

You are Part of a Cooperative...

Cooperatives are businesses that—

- are owned and democratically controlled by their members—the people who use the co-op's services or buy its goods—not by investors.
- return surplus revenues (income over expenses and investment) to members proportionate to their use of the cooperative, not proportionate to their ownership share.
- are motivated by service to their members, not by profit.

October is Cooperative Month

Turn to page 6 to learn when and how you will receive your patronage dividend!

**COOPERATIVES:
STRONGER
TOGETHER**



Take Advantage of Being a Member

If you were unable to attend the member appreciation event to pick up your Co-op Connections card, you can stop by the office or have someone pick it up for you. We are not mailing cards at this time.

- Free to all Hawkeye REC members
- 10-60% discounts on prescriptions at participating pharmacies (Pharmacy discounts are not insurance and are not intended as a substitute for insurance.)
- Save on everyday grocery items. Visit www.hawkeyerec.coop. Click on the Coop Connections Card then on the Coupon button, and there you'll find a wide variety of on-line coupons that you can print off to use at the grocery store of your choosing.



Inside this issue...

PAGE 2	Manager's Message
PAGE 3	Linemen Safety Outage Map
PAGES 4-5	Member Appreciation
PAGE 6	Patronage Dividends Energy Assistance HVAC Care
PAGE 7	Recipes (Oktoberfest)
PAGE 8	Dates to Remember Touchstone Energy - Harvest Safety

Our Planning Process

General Eisenhower, “The Father of Modern Strategic Planning,” once said, “Plans are useless, but planning is indispensable.” This past month your cooperative devoted three days to undertake an important strategic planning process for Hawkeye REC. And as General Eisenhower stated, the planning process has tremendous value to your cooperative, and especially to me as your manager. I believe that good planning leads to establishing important goals and making sound business decisions.

The strategic planning process used what is called a SWOT analysis of identifying strengths, weaknesses, opportunities and threats. We then evaluated what control your cooperative can initiate to influence the individual issues and then proceeded to develop strategic planning goals for the cooperative. The management team and employees of your cooperative then develop programs to obtain these goals as established and approved by your board of directors.

Early budget projections from Hawkeye’s power supplier, again indicate an increase in wholesale power costs in 2010. During the strategic planning process this was identified as a major issue with limited influence. Due to the fact that nearly 60 percent of Hawkeye’s operating budget is wholesale power costs, it is important to work in partnership with Dairyland Power. We also need to educate our members on energy conservation and efficiency, along with grassroots political support.

The following goal was identified:

“Member education and information.”

The strategic planning process then focused on the remaining 40 percent of operating costs. Specifically, what can Hawkeye REC do to increase efficiency, reliability and value to cooperative members? In the past year we have diligently reduced total operating costs through shared services, financial planning and technology. Today we are effectively operating your cooperative with 2 ½ less employees due to the use of automation and a great group of employees willing to take on new responsibilities. This reduction in staff has been accomplished through the natural process of attrition.

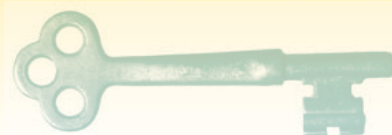
We recognize that more opportunities exist, which further lead to the establishment of two additional goals:

“Integration and assimilation of technology to increase member satisfaction and increase efficiency for cost containment”

“Evaluate and review our organizational structure and staffing needs to support the use of technologies and maximize efficiency and effectiveness”

For the past year your cooperative has been developing a technology plan and coordinating its implementation. In the upcoming year, new practices and automation will be further reviewed and tested, such as:

- 🔑 vehicle tracking
- 🔑 outage management system



Brian Krambeer
CEO

(563) 547-3801 • (800) 658-2243
bkrambeer@tec.coop

🔑 web portal to give members personal access to their daily energy usage

🔑 optional time-of-day electric rate

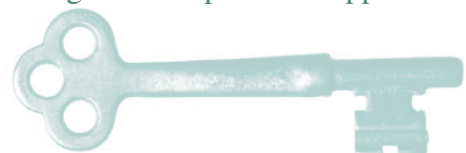
Another key goal from the planning process involved our headquarter facilities:

“To design and build a new headquarter facility to improve the administrative and operational efficiencies and effectiveness in serving our members.”

The current facility was built in 1941 and continues to limit technology and workflow efficiency. The facilities also lack energy efficiency, do not meet handicap accessibility or homeland security guidelines. It will also continue to require expensive maintenance and upkeep.

One overlapping key goal statement was also adopted as a key business practice:

“System reliability, financial planning and promoting a safe work environment.”

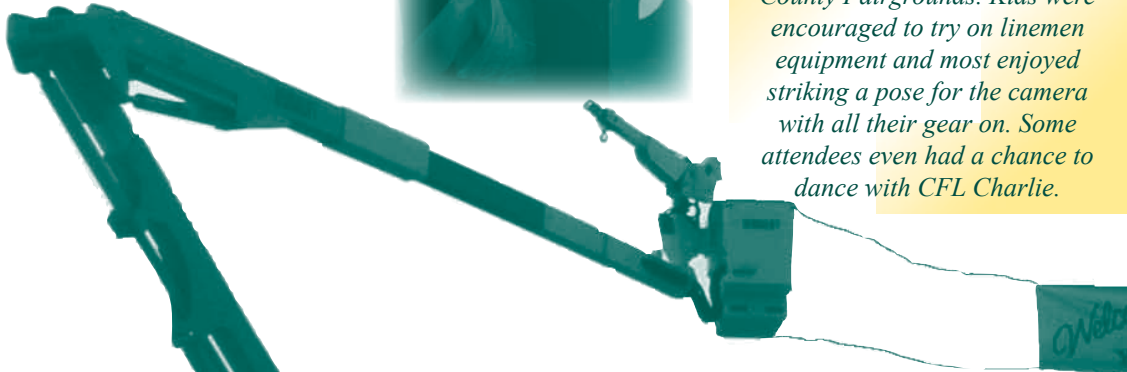




President Dean Fisher and CEO Brian Krambeer greeted members. CFL Charlie periodically handed out CFL light bulbs.



Balloon hats, face painting, kids train and live music were accompanied by great food and great company. All attendees enjoyed the member appreciation event held this year at the Howard County Fairgrounds. Kids were encouraged to try on linemen equipment and most enjoyed striking a pose for the camera with all their gear on. Some attendees even had a chance to dance with CFL Charlie.



**Member Appreciation
Hot Spot**
Over 1,400 in attendance
Thanks to all who participated in the event.



Congratulations to Chloe Rice of Cresco for winning the "REC Linemen" coloring contest. Chloe won an REC Toy Truck. A special thank you to the other participants who also entered the contest.



Registration Prize Winners

- Softside Cooler Tote**
- Shirley Rethamel, Cresco**
- William E. Chihak, Elma**
- Agnes Hidding, Elma**
- Mrs. Kenneth Hubka, Cresco**
- Toni Vrieze, Cresco**
- Donna Van Horn, Decorah**
- William Zubrod, New Hampton**
- Kathy Dietzenbach, Cresco**
- Charles Humpal, Ridgeway**
- Duane Einwalter, Fort Atkinson**

Kids Drawing

- REC Toy Truck**
- C.J. Dunn, Elma**
- Alexis Pankow, Elma**
- Nolan Schatz, Cresco**
- Joshua Jensen, Cresco**

**Association Event...
for Kids**

in attendance

...and many activities for kids of all ages!



Patronage Dividends Applied to Electric Accounts in October

As a member of Hawkeye, you are an owner of the cooperative. Every time you turn on a light, watch TV or use the electric stove, you also add to your equity in the cooperative and accumulate dividends.

Issuing dividends to our members expresses the benefits and rewards of belonging to a cooperative. When you became a member, the cooperative agreed to provide the best possible service at the most economical cost. As a member/owner, you expect a return on your investment.

Member dividends are assigned to member accounts, based on each member's historical electric consumption. Your board of directors approved paying \$400,000 of patronage dividends. Your dividend is based on consumption during the years 1982 to 2008 as follows: 1982 (remaining portion), 1983 (50%) and 1.7% to 2008.

Electric utilities are a capital-intensive industry requiring large investment in plant and equipment. Each member of Hawkeye contributes to the equity of the cooperative through the margins of the utility. Member equity is the essential tool for Hawkeye to build, maintain and upgrade the facilities necessary in providing members with reliable, economical electric service. This investment is also necessary to keep up with construction during periods of growth and implement the latest necessary technology.



"As a member/owner, you expect a return on your investment."

Retirement of member dividends is a direct result of achievement of financial goals set by your Board of Directors.

Your dividend will be applied to your October electric bill. Not issuing dividend checks is a cost savings for your cooperative.

Care for HVAC systems in between tune-ups

Your role in maintaining your air conditioning or heating system is just as important as the job of the service technician who performs your annual maintenance inspection. Keep tune-ups quick and costly repairs to a minimum with these simple tips for year-round maintenance.



Between visits from a pro:

- Change your furnace and air conditioning filters once every month or two. This is especially important during the summer when dust and allergens circulate.
- Remove plants, fallen branches and debris from your outdoor air conditioning equipment. Objects that are too close can prevent adequate air flow.
- Indoors, vacuum registers and air vents regularly. Heating contractors say simple dust and dirt cause almost half of their service calls.
- Move furniture and drapes away from registers.

2009-2010 IOWA HOME ENERGY ASSISTANCE PROGRAM

ATTENTION: RESIDENTIAL CUSTOMERS NEED HELP WITH YOUR HEATING BILL?

The 2009-2010 Low-Income Home Energy Assistance Program (LIHEAP) has been established to help qualifying low-income Iowa homeowners and renters pay for a portion of their primary heating costs for the winter heating season.

The assistance is based on household income, household size, type of fuel, and type of housing.

If you are not sure where to apply, please write to:

LIHEAP
Iowa Department of Human Rights
Capitol Complex
Des Moines, IA 50319

or, call your local community action agency.

Household Size	INCOME MAXIMUMS	
	Three Month Gross Income	Annual Gross Income
1	\$ 4,061	\$ 16,245
2	\$ 5,464	\$ 21,855
3	\$ 6,866	\$ 27,465
4	\$ 8,269	\$ 33,075
5	\$ 9,671	\$ 38,685
6	\$ 11,074	\$ 44,295

For households with more than six members, add \$1,403 per three months, or \$5,610 annually for each additional member.

WHEN TO APPLY:

- **Elderly (60 & over) and/or disabled:**
October 1, 2009 to April 30, 2010
- **All other households:**
November 2, 2009 to April 30, 2010

WHAT TO TAKE:

- **Proof of Income** (for all household members age 19, and over)
Most recent 3 months' check stubs, award letter from Social Security or 2008 tax return
- **Social Security numbers of household members**
- **Recent heat bill**
- **Recent electric bill**
- **Recent telephone bill**

If you receive alimony or child support, it will also need to be verified.

WAGE EARNERS:

Please bring copies of your check stubs for the three-month period preceding the date of application, or a copy of your federal income tax return.

FIXED INCOME:

This income may include: Social Security Benefits, Supplemental Security Income, Family Investment Program, Veteran's Assistance, Unemployment Insurance, and pensions. Please bring copies of your most recent 3 months' check stubs.

SELF-EMPLOYED/FARMERS:

Please bring a copy of your most recent federal income tax return.

FIP AND SSI RECIPIENTS:

Your Medicaid number is on your Medicaid card. The numbers needed are immediately following your name and number in the aid type box.

Snowbirds-Are you leaving for the winter?

If you are planning to leave your home for an extended period of time this winter, remember to call **Hawkeye** to make meter reading and billing arrangements while you are away. Hawkeye has a number of options to offer.

- **Automatic checking or credit/debit card payments**
- **Online Payments & Readings**





Recipes...

Oktoberfest

Celebrated since the early 1800s, Oktoberfest is an annual event celebrated around the world. Known as the "largest public festival in the world," over six million people attend the Munich event each year. The German celebration is a 16-day festival that includes a wide assortment of food.

German Potato Salad



- 8 bacon strips (diced)
- 1 large onion (chopped)
- 1 lb. smoked Polish sausage (halved & cut in 1/2" slices)
- 2 lbs. medium red potatoes (cut into chunks)
- 1 can (10 3/4 oz.) Cream of Potato soup (undiluted)
- 1 c. sauerkraut (rinsed & well drained)
- 1/2 c. water
- 1/4 c. cider vinegar
- 1 T. sugar
- 1/2 t. salt
- 1/2 t. coarsely ground pepper

In a large skillet, cook bacon over medium heat until crisp. Remove to paper towels. In the drippings, sauté the onion for 1 minute. Add sausage; cook until lightly browned. Add potatoes; cook 2 minutes longer. Drain, transfer sausage mixture into a 3-quart slow cooker. In a small bowl, combine the soup, sauerkraut, water, vinegar, sugar, salt & pepper. Pour over the sausage mixture. Sprinkle with bacon.

Cover and cook on low for 6-7 hours or until potatoes are tender.

Taste of Home®

Roasted Pumpkin Seeds

A delicious snack with substantial health benefits; iron and zinc, in addition to unsaturated and polyunsaturated fats, the most valuable of vegetable fats.

Spray a cookie sheet with no-stick cooking spray and spread the seeds evenly across the sheet. Very lightly spray the seeds before roasting. Put them in the oven and bake at 300° for about 35 minutes, until they're a toasted, golden brown. Salt the seeds to your preference and consider adding additional seasoning and spices such as garlic salt, Worcestershire, Cajun or accent seasoning. Store the seeds in an air-tight container or bag for up to a week to retain flavor and freshness.

Send or e-mail your favorite recipe. If we print your recipe in our newsletter you'll receive \$5 off your next electric bill. E-mail to: mmoellers@hawkeyerec.com All recipes can be found on our website.

November - Sweet Potato Recipes (need by Oct. 15)

December - Festive Food Gifts - Be Creative! (need by Nov. 15)



Pumpkin Cupcakes or Cake

- 3 c. sugar
- 3 1/2 c. flour
- 2 t. soda
- 1 t. salt
- 1 t. cinnamon
- 1 t. nutmeg

Mix dry ingredients in large bowl. Make a well in center and add:

- 4 eggs
- 1/2 c. vegetable oil
- 1/2 c. applesauce
- 2/3 c. water
- 2 c. pumpkin
- 1 c. nuts (optional)

Mix until smooth and bake at 350° for 30-35 minutes.

Elizabeth Goetsch • Cresco



Apple Crumb Pie

Mix and place in unbaked pie shell:

- 3/4 c. sugar
- 2 T. flour
- 1/2 t. cinnamon
- 1/8 t. salt
- 1 c. evaporated milk
- 1/2 t. vanilla
- 2 c. apples (sliced)

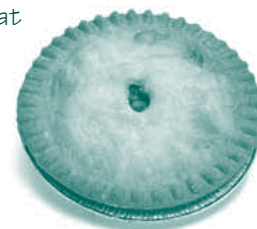
Mix and sprinkle on top:

- 1/3 c. sugar
- 1/3 c. flour
- 1/2 t. cinnamon
- 2 T. butter

Bake at 425° for 15 minutes then at 350° for 40 minutes.

My mother-in-law made this 45 years ago.

Geraldine Otto • Lime Springs





PO Box 90 - Cresco, Iowa 52136
1-800-658-2243 or 547-3801
www.hawkeyerec.coop

OFFICE HOURS

Monday thru Friday • 7:30 a.m. - 4:00 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
Charles Frana, Vice President - Calmar
Dennis Ptacek, Secretary/Treasurer - Elma
Norman Dickman - Decorah
John Hockspeier - Alta Vista
Janelle Mahr - Lime Springs
Roger Nibaur - Elma
Dean Nierling - Burr Oak
Dennis Young - Decorah

PERSONNEL

Brian Krambeer, Chief Executive Officer
Mike Walton, Operations Manager
Jim Murphy, Information Tech. Manager
Cindy Christensen, Communications Manager
Peggy Berg, Chief Financial Officer
Pat Boyle, Business Dev./Mbr. Serv. Manager

EDITOR

Meagan Moellers

Hawkeye REC

PO Box 90
Cresco, Iowa 52136



DATES TO REMEMBER

BILLING CYCLE DATES

- Oct. 12 Hawkeye REC prints bills based on September meter reading.
- Oct. 13 Bills are mailed to members from NISC in St. Louis.
- Oct. 25 Member reads meter and records on payment voucher. Please mail your bill today to make sure it arrives to Hawkeye by the 1st of November.
- Oct.27 Disconnect services for non-payment.
- Oct. 28 Automated payments from checking accounts and credit/debit cards are processed.
- Oct. 31 AMR meters are read by the cooperative.
- Nov. 1 Bills become delinquent.

OTHER EVENTS

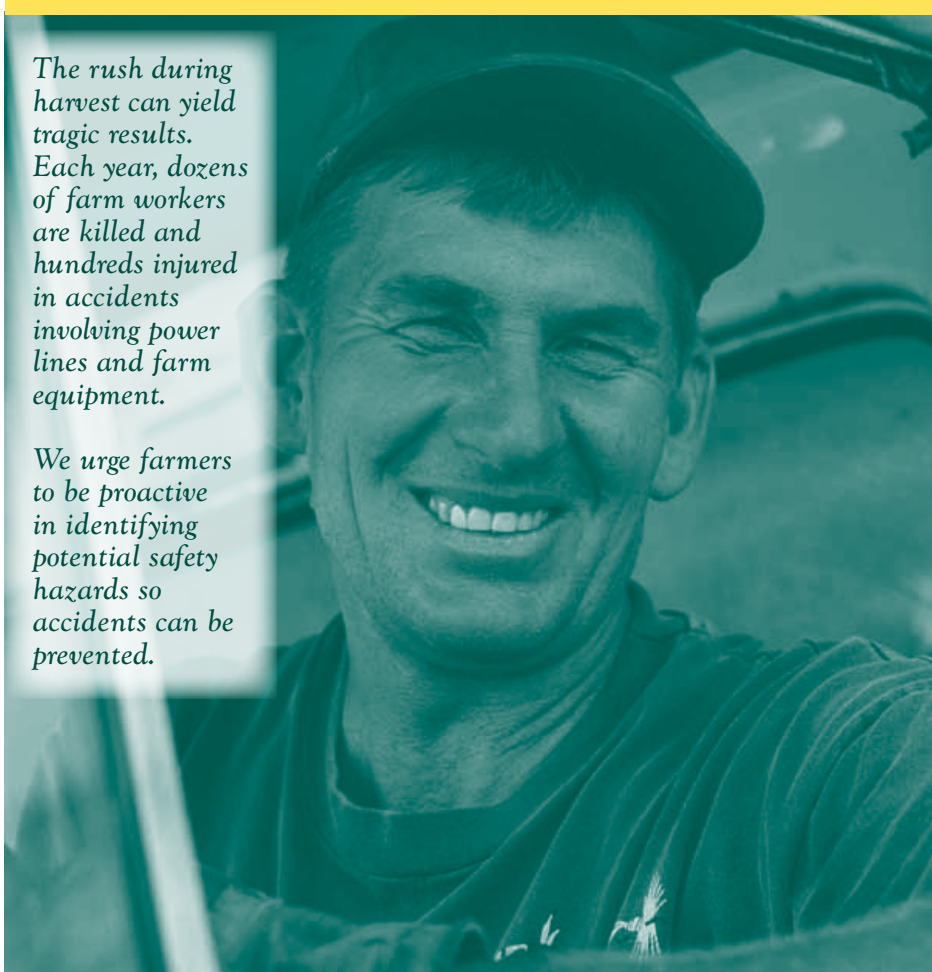
Oct. 30 Hawkeye REC Board Meeting

COMMUNITY EVENTS

- Oct. 9-11 Northeast Iowa Artists' Studio Tour
- Oct. 24 Fall Harvest Celebration/Seed Savers Exchange

The rush during harvest can yield tragic results. Each year, dozens of farm workers are killed and hundreds injured in accidents involving power lines and farm equipment.

We urge farmers to be proactive in identifying potential safety hazards so accidents can be prevented.



CAUTION REAPS SAFER HARVEST



Looking out for you.