



Rio Grande Electric Cooperative, Inc.

Update



A Message From The General Manager/CEO

By Dan Laws

“...still the greatest nation on the face of the earth.”

I recently attended the high school graduation program here in Brackettville. As you would expect, there was the usual raising of the flag that is part of every graduation ceremony. However, as luck would have it, this ceremony had a hitch or two. I can't recall for sure, but the national anthem may have started a little early, but the biggest problem was the student who was going to fasten the flag couldn't get the rope untied. In fact, the rope was so stubborn that the band completed the playing of the national anthem, the Pledge of Allegiance was recited, and everyone was ready to sit down before the flag was ready to be deployed.

The young men, having fastened the flag to the rope, refused to raise the flag until the national anthem was played again. It was a matter of respect. Not respect for the flag per se, but rather respect for all it represents. I have to admit I was standing there saying to myself, “Ok, guys, this part is botched. Let's just move on.” They didn't however, and I think it was because they were unwilling to allow a mistake to take away from that moment. Watching the flag ascend almost always brings tears to my eyes, and it did that night. It touched me, in large part, because two young guys, not old enough to fully understand all that this symbol of freedom represents, were insistent the moment have the reverence and respect it deserved.

In my mind's eye, I saw not just their hands, but the hands of those who made the ultimate sacrifice in Iraq, Afghanistan, Vietnam, Korea, Europe, and hundreds of little known places around the globe for the safety and freedom the American flag represents. Added to these, are those who fought and died on American soil, so that we can pillow our heads tonight in safety. We wake up every morning with the calm assurance that we can go where we wish, work where we want, worship as our conscience dictates, and speak our minds freely. We have our flaws, as President Obama is fond of pointing out, but this is still the greatest nation on the face of the earth.

Rio Grande Electric Cooperative, in no small part, is a depiction of that freedom. It is a business forged out of the needs of individuals who were empowered by the very freedom I have been speaking of, and enabled to form their own company to meet those needs. You are an owner of Rio Grande Electric Cooperative and, as such, you are bringing services to yourself that otherwise would not be available to you. Occasionally, the service we provide you may be botched, but rest assured, like the young men in my story, we will not give up until we get it right.

We have one focus and only one—bringing you the service you have come to expect. The service you deserve. Have a great Fourth of July!

“In the truest sense, freedom cannot be bestowed; it must be achieved.”

-- Franklin D. Roosevelt

**Rio Grande Electric Cooperative Salutes the Brave Men and Women of Our Armed Forces
and Wishes You a Safe and Happy Independence Day!**