



# Powerline Press

## NEWSLETTER

A Supplement of Oklahoma Living Published by Lake Region Electric Cooperative for its members.

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Energy Efficiency  
*Tip of the Month*

Cooler temps are just around the corner! Is your home's heating system ready? Remember to replace furnace filters once a month or as recommended. If you heat your home with warm-air registers, baseboard heaters or radiators, remember to clean them regularly to increase efficiency.

Source: energy.gov



## Happy National Cooperative Month!

Every October, cooperatives from all sectors across the country celebrate **National Cooperative Month**. The purpose of this annual celebration is to recognize the cooperative difference and their goals. We take every opportunity to teach others about the cooperative business model and to celebrate the cooperatives serving you.

Electric co-ops are a community-focused organization that delivers safe, reliable and affordable energy to their consumer-members.

Our electric co-op is unique because we belong to the communities we serve. The co-op is led by its members, which gives us a unique understanding of the needs of our local communities. Many of our leaders and employees live right here in Wagoner and Cherokee County and are members of the Lake Region Electric Co-op - just like you!

Because we answer to local members (that's you!) rather than far-away shareholders, we're more nimble and able to respond quickly to the changing needs of our communities. We even share any excess revenue with our members every December in the form of capital credits.

Even though we are locally-owned and operated, we cooperate with other electric cooperatives across the country to develop new technologies, invest in equipment and infrastructure that benefits multiple co-ops in our region and assist with significant storm damage and outages. This type of collaboration allows us to address complex challenges while remaining true to our local roots.

Our electric co-op built by the rural communities belongs to these communities and continues to be led by the communities - that's the cooperative difference!

### SMART HOME & ENERGY SAVINGS *with the Lutron Maestro Motion Sensor.*

Install basic motion sensors in your home or business and never worry about turning the lights off again. The Lutron detects fine motion 2-3 times better than the competition with up to 900 square feet of coverage. It also easily replaces existing switches, making installation a breeze. By installing motion sensors, you can cut down on the energy you use for lighting by 30%.

**Sensors cost less than \$20 - Check them out on Amazon!**

**SAFE, RELIABLE,  
AFFORDABLE  
ENERGY.  
THEN. NOW. ALWAYS.**  
*We are proud to power your life.*



*Kane Teague, Apprentice Lineman*

*Photo by: Larry Mattes*

# LREC Kicking Off Phone and Email Survey



Your Opinion Counts!

or by an email invitation to participate online in this critical survey. The words "Electric Co-op" will appear in the Caller ID text area. All survey calls from our data collection center originate from area code 336. It is important for you to know that this survey is approved by LREC.

All telephone interviews will be conducted Monday through Friday between the hours of 5 p.m. until 9 p.m. and on Saturdays from 10 a.m. until 5 p.m. No calls will occur on Sunday. As an alternative to the telephone survey, some of our members, with emails on file, will randomly be selected to participate in an online version of the satisfaction survey. Rest assured that the link is valid and does not ask for any of your private information.

Another option to obtain information is through a postcard mailer. Some members may receive a postcard with instructions to respond to the survey.

**If you are asked to participate in our survey, we appreciate your time and effort in providing responses. We know your time is valuable. We also know it is important for LREC to keep electric bills affordable, services reliable and meet your needs effectively. Your opinion helps us do that.**

Associated Electric Cooperative Inc. (AECI), LREC's wholesale power generator, conducts a satisfaction survey of members, every three years. The opinions we receive from this survey help LREC identify and respond to the needs of the members and improve services. Beginning in late September and continuing through December, a cooperative-approved, independent research firm will be gathering the opinions of our members, either by a telephone interview

These surveys are approved by LREC. If you have any questions about the survey project, please contact LREC at 918-772-2526.

## Energy Efficiency Don't Let Money Get Sucked Out of Your Wallet

Ghouls, goblins, and ghosts might be scary, but they aren't nearly as frightening as a high electric bill. There may be electronics in your home sucking power out of your outlets and money out of your wallet, even when they aren't in use. TV's, computers, DVD players, cable boxes with DVR, streaming boxes, cell phone chargers, printers, and game consoles are just a few of the culprits that unknowingly suck energy. Over time, the cost adds up.

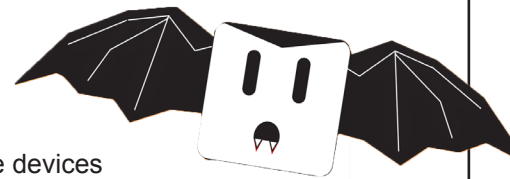
**LREC has some tips to help you stop energy vampires in your home:**

1. When possible, unplug electronics that you are not using.
2. Plug electronics into a power strip and turn the power strip off when items are not in use.

3. Purchase smart power strips for your computers and televisions. These devices sense when the computer or TV is sleeping or off. The smart strip cuts off power to related electronics, such as DVD players, video game consoles, and printers.

4. Buy low-standby products. Most Energy Star-endorsed products draw smaller than average amounts of electricity when turned off.

5. Avoid electronics with unnecessary features as these might use more energy.



# The Value of Broadband for Electric Cooperative Consumer-Members

The lack of broadband access for 6.3 million electric co-op households results in more than \$68 billion in lost economic value, according to new research by the National Rural Electric Cooperative Association (NRECA). The new report investigates the cost of the digital divide and the growing economic advantages to America's rural communities.

The study analyzed the value that households place on broadband access. It noted that households in parts of America with broadband access receive, on average, a benefit of \$1,950 annually. Applying this value to 6.3 million electric co-op households without broadband, the study finds a total lost value of \$68.2 billion to cooperative members nationwide.

Importantly, the deployment of broadband would be expected to enable additional economic benefits such as expanded jobs, education, and economic growth. None of these factors were examined in the NRECA study.

"Closing the digital divide is imperative for rural communities and will help improve the economic outlook for the entire country," said NRECA CEO Jim Matheson. "Millions of Americans are locked out of the new digital economy simply by their zip code. Electric co-ops recognize the importance of expanded broadband access and are working to be part of the solution."

High costs and low population density are two barriers to rural broadband deployment. Nonetheless, roughly 100 electric cooperatives are bridging the digital divide and bringing broadband to



their communities.

Lake Region Electric Cooperative is playing a central role in improving access to high-speed internet within its service territories. For this reason, NRECA has been encouraged by two recent policy changes. Thirty-five electric co-ops will receive funding from the Federal Communications Commission Connect America Fund II reverse auction, which for the first time allowed cooperatives to participate as broadband service providers.

In comments on the Department of Agriculture's Rural Utilities Service e-Connectivity Pilot Program, NRECA urged the RUS to 1) make 25 Mbps the minimum standard for an area to be considered served; 2) set 25 Mbps as the minimum "build-to" standard, but give priority to applications that would exceed the minimum speed and provide symmetrical broadband, with fiber technology you can offer symmetrical broadband speeds. (Download and Upload the same speed; 3) make population density a critical factor in determining areas eligible for grants, and 4) allow flexible approaches to ensure affordable service.

## Join Us at the Polls on November 6th

LREC's number one priority is providing our members with safe, reliable and affordable electricity. But doing this job requires a lot more than stringing and maintaining power lines throughout our service territory. It requires political engagement. That may seem far removed from our core mission, but it's absolutely essential to serving you, our members.

That's why we're participating in a national program of America's electric

cooperatives called Co-ops Vote. Co-ops Vote encourages all co-op members to participate in federal, state and local elections while educating political candidates and elected officials about the important role played by 898605 electric cooperatives in our communities.

**We look forward to seeing you at the polls on Election Day!**



# Lake Region Fiber: Worth the Wait

Raise your hand if you are one of the lucky ones who has Lake Region Fiber in your neighborhood. Now, raise your hand if, like most of us at LREC, you're still waiting. Waiting is the hardest part. We promise it is worth the wait. Everyday we answer questions about when particular zones will get service. It's hard to tell members we don't have service in their area yet, or give a date when service will be available. Knowing we have the support of the consumer-members (fiber backers) behind us makes it a little easier. We have come a long way in two years after launching construction on phase one of our fiber-to-the-home expansion project.

Lake Region is proud to announce, nearly 3,000 customers are hooked up to our network and are enjoying a whole new internet experience. No more buffering, delays, or dropped transactions, just high-speed symmetrical internet.

Lake Region has active fiber service in several Zones: Hulbert, Ft. Gibson, Keys, Woodall, Willis Rd, South of Tahlequah, and Sparrow Hawk to name a few. You can view our service area map on our website, [register.lrecok.net](http://register.lrecok.net) under zones. Help us keep the momentum going and continue to grow our network by pre-registering for service at [register.lrecok.net](http://register.lrecok.net).

When we see all of the zones that have met their pre-registration goals, we see the vast impact



cooperative efforts can have on a community. We're doing this together – Lake Region, you, and your neighbors. All of us are working together to meet a common goal that will help our communities find new ways to thrive.

Lake Region's new fiber service will improve the quality of life in our communities. High-speed internet can boost the economy, develop the job market, expand educational opportunities and distance learning, refine energy production and consumption, and even empower individuals. We believe Lake Region is changing the landscape of our rural north east Oklahoma for the better.

## Spread the Word

Help us keep the momentum going. Follow us on Facebook at Lake Region Technology & Communications and share or like our posts. Better yet, post on your timeline about why you're excited to bring Lake Region fiber to your area and don't forget to tag us. We also have yard signs and door hangers available so you can show your support. Give us a call at 918-772-2526 today!

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### Office Hours

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### Telephone

800-364-LREC or  
918-772-2526

### Website:

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

### Locations

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Tahlequah, OK.

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### Hidden Account Number

Look for your account number hidden in this issue of the *Powerline Press*. If you find your number, Lake Region Electric will credit your next bill.

To claim your credit, notify LREC's Hulbert office by phone or mail during the month of publication.

The amount increases by \$10 with each issue your prize goes unclaimed to a maximum of \$50.

For more information, call [800-364-LREC](tel:800-364-LREC) or [918-772-2526](tel:918-772-2526)

**Cooperative bylaws** are available upon request at Lake Region Electric Cooperative's office in Hulbert.