



MIKE EASLEY,
CEO

My closing remarks during last month's article mentioned our upcoming annual meeting and how much we rely on strategy, operational performance and engagement of our member-owners to be successful. At PRECorp we define success by our ability to succeed in our mission of providing high-quality competitively-priced electric power and services while enhancing the quality of life by providing leadership and service in our communities.

A lot has changed over the years for electric cooperatives, but our purpose has been largely unchanged since cooperatives began. Cooperatives are in the "quality of life" business. Energy, especially electrical energy, is an intangible force that when used properly makes our lives better. Flip the switch and the room lights up. Press the button and the motor runs. Hit the remote and the TV comes to life. Click the mouse and you have the world at your fingertips. Don't forget my favorite, the coffee maker with a timer! This is all pretty easy to take for granted even for those of us who make cooperatives our life's work.

The first generation that experienced this uplift in their life quality has kept our cooperative strong for many years. A farmer giving witness to this once said "Brothers and sisters, I want to tell you this: The greatest thing on earth is to have the love of God in heart, and the next greatest thing is to have electricity in your house." I think that farmer's comment is still relevant today even as we have become accustomed to electric service. Where would we be today and what would our lives be like without "the next greatest thing." Where would we be tomorrow if something changed and we no longer had the power, or we could not afford it any longer?

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Keeping your cooperative strong is essential both to the affordability and availability of electric power. The best strategy, the hardest working lineman, the most dedicated office staff, the smartest engineers and technical people can't keep the cooperative going without your help, without your engagement, without you.

At last year's annual meeting we failed to reach a quorum. This prevented us from conducting the business of the cooperative and in holding our elections. Cooperatives are based upon democratic principles and without you we can't operate as a cooperative. What other kind of business model gives the control to the customer? Attending our annual meeting is the one thing that you can do to make certain your cooperative continues to be a cooperative. It is the one thing you can do to ensure our legacy of rural electrification continues.

The annual meeting at the community center in Hulett on August 24 is not just an investment of your time in the cooperative; it's an investment in and contribution to the quality of life we all enjoy here in northeast Wyoming.

I hope to see you there!

Mike