



ELECTRICITY BRINGS EVERYDAY VALUE

Most people don't think much about the electricity they use daily. We expect the lights to turn on when we flip the switch and the coffeemaker to work each morning. Because electricity is so abundant, we don't think much about it. Since many of us have been spending more time at home over the past few months, we have likely been using more energy. And yet, we still expect an endless supply of power with uninterrupted service 24/7. The only time we really about electricity is when the power goes out or perhaps when the monthly bill arrives.

Given how electricity powers our modern lifestyle every day, it's a great value, especially when compared to other common services and expenses. For example, think back to the cost of a gallon of gasoline 20 years ago. Consider the cost of groceries or a cup of your favorite specialty coffee from a few years back. In comparison, the cost of electricity has remained largely flat, unlike most other consumer goods.

You may have a cell phone to stay connected and subscribe to cable channels to enjoy more viewing options. Many of us consider these necessities for modern day life. We can see what we're getting for our money, and we pay the price for those services. In contrast, when we use electricity, we don't necessarily "see" all that we're getting for our money.

But considering what electricity does for us, it's a tremendous value for our quality of life as well as our budgets.

For comparison, consider that the average rent increase was nearly 4% (from 2014-2019) according to the Bureau of Labor Statistics Consumer Price Index (CPI). The cost of medical care was increased 3% during this time, and education was not too far behind at 2.6%. So, where did electricity rank? According to the CPI, electricity increased by less than half a percentage point, 0.4%.

The bottom line: electricity brings everyday value. Considering that electricity is something that we all use around the clock, we're very proud of SWRE's track record and we are constantly striving to increase our service reliability, reduce brief interruptions and reduce costs. We are continually working to improve our operations to ensure a smarter grid and exploring more renewable energy options where possible.

SWRE provides the reliable service you expect and deserve as valued members of the co-op. And as your trusted energy advisor, we want to help you save you energy and money.

We recognize that the past few months have been challenging for many of our members and we're here to help. If you have questions about your account or are looking for ways to save energy at home, please give us a call. SWRE is your electric co-op and our sole purpose is to serve you and the needs of our community. That's everyday value.

CO-OP PRINCIPLE # 4

AUTONOMY & INDEPENDENCE

CEO's Message



CEO, Jeff Simpson

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Rebecca Chambless, *Power Source* editor

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Bill Pay Options:
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SWRE.com

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ANNUAL & DISTRICT MEETINGS POSTPONED

After much consideration for the health and safety of our membership, the SWRE Board of Directors has voted to postpone the 83rd Annual Meeting and 2020 District Meetings indefinitely. The Annual Meeting was scheduled to be held on August 20, 2020 with the District Meetings following in September.

Annual Meeting is one of SWRE's most anticipated events of the year and 2020 was slated to be no different,

but because of the uncertainty of these times, we believe the best decision is to wait to gather. We are looking forward to the next time we can all safely meet together!

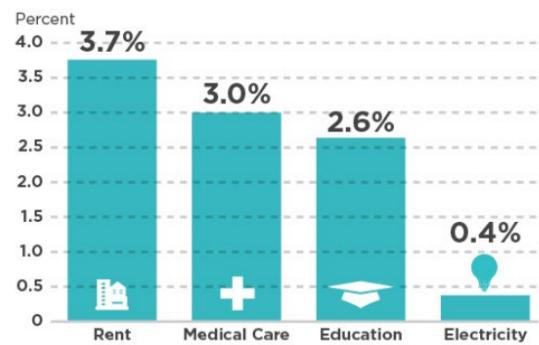
Stay informed on the new Annual Meeting and District Meeting dates coming in future publications of *Oklahoma Living*, *Texas Co-op Power*, on social media and SWRE.com.

Jeff Simpson
 CEO

ELECTRICITY REMAINS A GOOD VALUE

When you look at price increases of common expenses over the last five years, it's easy to see electricity remains a good value!

Average Annual Price Increase 2014-2019



Sources: U.S. Bureau of Labor Statistics Consumer Price Index

THE VALUE OF ELECTRICITY

\$5.30
 average cost of a Big Mac® value meal

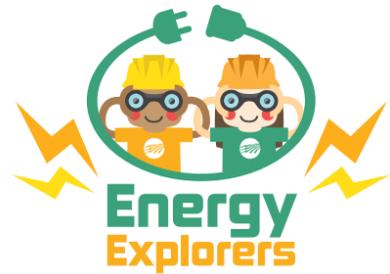
\$3.87
 average daily cost of power

Electricity is expressed on a daily basis using EIA 2018 Average U.S. Monthly Residential Bill of \$107. Big Mac® is a registered trademark of McDonald's Corporation. McDonald's Corporation does not endorse or sponsor this material.

Sources: *Economist.com* and *EIA*, 2018 data.

POWER RESTORATION FILL-IN-THE-BLANK

When the power goes out, line crews work hard to restore service as quickly and safely as possible. Complete the fill-in-the-blank activity below to learn about the steps of power restoration. Use the word bank if you need help, and check your work in the answer key.

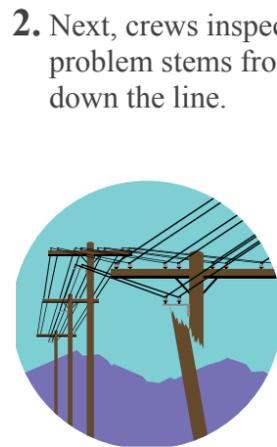


Word Bank:

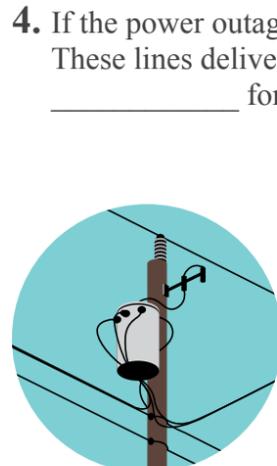
DISTRIBUTION	TRANSFORMER	TRANSMISSION
PADS	SUBSTATION	



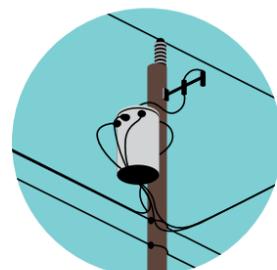
1. High-voltage _____ lines are the large towers and cables that supply power to the greatest number of consumer-members. They rarely fail, but if they do, they have to be repaired first.



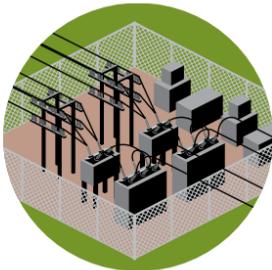
2. Next, crews inspect distribution _____ for damage. They determine if the problem stems from the lines feeding into the equipment itself, or if the problem is further down the line.



3. If the problem still can't be pinpointed, _____ power lines are inspected. These are the lines you typically see on the side of the road that deliver power to communities.



4. If the power outage persists, supply lines (also known as tap lines) are inspected. These lines deliver power to transformers that are either mounted on poles or placed on _____ for underground electric service.



Answer Key: (1) transmission (2) substations (3) distribution (4) pads (5) transformer



WATERMELON LIMEADE

DIRECTIONS:

1. Place half of the watermelon in a blender and process until smooth. Strain with a fine-mesh sieve over a large bowl. Discard the solids. Repeat with the remaining watermelon (yields about 1 quart of juice).
2. Add the lime juice and sugar. Stir until dissolved. Add more sugar if desired. Add to a pitcher and refrigerate.
3. Serve over ice & garnish with lime.

INGREDIENTS:

8 c cubed watermelon
1 c fresh lime juice
1/2 c sugar
Lime slices (garnish)

Source: <https://www.epicurious.com/recipes/food/views/watermelon-limeade>

Trading Post

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

For Sale: 1962 and 1963 Oklahoma State University Redskin yearbooks that are located in Ponca City. Call 580-763-7475.

For Sale: Guinea chicks, \$3, located west of Altus. Call 580-471-8056.

For Sale: Premium horse hay, OSU Midland 99 Bermuda, small bales (35-40 pounds each), \$7 each. Call 580-471-7284.

FREE classified non-commercial ad submissions are available for SWRE members only. Ads are also posted on SWRE.com.

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