

We Shine As One...

*Happy Holidays from your  
Employees and Directors  
here at Hawkeye REC.*

Your Touchstone Energy® Cooperative 

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Be Part of Your Co-op

*"Our vision is to provide access to safe, dependable and affordable electric services."*

# Vital Statistics

## Fall Legislative Meetings



Tom Miller  
General Manager

It has become a tradition to sit down with our area legislators and discuss electric energy issues. We have tried to do this during the late fall and before the new legislature goes into session in January. This year our three legislators: Senator Mark Zieman, Representative Chuck Gipp, and Representative Brian Quirk were available and participated in our annual gathering in Postville.

The Iowa Association of Electric Cooperatives (IAEC) is the legislative voice for Iowa's electric cooperatives. In anticipation of many new legislators, approximately 40, the IAEC prepared a presentation that educated the legislators about the cooperative form of business and provided basic vital statistics about each of the constituent electric cooperatives. We presented the 7 cooperative principals highlighting our local community business and autonomous governance.

Since all three legislators have participated in previous years, our work was easy. As your cooperative spokesperson, it was my job to make the presentation and educate our legislators about Hawkeye REC.

The two major issues we see affecting our business in the 2003 legislative session is renewable energy requirements and net metering.

Our rural location means we have a lot of potential for renewable energy projects. We get questions on a

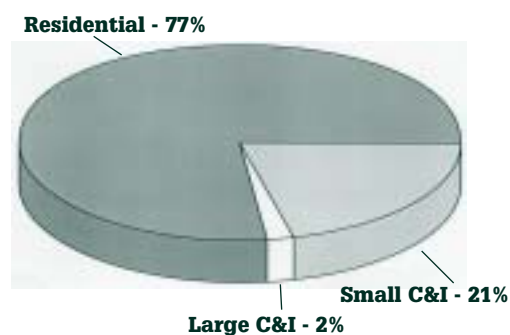
regular basis from our members about wind farms, owning standby generators, methane digesters, solar panels, and fuel cells. We are trying to help educate our members about these important issues. We talk about the co-op's and the member's responsibilities. As an electric utility, we must first protect the safety of our members and our employees. Second, we must maintain the integrity and reliability of our system. And third, we must ensure cost fairness and fiscal responsibility for our membership. We recognize the importance of working closely with our members who want to install their own generation. We also recognize the importance of having the appropriate laws and regulations in place to ensure the safety, reliability and convenience of electric energy.

There are few federal laws on renewable energy facilities and the power they generate. One law is the Public Utility Regulatory Policy Act of 1978. This act was designed to promote energy conservation and encourage alternative sources of generation. There are many ways to pay, grant, or subsidize energy conservation and renewable energy. There are tax breaks, financing options, and investment mandates although the difference in these methods is who pays for this encouragement. *Net metering* is a method of subsidizing through rates. Net metering forces all members to pay for the renewable energy created on our system. The fundamental question becomes should renewable energy be subsidized to encourage its development?

What is net metering? It's a meter that can go in two directions: forward when energy is consumed and backwards when energy is put on to the electric grid. In practical terms, this means the member is selling energy to

*(continued on page 5)*

### Co-op kWh Sales



**Member-Consumers: 5,253**  
**Employees: 34**  
**Total Miles of Line: 2,161**  
**Total Revenue: \$9.7 million**  
**Total Utility Plant: \$26.19 million**  
**Member-Consumers Per Mile of Line: 2.4**  
**Revenue Per Mile of Line: \$4,488**  
**Investment Per Member: \$4,986**

# Illuminating Christmas

**L**et's take a short journey back to Christmas past. Imagine the anticipation of coming home on a cold Christmas Eve night, warming up over a hot cup of chocolate and lighting the candles on the Christmas tree. Until 1882 candles were the only available choice for lighting a tree, and because of the danger of fire, the candles could only be burned for a few minutes. The first electrically lighted tree was displayed in New York. It consisted of eighty lights encased in glass eggs. The red, white and blue lights twinkled and dazzled all evening long and a tradition was born. However, it would be fifty years or more before most Americans would have Christmas trees with electric lights.\*

The art of lighting up Christmas today would be unimaginable to those who started out by placing a few candles on a tree. Today, people not only light up their trees but strings of lights adorn their porches, fences and even whole houses. The lights can be timed, tuned and animated. One area couple has perfected the art of decorating with lights in a creative and tasteful way. Rick and Wanda Byrnes of rural Cresco began nearly 20 years ago by decorating trees in their front yard and incorporated a large star at the top of their grain leg. Because of the role machinery plays in their life and close ties to agriculture the logical next step was to feature pieces of machinery outlined by Christmas lights. The

first year it was a tractor. The display just naturally grew from there.

Residents of Cresco begin driving north to enjoy the display when the star at the top of the grain leg is first illuminated. This signals that all is in readiness. There are 40,000-50,000 individual lights twinkling from tractors, a combine, a sprayer and other machines that line the driveway of their farm. The Byrnes have counted as many as 100 cars per night as well as tour buses that venture out to enjoy the display.

While we can all enjoy this work of art, we should also appreciate the hard work and commitment it takes to offer up this visual delight. Each year since 1984 the Byrnes have invested two to three weeks of time, not just in stringing lights but in checking the thousands of bulbs, getting the machinery washed and lined up, and arranging the display.

"The hardest part is getting all the lights working and keeping them working," says Rick. Their reward is the enjoyment the community gets from this unique display.

We've definitely come a long way from burning wax candles on an evergreen tree to modern Christmas lighting. And the Byrnes display is a "sparkling" example.

**\*To learn more about the first Christmas tree lighting display, visit [www.oldchristmaslights.com/timeline.htm](http://www.oldchristmaslights.com/timeline.htm)**

*By Meagan Seele*

*"Residents of Cresco begin driving north to enjoy the display when the star at the top of the grain leg is first illuminated."*



# Do You Recognize this Logo?



## What is Touchstone Energy?

Touchstone Energy is the brand identity program for electric co-ops around the United States. It is designed to help customers distinguish cooperatives from other providers and know that cooperatives are **owned by their members**.

Touchstone Energy is an alliance of over 550 local, consumer-owned electric cooperatives across the country committed to providing superior service to all customers, large and small, and to the value of integrity, accountability, innovation, and commitment to community (see Page 5).

## Do these look familiar?



## Does branding impact our lives?

If you recognize these logos apparently it does!

The ads which you see on television have won national recognition and Hawkeye is proud to be one of over 550 electric coop-

eratives that are a part of that branding. When you see those commercials they are talking about *YOU, a member-owner of your local electric cooperative*.

## Why are Cooperatives doing this?

It was designed to successfully face deregulation and competition. California changed the outlook on deregulation but Touchstone has become a very effective, recognizable branding and communication tool.

Research has shown that 25% of current co-op members understand what a cooperative is. With input from customers the brand Touchstone Energy was formed to promote the co-op way of doing business focusing on current and future needs of the customer.

## What does this mean for co-op members?

Our members will continue to receive the high-quality, responsive service they have come to know and expect from Hawkeye. Members can be confident that whatever changes come, they will benefit from choosing to stay with their local cooperative.

*“Touchstone has become a very effective, recognizable branding and communication tool.”*



## Don't Get Snowed by Your Long Distance!

- ◆ **6.9¢ per minute out-of-state**
- ◆ **8.9¢ per minute in-state**
- ◆ **NO monthly fee**

**Call now to sign up 1-888-834-1011**

Your Touchstone Energy® Cooperative 

# Commitment To Community

**T**his year as in past years Hawkeye REC helped the community of Jackson Junction prepare for the Holiday Season.

Hawkeye's values its commitment to community and this in just one of the ways throughout the year to show it!



*Eldred Rethamel  
and Dick Schorr  
putting up lights at  
Jackson Junction.*

## Vital Statistics...

*(continued from page 2.)*

the utility at the same price the utility charges the member for energy, PLUS distribution, transmission, operation and maintenance and other utility expenses. Net metering shifts the costs of who pays for the poles and wires system used to deliver electricity. By trading kilowatt hours, the net metering member is able to avoid paying for the delivery costs. The avoided delivery cost is the subsidy paid by you the member; you have no choice in the matter. Not having a choice creates a fairness issue, an issue we believe our legislators need to address through public policy.

Renewable energy and net metering are the “biggies” for us this upcoming legislative session. We have several other issues we are watching like electrician licensing, yielding to stationary utility vehicles, and the high voltage safety act. Being at the legislative table is important to our industry and our cooperative. The fall legislative meeting is one way we try to stay active in the political process.

Thanks to Senator Zieman and Representatives Gipp and Quirk for their attention. Over their tenure, each has supported the electric cooperatives and our issues.

# Generator Inventory Reduction Sale

**H**awkeye does all it can to ensure reliable electrical service to its members, but an occasional storm interrupts the flow of electricity and outages do occur. Be prepared for those storms. An emergency generator is like an insurance policy, you want it to be there when you need it, but don't wait until it's too late. With winter fast approaching, there could be a number of devastating ice storms and blizzards. Don't get stuck without electricity! Hawkeye REC has an assortment of generators for sale includ-

ing 5,000 to 9,500 watt generators. Different types of generators, each serving a different purpose, are standard, home and recreation, consumer/contractor, and construction/industrial.

A \$1200 generator may sound like a lot of money, but throughout its lifetime \$50-\$75 per year is a small price to pay to ensure your family's safety and comfort. Call Hawkeye today with all your generator needs and questions.



Home generator



Industrial generator



Standard generator

## Generators Available

- 5000 Watt, Excell
- 5500 Watt, Homelite
- 7000 Watt, Waveform
- 8000 Watt, LP
- 9000 Watt
- 9500 Watt

At or below invoice cost while supplies last  
Sales ends January 30

**- For a Few Dollars a Year Be Prepared for the the Unexpected -**



# Recipes...

Treat your sweet tooth this Holiday season with some mouth-watering candies.



## Chocolate Pizza

1 pkg. semi-sweet Chocolate Chips    1 cup crisp rice cereal  
6 cubes white almond bark        1 cup peanuts  
2 cups miniature marshmallows

Melt chips and almond bark in large saucepan on low heat. Stir in marshmallows, cereal and peanuts. Pour onto greased 12-inch pizza pan. Decorate as desired. Refrigerate until firm. Store at room temperature.

Decorating ideas: Use red and green M & M's, maraschino cherries, jelly beans, coconut, sprinkles, or any combination that you prefer. Drizzle melted white chocolate or almond bark over all. Be Creative!

*Kelly Praska  
Elma, Iowa*

## Peanut Cluster

1 -12oz. pkg. butterscotch chips  
1 -12oz. pkg. chocolate chips  
2 large Hershey bars  
2 cups salted peanuts  
1 cup small marshmallows  
2/3 cup peanut butter

Melt butterscotch and chocolate chips and Hershey bars in a pan. Add peanuts and peanut butter. When cool add marshmallows. Drop on waxed paper.

*Mary Hilsman  
New Hampton, Iowa*

Send us your favorite recipe. If we print your recipe in our newsletter, you'll receive \$5 off your next electric bill.

January- Red Foods... for Valentine's Day 

February- Favorite Pies 



# Be a part of Your Cooperative



**T**he participation in nominating and electing directors is one of your most important roles in exercising your rights as a member of Hawkeye REC.

## Serve on the Nominating Committee and help find director candidates for your Cooperative!

Every year the Board of Directors appoints a committee of three to nine members to nominate candidates to run in the director election held each March during Hawkeye's annual meeting. The nominating committee should geographically represent the membership. The Board of Directors and employees of Hawkeye are not allowed to serve on the committee. The committee meets twice in January to fulfill its mission. An instructional meeting for the committee is held the 1st part of January and a second session is held two weeks later to nominate the director candidates.

The nominating committee prepares and posts a list of nominations for required director positions at the office of Hawkeye REC at least 20 days prior to the annual meeting, which this year is March 24. At this year's annual meeting the members will elect one director for Howard County, one director for Winneshiek County and one director for Chickasaw County.

## Would you like to be nominated as a Director for your Cooperative?

If you are interested in serving on the Board of Directors or know a member who would be interested please contact the office at Hawkeye REC.

Any member may be nominated by petition containing the signature of not less than 1% of the cooperative membership. Such petition must be received by the Secretary not less than 20 days before March 24, 2002. The secretary shall post the nomination or nominations at the Cresco office along side the list of nominations made by the nominating committee.

### Hawkeye REC

Box 90 - Cresco, Iowa 52136  
1-800-658-2243 or 547-3801  
[www.hawkeyerec.com](http://www.hawkeyerec.com)

**OFFICE HOURS**  
Monday thru Friday  
7:30 a.m. - 4:30 p.m.

(Closed Sat., Sun., & Holidays)

#### OUTAGES

**1-800-927-5265**

#### IOWA STATE ONE CALL

**1-800-292-8989**

#### BOARD OF DIRECTORS

Dean Fisher, President - Lawler  
Dean Nierling, Vice President - Burr Oak  
Dennis Ptacek, Secretary - Elma  
Gerald Bakken, Treasurer - Decorah  
Francis Massman - Decorah  
Norman Dickman - Decorah  
John Hockspeier - Alta Vista  
Janelle Mahr - Lime Springs  
Roger Nibaur - Elma

#### PERSONNEL

Tom Miller, CEO & General Manager  
Charles Neubauer, Operations Manager  
Cindy Christensen, Communications Manager  
Pat Boyle, Business Dev./Mbr. Serv. Manager  
Dolores Donlan, Electric Billing Supervisor  
Peggy Berg, Chief Financial Officer  
Jim Murphy, Information Tech. Manager

#### EDITOR

Cindy Christensen



*The Power Is Yours*

### Hawkeye REC

Box 90  
Cresco, Iowa 52136

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