



Southwest Rural Electric Association, Inc.

# POWER SOURCE

A Supplement to Oklahoma Living

October 2019

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Number 10



## 82<sup>ND</sup> ANNUAL MEETING HELD IN ALTUS

Southwest Rural Electric Association members from Texas and Oklahoma met on August 29, 2019 for the 82<sup>nd</sup> Annual Meeting at Western Oklahoma State College in Altus, Oklahoma.

The event kicked off with registration and each membership received a \$25 energy credit and SWRE swag bucket (which included that infamous SWRE ball cap). There was great representation at the booth fair with participation from Western Farmer’s Electric Co-op, Texas Co-op Power, Operation Round Up and SWRE employees. Operation Round Up, SWRE’s charitable foundation, raised \$523 from the sale of the \$1 hot dog meal plus the sale of raffle tickets for the Operation Round Up Yeti Cooler. Western movies were played in the college’s auditorium for all to enjoy followed by a lively performance from the Altus-based band, Higher Ground.

Jalyn Ball, the 2019 Energy Camp Winner, and Zach Chitwood, the 2019 Oklahoma Youth Tour Winner, were both in attendance and recognized at the meeting. Board President Don Ellis welcomed the crowd and called the meeting to order. The Altus Boy Scout Troop #265 presented the colors and led the pledge of allegiance followed by the invocation by Board Trustee Dan Lambert.

SWRE’s attorney, Loyd Benson, declared a quorum with 404 registered members represented at the meeting. The membership unanimously voted in favor of the proposed by-law updates effective immediately which re-apportioned SWRE territory from nine districts to seven districts.

CEO/Manager Ken Simmons then recognized military personnel in attendance, employee milestones and retiring employees as well as introduced some new updates to our billing processes. Simmons also touched on SWRE’s participation in global electrification through the Energy Trails program and the ways our members are serving the local communities through Operation Round Up donations.

Each year, the highlight of the event is the prize giveaway. This year SWRE and our sponsors gave away 100 prizes which included \$3,150 in energy certificates, four children’s bicycles and a 50” 4K smart TV. The grand prize was a 2014 Ford F-150 SuperCab which, to the audible delight of the members present, was won by the Friendship Volunteer Fire Department!

CO-OP PRINCIPLE #2

### DEMOCRATIC MEMBER CONTROL

**CEO Message**



Manager/CEO, Ken Simmons

**Board of Trustees**

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

**Southwest Rural Electric**  
 P.O. Box 310  
 700 North Broadway  
 Tipton, OK 73570-0310  
 1-800-256-7973

Rebecca Chambless, *Power Source* editor

SWRE *Power Source* is published monthly for distribution to members of Southwest Rural Electric Association. SWRE is an equal opportunity provider and employer.

**Bill Pay Options:**

SWRE App  
 SWRE.com  
 1-855-980-6821, *Automated Line*  
 1-800-256-7973, *Tipton Office*

**Outage Reports:**

1-800-256-7973  
 SWRE.com  
 SWRE App

# COOPERATIVES STAND THE TEST OF TIME

Big changes have taken place in our community and our world over the past few decades. Some of you might have fuzzy memories of shopping for groceries and other essentials at mom and pop stores—many of which are now long gone, driven out by national retailers and online shopping.

It seems most things today have become a bit impersonal, with many businesses prizing profits and page views over developing relationships with their patrons. So, it's nice to know there are still locally owned businesses like Southwest Rural Electric Association that, in addition to operating from a bedrock of stability, see you as a person, not an anonymous internet user.

Co-ops of all stripes celebrate National Cooperative Month each October, a fitting time to reflect on the reliability and resilience that these nonprofit businesses have historically displayed through wildly varied economic landscapes. Co-ops have continued to meet

members' needs while many profit-driven businesses have faltered. By receiving electricity from the co-op, you're not only a member but an owner of a business. You have a say in how the cooperative is run. If you attended the co-op's annual meeting in August, your voice rang loud and clear through the ballot box.

The directors of SWRE are your neighbors and peers. They want what you want—affordable energy bills and to know the lights will turn on with the flip of a switch. SWRE finds its foundation in a set of seven principles, like other cooperative businesses, and one of the most sacred of those tenets is Voluntary and Open Membership. Anyone who needs electricity within our service territory, regardless of race, religion, gender or economic circumstances, can become an owner of this co-op.

I'm proud to be a steward of this cooperative, this month and always. But I'm just one of many. Thank you for sharing in that charge and for your membership.

*Ken Simmons*  
 Manager/CEO

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Pictured: SWRE delivered the keys to the grand prize truck to the Friendship Volunteer Fire Department!

# NEW BILL & NEW APP COMING SOON

We want to remind you that the design of our bill is changing. If the bill looks different (more colorful with more data) — it is from SWRE and not a scam!

**SAMPLE BILL FRONT**

**SWRE** GO PAPERLESS SIGN UP ON SMARTHUB  
 Toll-Free: 800-256-7973 or 580-667-5281  
 Hours: 8:00 a.m. - 5:00 p.m. Monday - Friday  
 www.swre.com

Account #: 99999999  
 Service Location: 123 Any Street City  
 Member Name: JOHN DOE  
 Billing Date: 09/08/2019  
 Current Bill Due Date: 10/01/2019

**TOTAL AMOUNT DUE \$160.00**  
 DUE DATE 10/01/2019

Thank you for your previous payment(s) of \$229.00

**Monthly Energy Use Comparison**

Total Energy Use Last Month	Total Energy Use This Month	Total Energy Use This Month Last Year
1827 kWh	1122 kWh	1391 kWh

**Your Average Daily Use**

- 36 kWh AVERAGE DAILY USE Range: 28 - 57 kWh
- \$5.17 AVERAGE DAILY COST Range: \$3.64 - \$7.41

**MEMBER MONTHLY MESSAGE**

SWRE is pleased to present our new bill format. The new design is a result of our desire to provide our members with the most information in the best format possible.

The total amount now due is payable upon receipt. New charges subject to disconnect after due date below. Please detach bottom portion and return with your payment.

**SWRE** Southwest Rural Electric  
 PO Box 310  
 Tipton, OK 73570-0310

Account # 99999999  
 Current Amount Due 10/01/2019 \$160.00  
 Amount Paid

We Accept: DISCOVER, VISA, MasterCard

SOUTHWEST RURAL ELECTRIC  
 PO BOX 310  
 TIPTON OK 73570-0310

744 1 AV 0.375 5 744  
 JOHN DOE C-2 P-2  
 JANE DOE  
 123 ANY ROAD  
 CITY ST 99999-9999

3801509999999000021300000021300012520195



An enhanced app experience is coming your way soon! SWRE will be switching to the SmartHub app in November which means managing your account just got easier.

**REMEMBER IN NOVEMBER:**

- Your bill will have a new and improved look!
- Delete the old SWRE Mobile app and download the new SmartHub app.
- Register your account using a valid email address and follow the prompts to create a new password. Have your account number handy!
- Set up auto-payments with a credit card or bank draft.
- You can pay your bill through the app or use the new SWRE bill-pay phone number: **(833) 890-9510**.

Our staff is always here to help. If you have questions about setting up your SmartHub account or using the new app, give us a call or stop by the office.

**2018 ANNUAL MEETING**



DD Visuals provided a photo booth for the second year in a row where members could take photos inside a staged bucket truck. We loved all the photos, especially this group of photo booth veterans that we've voted "Most Fabulous Friends Year Over Year." Visit our Facebook page for more photos from the annual meeting.

**2019 ANNUAL MEETING**



## ADDICTING CARAMEL CHEX



### INGREDIENTS:

9 cups corn squares cereal  
9 cups rice squares cereal  
2 cups firmly packed brown sugar  
1 cup butter  
1/2 cup light corn syrup  
1/2 teaspoon baking soda

### DIRECTIONS:

1. Heat the oven to 250°F. Line a roasting pan with foil. Place cereal in a large mixing bowl and set aside.
2. Add brown sugar, butter and syrup to a 3-quart saucepan. Cook over medium-high heat for 8-9 minutes or until the mixture comes to a boil. Continue cooking, stirring constantly for 1 minute. Remove from heat. Add baking soda and mix well.
3. Pour the syrup mixture over cereal; toss gently until it's well coated. Gently spread the cereal on the roasting pan. Bake 40-50 minutes, stirring every 15 minutes, or until coating is set.
4. Remove from the oven. Run a spatula under the cereal to release it from the foil.
5. Cool for 10 minutes. Break apart and store in a container with a tight-fitting lid.

*Source: This fall favorite was submitted by Rebecca Chambless. The recipe is courtesy of Rebecca's mom; the photo is courtesy of TheBearFootBaker.com.*

## SWRE Trading Post

*FREE classified non-commercial ad submissions are available for SWRE members only. Ads are also posted on [SWRE.com](http://SWRE.com).*

*Send your ad to Rebecca Chambless, SWRE's communication specialist!*

*MAIL: P.O. Box 310, Tipton, OK 73570*

*E-MAIL: [rchambless@swre.com](mailto:rchambless@swre.com)*

*PHONE: (580) 667-5281*

**For Sale:** Registered calf-ease bull.  
Call 940-631-2568.

**For Sale:** Certified seed wheat. Green Hammer, Smith's Gold, SY Rugged, Bentley, and Iba in bulk. OK Seed License 08005320.  
Call 580-465-0564 or 580-482-4607.

**For Sale:** AKC Labrador puppies born July 4th (9 weeks old on September 5th). Ready for loving homes! Shots and wormed. Excellent/champion bloodlines. POP are hunters and companions. Only 3 chocolate males available. Call/text 580-919-7363 for more information and pictures. 15 years of experience raising and training labs.

**For Sale:** FREE beautiful, healthy barn cats. Good mousers. Call 580-481-0751.

**For Sale:** 60 round bales of grain-in wheat hay. Approximately 1,400 lbs per bale. \$80.00 each. Pick up only. Cannot deliver.  
Call 580-569-4550 or 580-379-7988.



A Touchstone Energy® Cooperative   
Southwest Rural Electric Association, Inc.  
P.O. Box 310, Tipton, OK 73570-0310