



Rio Grande Electric Cooperative, Inc.

# UP DATE



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## A Message From The General Manager/CEO

By Daniel G. Laws

*“Risk-taking, courage, and foresight are not lost or forgotten arts.”*

Another new year, another new beginning; it's 2005, isn't that incredible? As the old saying goes; "I wouldn't have treated myself so rough if I had known I was going to live this long". I confess that I am both surprised and gratified to see 2005. I remember as an elementary student figuring out how old I would be at the turn of the century, what year I would turn fifty, and so on. And, I also remember thinking that those milestones seemed so far away.

Occasionally, I think about those pioneers (regular folks with real needs and risky vision) who started Rio Grande Electric Cooperative. It must have seemed like a Herculean undertaking to build an infrastructure that would bring modern conveniences to the country. I can't imagine the courage it took back in 1950 to sign a note for \$1,000,000. Loan funds like these were necessary, however, in order to provide seed capital so that lines could be constructed to farms and ranches along the border. Once constructed, electric energy began to flow, and with it came the modern conveniences that had been enjoyed in the city for some time.

Today, a huge electric infrastructure exists throughout the border country. It stands as a legacy to the foresight of those risk-takers of long ago. You and I enjoy the same conveniences that are enjoyed in the city, and each of us are beneficiaries of the foresight and planning undertaken by some folks that most of us have never met, and never will. If you have never served on Rio Grande's board of directors, I promise you would be surprised at what all is involved in managing this business.

Risk-taking, courage, and foresight are not lost or forgotten arts. There are still those today who step up and stand in the gap, with their gaze fixed on the future. They make plans for this system to continue to do what it has done so well for more than half a century. I am speaking of individuals who take time out of their busy schedules to represent your best interests during monthly board meetings. Much is done on your behalf each year. The board of directors reviews load forecast studies, construction work plans, annual budgets, financial forecasts, and the list goes on. Just as with those pioneers of old, if you knew today's board of directors, you would be proud of them. And, for what it is worth, if they knew I was writing this, they would have asked me not to.

In 2005, you can take comfort in knowing there is a group of individuals who come from very diverse backgrounds, and who look after your best interests when it comes to the supply of electric energy. Both the board of directors and the employees resolve to make 2005 better than 2004. Each of us will work hard to meet or exceed your expectations. For us, it's just doing our job, but for you—well it's your "Home Team Advantage".

*Have a Happy New Year!*