

# SWRE POWER SOURCE

*A Supplement to Oklahoma Living*







# MAINTAINING A RELIABLE SYSTEM

A NOTE FROM CEO DAN LAMBERT

## // THE COOPERATIVE DIFFERENCE

At Southwest Rural Electric, we are committed to delivering safe, reliable and affordable electric service to our members. To continue meeting that standard amid rising costs, occasional price adjustments are necessary.

As detailed in a special mailer sent to members in April and in the May edition of our member magazine, the SWRE Board of Directors has approved a rate adjustment of 6.85%, effective May 1. This change will be reflected on bills received in June.

## WHAT THIS MEANS FOR YOU

For members in the residential rate class, this equates to an approximate \$9 per month increase. It's important to note that this is our first rate adjustment in six years, averaging out to just about 1% annually—a clear reflection of our continued commitment to affordability.

## WHY THE ADJUSTMENT WAS NECESSARY

Inflation has impacted nearly every aspect of our economy, from groceries to vehicles—and utility infrastructure is no exception. The materials required to provide reliable electric service to your home or business have risen dramatically.

- The price of a 40-foot utility pole has risen more than 155% since 2021.
- The cost of primary wire has risen by 62% since 2020.
- A single-phase residential transformer is now nearly 93% more expensive than in 2020.

This rate adjustment helps us manage the increased costs of materials, insurance, labor and other essential goods needed to maintain and upgrade our electric distribution system.

## OUR COMMITMENT TO YOU

SWRE is a not-for-profit electric cooperative. This rate adjustment was not made to increase profits, but with utmost care to ensure the continued reliability of your service and to help plan for infrastructure improvements that will support our members well into the future.

If you have any questions or concerns about the rate adjustment, please don't hesitate to reach out to our member services team by calling 1-800-256-7973. //



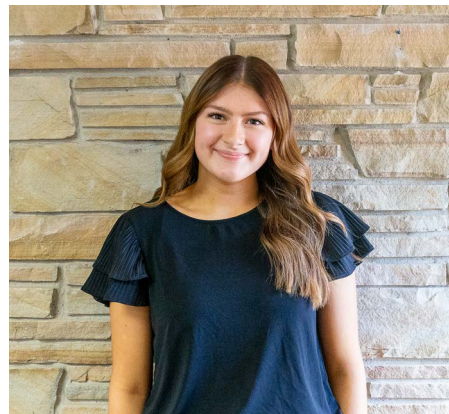
*Garrett Munson*



*Timber Mefford*



*Brooke Templeton*



*Alee Davis*

## BRIGHT FUTURES AHEAD

Electric cooperatives like Southwest Rural Electric play a vital role in strengthening our communities—not just by providing reliable power, but by investing in the people who make our future bright. We're especially proud to support local youth and help develop tomorrow's leaders. Meet the inspiring young individuals in our service area who are representing SWRE as ambassadors this year!

### LEADERSHIP SUMMIT ATTENDEES

Garrett Munson - Vernon High School  
Timber Mefford - Frederick High School

### YOUTH TOUR DELEGATES

Brooke Templeton - Crowell High School  
Alee Davis - Tipton High School

### ENERGY CAMPERS

Warryn Huff - Tipton Middle School  
Chance Merriman - Tipton Middle School

## KEEP THE CAPITAL CREDITS COMING

At SWRE, returning capital credits to our members is one of the most important ways we deliver on our cooperative values. SWRE recently distributed \$350,004 in capital credits to a portion of members who received electric service from us in 1996. Checks were issued on December 10, 2024 to the most current mailing address we had on file.

We made every effort to ensure these checks reached the correct recipients. Despite our best efforts, some checks unfortunately went uncashed. As a reminder, capital credit checks are valid for 90 days from the date of issue. After that period, they are no longer valid or accepted by the bank.

If a capital credit check goes uncashed, it is voided after 90 days. Following the co-op policy, future capital credit checks will not be issued to accounts with previously voided payments.

To make sure you never miss out on a future capital credit distribution or other important notices from SWRE, keeping your contact information up to date is essential.

Give us a call at 1-800-256-7973 to update your account information.



# HOW EXTREME SUMMER TEMPS IMPACT RELIABILITY & YOUR BILL

When outdoor temperatures soar, our electricity use increases. That's because our air conditioners are running longer and more often to counteract sweltering outdoor temperatures. Factor in that we all tend to use electricity at the same times—in the morning and early evenings—and that equals a lot of strain on our electric grid.

To help keep the air conditioner running for you, your family and neighbors, here are a few things you can do to relieve pressure on the grid and your electric bill during times of extreme summer heat:

- Select the highest comfortable thermostat setting and turn it up several degrees whenever possible. Your cooling system must run longer to make up the difference between the thermostat temp and the outdoor temp. ***Pro tip: Seal air leaks around windows and exterior doors with caulk and weatherstripping. Air leaks and drafts force your cooling system to work harder than necessary.***
- Run major appliances such as dishwashers, ovens and dryers during off-peak hours when the demand for electricity is lower. ***Pro tip: Start the dishwasher before you go to bed.***
- Use ceiling fans to make yourself feel a few degrees cooler. Remember, ceiling fans cool people (not rooms), so turn them off in unoccupied rooms. ***Pro tip: During summer months, set ceiling fan blades to rotate counterclockwise, which pushes cool air down for a windchill effect.***
- Close blinds, curtains and shades during the hottest part of the day to block unwanted heat gain from sunlight. ***Pro tip: Consider blackout curtains with thermal backing or reflective lining to block heat and light.***
- Use smaller appliances, such as slow cookers, air fryers and toaster ovens to cook meals. ***Pro tip: Studies have shown that air fryers use about half the amount of electricity than a full-sized oven. Air fryers are smaller and use focused heat, which results in faster cooking times, less heat output and lower energy use.***

As we face the challenges posed by soaring summer temperatures, understanding the impact on energy demand is crucial for maintaining a reliable power supply. By adopting energy conservation practices during periods of extreme heat, not only can you save money on your electric bills, but you can also contribute to the resilience of the grid, keeping our local community cool and connected.

## Southwest Rural Electric

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## Chief Executive Officer

Dan Lambert

## Board of Directors

Don Ellis ..... District 1

Corwin Petzold ..... 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.



WE'RE  
PROUD TO  
POWER YOU.