



Southwest Rural Electric Association

Annual Report

Safety, Service, Satisfaction... One Member at a Time!

August 2017

Volume 64

Number 7

SWRE 80th Annual Meeting

August 10, 2017

Historic Ramona Theatre • Frederick, Oklahoma

Registration

2:00-6:55 p.m.

Entertainment

Vintage films and popcorn in the historic Ramona Theatre

2:00 p.m. - 6:55 p.m.

SWRE Meeting

7:00 p.m.

Prize Drawing Afterward!



Southwest Rural Electric Association will hold its 80th Annual Meeting on Thursday, **August 10, 2017**, at the historic Ramona Theatre 114 S. 9th Street, Frederick, Oklahoma.

Because SWRE is a cooperative, its customers are also its members. At the annual meeting the members take an active part in the democratic process of running their business enterprise.

\$25 Electricity Credit per Membership at Registration!

Registration

Registration will begin at 2:00 p.m. and conclude at 6:55 p.m.

Annual meeting gifts will be given to all members at registration.

All SWRE members who register at this year's meeting will receive a \$25 credit on their SWRE utility bill (One credit per membership).

Every current account holder who registers at the meeting site on August 10 will receive the \$25 credit.

Since registration will open at 2 p.m., even those members who register during the afternoon but cannot stay for the meeting will receive the gift items, including the \$25 bill credit.

Entertainment

This year's entertainment focuses on the co-op's 80th year of service by featuring films, television clips and other video remnants from the 1940's era. The vintage flicks will be shown inside the historic Ramona Theatre from 2pm and continue until the beginning of the business meeting at 7pm. Members will also have the opportunity to enjoy complimentary

popcorn and water while enjoying the presentation.

Business Meeting

The SWRE business session will begin promptly at 7:00 p.m.

Prize Drawing

More than 100 prizes will be awarded during a drawing that will follow the business meeting.

Members must be present at the drawing to claim the prizes.

The drawing prizes will include 46 energy certificates that can be applied toward SWRE utility bills. Top energy certificate will be in the amount of \$500. The drawing's grand prize will be a 65" flat-screen smart television!

REGISTRATION

Note that the mailing label of this publication is your registration form for the annual meeting.

Bring it with you to speed the registration process.



SWRE Trustees (Left)

Front: Don Proctor (secretary/treasurer), Don Ellis (vice president), Dan White (president), Ray Walker
Back: Ronnie Swan, Jimmy Holland, Dan Elsener, Dan Lambert, Carl Brockriede

SWRE Employees (Below)

Front: Aaron Paxton, Slick McGee, Sandi Martin, Wanda Elix, Chris Petty, Gina McNeill, Jonnie Partida, Haley Hoover, Brad Patterson, David Ball
Middle: Jack Mitchell, Gerald Simpson, Justin Marsh, Jimmy Westover, Jim McPherson, Dale Brown, Bob Reid, Barry Holt, Keith Bonham, Al Davis, Bo Lesley
Back: Ken Simmons, Austin Huff, James Stephens, Jacob Cope, Keith Jonas, Kelby Boyd, Mike Wolfe, Chandler Lingle, James Aldridge, Calvin Flood
Not Pictured: Rick Risinger



Official Notice of Annual Meeting of the Members of

Southwest Rural Electric Association, Inc.

Tipton, Oklahoma

The annual meeting of the members of Southwest Rural Electric Association, Inc., will be held on Thursday, August 10, 2017, at the historic Ramona Theatre, 114 s. 9th Street, Frederick, Oklahoma.

Registration will begin at 2:00 p.m. and conclude at 6:55 p.m. The business meeting will be called to order at 7:00 p.m. to take action on the following matters:

1. The report of the officers, trustees and committees;
2. Any other business that may legally come before the meeting or any adjournments thereof.

Given and dated this 13th day of July, 2017.

Don Proctor, Secretary

SWRE district meetings scheduled

SWRE members who receive electric service in Districts 2, 5, and 8 will hold district meetings at the following dates, times, and locations:

District 2, Monday, Aug. 31, 6:00 p.m., Warren Community Center, Warren, OK. Dan Lambert represents District 2 members on the SWRE Board.

District 5, Thursday, Sept. 7, 6:00 p.m. SWRE Civic Room, Tipton, OK. Dan Elsener is the District 5 board member.

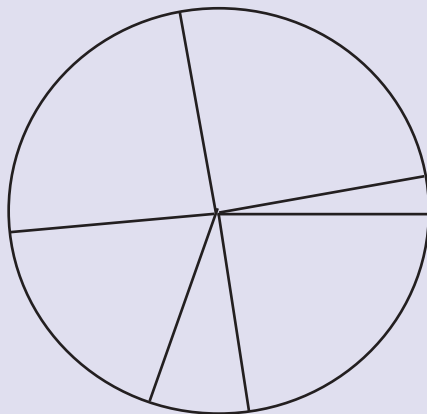
District 8, Tuesday, Sept. 5, 6:00 p.m., Elliott Producer's Gin, Harrold, TX. Carl Brockriede represents District 8 members.

Qualifications, filing requirements and selection procedures for SWRE directors are stipulated in the SWRE By-Laws which are available online or on request at the SWRE office.

Meeting notices will be mailed to SWRE members in these areas.

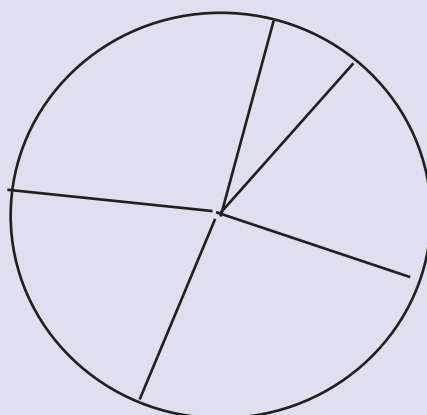
Financial Report for the year 2016

2016 Revenue and Expenses



2016 Revenues

Residential Sales.....	\$ 6,568,867
Seasonal Sales.....	\$ 1,421,905
Commercial Sales	\$ 6,429,187
Irrigation Sales.....	\$ 1,418,722
Other Sales.....	\$ 294,059
Other Revenue & Income.....	\$ 716,469
Total.....	\$ 16,849,209



2016 Expenses

Expenses controlled by other entities

Cost of Power.....	\$ 8,810,313
Depreciation & Amortization	\$ 1,428,925
Interest on long-term debt	\$ 1,342,187
Total.....	\$ 11,581,425

Expenses controlled by SWRE

Operations & Maintenance.....	\$ 2,831,180
Consumer Accounts	\$ 867,953
Administrative & General.....	\$ 854,196
Total.....	\$ 4,553,329

Total Expenses \$ 16,134,754

Margins..... \$ 714,455

Total..... \$ 16,849,209

2016 Assets

Utility Plant

Electric Plant.....	\$60,940,524
Less Depreciation...	\$7,847,350
Depreciated Value	\$ 53,093,174
Investments	\$ 7,486,543

Current Assets

Cash & Temporary	
Cash Investments.....	\$ 829,114
Receivables.....	\$ 4,840,043
Materials	\$ 306,505
Prepayments	\$ 75,304
Total	\$ 6,050,966

Deferred Debits \$ 845,559

Total Assets \$ 67,476,242

2016 Liabilities and Capital

Capital Equities

Memberships.....	\$ 46,315
Patronage Capital	\$ 26,924,501
Other Equities.....	(\$880,274)
Total	\$ 26,090,542

Long Term Debt

Liabilities to RUS .	\$ 15,647,869
Other Liabilities....	\$ 23,244,675
Total	\$ 38,892,544

Current Liabilities

Notes Payable	\$ 981,000
Accounts Payable..	\$ 1,014,549
Accrued Expenses	
& Taxes.....	\$ 386,807
Customer Deposits ...	\$ 110,800
Total	\$ 2,493,156

Total Liabilities \$ 67,476,242

SWRE Trading Post

For Sale: 1999 19-ft Sea Ray 190 Cuddy Cabin Boat. Low hours, good condition, several tops, porta pottie, some recreational equipment included. 305 five liter Mercruiser engine. Runs good, just no time to enjoy. \$8,000 or OBO. Call 580-481-0261.

For Sale: Registered yellow lab pups in Vernon, Texas. Call 940-887-9107.

For Sale: Complete Model "A" motor, transmission, clutch w/ pedal and brake. Has ignition w/ keys. Not frozen and has clean oil, belt, hose and extra carburetor. Mounted on rolling table. Manufactured October 1929. Call 580-482-7180

For Sale: Six Longhorn bulls. World grand champion bloodlines; Marks, Peeler, Phillips, Wildlife Refuge, Yates, Wright and Butler. Will send recent pictures on request. Call 940-357-1809 for info.

For Sale: Forty acres near Alamosa, Colorado. View of Colorado's Great Sand Dunes National Park and Mount Blanca (one the fourteener mountains at 14,351 feet). \$25,000 or will consider trade. Call 580-481-8119

For Sale: Storage container. 40' x 8' x 8'. Good shape with solid floor. \$2,400 OBO. Vernon, TX. Call 940-839-6653

For Sale: Early-day wood phone booth. Light and fan work, plus it has a phone book chain. Also, an old three-coin pay phone ready to mount. Call 580-649-9642

For Sale: Purebred Great Pyrenees puppies. Six weeks old. Six females. \$100. Call 580-305-2654

For Sale: 2014 Forest River Clipper 17BH travel trailer. Sleeps six. The King tailgater. Fully automatic. \$15,500. Call 580-649-0780

For Sale: 1981 15-ft Kingfisher boat and motor. 35 hp Johnson. Runs good. Brand new wireless trolling motor w/ foot control. New batteries. Drive-on trailer. Fish finder. Steering wheel. Live well w/ new pumps. New bilge pump. Extra boat motor and stand. \$2,995. Call 580-649-0780

For Sale: Great Pyrenees puppies. Vet checked, wormed, 1st shots. Call 580-301-0253



Southwest Rural Electric Association
P.O. Box 310
Tipton, Ok. 73570-0310

PRSR STD
US POSTAGE PAID
TIPTON, OK. 73570
PERMIT NO. 6

Return Service Requested

This is your registration form for the 2017 Annual Meeting. Please bring it with you.

Variety of bill pay options available

Southwest Rural Electric always works to serve the needs of members and increase the flow of information.

The co-op utilizes several new tools that members can use to pay their bill and to stay informed: a smartphone app, a web site, and a new automated calling line.

APP

SWRE's smartphone app is available free for Apple devices (at the iTunes App Store) or Android devices (at the Android app store).

At the online stores, search for "Southwest Rural Electric" to find and download the free app. Members who already have an online bill-pay account can use their username and password to log in. Members who don't have an existing log-in can create one. To create a bill-pay account, the member's social security number and current phone number must be on file with SWRE.

Members can then use the app to pay their SWRE bill, set up bill-pay reminders and notifications, update telephone numbers, or monitor usage – all from their smart phone or tablet!

SWRE Website

SWRE's website is located at www.swre.com.

From the home page SWRE members can easily find buttons at lower left for "Pay Bill Online."

The website's "Pay Bill Online" allows members to create and access an online bill-pay account just like the app.

Both the app and the web portal allow users to examine their past electricity use by the day. The user can also see what the weather conditions were at any given day or hour – temperature, wind, humidity, etc. This information can often help in understanding electrical usage –

why it was high or low at a specific date or time of the day.

The ability to accurately track usage can be a powerful tool to help members understand how to conserve energy and lower usage.

As with the app, members can also use "Pay Bill Online" at the website to set up a variety of text or e-mail reminders relating to their account.

Automated Calling Line

Co-op members who wish to pay their bill by phone with a credit card, prepaid card, or debit card may now call a special number – **1-855-980-6821**.

When the call is answered, they will hear an automatic prompt to enter their account number and payment information. It's easy, secure, and members can call day or night.

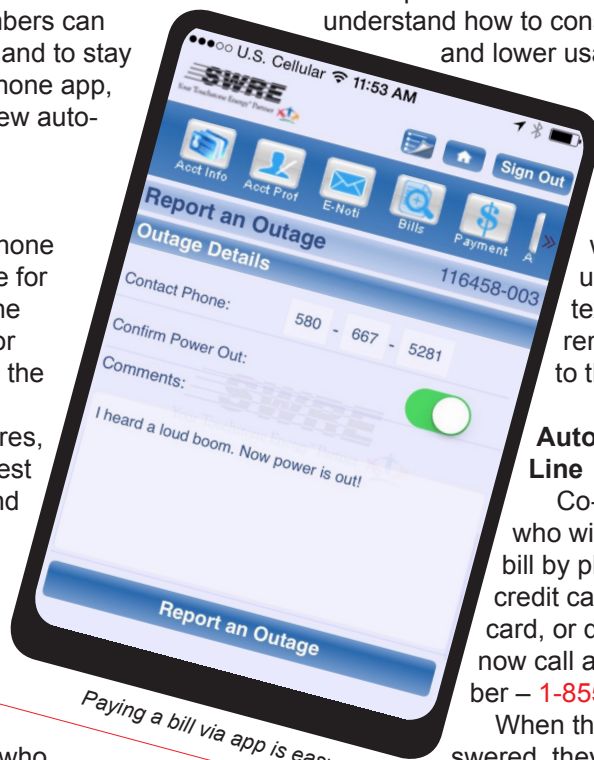
The payment will be processed and quickly posted to the proper account.

Other payment options

Of course, members may still make payments at the SWRE office in Tipton, by mail, or by calling the Tipton office at 1-800-256-7973.

Payments are also accepted at designated banks throughout the service area. **Members must be aware, however, that bank payments should be made at least 10 days before their bill's due date.** It often takes up to 10 days for payments made at banks to be received by SWRE.

Any account for which SWRE has not received payment by the due date is subject to disconnection – even if payment is in transit by mail from a bank. That is because the co-op has no way of knowing when payments have been given at a bank.



Paying a bill via app is easy.

24-Hour Dispatching

Emergency Service

1-800-256-7973

Bill Payment Options:

- ✦ SWRE App
- ✦ www.SWRE.com
- ✦ 1-855-980-6821
Automated Line
- ✦ 1-800-256-7973
Tipton Office
- ✦ SWRE Office
700 North Broadway,
Tipton, OK 73570

Area Banking Institutions:

- Altus – Frazer Bank, National Bank of Commerce
- Blair – Peoples State Bank
- Chillicothe – American National Bank
- Crowell – State Bank
- Electra – Waggoner National Bank
- Frederick – BancFirst, Frazer Bank
- Snyder – All American Bank
- Vernon – Herring Bank, Waggoner Bank, Bank of the West

NOTE: When paying at a bank, allow 10 days prior to the bill's due date.

SWRE News

Kenneth E. Simmons, Manager/CEO
Haley Hoover, **SWRE News** editor

Board of Trustees

- Dan White, Pres. District 7
- Don Ellis, Vice Pres. District 1
- Don Proctor, Sec. District 3
- Dan Lambert District 2
- Ray Walker District 4
- Dan Elsener District 5
- Ronnie Swan District 6
- Carl Brockriede District 8
- Jimmy Holland District 9

Southwest Rural Electric Assn.
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SWRE News is published monthly for distribution to members of Southwest Rural Electric Association.

SWRE is an equal opportunity provider and employer.

80 years of innovation..and looking forward to 80 more

It's amazing to think about how much we rely on modern technologies. A typical day for me begins with an electric coffee-maker and ends when I plug my iPhone into its charger. In between those hours I flip off and on dozens of lights, I stay connected to my email on four different devices and I can contact my wife any hour of the day with the press of a button.

While these luxuries are the norm in today's society, we shouldn't be so quick to take them for granted. It was only 80 years ago when the folks living in rural America weren't only living without iPhones, computers, TV and Wi-Fi, but they were also without the most basic of necessities such as indoor plumbing, ceiling fans and most importantly—electric light! It is also worth mentioning that there were no electric refrigerators, microwaves, ovens or heaters back then.

While rural families maintained a hard life their city counterparts were already accustomed to the luxuries electricity provided. Thankfully, this is where the Rural Electric Association stepped in and created a new way of life for the farmers in rural America.

Families residing in SWRE territory received this drastic change in the year 1937 when the Southwest Rural Electric Cooperative was officially formed. In December 1938 SWRE powered the first rural electrical lines in Southwest Oklahoma and in 1940 the co-op crossed the Red River to power many farms in North Texas.

The idea of having light at the flick of a switch and water at the lift of a finger seemed innovative and progressive—and it was!

Electricity on the farm made everyday life much easier. No more were the days of handwashing laundry for hours at a time or preserving food with blocks of ice in a wooden box. Now farm families could illuminate hours of hard work

thanks to the REA.

Today the visionary mindset of the co-op is still prevalent. Eighty years ago, the innovative technology of rural electricity was enough to excite and ignite the people of Southwest Oklahoma and North Texas. Today the excitement is still present, though the focus has evolved to more advanced ideas such as solar energy, geothermal power and wind energy. These are just a few examples of how the electric co-ops constantly strive to stay proactive, inventive and relevant in an ever-changing society.

Imagine—the difference in lifestyle before and after electricity in the early 1940s. Think about how much has changed over those eighty years. Now try to imagine how much more our cooperative will contribute to rural society over the next eighty years. The possibilities are truly endless!

As we celebrate our 80th year in service I suggest we follow the example of the members who have gone before us, by looking forward to the technological and economical advances provided by the local co-op.

One of our most recent innovations includes a new 24-hour automated phone line which can be used to pay bills, receive notifications and improve overall member communications.

SWRE's employees have also been working hard to ensure that the SWRE app services its members in the best way possible. This includes an outage map that is continuously updated throughout the day. This makes it easy for members to locate outages in their area.

As we enter a new fiscal year let's reflect on SWRE's accomplishments over the past 80 years while also looking forward optimistically for the next 80 years. I look forward to celebrating with you at our annual meeting on Thursday, August 10th in Frederick, Oklahoma.

Kenneth E. Simmons

Automated phone line now available



SWRE is now offering members access to an automated line. The automated line can be used to report outages and check account balances.

The automated line is also one of the many options SWRE members can use to pay their bill.

To utilize the automated number, members may use their account number or a current phone number associated with their member profile.

The automated phone number is posted below.

1-855-980-6821