



OCTOBER
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Above and Beyond

Co-op membership offers value far beyond affordable, reliable electricity

Here at Rural Electric Convenience Cooperative, we work hard to deliver safe, affordable, and reliable electricity to our 5,800 members every day. But we don't stop there. Because we're a cooperative, we strive to do much more, to find ways of providing *real value* to you and the communities we serve.

So what exactly does *real value* mean? Well, in some ways it's basic, like connecting with a real, local person when you call our office, rather than just a recording. It could be finding a copy of the *Rural Highlights* newsletter in your mailbox or inbox every month, which keeps you informed about co-op business and goings-on in our area and the state. Or it's getting

the lights back on more quickly after an ice storm, thanks to mutual-aid agreements that bring line crews in from other co-ops to help us restore power.

Using your Co-op Connections Card to get discounts at local businesses and national retailers is another tangible benefit of being an RECC member. And getting phone or text messages after an outage to explain what caused a service interruption.

Being able to meet your co-op leaders and employees at the RECC Annual Meeting is also an advantage of local control and decision-making that large, for-profit companies can't offer.

October marks National Cooperative Month, when we take time to celebrate co-ops and talk about why our not-for-profit, consumer-owned business model is special. Offering our members real value—and working to improve the quality of life in the communities we serve—is just one way we set ourselves apart. To learn more about cooperatives, visit <http://www.co-opsusa.coop/>.



**Rural Electric
Convenience Cooperative**

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