

# Looking Out for You

## Working Together to Keep Your Electric Bills

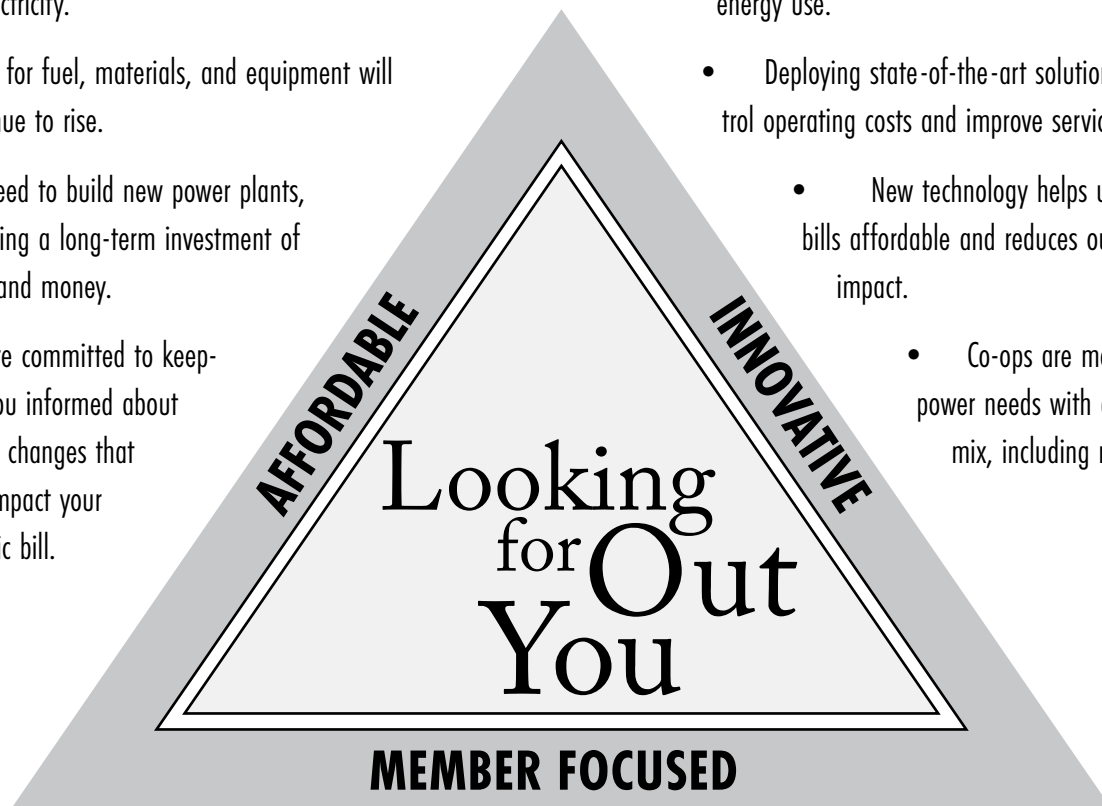
### AFFORDABLE

- Government regulations will increase the cost of electricity.
- Prices for fuel, materials, and equipment will continue to rise.
- We need to build new power plants, requiring a long-term investment of time and money.
- We are committed to keeping you informed about policy changes that will impact your electric bill.

## Controlling Costs Through

### INNOVATION

- Our energy efficiency programs help you manage your energy use.
- Deploying state-of-the-art solutions helps us control operating costs and improve service reliability.
  - New technology helps us keep electric bills affordable and reduces our environmental impact.
  - Co-ops are meeting members' power needs with a diverse fuel mix, including renewables.



## Continuing to Put You, Our Members, FIRST

- We are member controlled and locally operated.
- As a member, you have a voice in how your co-op operates.
- Our rates are set to cover the cost of doing business, not generate profit for distant stockholders.
- Member control means we are accountable to those we serve and are dedicated to assisting our communities—your money is at work close to home.
- We exist only to serve you and meet your needs for safe, reliable, and affordable power.