

# The New Generation of Co-op Members



## MESSAGE FROM CHIEF EXECUTIVE OFFICER ROBERT A. LOTH III

**WHILE MANY URBAN** Americans enjoyed the comforts of household electricity in the early 1930s, much of the United States had not yet experienced this luxury. Still in need of power were the country's rural farm-lands, where privately owned utility companies determined it was not cost-effective to provide electricity.

Fortunately, President Franklin Roosevelt had a plan. In 1935, the Rural Electrification Administration was established as part of the New Deal, allowing farmers and ranchers to borrow money from the federal government to form local, consumer-owned electric cooperatives, owned and operated

cooperatives providing electricity across the nation. Each one operates with the same goal: to provide the greatest service to members at the lowest possible cost and enhance members' quality of life.

Electric cooperatives are tasked with the job of serving members 24 hours a day, seven days a week, 365 days a year. To do this effectively, it is imperative that co-op employees adapt to the ever-changing needs of members. Demographics have shifted over the past several years: Along with serving older generations of members who might have played a role in founding the cooperative, we now are serving younger generations, as well.

To better serve all our members, Central Texas Electric Cooperative employees are adjusting how we communicate. It is increasingly apparent that members prefer instant access to information—a preference that stems from reliance on the convenience of smartphones and apps. Cooperatives across the country have adopted new technologies to help provide this kind of instant access for those who wish to use it.

By working to meet demands for instant information, we've found opportunities to communicate with members whom we might never have reached in the past. Using outlets such as social media, print ads, websites and apps, cooperatives have found new ways to present information and connect with more members.

Yet we continue to offer the same member services we've always had. Members are still welcome to stop by the office to visit with a member services representative about their service or pay their electric bill, if they wish. Those who stop by always will be greeted by a smiling face.

At Central Texas EC, our members are our top priority. We remember why our co-op was started so many years ago, and we strive to maintain a relationship with every one of our members, from every generation. Upholding the values of the men and women who founded the cooperative, we continue to strive to provide you with the very best possible service at the very lowest possible cost.



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**Co-ops are finding creative new ways to connect with members using today's technology.**

by the determined and hardworking people who created them. These men and women worked to bring electricity to rural America not only for their own benefit but also for the benefit of their friends and neighbors.

The establishment of electric cooperatives transformed rural America. Farmers could work more efficiently, bringing higher profit in the long run. Parents cooked more easily on electric stoves; children studied longer under the glow of light-bulbs; and farm families' lives were forever changed.

Thanks to the men and women who worked together to energize rural America, there are now more than 900 electric



# Attend Your Co-op District Meeting

**BE A RESPONSIBLE MEMBER.** Attend and participate in your district’s meeting held during the first two weeks of June. Meetings start promptly at 6:30 p.m. Here’s the schedule:

**MONDAY, JUNE 5—DISTRICT 6**  
(San Saba County area)  
**Cherokee High School Cafeteria**  
**DIRECTOR NOMINEE ELECTION**

**TUESDAY, JUNE 6—DISTRICT 3**  
(Mason, McCulloch, Menard and northern Kimble counties area)  
**New CTEC Mason Branch Office**

**THURSDAY, JUNE 8—DISTRICT 2**  
(Kerr, Real and southern Kimble counties area)  
**Ingram Elementary School Cafetorium**

**MONDAY, JUNE 12—DISTRICT 4**  
(Llano County area)  
**Llano High School Auditorium**  
**DIRECTOR NOMINEE ELECTION**

**TUESDAY, JUNE 13—DISTRICT 1**  
(Kendall County area)  
**Comfort High School Cafeteria**

**THURSDAY, JUNE 15—DISTRICT 5**  
(Gillespie and Blanco counties area)  
**Fredericksburg High School Auditorium**  
**DIRECTOR NOMINEE ELECTION**

Member meetings will be held in each district, but only districts 4, 5 and 6 will elect a candidate for the board of directors. Districts 1, 2 and 3 will still meet to exchange information between co-op management and members. An important video will be presented that explains current issues affecting CTEC members.

Please remember to check *Texas Co-op Power* to see what district you’re in, and bring the registration card from that issue to your meeting to expedite registration.

Each member attending will receive a \$10 bill credit. See you at the meeting!

**Note:** Mason County members will meet at a new location this year. The District 3 Meeting will be at the newly constructed CTEC Mason branch office at 1881 E. State Highway 29 in Mason.



## CTEC To Host Open Houses in Mason and Fredericksburg

**CENTRAL TEXAS** Electric Cooperative will host an open house at the new Mason branch office at 1881 E. State Highway 29. The event will take place June 6, 2–5:30 p.m., before the District 3 Meeting for Mason County. Refreshments will be provided, along with facility tours and a raffle.

“Our new location is ADA-compliant, offers a drive-thru and conference rooms for members as well as an expanded service yard and warehouse, all of which help CTEC to better handle the needs of our members in Mason County,” CEO Bob Loth said.

At the headquarters location in Fredericksburg, CTEC will host an open house at the new operations center. The open house is June 15, 1–4 p.m., before the District 5 Meeting for Gillespie County, and will include refreshments, facility tours and a raffle.

“The new operations center will allow the co-op to better protect the investment members have made in the co-op’s infrastructure,” Loth said.

The facility features an enhanced dispatch center and a larger, more modern auto maintenance building, and doubles warehouse capacity and vehicle parking.

MATTHIAS HAAS | ISTOCK.COM  
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A CALL TO ACTION

# Let's Fight Road Litter

BY MO SAIIDI | FREDERICKSBURG



**THE TEXAS HILL COUNTRY**, particularly Fredericksburg and surrounding areas, has one of the prettiest landscapes in Texas. The hills, wildflowers and open fields sprawling with domestic and exotic animals all provide a serene and relaxing atmosphere. It is no wonder that so many people come to visit and relocate here to escape from the hustle and bustle of major cities. Unfortunately, road litter is becoming more troublesome with the higher population, construction and traffic. Road litter not only tarnishes the beautiful scenery, it also projects a sign of disregard for this natural beauty. And now a group of concerned Gillespie County residents have decided to do something about it.

A couple of years ago, after relocating my family to Fredericksburg, I approached the Fredericksburg City Council and Gillespie County commissioners regarding this issue. The city and county shared my frustration with road litter and provided support to see what could be done. It soon became clear that the litter problem could be tackled in two ways: providing sustained public education and conducting a cleanup effort.

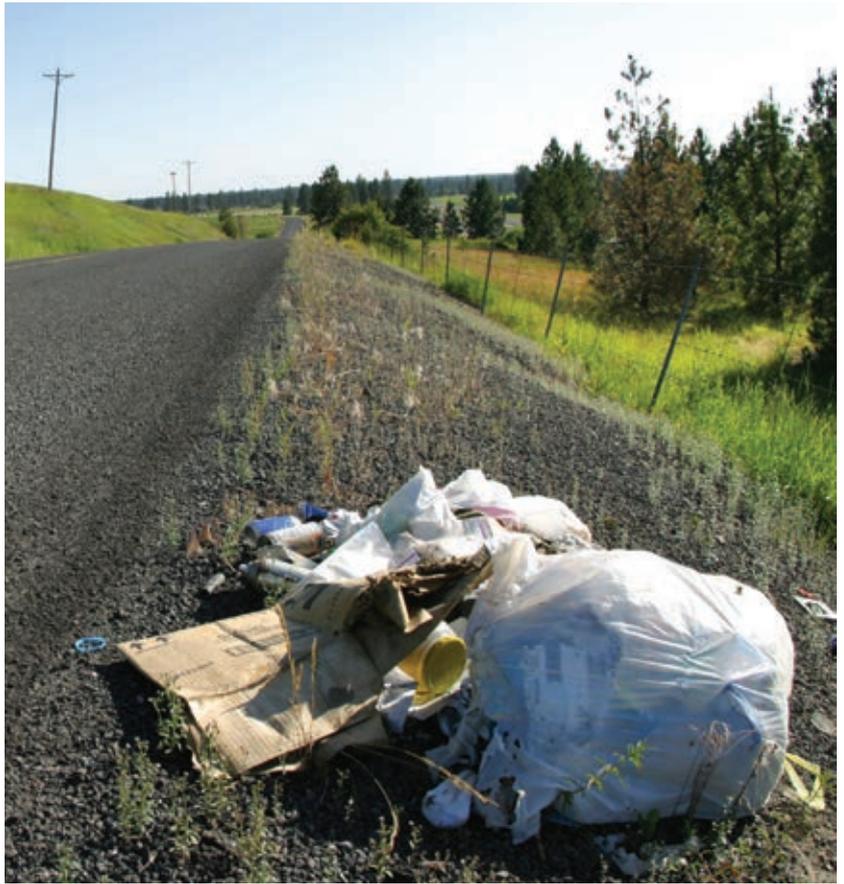
In late 2015, a general meeting was held, inviting those interested to voice their opinions and concerns. It was evident from the meeting that the road trash was a common concern among local people. Everyone felt frustrated in dealing with it, as controlling litter seems to be a never-ending job. Part of the challenge was also participation and cooperation between the public, the Texas Department of Transportation, Gillespie

County and the City of Fredericksburg.

In 2016, a small team was formed with representatives from the city, county, TxDOT and local newspaper, and has been meeting regularly to address these issues. The first achievement of the education campaign was the passage of a Keep Our Community Beautiful resolution by the Fredericksburg City Council and Gillespie County Commissioners Court. The resolution designates the first weeks of April and September as official cleanup days in spring and fall. The intent is to raise public awareness and encourage everyone to volunteer to pick up trash in the community.

The team has been working with Fredericksburg ISD art students on a contest to develop posters for use as public service displays. The posters were completed in March, and three winners were selected. Congratulations go to Preston Seward for first place, Kelsey Lansford for second place and Cheyenne Beals for third place. These posters will be printed and distributed to local businesses.

The team also has completed an evaluation to address county road litter by implementing an Adopt-a-County-Road program similar to TxDOT's Adopt-a-Highway program. This plan, presented and approved by the Gillespie County Commissioners Court on March 6, is now ready to be rolled out and is requesting sponsors. The sponsor application and procedures will be posted on the Gillespie County website and via other social media. A Facebook page—**Gillespie Organizers**



**Against Litter, or GOAL**—enables communication with interested parties in and around Fredericksburg and keeps the public abreast of planned events and developments. Although this effort is focused on and around Fredericksburg, the team encourages other communities to join these activities or adopt similar approaches for their respective areas.

The team is very much interested in your input and support, so please join if you care. To make a lasting difference, everyone must be involved; the success of this effort rests with public participation.

Aluminum cans, plastic bottles and Styrofoam cups will take hundreds of years to completely decompose. This is a very serious issue that we cannot ignore or leave to our children.

**The team is asking everyone to make a pledge to fight litter and follow these three simple rules:**

**1) Don't litter.** Never discard trash from your vehicle, and make sure that light or loose items are securely tied down and discarded properly. It takes very little wind speed for items to fly out of truck beds or open containers.

**2) Help support your local cleanup effort.** Join an Adopt-a-County-Road program. Or volunteer and organize your neighbors and friends to join in periodic cleanups around your property and on adjoining roads.

**3) Report it.** If you see littering happening or observe excessive road trash, call the local TxDOT, county, city, sheriff or police offices.



**LITTER FACT SHEET**

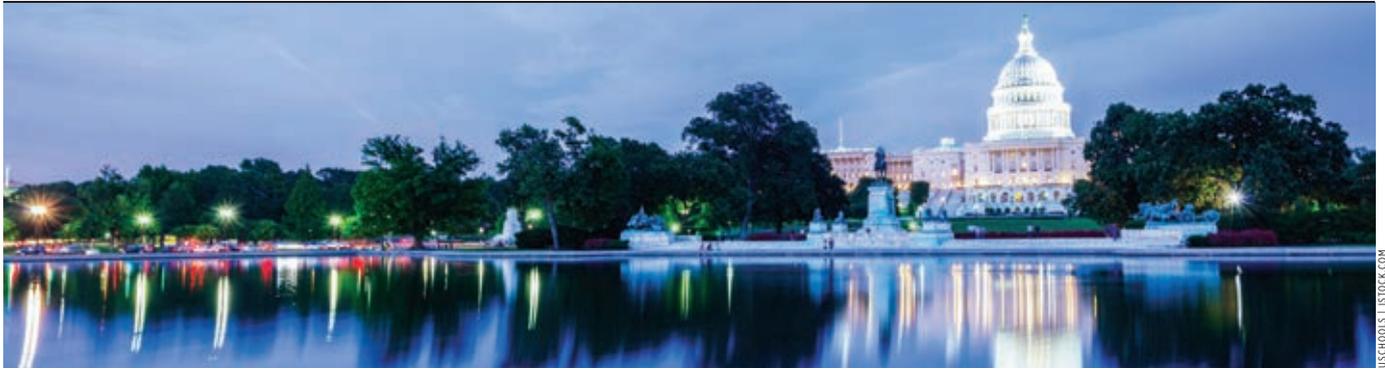
**How long does it take to decompose?**

- ▶ Styrofoam container: More than 1 million years
- ▶ Plastic jug: 1 million years
- ▶ Plastic bag: 500-1,000 years
- ▶ Disposable diaper: 500 years
- ▶ Aluminum can: 200-500 years
- ▶ Banana peel: 3 weeks-5 years

**In the U.S., 51.2 billion pieces of litter are left on roadways, equaling 6,729 pieces per mile.**

Source: 2009 Keep America Beautiful National Litter Study

There is still a lot to be done to fully realize this effort, including the implementation of cleanups on county roads. Stay tuned to the GOAL Facebook page for developments, and make a sincere pledge to fight litter and help clean it up. It is up to all of us to maintain this beautiful environment for future generations.



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# Howard-Kneitz Wins Trip to DC

**EDITOR'S NOTE:** *This essay earned Eleanor Howard-Kneitz, a senior at Fredericksburg High School, a trip to Washington, D.C., in Central Texas Electric Cooperative's Government-in-Action Youth Tour Contest. Hers is the third and final essay in a series of winning compositions printed in Texas Co-op Power. The views expressed in this essay are not necessarily those of Central Texas EC. The essay was written on this theme: "What would be the biggest challenge you would face without electricity?"*

## A Dark World

Author Bill Bryson once said, "We forget how painfully dim the world was before electricity. A candle, a good candle, provides barely a hundredth of the illumination of a single 100-watt light bulb."

Researching electricity has led straight to the answer regarding the biggest challenge when facing a lack of electric power: the difficulty of obtaining knowledge.

The greatest and most mind-boggling thing about the world people live in today is the speed at which knowledge is created and transmitted—all made possible by electricity. Without electricity, the time to work and create would be limited to the duration the sun is up, the span it takes for a candle to melt or oil to burn. With electricity, people are able to work all hours of the day and night with a great deal more brightness than a box of candles could ever produce.

Even with today's technology, there are more than one billion people worldwide that still lack access to electricity, including millions of schoolchildren who do not have computers or even a lightbulb to study by. The electricity in a lightbulb does the seemingly impossible: It gives us the gift of more time, which we can use to learn, discover, create and develop.

Far beyond light, electricity gives us the gift of information, most dramatically through computers, the internet and communications technology. With computers and the internet, the amount of information available is endless, from documents to videos to pictures. Deprived of electricity, people would be left with an infinite pile of books—and no search engine to find the needed information. Electricity makes finding the right information fast and simple.

If there were to be no electricity, generating and transmitting new facts would be infinitely more difficult. Researchers working on lifesaving medical and other breakthroughs would be in the dark (literally) without electricity to power their sophisticated equipment. With today's technology, people are able to get the latest breaking news from their cellular devices, computers and television.

Without electricity, people would be left to read (during daylight hours) newspapers and magazines, printed only once a day, weekly, or monthly. With electricity, news can be updated by the second. If disaster were to hit somewhere in the world and there was no electricity to spread the news, most people would not be aware of what happened until a day or more later. People would not know to help or if somebody close to them was hurt.

The connection that electricity gives makes the flow of even the newest of information possible. In fact, electricity connects human beings around the world—whether through news reports or personal emails or tweets—just as surely as a power line connects a power plant to a lightbulb.

An absence of electricity would make many things in life difficult, but perhaps the most important factor it would constrict would be the outpouring of new ideas and information that are the basis of human progress.



ELEANOR HOWARD-KNEITZ

# Regular Board Meeting Recap

*Central Texas Electric Cooperative, April 18*

**Meeting called to order by Board President James Low and prayer offered.**

- Discussed:** Operations Report for March 2017
  - Approved:** Corrected Minutes of the regular board meeting held March 14, 2017
  - Approved:** March membership list and membership conversions
  - Approved:** Safety Report for two months ended February 28, 2017
  - Approved:** Audit Report for year ended December 31, 2016
  - Reviewed:** Financial & Statistical Reports for year ended December 31, 2016
  - Approved:** NRU CFC Financial & Statistical Report for year ended December 31, 2016
  - Approved:** Resolution authorizing allocation of patronage capital
  - Reviewed:** CEO expenses for year ended December 31, 2016
  - Reviewed:** Director expenses for year ended December 31, 2016
  - Reviewed:** Financial & Statistical Reports for two months ended February 28, 2017
  - Reviewed:** Board Policy No. 4.0, Review/Sign Affirmation of Director Qualifications
  - Reviewed:** Board Policy No. 15.0, Policy on Member Involvement in Board Meetings and Board Transparency
  - Approved:** Partial reimbursement request of individual member’s underground construction costs
  - Denied:** Mason property appraisal and possible sale of property
  - Discussed:** District Meeting video topics
  - Discussed:** Scholarship recipients
  - Discussed:** Strategic Planning Committee update
- Meeting adjourned**



## Central Texas Electric Cooperative

**Fredericksburg (headquarters)**

386 Friendship Lane  
Fredericksburg, TX 78624

**Llano**

1410 E. St. Hwy. 29, Llano

**Kingsland**

Nob Hill Subdivision  
706 Cottonwood St., Kingsland

**Mason**

1881 E. State Highway 29, Mason

**Office Hours**

8 a.m.–5 p.m., Monday–Friday

**Website**

ctec.coop

**CHIEF EXECUTIVE OFFICER**

Robert A. Loth III

**BOARD OF DIRECTORS**

James Low, President, *San Saba County*  
Jack Asbill, Vice President, *Mason County*  
Doylene Bode, Secretary, *Gillespie County*  
Stanley Keese, Treasurer, *Llano County*  
Rex Brand, *Kerr County*  
Tommy Duncan, *Llano County*  
Allen Goodwin, *Kendall County*  
Mark Hahn, *Mason County*  
Tim Lehmborg, *Gillespie County*  
Charles E. Pearson, *Gillespie County*  
W.C. “Dub” Stewart, *Llano County*



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Happy  
Father’s Day  
from Central Texas EC  
Sunday, June 18



ANDREYPOPOV | ISTOCK.COM

## Power Tip

Keep warm summer air outside where it belongs! Add caulk or weatherstripping to seal air leaks around leaky doors and windows.

## Emergency Contact

To report electric service interruptions, please call the Central Texas Electric Cooperative office in your area at the numbers listed below:

**FREDERICKSBURG AREA**

**(830) 997-2126**

**1-800-900-CTEC (2832)**

including Gillespie, Kendall, Kerr, Blanco, Real and Kimble counties

**LLANO AND SAN SABA AREAS**

**(325) 247-4191**

**THE LAKES AREA**

**(325) 388-4542**

8 a.m. to 5 p.m.

**(325) 247-4191**

after business hours

**MASON AREA**

**(325) 347-6314**

including McCulloch, Menard and Kimble counties