speed up or slow down.

(continued on page 3 ...)

CALENDAR of events

November

- 22 Grace Fundraiser – NASCAR Fans United Craft Fair at the Richland Middle School 8am-2pm
- 22 "Believe in the Magic Holiday Fair" Sponsored by the Rotary Club of Richland County at the Richland Center Community Center 9:00 am-3:00 pm
- 27-28 REC and Genuine Telecom offices closed
- 26 until 12/31 Rotary Lights in the Park - Nightly- Walk through 6pm-7pm, vehicles drive through 7-9pm

December

- 25 REC and Genuine Telecom offices closed

January

- 1 REC and Genuine Telecom offices closed



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.



Caprice Oak



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.



Lucas Media Center

Holiday Movie Matinee Schedule

Show Times are Saturday at 1:00 p.m. and at 3:00 p.m.

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

Saturday, November 22

Despicable Me 2

Sponsored by Shawns Auto Repair & Performance

Saturday, November 29

The Madagascar 2

Sponsored by Richland County Bank, Wallace Cooper and Elliott Insurance

Saturday, December 6

The Nut Job

Sponsored by Richland Electric Cooperative

Saturday, December 13

Rio 2

Sponsored by Walsh's Ace Hardware

Saturday, December 20

The Lego Movie



(continued from cover...)

From the Manager... A changing market

Natural gas, like other liquid fuels can also be extremely volatile so it brings its own set of issues. The risks we evaluate may be beyond price alone, and include the amount of pollution, carbon, and the ability to deliver electricity from a generating unit to the consumer.

As the wholesale market becomes more and more volatile it stands to reason that stability in the retail electricity market will be impacted.

It's likely that consumers will need to learn how to become more efficient and how to manage their own electric needs to take advantage of a market where timing will offer substantial discounts. There will also be times when high market prices will be an inducement for consumers to shift their usage to a more favorable time-of-day. Doing this will require a better understanding

of how and when our appliances and equipment use energy and improved technology to help consumers participate in a changing electricity marketplace.

As a member-owned cooperative, Richland Electric Cooperative is developing tools to help our members get the greatest value out of their energy dollar, not only today but in the future. As always, if you have questions or comments please feel free to write, call or send me an email to sclark@rec.coop.

COOK'S CORNER

Gluten-Free Pumpkin Bread

Ingredients:

- 210 grams gluten-free all-purpose flour mix
- 1 1/2 teaspoons psyllium husk
- 1 teaspoon baking soda
- 1 teaspoon kosher salt
- 1 teaspoon cinnamon
- 1/2 teaspoon nutmeg
- 1/4 teaspoon cloves
- 1 cup pumpkin puree
- 2 eggs
- 1/2 cup brown sugar
- 1/2 cup sugar
- 100 grams oil
- 1 teaspoon vanilla extract

Instructions:

1. Preparing to bake. Heat the oven to 350 degrees F. Grease and flour a 9-by 5-inch loaf pan.
2. Mixing the dry ingredients. Whisk together the flour mix, psyllium husk, baking soda, kosher salt, cinnamon, nutmeg, and cloves. Set aside.
3. Mixing the wet ingredients. Put the pumpkin puree into the bowl of a stand mixer. (You can also stir this by hand.) With the mixer running on low speed, add 1 egg. When it is fully incorporated into the puree, add the second egg. When it is incorporated, add the brown sugar and white sugar. When they have disappeared into the puree, add the oil and vanilla extract. Stir until combined.
4. Finishing the batter. With the mixer running, add the flour mixture, a bit at a time, until the flour is fully incorporated. Keep the mixer running on medium speed and let the batter grow airy.
5. Pour the batter into the prepared pan.
6. Baking the pumpkin bread. Slide the loaf pan into the oven. Bake until the edges of the pumpkin bread are starting to come away from the edges of the pan and a toothpick inserted into the center of the pumpkin bread comes out clean, 45 to 50 minutes.
7. Allow the bread to cool in the pan for 20 minutes then turn it out onto a cooling rack. Do not slice the pumpkin bread until it has cooled to room temperature.



2014 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

Board of Directors

Calvin Sebranek-President
Gerald Wendorf-Vice President
Judy Murphy-Secretary
Dan Hillberry-Treasurer
James Lewis
Donald Huffman
Tim Tiller
Steve Fuller
Jeff Monson

Staff

Shannon Clark, General Manager/CEO
Larry Hallett, Operations Manager
Jeff Joseph, Member Services
Amy Martin, Office Manager
Kim Cejpek, Administrative Assistant
Nicole Prochaska, Billing Assistant
Ellen Deets, Clerk
Trevor Clark, Director of Outreach Services

Linemen

Mike Horter
Ken Wymer
Curt Brockway
David Darling
Todd Murphy
Nathan Friedenfels

Groundman

Grant Worthington

First Call Representatives

Doug Hill
Marilyn Hill



**Richland Electric
Cooperative**



More Lights than Last Year!!
More Animation than Last Year!!
You won't want to miss it!!

Rotary Lights

In the park
Richland Center, WI

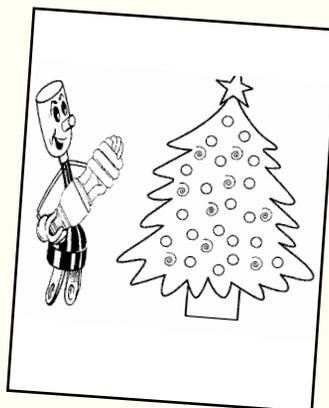
November 26- December 31
6:00-9:00 p.m.
Sunday-Saturday
Open every night!!

(Weather permitting. Listen to WRCO, 100.9 FM or
check our Face Book page for updates,
www.facebook.com/RotaryLightsinthePark)

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 19th, 2014.



**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

Coloring Contest Open For Children of All Ages

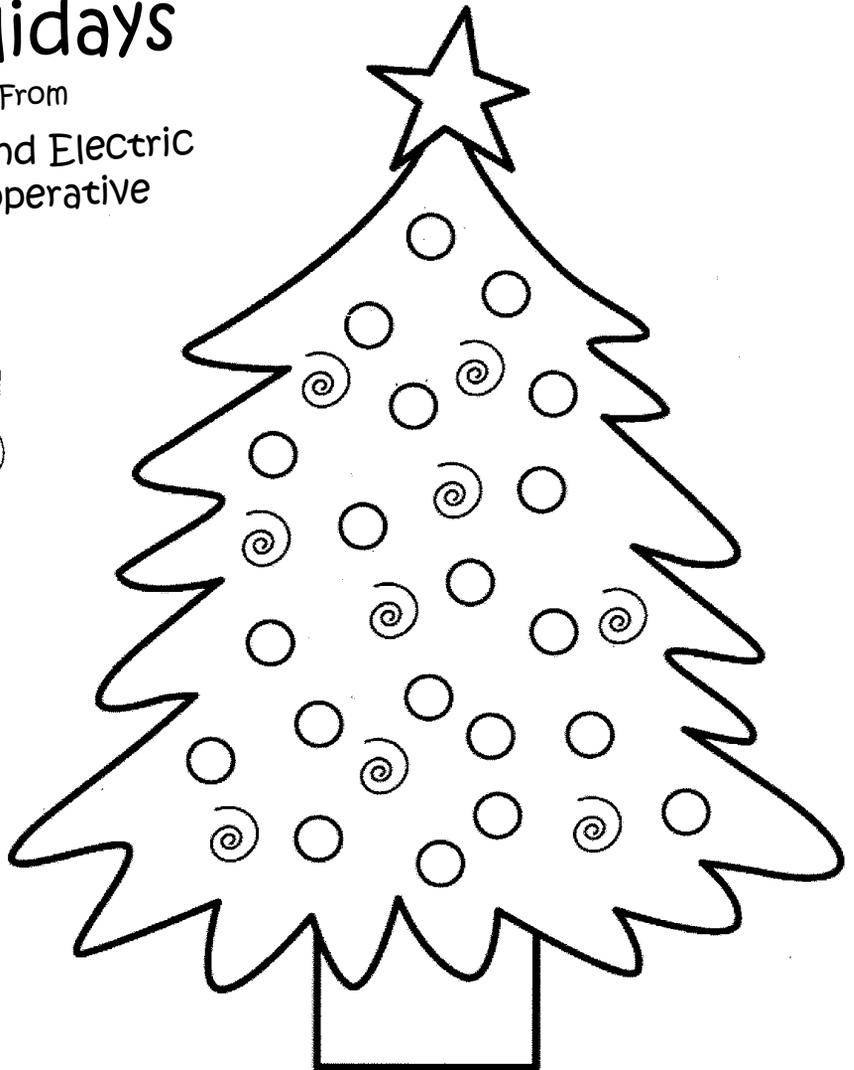
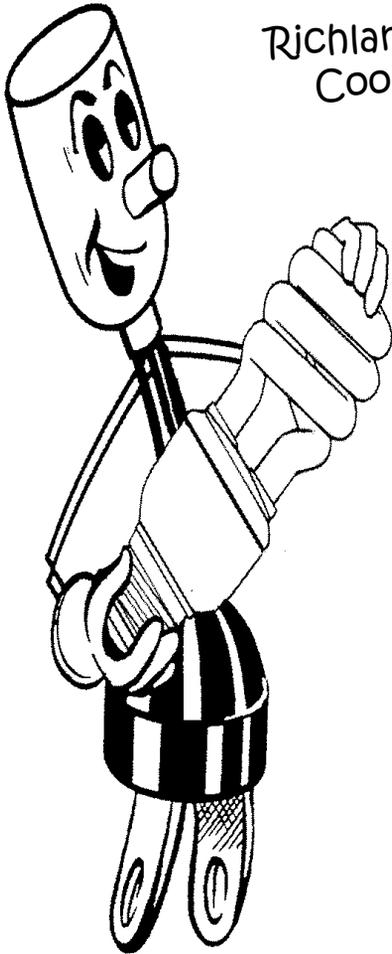
With holiday time comes our annual coloring contest open to our members and their children. We divide the competition into age groups, so each entry is competing against their own ages. Sharpen your crayons and get your imagination worked up. The best picture in each age category is the winner.

The deadline for entries is Friday, December 19, 2014.

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

Happy
Holidays

From
Richland Electric
Cooperative



Name: _____ Age: _____

Parent's Name: _____ Phone: _____

Address: _____