

# SWRE POWER SOURCE

*A Supplement to Oklahoma Living*



**SAVE THE DATES:  
MEMBER MEETINGS**

## DEMOCRACY AT YOUR CO-OP

Southwest Rural Electric is a democracy, just like the great country we celebrate this Fourth of July. As a member of an electric cooperative, you get to have a voice in setting the direction of the co-op. This is a critical difference between co-ops and other electricity providers, such as investor-owned utilities or municipal systems.

### ANNUAL MEETING

Member-owners are encouraged to attend SWRE's annual meeting to actively participate in the co-op's business and get to know your board of directors. A double drive-thru annual meeting will be held Monday, August 21, in Vernon, Texas, and Altus, Oklahoma. The official meeting notice will appear on the electric bill you receive in August. More details will be included in the August editions of *Texas Co-op Power* and *Oklahoma Living* magazines.

### DISTRICT MEETINGS

One of the most important activities we conduct every year is an election for the board of directors. These are the people you entrust to guide the co-op in matters of policy and ensure its thoughtful governance. The directors of a co-op are also members of the co-op. Board members make strategic decisions for the organization while employees handle the operations. Board meetings for districts 2, 5 and 8 will take place in early September. For more information, visit [SWRE.com/Member-Meetings](https://www.swre.com/Member-Meetings).

Electric co-ops need your active participation, and we at SWRE try to make it as convenient as possible for members to have their say.

We know that democracy is not a perfect form of governing; it just happens to be the best one we know of. If we can practice doing it well at the local level, perhaps we can have a positive impact on our democratic nation.

# WE'RE HERE TO SERVE YOU



Jeff Simpson, CEO

// *'We're here to serve you.'* We've all heard this phrase countless times. These words may sound generic, but to us – your local electric cooperative – they mean everything.

Southwest Rural Electric was created to serve our community. Back in the day, neighbors banded together and formed our co-op for the common good. In our case, it was the only way the community could bring electricity to the area where there was none. In doing so, SWRE helped the community thrive. That mission-focused heritage is the golden thread that is woven throughout our history.

Today, we are continuing to power the community. While our focus has remained steady on providing reliable energy to our members, today's energy landscape and consumer expectations are far different than they were decades ago. That's why we're adapting, to keep pace with changing technology, evolving needs and new expectations.

Serving as your trusted energy advisor means we want to help you save energy (and money) and provide advice and information on a broad range of energy topics. For example, if you're looking for ways to save energy, check out [SWRE.com/Together-We-Save](https://www.swre.com/Together-We-Save) for energy-saving tips and ideas to increase the energy efficiency of your home. Understanding how your home uses energy can help determine the best ways to modify energy use and thereby keep more money in your wallet.

If you're considering a rooftop solar installation, our member service representatives would be happy to give you an unbiased view of the pros and cons. Investing in a solar system is a major decision, and it's important to fully understand the costs, responsibilities and potential energy savings. Unlike a solar company that has one objective—to sell their products and services—we will look at the total energy picture and help you determine the best options for your home. We understand that homeowners must undertake their due diligence, and we're here to help you through that process.

So, the next time you hear SWRE use the phrase 'we're here to serve you,' we hope you know that we mean it. Service is deeply ingrained into who we are. We continue to evolve with the times, and in return, we've found additional ways to serve you and provide more options for you to power your life.

We're here whenever you need us. Connect with us online, in person, through the SmartHub app or our social media channels. However you choose to connect, please let us know how we can serve you better. //







## REID RETIRES FROM CO-OP SERVICE

*Written by Rebecca Chambless, Communications Specialist*

After a combined 44 years of serving cooperative members, Robert “Bob” Reid has retired from Southwest Rural Electric. He’s hanging up his tool belt—professionally, that is!

Reid started working as a lineman for General Telephone Co., which later was purchased by Pioneer Telephone Cooperative, in 1979. He ended his time at Pioneer as a local manager after 33 years and worked for SWRE as the technology and facilities manager from 2012 to 2023.

“I feel like I left it better than I found it,” Reid said, with a paintbrush in one hand and a bucket of black paint in the other. The statement is a very humble acknowledgment that he not only took care of the co-op’s infrastructure over the past decade, but he also moved SWRE into the future with technology.

Reid was instrumental in rebuilding the SWRE radio system, which improved communication across Oklahoma and Texas, and he provided a way for lineworkers and office personnel to read meters, access maps, complete service orders and assess outages remotely. He led the charge on implementing new billing and accounting software, launching a mobile app for members, and improving cybersecurity and other technology options for members and employees. He did all this, plus made numerous much-needed infrastructure updates to SWRE’s headquarters and warehouses.

Reid remembered a time in 2015 during a particularly bad ice storm when he felt like the restoration process would never end. Mike Hagy, general manager at the time, and Reid left the boardroom and joined linemen in framing and setting poles. Restoration during that storm took three weeks for most members and four

weeks for some. It was a job that needed to be done, and Reid volunteered to serve in the field.

“If you’re going to work for somebody, this is a good place to be,” Reid said fondly about his co-workers. Some of his best memories are of projects he worked on with Earnsby “Slick” McGee and Jack Mitchell. “We had a lot of fun,” he said with a chuckle. “Jack would always get mad when I’d start something electrical, but he’d always end up doing what I wanted.”

Reid has left SWRE members in the great—and capable—hands of his direct reports in the information technology, metering, staking and mapping departments. “A good manager manages to get everyone else to do their work,” he said just before he drove off the co-op’s lot one last time.

Post-retirement, Reid plans to complete the list of honey-dos his wife, Jamie, and five adult children have set out for him. We anticipate that there will be many fishing trips in the future with his 12 grandchildren.

Some might remember the ’90s TV show *Home Improvement*. Wilson, played by Earl Hindman, was the neighbor of Tim Allen’s Tim Taylor. You never fully saw Wilson’s face, just his eyes peeping over the Taylors’ fence. Wilson, one of the most remembered and beloved characters on the show, was famous for giving incredible advice and calming reassurance during tough times. Wilson is to *Home Improvement* as Bob is to SWRE. He’s the kind of neighbor that everyone wishes they could have, and he’s left quite a legacy here.

Congratulations on your retirement, Bob! We wish you all the best, “kid.”



# SHRIMP CAKES WITH LEMON AIOLI

## INGREDIENTS:

### *For the Shrimp Cakes/Fritters:*

1 lb large raw shrimp, peeled and deveined  
4 oz mozzarella cheese, (1 1/2 cups shredded)  
1 large egg  
1/4 cup mayonnaise  
2 Tbsp parsley, finely chopped, plus more to garnish  
1/2 tsp sea salt, or to taste  
1/8 tsp black pepper  
1/4 cup all-purpose flour, or gluten free flour  
2 Tbsp light olive oil, or high heat cooking oil of choice

### *For the Lemon Aioli Sauce:*

1/2 cup mayo  
1 tsp lemon zest  
2 Tbsp lemon juice  
1 garlic clove, pressed or finely minced

## DIRECTIONS:

### *How to Make Shrimp Cakes/Fritters:*

1. Pat dry shrimp with paper towels then dice into pea-sized pieces.
2. Transfer chopped shrimp to a large mixing bowl. Add 4 oz shredded mozzarella, 1 egg, 1/4 cup mayo, 2 Tbsp parsley, 1/2 tsp salt and 1/8 tsp black pepper. Stir together then add 1/4 cup flour and mix until batter is creamy and well combined.
3. Heat a large non-stick pan over medium heat and add 1 Tbsp olive oil. Add 1 heaping Tablespoon at a time (or a level ice cream scoop) and flatten out the tops of your fritters as you go so they are about 1/2" thick patties. Saute about 3 minutes per side or until golden brown on the edges and cooked through.

### *How to Make Lemon Aioli Sauce:*

1. In a small bowl, add mayo and stir to remove any lumps. Add 1 tsp lemon zest, 2 Tbsp lemon juice and pressed garlic clove and stir to combine.

Source: You can find this recipe, notes and a video by Natasha Kravchuk at <https://natashaskitchen.com/shrimp-cakes-recipe-video/>

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## Board of Directors

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## Bill Pay Options:

24/7 Bill Pay: 1-833-890-9510

SmartHub App or SWRE.com

## Outage Reports:

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

SmartHub App

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