

# SWRE POWER SOURCE

*A Supplement to Oklahoma Living*



## WE LOVE LINeworkERS

Southwest Rural Electric lineworkers don't work alone on our power lines. Whether they're climbing poles, restoring power or clearing tree limbs to prevent outages, they're never far from the hearts of the people who love them.

At this time of year, stores are flooded with hearts, candy and cards professing true love. But to be honest, those sentiments pale in comparison to the love we see every time a storm sweeps through our area.

When the lights go out, our lineworkers are sent from their loved ones out into the elements. When other electric cooperatives are in trouble after devastating hurricanes, tornadoes, fires or floods, our lineworkers travel to get the lights back on for complete strangers. Each time these brave men and women leave home to help those in need, their families are left behind, praying for a safe return.

Working with high-voltage electricity, lineworkers find themselves in life-or-death situations on a regular basis. That's why SWRE focuses on safety first. Our safety program includes daily briefings, monthly meetings and ongoing training to ensure that our team performs its job safely.

We know the folks who love our lineworkers appreciate the time we take to make sure our employees get home safe every night.

Marrying into this profession isn't easy. Lineworkers are often on call and must be ready to respond at a moment's notice when our community needs them. This makes children's sporting events and family get-togethers hard to pull off sometimes.

But the crews who keep your power flowing do so because they know that without their commitment, many of the things we've come to expect—hot meals, lights, heat—wouldn't be possible. By devoting their lives to working on utility lines, they connect all of us to a better way of life.

This Valentine's Day, we'd like to take a moment to thank the families who support and love our team of lineworkers who brave the elements and work long hours to keep power flowing to our homes each and every day.

Thank you for putting your love on the line. We're committed to making sure the lineworkers you love return home safely.

# BALANCING ELECTRICITY SUPPLY AND DEMAND

Electricity is essential for nearly every aspect of daily life—so essential that we rarely think about how it’s produced and delivered to our homes. You might be surprised to learn that behind the scenes, a network of experts is working daily (and even by the minute) to anticipate how much electricity you need before you even use it.

We’re all connected to the electric grid, so ensuring the right amount of electricity for all involves a complex process of forecasting energy demand, planning for capacity and securing enough supply to meet Americans’ needs.

## POWERFUL SOURCES

First, electricity must be generated at a power plant using either traditional sources, such as coal, natural gas or nuclear energy, or from renewable sources, such as solar, wind or hydropower.

At SWRE, we work closely with Western Farmers Electric Cooperative (WFEC), our local wholesale power partner, to secure enough electricity for our communities, using a diverse mix of energy sources to generate the power we deliver to your home or business. By maintaining a diverse energy mix—coal, natural gas, wind and solar—WFEC has options to ensure reliable power at a competitive cost.

On a larger scale, across the country, electricity supply and demand are managed through a market that includes long-term planning agreements, where electricity is bought and sold just like other common goods and services. Because SWRE works with our wholesale power partner, which is also a cooperative, we are able to pool resources and expertise to deliver affordable power to our local communities.

Electricity supply changes throughout the day because demand fluctuates based on consumers’ needs. For example, SWRE knows that we need to ensure more electricity in the mornings when you’re starting your day, and in the evenings when you’re cooking dinner, running appliances and watching TV. Demand also increases when weather patterns change, such as extremely warm or cold temperatures.



## MANAGING SUPPLY AND DEMAND ACROSS THE GRID

Across the country, other electric utilities are managing the same task of balancing supply and demand, which is why we have a larger network of key players in place to ensure enough power is delivered across the grid.

In most cases, the amount of electricity generated and how much is sent to specific areas are coordinated and monitored by regional transmission organizations (RTOs) and independent system operators (ISOs). In other areas, individual electric utilities perform these tasks.

RTOs, ISOs and electric utilities act as air traffic controllers for the electric grid. They forecast when you, your neighbors and communities across a large region will need more power. These organizations take measured steps to ensure there’s enough supply to meet demand.

## LOOKING AHEAD

As the energy sector undergoes rapid change, it’s important for all consumers to understand the basics of electricity supply and demand.

Electricity use in the U.S. is expected to rise to record highs this year and next, with the demand for electricity expected to at least double by 2050. At the same time, energy policies are pushing the early retirement of always-available generation sources, which will undoubtedly compromise reliable electricity.

SWRE remains committed to providing affordable, reliable energy to the members we serve. That’s why we are preparing now for increased demand and other challenges that could compromise our local electric supply.

Managing the balancing act of electricity supply and demand is a complex job, which is why we have a network of utilities, power plant operators and energy traffic managers in place to direct the electricity we need and keep the electric grid balanced.





## SIMPSON TO RETIRE AFTER 45 YEARS OF SERVICE

You're invited! Join Southwest Rural Electric in celebrating the retirement of Jeff Simpson on Tuesday, February 11 from 2 p.m. – 4 p.m. at SWRE headquarters in Tipton, Oklahoma.



## 8TH GRADERS: APPLY FOR ENERGY CAMP BY MARCH 1

Southwest Rural Electric sends two eighth graders to Energy Camp each summer to learn about electric cooperatives and where electricity comes from, experience a day in the life of a lineworker, gain leadership skills, and more!

The annual Energy Camp Contest is open to eighth grade students living in or attending school in SWRE's service territory. This includes currently-enrolled eighth graders in Altus, Blair, Chillicothe, Crowell, Davidson, Electra, Frederick, Harrold, Navajo, Northside, Snyder, Tipton and Vernon. Co-op membership is not required to enter the contest. Children and grandchildren of SWRE board members are not eligible to apply.

To enter, students should write an original, 300-500 word essay on this topic: ***How has electricity shaped modern entertainment and leisure activities like film and television?*** Application instructions, contest details, and the official application are available online at [SWRE.com/EnergyCamp](https://www.swre.com/EnergyCamp).

Applicants **MUST** be available to attend Energy Camp May 27-30, 2025 in Hinton, Oklahoma. Students should not enter the contest if they will not attend camp.

The deadline for students to apply is March 1, 2025. An independent judge will select up to eight finalists to receive \$50 cash prizes. The judge will select the top two essays from the pool of finalists, and the authors of those essays will attend Energy Camp for free courtesy of SWRE! Teachers who participate in the contest by making the essay a class assignment or by helping students submit their applications will be eligible to receive a \$50 classroom donation (limit one per teacher).

For more information, contact the marketing department at 1-800-256-7973 or [marketing@swre.com](mailto:marketing@swre.com).

# EMPLOYEES CELEBRATE SERVICE AWARDS IN 2024



45 YEARS OF SERVICE

**Jeff Simpson**  
Former CEO



30 YEARS OF SERVICE

**Rick Risinger**  
Staking Technician/Lineman



30 YEARS OF SERVICE

**Mike Wolfe**  
Operations Manager



5 YEARS OF SERVICE

**Rebecca Chambless**  
Director of Marketing



5 YEARS OF SERVICE

**Darryl Cryer**  
GIS Mapping Technician



5 YEARS OF SERVICE

**Erin Hendricks**  
Billing Coordinator



5 YEARS OF SERVICE

**Cory Schur**  
Journeyman Lineman



5 YEARS OF SERVICE

**Tyler Weathers**  
Meter Tech/Journeyman Lineman



50 YEARS OF SERVICE

**Dan White**  
Board Member



30 YEARS OF SERVICE

**Don Proctor**  
Board Member



10 YEARS OF SERVICE

**Dan Lambert**  
Former Board Member  
Acting CEO

## Southwest Rural Electric

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## Chief Executive Officer

Dan Lambert

## Board of Directors

Don Ellis ..... District 1

Vacant ..... District 2

Don Proctor, Sec. .... District 3

Dan Elsener, Vice Pres... District 5

Ronnie Swan, Pres. .... District 6

Dan White ..... District 7

Carl Brockriede ..... District 8

## Bill Pay Options:

24/7 Bill Pay: 1-855-940-3943

SmartHub App or SWRE.com

## Outage Reports:

24/7 Hotline: 1-833-590-0353

SmartHub App

SWRE is an equal opportunity provider and employer. SWRE *Power Source* is published monthly for distribution to members of SWRE and is produced by Rebecca Chambless.



**WE'RE PROUD TO POWER YOU.**