



# Co-op Comments



Lindsay, Oklahoma

Volume 49

July 2010

Number 5

## Volunteer for Beat the Peak Program

Beat the Peak is a voluntary program designed to help consumers of Rural Electric Cooperative to not only increase their energy efficiency awareness, but also encourage lower consumption during demand periods. Through the proper utilization of these two factors, your distribution cooperative will benefit as less power will be consumed during the peak hours of 2 to 8 p.m.

The price of electricity is based on two primary factors, including the price of fuel needed to generate power and the demand for power. The demand for electricity on the Western Farmers Electric Cooperative (WFEC) system is greatest in the hot summer months between the peak hours of 2 to 8 p.m. WFEC is the wholesale power provider for REC and 18 other Oklahoma distribution cooperatives.

The primary goal of this program is to reduce the overall system demand, with less power being necessary at critical peak times. Plus, using energy efficient ideas in homes and businesses can help each consumer as well. 187900

Another benefit involves the ability of WFEC to delay immediate new construction of power plant facilities due to an increase in capacity needs. As the service territory of WFEC continues to grow, increased capacity is needed to cover these demands. So, if less power is used during peak



times, the less capacity that will be needed.

### **Become Involved:**

The first step to helping your cooperative is to sign up for the Beat the Peak program. This voluntary program will help not only you individually, but the cooperative as well through less power usage during peak times.

Another important part of the program is the sign up for Beat the Peak alerts. If your cooperative determines that a peak situation is likely to exist, you will be contacted via your choice of e-mail, the cooperative's Web site, text messages or through the iMap alert service. On days that a notice is issued, please use energy wisely. Try to avoid or limit the use of appliances and electric devices in the home, particularly during the designated peak hours. Also, increase the temperature on your thermostat by a few degrees to reduce the load on your air conditioning equipment.

### **Why implement a Beat the Peak Program?**

The Beat the Peak program has been introduced to help lower your cooperative's peak demand for several reasons:

The demand for electricity in this area of the country is approaching the maximum capacity for some power plants. Either new power plants must be built to meet this increasing demand or the demand must be decreased. Building new plants is both time consuming and costly. Managing the demand for electricity is the least-cost alternative.

As a member-owned cooperative, we benefit collectively by every dollar saved. We're in this together.

## **Rural Electric Cooperative's**

office will be closed on Monday, July 5 for the Independence Day Holiday.

Dispatchers and standby crews will be on call for outages.

**Contact REC by  
calling -**

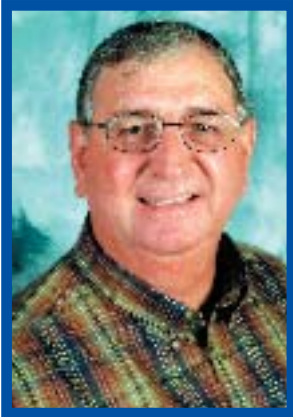
**1-800-259-3504**

**or**

**1-405-756-3104**

From Dale Nye, REC Manager/CEO

# Members need to begin now to become more energy efficient



DALE NYE

Rural Electric Cooperative strives to operate efficiently while sticking to our goal of providing affordable, high-quality and reliable electric services. We're always looking for ways to manage costs, and that is a reason we are encouraging energy efficiency programs.

REC has not had a rate adjustment since 2003. We've avoided increases by managing costs and implementing a number of cost-saving measures.

Lots of things come into play that can affect rates. Many of these can be tied to the rising costs for coal, natural gas, construction materials, as well as storm damage. We do our best to minimize the impacts of these issues by being proactive in our planning, offering education and training on energy efficiency programs and focusing on maintaining the reliability, quality and integrity of our system.

It is REC's intent to pass pricing information on to

our member-consumers in a timely manner. Typically, a planned increase allows time to tell member-consumers when a price adjustment can be expected.

REC strives to give member-consumers as much notice as possible through a variety of methods. This may include newsletter articles, bill stuffers, news releases and through our web pages.

Of course we wish that we would never have to raise rates. With ever increasing costs of materials to construct new lines and maintain our electrical distribution system, adjusting rates may be our only option.

The value customers place on energy extends beyond just price. It's the right combination of price, quality of service, reliability and being a responsible partner in meeting their needs today and in the future.

You can be a part of controlling costs by using the electric energy at your home and/or business as wisely as possible. During the next three months (from 2:00 p.m. until 8:00 p.m.) the demand for power is historically the greatest of any time during the year. If you can adjust your activities so that we can reduce the demand, it may help us to delay or at least minimize the impact of future rate adjustments. We're in this together - and together we can save.

## Co-op Comments

Official Publication of Rural Electric Cooperative, Inc., P.O. Box 609, Lindsay, Oklahoma 73052; Phone (405) 756-3104. CO-OP COMMENTS is owned, controlled and directed by Rural Electric Cooperative, Inc. It is printed monthly for the sole purpose of helping its members achieve maximum benefits from the conservative use of adequate supplies of electrical energy delivered at reasonable rates and for the general welfare of rural residents in its service area of Garvin, McClain, Comanche, Stephens, Grady and Carter Counties, Oklahoma.

### MANAGEMENT and STAFF

Dale Nye, Manager/Chief Executive Officer  
Linda Ray, Chief Financial Officer  
Kelli Lindsey, Administrative Assistant/Staff Coordinator  
Elaine Gilreath, Mgr. Customer Service/Data Processing  
Ed Bevers, Mgr. Engineering  
David Crull, System Superintendent  
Greg Watson, Operations Superintendent  
Kenny Scruggs, Mgr. Member Services and Marketing  
Dan Williams, Attorney

### TRUSTEES and OFFICERS

Gary Jones, President, District 1  
Charles Crawford, Vice-President, District 3  
Johnny Harrel, Secretary/Treasurer, District 2  
Brent Bacon, District 1  
Scott Christian, District 1  
Darrel Cole, District 2  
Melton Jordan, Jr., District 2  
Ray Anthony, District 3  
Merlene Rust, District 3

[www.recok.coop](http://www.recok.coop)

## Credit card payment method changes July 1

To comply with the new Red Flag Identity Theft Rules, beginning July 1, 2010 Rural Electric Cooperative's customer service representatives will no longer be able to take credit card payments by phone.

Members wanting to pay by credit card will have to use REC's automated system if they want to pay by phone.

Identity theft occurs when someone uses your personal identifying information, like your name, Social Security number, or credit card number, without your permission, to commit fraud or other crimes.

You may not find out about the theft until you review your credit report or a credit card statement and notice charges you didn't make or until you're contacted by a debt collector.

Identity theft is serious. While some identity theft victims can resolve their problems quickly, others spend hundreds of dollars and many days repairing damage to their good name and credit record. Some consumers victimized by identity theft may lose out on job opportunities, or be denied loans for education, housing or cars because of negative information on their credit reports. In rare cases, they may even be arrested for crimes they did not commit.

The Federal Trade Commission estimates that as many as nine million Americans have their identities stolen each year. In fact, you or someone you know may have experienced some form of identity theft.

How do thieves steal your identity?

Identity theft starts with the mis-

use of your personal identifying information such as your name and Social Security number, credit card numbers, or other financial account information. For identity thieves, this information is as good as gold.

Skilled identity thieves may use a variety of methods to get hold of your information, including:

**Dumpster Diving.** They rummage through trash looking for bills or other paper with your personal information on it.

**Skimming.** They steal credit/debit card numbers by using a special storage device when processing your card.

**Phishing.** They pretend to be financial institutions or companies and send spam or pop-up messages to get you to reveal your personal information.

**Changing Your Address.** They divert your billing statements to another location by completing a change of address form.

**Old-Fashioned Stealing.** They steal wallets and purses; mail, including bank and credit card statements; pre-approved credit offers; and new checks or tax information. They steal personnel records, or bribe employees who have access.

**Pretexting.** They use false pretenses to obtain your personal information from financial institutions, telephone companies, and other sources.

Awareness is an effective weapon against many forms of identity theft. Be aware of how information is stolen and what you can do to protect yours, monitor your personal information to uncover any problems quickly, and know what to do when

you suspect your identity has been stolen.

Armed with the knowledge of how to protect yourself and take action, you can make identity thieves' jobs much more difficult. You can also help fight identity theft by educating your friends, family, and members of your community. The FTC has prepared a collection of easy-to-use materials to enable anyone regardless of existing knowledge about identity theft to inform others about this serious crime.

Members may pay by credit card on the internet by visiting REC's web site at [www.recok.coop](http://www.recok.coop).

Other payment methods include check, cash or automatic bank draft.

REC continues working to comply with the new Red Flag Identity Theft Rules in order to protect our members and the Cooperative.

**24 HOUR  
ANSWERING**

**available for Reporting**

**Power Outages  
&  
Emergencies**

**Call**

**405-756-3104**

**or**

**1-800-259-3504**

**- WANT ADS -****REAL ESTATE –**

FOR SALE: Insulated well houses. PH: 580-641-1267 or 580-476-2608.

FOR SALE: Newly remodeled country home, 1150 sq ft, sets on one acre in Doyle/Foster area. Look at pics on: [www.mantoothfamily-horses.com](http://www.mantoothfamily-horses.com). PH: 580-467-7064.

FOR SALE: 2005 Heritage Modular home, 1296 sq.ft., 2-bdrm, 2-ba, utility room/pantry, living room, dining room/kitchen. Dishwasher, stove, microwave, washer/dryer included. Central H/A, excellent condition-must be moved from location. PH: 580-476-3431 after 4:00 p.m.

FOR SALE: Newly remodeled 3 bdrm, 2 ba, full laundry, located at 202 W 2nd ST, Lindsay. PH: 580-476-3103 or 580-706-0151.

FOR SALE: 66 acres, 40 x 60' metal bldg w/concrete floor & bathroom, 15 x 60' shed, pipe corral, fenced, 2 ponds, rural water, good grass, land clear, septic system, \$159,000. Located SW of Pauls Valley/NE of Elmore City. PH: 405-650-9048.

**AUTOMOTIVE –**

FOR SALE: 1997 Ford F-250 LWB, 7.3 diesel, 153k, slick. PH: 580-222-1399.

FOR SALE: 2002 Chevy Astro van, \$2,500. PH: 580-444-2144.

**RECREATIONAL –**

FOR SALE: 2001 Trail Harbor 24' travel trailer. New microwave, new air cond., excellent cond., \$7,000. PH: 580-432-5325.

FOR SALE: 2007, 20' Beachcomber fishing pontoon boat, 115 HP Honda motor, Bear tandem trailer, custom tarp, 3 captains chairs, 2

reg chairs, bench seats, two live wells, canopy, locking rod boxes, fish finder, less than 10 hrs use on boat/motor, garage kept. \$22,750. PH: 405-462-7532.

**FARM EQUIPMENT –**

FOR SALE: CM model, two-horse trailer, large tack compartment, good condition, made in Madill, OK. PH: 580-476-3375.

FOR SALE: 2008 28 horse Mahindra 2816 tractor with front end loader, 5' brush hog, 5' box blade, bale spears, 16' utility trailer, 102 hrs, \$13,000. PH: 405-756-7227.

FOR SALE: 1978 990 Case tractor, 75% rubber, front/back, low hrs. PH: 580-788-2534.

FOR SALE: 6' x 20' WW stock trailer, new floor, tires & paint. PH: 580-222-1399.

FOR SALE: 3700 Ditchwitch trencher, 45 hp, diesel. PH: 580-222-1399.

FOR SALE: Cub Cadet riding mower, 206 hrs, Koehler command, power steering. PH: 405-224-6547.

FOR SALE: Three, two-barrel feeders with hay racks, \$225 ea; One, 5-1/2 barrel feeder with hay rack, \$450; Propane, two-burner camp stove, \$25. PH: 580-476-3398.

FOR SALE: 530 JD baler; JD 1424, 16' swather, both in real good shape; Rhino 6' shredder. PH: 580-476-3333 or 580-450-0204.

**PETS & LIVESTOCK –**

FOR SALE: Reg. Breeding Age Brangus Bulls. Complete performance & EPD information available. Individually priced, starting at \$1,500. PH: 405-207-6921 or [email@djmfarms.com](mailto:email@djmfarms.com).

LOST: 450-550 lb black/white faced heifer, no brand or tag, in Doyle area. PH: 580-432-5401 or

580-467-7067 or 7068.

FOR SALE: Two female/two male Shihtzu's, will be ready June 19. PH: 580-467-7067 or 580-467-7068.

FOR SALE: Four, 3-mo old billy goats, gentle, healthy, brown/white; three, 5 mo old, 1/2 Australian Sheep dog/1/2 Blue Healer. PH: 405-620-3736.

FOR SALE: 14 hds ranch gelding, \$800. PH: 405-779-8440.

FOR SALE: Guineas, different ages & prices. PH: 580-444-2144.

FOR SALE: Baby guineas, \$3 each. PH: 580-641-2227 after 4:00 p.m.

**MISCELLANEOUS –**

FOR SALE: Fresh eggs, produce, melons & cantaloupes. PH: 405-996-6300 or 405-224-5821.

FOR SALE: Weider weight machine. PH: 405-756-6087.

**Connections deals**

**A & K Cleaners**, Lindsay;

**Best Western**, Chickasha;

**Blue Moose Outdoor Portable Rentals**, Elmore City;

**Edwards Canvas**, Pauls Valley;

**In Touch Communications**, Pauls Valley;

**Jenny's Pics Photography**, Lindsay;

**Karon's Serenity Spa**, Elmore City;

**Lindsay Flowers**, Lindsay;

**Let's Ride Leather & More**, Maysville;

**Lindsay Pit Stop**, Lindsay;

**M&M Furniture**, Chickasha;

**Maysville Flowers & Gifts**, Maysville;

**Mazzio's Italian Eatery**, Purcell;

**Photos by Ginger**, Pauls Valley;

**Terminix International**, Chickasha;

**The Leopard Lasso**, Wynnewood;

**Western Fuel Co.**, Maysville