

# Annual Meeting PROGRAM

10:30 a.m. - Registration

11:00 a.m. - Business Meeting

1. Call to Order  
*Steve Rau, President*
2. Invocation  
*Steve Rau, President*
3. Introduction of Directors  
*Steve Rau, President*
4. Reading of the Notice of Annual Meeting  
*Jim Alberts, Secretary/Treasurer*
5. Reading of Affidavit of Mailing of Notice of Annual Meeting  
*Jim Alberts, Secretary/Treasurer*
6. Approval of Agenda (Annual Meeting Program)  
*Jim Alberts, Secretary/Treasurer*
7. Minutes of last Annual Meeting  
*Jim Alberts, Secretary/Treasurer*
8. Reading of the Nominating Committee Minutes  
*Howard Miller, Nominating Committee Chairman*
9. Introduction of Attorney  
*Steve Rau, President*
10. Introduction of CEO  
*Steve Rau, President*
11. Drawings for Door Prizes (*must be present to win*)  
*Steve Rau, President*

Adjournment of Business Meeting

6,483 MEMBERS STRONG

## East-Central Iowa Rural Electric Cooperative

Phone: 319-443-4343

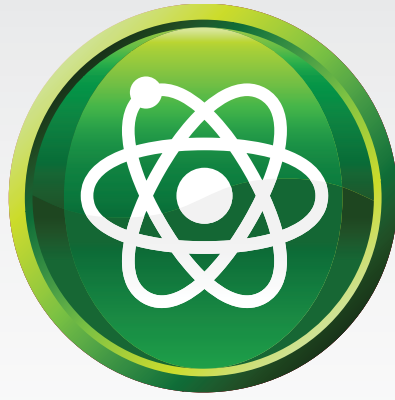
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# 2010 ANNUAL REPORT

Moving Forward in the Face of Uncertainty





Steve Rau  
President



Harry Ruth  
CEO

# Moving Forward in the Face of Uncertainty

## 2010 Results

Your Board and CEO consider 2010 to be a successful year. Sales were up slightly, .6%; revenues up only .5%. Operating expenses increased 3.5%, and fixed expenses were up 4.7%. Despite the slow growth, operating margins were still a healthy \$1,010,239. Net margins were \$1,644,563, although \$606,497 of that amount was non-cash allocations of patronage from other cooperatives from which ECI purchases certain services. A complete breakout of our balance sheet and statement of revenue and expense are found on page 5.

Outages in 2010 averaged 2.6 hours. That included major storms, outages caused by the transmission system, and “planned” outages. This met our annual goal of limiting total outages to 3 hours or less per meter. Outages caused by East-Central Iowa’s distribution system were 1.3 hours per meter. These are outages caused by the failure of ECI poles and wires. This exceeded our annual goal of no more than 1 hour of outage due to problems over which we have control.

## Uncertainty

The electric utility industry periodically faces great challenges. We are entering such a period now. Regulations of the Environmental Protection Agency regarding air emissions, use of water in cooling systems, and the handling of coal ash will require the

retirement of 15% to 20% of the country’s baseload generation. Much of the rest of the fleet will require substantial investments to meet EPA requirements. EPA is also beginning to regulate greenhouse gases through the Clean Air Act, although electric cooperatives argue that the law was not intended for such regulation; we believe Congress should pass legislation to specifically address that problem.

As we write this, the Tokyo Electric Company is struggling to contain radiation leaking from four nuclear power plants on the northeast coast of Japan. We hope that this tragedy does not become an excuse to abandon nuclear generation of electricity. Public policy and lawsuits have already made it impossible to build more coal-fired generating plants. If nuclear is no longer an option for firing baseload generation, we will have only one option: natural gas, a fossil fuel that emits carbon dioxide.

## Investing in the future

What is your Cooperative going to do in the face of all this uncertainty? We will do what we have always done—our best to provide reliable, affordable power in a safe and environmentally responsible manner. After the 2007 ice storm we totally rebuilt 235 miles of distribution lines using bigger poles, set closer together, with heavier, stronger wire to conduct electricity. We hope to hear within the next month or two that East-

# If nuclear is no longer an option for firing baseload generation, we will have only one option: natural gas, a fossil fuel that emits carbon dioxide.

Central has been awarded an \$11.2 million dollar grant from the Federal Emergency Management Agency to rebuild another 244 miles of lines.

The Operations and Engineering Department with the help of our information services administrator have successfully installed new software to monitor the flow of power through our substations. We have also almost completed the installation of 34 automated switches so that we can quickly restore power when power to a substation is lost.

Beginning this year we will also begin upgrading 11 substations from 34,500-volt service to a much more reliable 69,000-volt service. We will complete the conversion of the Winthrop and Quasqueton substations in 2011 with the conversion of the Fairbank, Rowley, and Shady Grove substations coming in 2012. A total of 11 substations will be converted by 2015.

## Advocacy—looking out for you

What happens in Des Moines and Washington, D.C., can affect your electric bill. Five years ago we never visited Washington, D.C., and rarely visited the state capitol in Des Moines. Today we fly into Washington twice a year and visit the state capitol two or three times when the legislature is in session. We follow the flow of legislation carefully; we identify bills that we must oppose or support and make our views known to our elected representatives. We are in communication

with our state representatives on a weekly basis. Yes, these activities cost money, but government can cost your Cooperative thousands of dollars. We must look out for your interests.

Several years ago we asked you, our members, to sign a postcard to be sent to your U.S. representative or senator about climate change legislation pending in Washington, D.C. We felt that the proposed bill discriminated against the midwestern and southern parts of the country. We felt the goals were unrealistic, and the impact on the cost of electricity too high. Thanks to your help, that legislation did not go forward. Unfortunately, Congress has been unable to agree on means to regulate greenhouse gases that are fair, affordable, and realistic. As a result, the EPA is moving forward to regulate such emissions without the benefit of input from our elected officials.

For those of you who would like to be kept updated with what is happening in Washington, D.C., and Des Moines, ECI REC plans to provide special regular reports. Be looking for a letter from us in the near future.

## Keeping rates affordable

While the economy is slowly recovering from the financial meltdown of 2008, many families are still struggling to make ends meet. The last thing people need is higher electric bills. While our costs continue to increase, your Cooperative

will continue to increase productivity through the use of technology; we will continue to look for ways to cut costs. You can help control your electric bill by using less electricity or using it more efficiently. In 2010 we greatly expanded the energy-efficiency rebates that we offer to encourage you to use more efficient lighting, heating and cooling systems, electric appliances, ag equipment, and motors. We have many suggestions for using less electricity. Visit our Web site or call our office for help.

## Communicating with you

If you have not yet visited our new Web site, check it out at [www.ecirec.coop](http://www.ecirec.coop). It has been totally redesigned with much more information and many links so it is easy to navigate. Tell us what you think of it.

Keeping in touch with our members is very important to us. Our next project is to learn whether some of the social media sites such as Facebook, Twitter, or YouTube can be of value. If you have a few gray hairs like the Board President and CEO, you may not see the value of such tools. However, younger people use them all of the time. For some, email is now “old school.” We want to keep in touch with you using whatever communications tools you are most comfortable with. If you are comfortable with Twitter or Facebook, we want to learn how to use them for your benefit.



Allen Albers  
ECI REC  
Representative  
on CIPCO Board  
of Directors

# Long-Term Planning

## Pays Off for CIPCO

As your representative on the board of Central Iowa Power Cooperative (CIPCO), our wholesale power provider, I work diligently each year to make sure the power supply needs of East-Central Iowa REC and the 12 other electric cooperatives and associations that make up CIPCO are met. This requires the CIPCO board to take a long-range view in order to properly plan and make decisions. Despite the challenges of rising fuel costs, new regulatory restrictions, and a fluid economy that impacts energy demand, 2010 was a very good year for CIPCO and its member systems, due in part to our long-term planning.

### Reliable power sources

We received great news in December of 2010 when the Duane Arnold Energy Center (DAEC) was granted a 20-year extension to its operating license by the Nuclear Regulatory Commission. The DAEC has been a very important part of CIPCO's generation portfolio since it began

commercial operation in 1974, and it will continue to be critical for another 20 years. The plant is a valuable source of carbon- and emission-free electric generation that is both reliable and efficient.

### Committed to affordability

CIPCO completed work on an indenture with the Rural Utilities Service (RUS) that replaces the traditional mortgage that has been in place since the cooperative was formed. After 13 years of negotiating with RUS to modernize our financing structure, we have now enhanced CIPCO's financial flexibility and given the board more options for obtaining capital when the time comes to build new generation and transmission infrastructure. The RUS indenture is a key element to CIPCO's ability to deliver reliable and affordable power.

With affordability in mind, CIPCO implemented a series of wholesale power rate reductions in 2010 that totaled 2.0 mills

The 13 member-owned electric cooperatives and associations that make up CIPCO serve a population of over 320,000 residents living in 58 Iowa counties.

## CIPCO implemented a series of wholesale power rate reductions in 2010 that were passed on to members in the form of lower wholesale power costs—a total decrease of \$5.5 million.

per kWh (\$.0020/kWh). This rate cut was the result of an increase in sales and because expenses came in slightly below budget. The savings were then passed on to the members in the form of lower wholesale power costs—a total decrease of \$5.5 million.

CIPCO also gave back to its members in the form of patronage dividends. A total of \$154,276.56 was returned to East-Central Iowa REC in patronage payment from CIPCO's 1995 margins.

### Financial strength affirmed

From a financial management standpoint, CIPCO remains in a position of strength according to two recent credit reviews by independent rating agencies. Standard & Poor's (S&P) reaffirmed its "A" credit rating with a stable outlook, and Fitch's review resulted in an upgrade to an "A" rating with a stable outlook. High ratings are confirmation of good financial management

and will be important when CIPCO borrows money to build.

### A strong power portfolio

In December, CIPCO announced a new contract to purchase 41 megawatts of electricity from Elk Wind Farm in Delaware County. The addition of this new carbon- and emission-free resource when construction is complete later this year will nearly double the amount of wind energy in the CIPCO power portfolio. It will also have a positive economic impact for a community within the CIPCO service footprint.

Nearly 40% of CIPCO's energy portfolio came from carbon- and emission-free resources in 2010, and over 92% of the energy CIPCO distributes was generated right here in Iowa. Roughly 90% of this electricity was generated from CIPCO-owned units—a CIPCO record—and another 7% was tied to price-certain long-term contracts. This

exceeds the Board's objective of owning at least 85% of the cooperative's generation assets, which allows us to have greater control over price and limits our exposure to the open market.

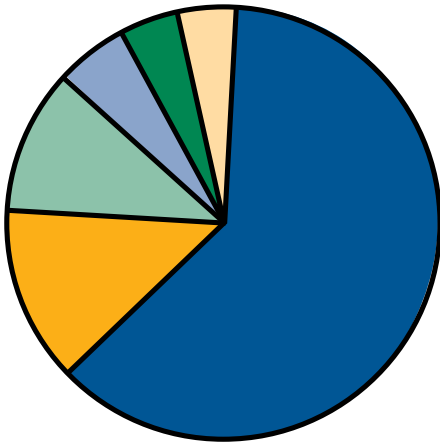
### Meeting future energy needs

I have represented East-Central Iowa REC on the CIPCO Board of Directors for the past seven years. My responsibility is to not only understand the electric utility business but also make sure CIPCO is in a position to meet the energy needs of all members well into the future. I believe we are doing just that through a continued commitment to a long-term business strategy, investment in upgrading our generation and transmission systems, and strong financial management. In 2010, this strategy paid off for CIPCO and its member systems.

*In March 2010, ECI REC was among those recognized for its exceptional support in 2009 of CIPCO's residential energy-efficiency initiatives. Shown here: Russ Steven, CIPCO Energy Solutions Manager; Harry Ruth, Steve Rau, and Frank Weber of ECI REC; and Pat Murphy, CIPCO Director of Business Development.*



## HOW YOUR REC DOLLARS WERE SPENT IN 2010



- 63%** - Cost of Power
- 13%** - Depreciation, Taxes, Administrative, and General Expenses
- 11%** - Operations and Maintenance
- 5%** - Interest
- 4%** - Consumer Accounts, Service, and Information
- 4%** - Operating Margins

## BALANCE SHEET

Assets	2010	2009
Current Assets and Other Debits .....	\$12,676,516	\$11,242,821
Fixed Assets.....	\$34,360,915	\$33,913,197
Total Assets and Other Debits.....	\$47,037,431	\$45,156,018
Total Current and Accrued Liabilities.....	\$3,278,870	\$3,254,662
Total Fixed Long-Term Debt and Deferred Credits .....	\$20,959,475	\$20,194,065
Total Margins and Equities.....	\$22,799,086	\$21,707,291
Total Liabilities and Other Credits.....	\$47,037,431	\$45,156,018

## Comparative Operating Statistics

Miles of Line Energized .....	2,266	2,265
New Services Connected.....	87	103
Total Services in Place .....	9,301	9,238
kWhs Purchased From CIPCO .....	203,755,854	204,456,472
Cost of Power Purchased.....	\$12,572,211	\$12,893,378
Percent of Line Loss .....	5.71%	6.52%

<b>Operating Revenue .....</b>	<b>\$20,503,186</b>	<b>\$20,387,349</b>
Average kWhs Used per Month per Consumer .....	1,876	1,871
Average Monthly Bill .....	\$200.61	\$200.21
Average Cost per kWh to Consumer.....	\$.1069	\$.107

## Loan Funds

<i>Our Loan From RUS Is Being Paid Back with Interest</i>		
We Owe RUS .....	\$15,224,115	\$14,092,095
<i>Our Loan From CFC Is Being Paid Back with Interest</i>		
We Owe CFC.....	\$5,169,814	\$5,635,512

## STATEMENT OF REVENUE AND EXPENSE

Revenue	2010	2009
<b>Operating Revenue and Patronage Capital....</b>	<b>\$20,570,939</b>	<b>\$20,458,709</b>
<b>Expense</b>		
Purchased Power .....	\$12,579,335	\$12,893,378
Distribution Expenses – Operations .....	\$1,798,841	\$1,705,617
Distribution Expenses – Maintenance .....	\$569,475	\$433,368
Consumer Accounts Expense.....	\$482,270	\$485,854
Customer Service and Information Expense.....	\$374,247	\$384,957
Administrative and General Expense .....	\$1,276,631	\$1,340,358
Depreciation.....	\$1,363,453	\$1,298,153
Taxes – Property and Other.....	\$20,486	\$20,450
Interest on Long Term Debt.....	\$1,082,007	\$1,007,540
Other Deductions and Interest Expense.....	\$13,955	\$42,880
<b>Total Expense .....</b>	<b>\$19,560,700</b>	<b>\$19,612,555</b>
Operating Margins .....	\$1,010,239	\$846,154
Non-Operating Margins.....	\$27,827	\$18,710
Non-Cash Capital Credits.....	\$465,365	\$206,129
Other Capital Credits.....	\$141,132	\$200,917
<b>Operating and Non-Operating Margins .....</b>	<b>\$1,644,563</b>	<b>\$1,271,910</b>

# Directors & Service Territories



**21 Donald Shonka**  
Assistant Secretary/  
Treasurer  
Director since 2006



**23 Jim Alberts**  
Secretary/Treasurer  
Director since 2007



**24 Lloyd Bathen**  
Director since 1994



**26 Steve Rau**  
President  
Director since 2005



**27 Ryan Kress**  
Director since 2009



**11 Jeff Elliott**  
Director since 1990



**12 Judy Finger**  
Director since 2008



**13 Allen Albers**  
Vice President  
Director since 1985



**15 William Frazier**  
Director since 1985



**17 Burt Byers**  
Director since 2007

## KEY

Green: Geographic District 1 - Benton County Area

Blue: Geographic District 2 - Buchanan Area

**Board District 21:** Hazleton, Washington, and Sumner (Sections 1-18) Townships in Buchanan County.

**Board District 23:** Fremont, Harlan, and Oran Townships in Fayette County; Franklin Township in Bremer County; Lester, Barclay, and Fox Townships in Black Hawk County; Fairbank, Perry, Westburg, and Sumner (Sections 19-21 and 28-33) Townships in Buchanan County.

**Board District 24:** Poyner, Big Creek (less Sections 31-36), and Spring Creek (except Sections 31-32) Townships in Black Hawk County; Jefferson (less Section 34), Homer (less Sections 35-36) and Cono (less Sections 31-32) Townships in Buchanan County; Polk Township (Section 4) in Benton County; Grant Township (less Sections 5-8) in Linn County.

**Board District 26:** Illyria, Smithfield, Fairfield, Jefferson, Scott, and Putnam Townships in Fayette County; Sperry and Cass Townships in Clayton County; Madison and Buffalo Townships in Buchanan County; Richland and Coffins Grove Townships in Delaware County.

**Board District 27:** Byron, Fremont, Liberty, Middlefield, Newton, and Sumner (Sections 22-27 and 34-36) Townships in Buchanan County; Prairie and Adams Townships in Delaware County.

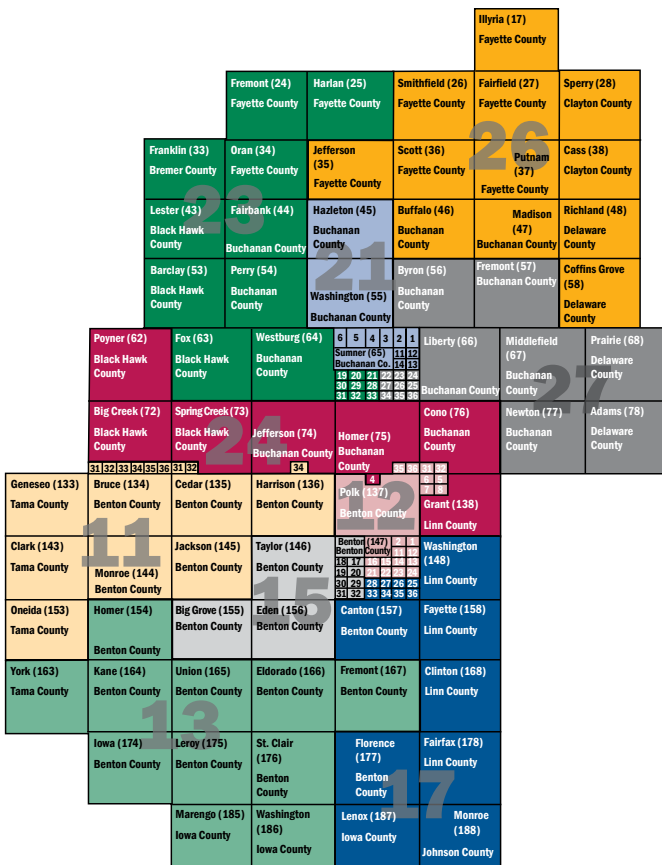
**Board District 11:** Big Creek (Sections 31-36) and Spring Creek (Sections 31-32) Townships in Black Hawk County; Jefferson (Section 34) Township in Buchanan County; Geneseo, Clark, and Oneida Townships in Tama County; Bruce, Cedar, Harrison, Monroe, and Jackson Townships in Benton County.

**Board District 12:** Cono (Sections 31-32) and Homer (Sections 35-36) Townships in Buchanan County; Polk (all Sections less Section 4) and Benton (Sections 1-4, 9-16, and 21-24) Townships in Benton County; Grant (Sections 5-8) Township in Linn County.

**Board District 13:** York Township in Tama County; Homer, Kane, Union, Eldorado, Fremont, Iowa, Leroy, and St. Clair Townships in Benton County; Marengo and Washington Townships in Iowa County.

**Board District 15:** Taylor, Benton (Sections 5-8, 17-20, and 29-32), Big Grove, and Eden Townships in Benton County.

**Board District 17:** Benton (Sections 25-28 and 33-36), Canton, and Florence Townships in Benton County; Washington, Fayette, Clinton, and Fairfax Townships in Linn County; Lenox Township in Iowa County; Monroe Township in Johnson County.





# ECI REC Staff



**Harry Ruth**  
CEO  
7 years



**Mike**  
Inventory/  
Maintenance  
Technician  
13 years



**Adam**  
Member  
Services  
Technician  
11 years



**John**  
Lineman  
41 years



**Molly**  
Consumer  
Services  
Representative  
10 years



**Ben**  
Lineman  
7 years



**Rod**  
Lineman  
23 years



**Teresa**  
Manager of  
Finance and  
Consumer  
Services  
19 years



**Dave**  
Engineering  
Design  
Technician  
16 years



**Pat**  
Lineman  
21 years



**Paul**  
Lineman  
8 years



**Larissa**  
Staff  
Assistant  
7 years



**Eric**  
Inventory/  
Maintenance  
Technician  
8 years



**Greg**  
Marketing  
& Economic  
Development  
Director  
18 years



**Kelly**  
Consumer  
Services  
Coordinator  
12 years



**Brian**  
Lineman  
12 years



**Travis**  
Lineman  
9 years



**Tom**  
Lineman  
20 years



**Jennifer**  
Cost Records  
Administrator  
15 years



**Teresa**  
Operations  
Assistant  
32 years



**John**  
Member  
Services  
Technician  
18 years



**Julie**  
Consumer  
Services  
Representative  
8 years



**Kevin**  
Lineman  
15 years



**Frank**  
Member  
Services  
Director  
40 years



**Doug**  
SCADA  
Technician  
13 years



**Dave**  
Line  
Foreman  
24 years



**Ann**  
Accounting  
Clerk  
9 years



**Holly**  
Consumer  
Services  
Representative  
5 years



**Lisa**  
Manager of  
Communications  
9 years



**Sam**  
Engineering  
Design  
Technician  
36 years



**Carl**  
Line  
Foreman  
31 years



**Nathan**  
Information  
Services  
Administrator  
4 years



**Gary**  
Operations  
Supervisor  
36 years



**Steve**  
Manager,  
Operations/  
Engineering  
30 years



**Robin**  
Consumer  
Services  
Representative  
3 months



## Spotlight on the 84<sup>th</sup> Session of the Iowa Legislature

With the 2011 election, Republicans took the governor's office, as well as control of the Iowa House, 60 to 40. Democrats maintained control of the Iowa Senate by a slim margin of 26 to 24.

The Iowa legislative session convened on January 10, 2011. During the session, which was still in progress as of mid-May, Iowa electric cooperatives identified and followed more than a dozen bills that could affect the reliability and affordability of the electric power flowing to our members' homes, businesses, and farms. The most significant are summarized here.

### State Historic Preservation Office (SHPO) Reform

SHPO is a small office in the Department of Cultural Affairs that is charged with reviewing applications for federal loans and grants that could affect properties on, or eligible for, the National Register of Historic Places. However, this unit has been exceeding its legal mandate, causing significant delays in the processing of applications and the unnecessary expenditure of thousands of taxpayer dollars.

Legislation restricting SHPO authority and subjecting its decisions to review by the director of the Department of Cultural Affairs passed both chambers by overwhelming bipartisan majorities. This was a major victory for electric cooperatives, particularly those in western Iowa that were being prevented from making permanent repairs of the damage caused by last winter's ice storms.

**Feed-In Tariffs** – A feed-in tariff is a government mandated rate—usually far above the retail rate—that a utility must pay to entities selling them renewable energy. Electric coop-

eratives support incentives to promote renewable energy; however, we oppose government mandates, particularly those that require our members to pay a huge subsidy to other members. Due to our opposition, this legislation died in a subcommittee of the Senate.

### Renewable Portfolio Standard and Wind Tax Credits

A renewable-portfolio standard is another government mandate that requires electric utilities to purchase a certain portion of their energy from renewable sources. Because of electric cooperative opposition, this part of the bill was withdrawn.

**Copper Theft** – Iowa was one of only two states that did not have a law discouraging the theft of copper from the property of electric utilities. The theft of a few hundred dollars' worth of copper can result in damage that costs thousands of dollars to repair. Copper thieves are also in danger of electrocution. Cooperatives supported legislation that increases the penalties for trespassing on utility property for the purpose of stealing copper. It

also includes a model ordinance for political jurisdictions that want to license scrap dealers. It was passed by the House and Senate and signed by the governor.

**Nuclear Generating Facilities** – Cooperatives are supporting legislation that would provide Mid American Energy with a way to finance the building of a nuclear power generating facility if the utility and the state of Iowa found that such a facility was in the best interests of the ratepayers. Electric cooperatives believe nuclear power should be one option for powering baseload generation, and that it will be a blow to Iowa's long-term economic health if this legislation fails.

This legislation had passed the House and Senate when the tsunami disabled nuclear plants in Japan. Suddenly, the American Association of Retired People (AARP) announced opposition to nuclear power, which generated hundreds of opposing phone calls to legislators. However, consumer protection is built into the bill, and the legislation passed the House on April 25. The Senate has yet to act.

# ECI REC 2010 Highlights

## Energy Wise

- With the help of rebates from ECI REC and funding from the American Recovery and Reinvestment Act, Starmont Schools completed a light-upgrade project that will save the school nearly \$25,000 a year.
- For the first time, Touchstone Energy® Cooperatives sponsored a booth at the Iowa State Fair. ECI REC personnel were on hand to help answer questions about energy efficiency in homes.
- Members received rebates on CFLs purchased at local retailers as well as seven free CFLs from ECI REC.
- The Cooperative expanded its energy-efficiency rebate programs for residential, agricultural and commercial members. Many members took advantage and purchased new appliances that use less electricity, netting them these great savings.
  - \$8,803 for 219 energy-efficient electric water heaters
  - \$90,972 for 60 geothermal heating and cooling systems
  - \$45,737 for 51 air-source heat pumps
  - \$6,475 for 394 ENERGY STAR® appliances
  - \$1,309 for 42 high-efficiency outdoor light fixtures
  - \$1,139 for 27 high-efficiency central-air conditioning systems
  - \$16,869 for 166 recycled, old appliances
- Energy-efficiency program participants resulted in the Cooperative exceeding the 2010 Iowa Utilities Board kilowatt savings goal by 130%—an annualized savings of 3.17 million kW, the amount of energy annually needed to power 317 average households.
- ECI REC helped eight members install wind turbines and interconnect with the Cooperative's power system.

## Safety

- The Urbana headquarters upgraded security and added cameras to monitor key areas, including the payment drop-box.
- In April at Ag Field Day, 270 Benton County third-grade students and their teachers learned to respect the dangers of electricity with the help of a presentation by ECI REC's Adam Albertsen.
- The Cooperative held monthly safety meetings attended by both field and office personnel. Pole-top rescue exercises, fire extinguisher handling, CPR, and first aid training were all reviewed in 2010.

## The Cooperative Difference

- A meeting in November gave members the opportunity to ask questions of ECI REC CEO Harry Ruth and other Cooperative leaders in a small-group setting.
- ECI REC was recognized by the Iowa Area Development Group for its outstanding commitment to community and economic development initiatives.
- As a Touchstone Energy Cooperative, ECI REC was able to bring members campaigns like Together We Save, which gave energy-saving tips via print ads and television commercials.
- ECI REC's RECare funds increased \$900 in 2009-2010. Funds were distributed to 29 families in need,

## Keeping the Lights On

- The Cooperative partnered with Vinton Electric Municipal Utility to complete an upgrade that allows the power suppliers to support each other in the event that one loses functionality due to weather or a maintenance need.
- The Operations Department completed an upgrade of the Supervisory Control and Data Acquisition (SCADA) system that allows remote operation of circuits for quicker power restorations.
- In March, the books were officially closed on the 2007 ice-storm rebuild. The Federal Emergency Management Association and State of Iowa combined to cover nearly \$8 million of the over \$9.35 million project.
- ECI REC powered up 87 new member accounts.
- Three key 2010 Work Plan projects were completed, including replacing distribution lines around the Vinton Veterans Memorial Airport, between the Karr and Becca substations, and from the Shellsburg substation.



## Looking Out for You

- In 2010, your Board of Directors and ECI REC employees faithfully attended many legislative events in Des Moines such as REC Day on the Hill and the Welcome Back reception. These efforts established the Cooperative's credibility and provided a platform from which to discuss our members' desire to keep electricity affordable.
- In May, CEO Harry Ruth joined almost 30 other cooperative representatives in Washington, D.C., to meet with Iowa's congressional delegation to protect cooperative members from unnecessary cost increases.
- At the 2010 Annual Meeting, members filled out postcards to send to encourage Iowa legislators to support legislation that prevented the EPA from regulating greenhouse gas emissions.
- In September, for a second time, the Iowa Association of Electric Cooperatives (IAEC) sent 30 more representatives to Washington, D.C., to further strengthen communications between Iowa electric cooperatives and their elected officials.

## Community Connected

- ECI REC began offering its members a Co-op Connections Card. Cardholders are eligible for discounts from participating local businesses, pharmacies, and national retailers.
- ECI REC awarded ten \$500 scholarships to graduating seniors pursuing post-secondary educations in any field of study, and two \$1,000 scholarships to students going into Northwest Iowa Community College's Powerline Tech Program.
- Connor Roth and Nicole Thompson represented the Cooperative at the annual Youth Tour in Washington, D.C. Roth was chosen to represent Iowa on the 2010-2011 Youth Leadership Council.
- In 2010, the Cooperative gave a total of \$25,183 to 40 organizations. These organizations included community organizations, economic development groups, youth and education groups, and health and safety groups.
- Interns Phillip Miller and Mitch Reiter worked with ECI REC during the summer, earning valuable career experience.

## Communications Report

The ECI REC Communications Department dedicated a good portion of its time in 2010 to the development and planning of the Co-op's new Web site. Now live, it features enhanced navigation and offers members more information and forms within a few clicks.



Storm and Outage Center

Pay online link

Rebate form link

Library of forms, brochures, and more

Pages with info specifically for our three main types of members

Product info

Co-Op Connections Card info

Hot topic buttons

News stories