

Merry Christmas 2016

By William L. Caynor Sr., Price Electric CEO

As we ease into another holiday season and we gaze back on the recent election of our 45th President, we look toward the unforeseeable future of our cooperative, community, state and country. This time of year, most of us are focusing on church related affairs, activities with friends and family, along with volunteering, as well as searching for that elusive gift that a loved one will cherish forever. Oh, and most assuredly, the children. They tend to reveal the greatest of enthusiasm on that festive Christmas morning. Santa's arrival is the focus of many young minds as they are forced to wait with bated breath for the days and weeks leading up to this moment and now impatiently linger, while scouring the gifts and hanging around until the rest of the family is awake so that they can ravage the wrapping paper withholding the object of their young curious minds. These are my sharpest images of this glorious morning, from my childhood, to my children's, and now to my grandchild's.

The leaves are gone, but some of the trees are now filled with illuminated colored lights along with wreaths hanging on the doors and the grandeur of a Christmas tree, in our homes, with Christmas presents stacked underneath as high as the lower branches will allow. The genuine delight is not only in stringing lights around the piney needles and the placement of ornaments, (some of which were made by your children and others passed through generations) but the conclusiveness of fitting the tree topper of an angel or star. All of which would be typically placed in a window for neighbors and passersby to see and examine, enlightening the air with the Spirit of Christmas.

This is a time of giving and thus those of you who were members in 1988 would have received a bill credit in November from your Cooperative for the capital credit retirements of that year. In fact, approximately \$350,218 were retired this year. Also, your Cooperative will once again offer the Santa Elves Giving Tree in our front lobby. It has done well in years past and we thank those who have graciously donated to those of our community in need.

The end of a year and the beginning of a new is also a time of reflection. We remember those no longer with us, times of days gone past, and think of the accomplishments we achieved and commit to those new resolutions for the coming year. Some are as straightforward as staying fit and healthy or losing weight, which are the top two New Year's resolutions of 2015. Living life to the fullest was the third. Now, that's one we all should strive for.

The Directors & Staff also have resolutions in the form of mission and value statements, the seven cooperative principles, a five year workplan, an annual budget and a strategic plan.

I would like to thank you for working with us, and allowing us to serve you this past year from construction activities to right-of-way clearing, to accessing your property to identify outage related problems on your distribution system. You have been more than good to us, which makes it easier to minimize expenses and serve you to the best of our abilities. Our demographics have changed over the years and logging and farming are no longer the prevailing professions. Farms have actually dwindled to less than two hundred within the service territory with dairy being the hardest hit and representing only forty-one. Wisconsin's DNA is dairy; however, the current supply has exceeded the demand triggering 400 or so Wisconsin Dairy farms to cease operations in the last year. The profit margin for the dairy farmer on a gallon of milk is

reported to be a mere three cents. Our empathy and support are with these farmers as they await the market to shift.

One thing's for sure, our membership has always consisted of hardworking, family oriented, community minded, and driven gentlemen and women, and we salute you!

From the Directors & Staff, who work for you, our members, we would like to wish you and your family a Merry Christmas and Happy New Year!



Photo credit: barnimages.com/snowy-landscape-winter-house