



William L. Caynor Sr.,  
CEO & President

## *A year in reflection* **LOOKING BACK AT 2019**

Seven years ago, I began this annual retrospect article as a way to gauge how we were performing and to consolidate thoughts of the coming year while ensuring this was all communicated to you, our member-owners. I must say I have been nothing short of prideful of your Cooperative's many accomplishments during this timeframe and have shared those triumphs with you but gleam with eagerness and anticipation of our future possibilities within a rapidly changing utility industry.

It's hard to believe that we've cycled another year of seasons, Cooperative goals and achievements, and life. The gears of the time machine move so fast that one could easily miss the true purpose of our existence. Given this, stop, smell the air, feel the wind touch your face, and tell those most important what they mean to you.

Next year will be a significant year within the history of your Cooperative as we celebrate 80 years of operation. You could say we're on the highway of life at mile marker 80, but there's no rest stop as we serve with the youthful vigor of a six-year-old playing joyfully on a beautiful summer day with endless possibilities of what's to occur that day, the next, and everyday afterward. Things are much different than in 1940 when your Cooperative was incorporated, as you could buy a car for \$800 and drive 15 to 20 miles on a gallon of gas (mpg). The only similarity today is the mpg in comparison to many vehicles being offered. But that's changing. Also, a gallon of gas cost 20 times more today than the .18 cent charge in 1940. With your board's commitment to clean energy opportunities you will notice the only Level 2 electric vehicle (EV) chargers in Price County located outside of your Cooperative's headquarters. An EV will also be added to the Cooperative fleet that you will have an opportunity to see at Cooperative events throughout the year. Solar exploration such as a solar garden and EV charging potentials within the service territory for our members is high on the list of possibilities. Oh, and don't forget to check out the pollinator garden behind the headquarters south of Phillips as the flowers come into bloom next spring. It's worth a gander.

We will be rolling out a new energy efficiency program, called \$mart \$ense, to replace Focus on Energy rebates and incentives in an effort to provide more energy conservation and efficiency initiatives, so look for information referencing these opportunities and initiatives in the mail and on your Cooperative website.

Last year we experienced a few more isolated but severe storms than in 2018, but I would say the electrical system performed well, and reliability was much better than expected given the conditions. If you're ever experiencing otherwise, please let us know so that we can evaluate your situation to improve reliability to you as well as the system's performance.

Energy sales were on budget in 2019 and there are no projections of any growth in 2020 with only 35-40 new metering accounts, but sales are always subject to change

**Next year will be a significant year within the history of your Cooperative as we celebrate 80 years of operation.**

with the Farmer's Almanac colder than average weather forecast. Going into the new year there is an increase of more than one percent in power costs expense from Dairyland Power Cooperative. Even with all the items on our congested list, the staff was able to provide a balanced budget

while reducing expenses that included no rate increase to you, our member-owners, in 2020.

Heading into the new year, don't forget to pick up one of your Cooperative calendars to verify dates of planned activities in celebration of your 80th anniversary. We will be rolling out the red carpet for you in 2020 and saturating you in the wealth and richness of membership. It's going to be a year of celebration.

In closing, I wish to remind you that we are here to serve you, our members, and thus I would pledge once again: that we will do everything within our power to increase reliability to you, while maintaining reasonable energy rates, and ensuring the safety of you, the public, and the employees of the Cooperative. This I do pledge.

