



THANK A LINEWORKER ON APRIL 12

If you were asked to associate an image or a person with SWRE, you would likely picture a lineman. One of the most visible employees of the co-op, linemen work tirelessly to ensure our community receives uninterrupted power 24/7.

“Lineworker” is listed as one of the top 10 most dangerous jobs in the U.S. This is understandable as they perform detailed tasks near high-voltage power lines. Regardless of the time of day, having to brave stormy weather and other challenging conditions, linemen must climb 40 feet in the air, often carrying heavy equipment to get the job done.

Being a lineman is not a glamorous or easy profession. It takes years of specialized training, ongoing education, dedication, and equally important, a sense of service and commitment. How else can you explain the willingness to leave the comfort of your home to tackle a challenging job in difficult conditions, when most are sheltering comfortably at home? This dedication and sense of service to the community is truly what sets them apart. That’s why we set aside the second Monday in April to celebrate and recognize the men

and women who work around the clock to keep the lights on.

While linemen may be the most visible employees at SWRE, it’s important to note that there is a team of highly skilled professionals working behind the scenes. Engineers provide ongoing expertise and guidance on the operations side of the co-op. Member service representatives are always standing by to take your calls and questions. Our information technology (IT) experts are continuously monitoring our system to help safeguard sensitive data. And these are just a few of the folks who work together to ensure we can deliver the service and reliability you expect and deserve. Without them, our linemen wouldn’t be able to “bring the light” to our community.

Our dedicated and beloved linemen are proud to represent SWRE, and they deserve all the appreciation and accolades that come their way on Lineworker Appreciation Day.

On April 12, and any time you see a lineworker, I hope you’ll join us in thanking them and the dedicated team of professionals working behind the scenes for their exceptional service.

CO-OP PRINCIPLE #3

MEMBER ECONOMIC PARTICIPATION

CEO's Message



CEO, Jeff Simpson

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Southwest Rural Electric

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Rebecca Chambless, *Power Source* editor

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SWRE is an equal opportunity provider and employer.

Bill Pay Options:

SmartHub App
SWRE.com

1-833-890-9510 (*Automated Line*)

Outage Reports:

1-833-590-0353
SmartHub App

YOUR CO-OP REMAINS STRONG

February's polar vortex challenged the regional electrical grids, but Southwest Rural Electric's mission to deliver safe, affordable and reliable electric service remains unchanged. We're not going anywhere.

Unlike other utilities, SWRE is a member-owned and member-led cooperative that exists only to serve its members, not to make a profit. In fact, revenues earned beyond the cost of operating the cooperative are returned to members in the form of capital credits. That's one reason that the rate you pay for power will remain stable while our employees remain on the job to keep the lights on.

Your electric bills are tied directly to the amount of electricity you use—usage that may have increased at your home as your heater worked overtime during February's bitterly cold weather. Rest assured, we did not raise our rates in February, and we never charge members for electricity when their power is off. Most importantly, SWRE does not anticipate any significant increase to the overall cost of the electricity we provide.

Electric cooperatives have a long history of working with Oklahoma and Texas leaders to ensure your electricity remains safe and reliable. We don't yet know all the impacts of February's extreme weather, but we remain focused on developments at the legislature as we work with our statewide associations, Texas Electric Cooperatives and Oklahoma Association of Electric Cooperatives, to protect our members and employees from any potential effects. Throughout this assessment and learning process, we pledge to keep our members informed every step of the way.

SWRE's members are our friends, neighbors and family members. We aren't just keeping electricity flowing to homes and businesses—we're powering our community. That's why we are deeply committed to providing safe and reliable energy solutions to our members at a fair price—a commitment that has guided our business for more than 80 years.

Jeff Simpson
CEO

SMART ACCOUNT MANAGEMENT

SmartHub provides SWRE members with secure and easy account management at your fingertips! Search for "SmartHub" in your device's app store and download it to get started. You can also login to SmartHub from a desktop computer by visiting SWRE.com and clicking "SmartHub Login." Simply select Southwest Rural Electric as your service provider and register your account online in less than three minutes.

- View & pay your bill
- View your usage
- Report an outage
- Set up notifications for your account(s)



April 2021

LINEMAN APPRECIATION DAY

APRIL 12



HOW WILL YOU SPEND YOUR STIMULUS?

Millions of Americans will qualify for another stimulus check from the federal government. What will you spend yours on?

A survey by USA Today revealed that most people plan to pay off loans and keep up with medical, childcare and energy bills. If you have any money left over after taking care of necessities, consider investing in energy-efficient heating and cooling equipment.

Replacing old electrical equipment can save money in the long run because newer models operate more efficiently, so they cost less energy to run.

You'll know it's time for a new furnace or air conditioning system if:

- **Your unit is more than 10 years old.** After a decade of service, a new one is likely to be not only more energy efficient, but can help you reduce your carbon footprint. Newer refrigerants are not harmful to the environment as older ones are.
- **Repairing a problem will cost more than half the cost of a new unit.** Combine that expense with the likelihood that a decade-old device will break down again and again, and a new one looks like a good investment.
- **Your energy bills are on the rise.** Compare your electric bill from this month to the one you got exactly one year ago and then to the one you got two years ago. If your lifestyle and family's size are the same as they were back then but your energy costs are substantially higher, your HVAC equipment could be to blame.
- **Your home is uncomfortable.** If you have to keep inching the thermostat up during the winter to keep your home warm—or down in the summer to keep it cool enough—your equipment could be trying to tell you something. It could be time to buy a furnace or air conditioner that is the proper size for your home and features the latest energy-saving features.

Trading Post

For Sale: Heads-in wheat hay. Ten bales available at \$20/bale. Must pick up in Mountain Park area. Call (580) 301-3952 if interested.

For Sale: 7500 sq. ft. brick church and large parking lot located at 1100 S. 15th in Frederick, OK. Building is well-built with double sheet rock, 2x6 studs, and in a great location. For more information, call (580) 305-2194.

For Sale: 1953 Ford Golden Jubilee. Good running condition. Call (580) 471-2007.

For Sale: 3 registered Red Angus bulls. Call W5 Farms at (940) 839-5467 for pictures and details.

FREE classified non-commercial ad submissions are available for SWRE members only. Submissions must include the account holder's name and account number to be eligible. Ads are also posted on SWRE.com. Send your ad to the marketing department by mail, e-mail or phone!

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

E-MAIL: marketing@swre.com

PHONE: 1-800-256-7973



ROASTED CARROT SALAD

Serving Size: 6

INGREDIENTS:

2 pounds carrots - peeled & sliced diagonally	2 tablespoons cider vinegar
½ cup sliced almonds	2 teaspoons honey
2 cloves garlic - minced	1 package (4 ounces) Danish blue cheese, crumbled
¼ cup extra-virgin olive oil	½ cup dried cranberries
½ teaspoon salt	3 cups arugula
¼ teaspoon black pepper	

DIRECTIONS:

1. Begin by preheating your oven to 400° F. Mix together the carrots, almonds, and garlic on a baking sheet. Drizzle with olive oil and sprinkle with salt and pepper. Toss to coat and spread out in an even layer.
2. Roast the carrots for about 30 minutes until they are soft and the edges start to turn brown. Stir them twice while roasting. Remove from the oven and cool to room temperature.
3. Transfer the carrots to a large bowl. Drizzle with vinegar and honey. Toss to coat. Add the blue cheese, cranberries, and arugula. Mix gently to combine.

Source: Full recipe can be found at InspiredByCharm.com/Roasted-Carrot-Salad.

SWRE

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