

SIERRA ELECTRIC COOPERATIVE



MEMBER NEWSLETTER

October 2016

75 Years of Providing High Quality, Reliable Electric Service to Members in Sierra County, and areas of Luna, Socorro, and Catron Counties

The true sign of intelligence is not knowledge but imagination. ~ Albert Einstein

FREE Washington D.C. Trips for Local Contest Winners



An all-expense paid trip to Washington D.C. in June 2017 will be awarded to two young people from this area if they are selected as winners of

an essay contest by Sierra Electric Cooperative. Sophomore, Junior and Senior level students ages 16-19 with a 3.0 GPA or higher and whose parents are Sierra Electric Cooperative members are eligible to apply for the contest. Entrants will be required to complete the application and answer two cooperative related essay questions on the application. Entrant's responses will be judged on the basis of the students' knowledge of the subject, originality, composition, neatness and grammar of the essay. The essay contest begins October 17, 2016.

The deadline for submitting the completed application and essay questions for the contest will be January 18, 2017. Applications and resource materials that may be helpful to contestants are available at Hot Springs High School, Manzano Christian School and at the Sierra Electric office in Elephant Butte.

Don't miss your chance for this once-in-a-lifetime opportunity. For more information, call 575-744-5231.

Sierra Electric partners with the New Mexico Rural Electric Association to provide this opportunity for our local youth.

New Bill Format Coming...

Sierra Electric's billing statements are getting a fresh new look!

The Cooperative is working on a redesign of the bills, which will go into effect in the next few months.

The redesign is geared to make the most important information stand out and to be easier to find, read and understand the information you need.

In addition to the new format, the Cooperative will be able to provide its Members with the option to *Go Paperless!*

As always, Sierra Electric is working hard to improve its services in a most cost-effective manner to improve the quality of life of its members.



October is National Cooperative Month!

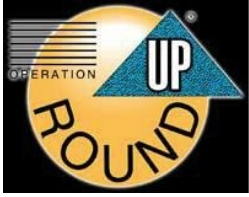
Co-op Month has been celebrated annually in October across the United States for more than half a century.

Cooperative businesses like ours are unique. We rise out of community needs. The not-for-profit, consumer-owned cooperative business model can be harnessed by farmers to get fair prices or credit unions to provide affordable financing. Members of some of your families used the cooperative model to bring electricity and hope to our area.

Co-ops don't have to answer to outside shareholders; they care about meeting their members' needs. Cooperatives generate jobs in their communities, keep profits local and pay local taxes to help support community services. Co-ops represent democracy in action, with control exercised by a board of directors elected from the ranks of members; the board hires and directs management and is ultimately responsible to the members.

Even with continuing challenges like increased costs and declining sales due to decreased population in Sierra County, we believe in the strength of our members and their ability to come together as a membership. We are proud of the support we have received over the last 75 years. This month we celebrate the traditions that made us who we are today and look forward to our future with the continued support and strength of our community and membership.

Sign Up Today to Help the Leaders of Tomorrow!



In 1991, the Sierra Electric Education Foundation awarded its first scholarship in the amount of \$200. The Foundation is funded by unclaimed capital credits, private donations and the bill round up amount donated by our members.

This is the perfect time of the year to start donating! Call the office today and we will send you an application, or go online at www.sierraelectric.org and click on the Member Benefits/ Services tab and follow the drop down menu to Operation Round Up. An application is available online—just print, sign and send it in!

You will be doing a great service to our local youth who are on the path to a higher education.

Thank you to all of our members who are currently enrolled in Operation Round Up. Because of your generosity, we were able to award \$14,000 to eleven graduates in 2016.

An Orange Energy Saving Light Bulb?

We have only two orange 60 watt equivalent CFL light bulbs remaining in stock—just waiting for a new home! For just \$2 a piece, these are the perfect Halloween or Fall decorative bulbs...Hurry in to the office and buy them before someone else does! At this price, it's a spooky steal!



Daylight Savings Time

Ends Sunday, November 6th



November Holiday SEC Office Closings

Veterans' Day

Friday, November 11th



Thanksgiving

Thursday, November 24th

Friday, November 25th

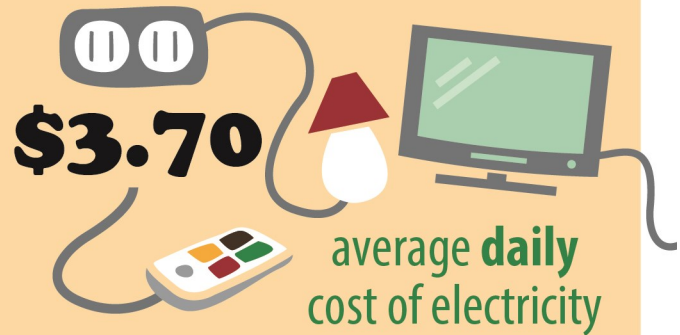


THE VALUE OF *Electricity*

*Electricity is expressed on a daily basis using EIA
2013 Average U.S. Monthly Residential Bill of \$111*



average cost of a Big Mac® meal



Big Mac® is a registered trademark of McDonald's Corporation. McDonald's Corporation does not endorse or sponsor this material. Source: Economist.com, 2015

On Sale Now...

Just in time for hunting and camping season! Purchase a 14 oz. camper/ coffee mug from Sierra Electric for only \$5, plus tax (our cost passed on to you). These coffee mugs are great for coffee, hot chocolate or soup!



This mug proudly displays Sierra Electric's 75th Anniversary logo and makes a great collection item or gift!

