



2009  
Annual Report



CONTROL  
WHAT  
YOU CAN



TOGETHERWESAVE.COM

*Annual Meeting*  
*Saturday, March 27, 2010*



**Oakdale Electric  
Cooperative**

Your Touchstone Energy® Partner 

# ~2010 ANNUAL MEETING NOTICE~

The Annual Meeting of Members of Oakdale Electric Cooperative will be held at 10:00 a.m., Saturday, March 27, 2010 at the Tomah High School Auditorium in Tomah, Wisconsin, with registration beginning at 9:30 a.m.

Action will be taken on the following:

## ANNUAL MEETING OF MEMBERS

**SATURDAY, MARCH 27, 2010 ♦ 10:00 A.M. CALL TO ORDER**

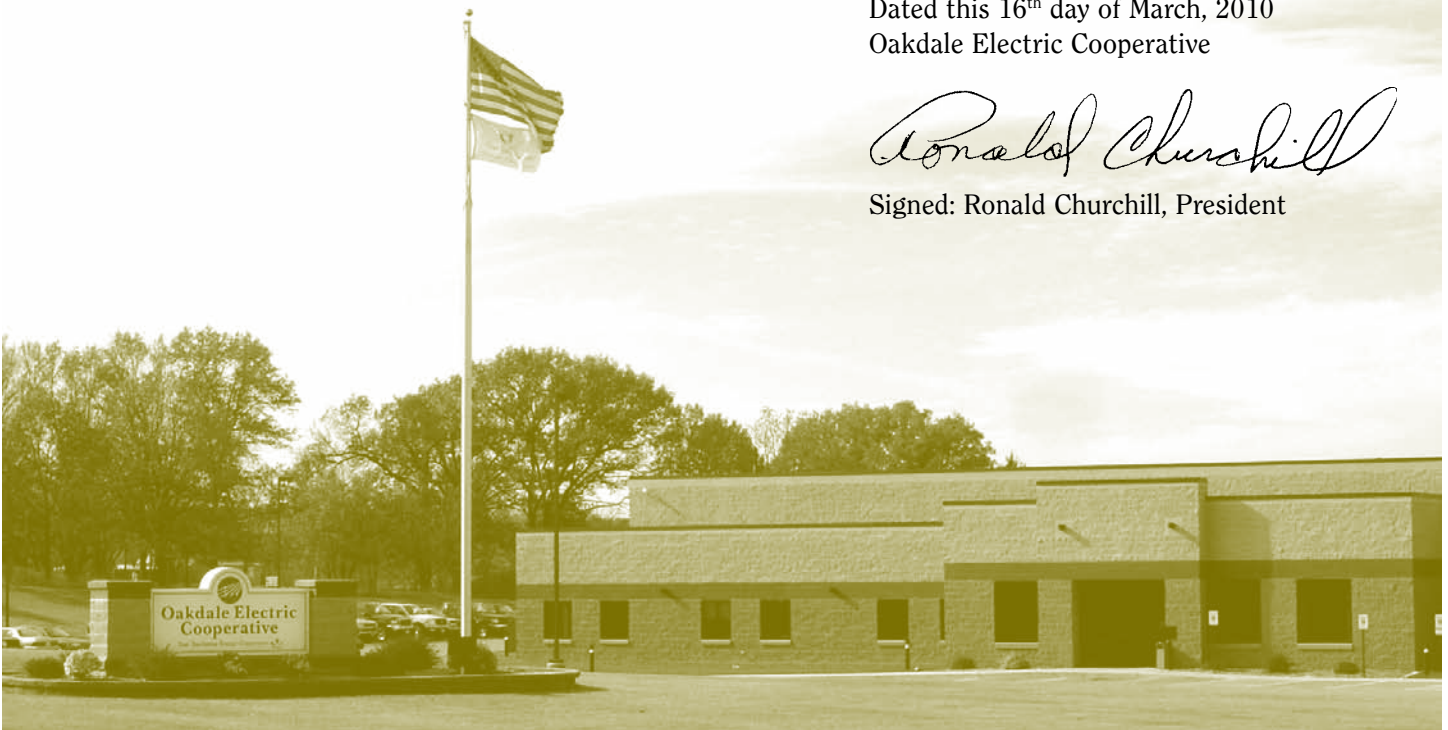
COPIES OF THE MINUTES OF OUR 2009 ANNUAL MEETING ARE AVAILABLE AT THE OAKDALE ELECTRIC HEADQUARTERS BUILDING

1. Reading of the notice of the Meeting and proof of the due publication of mailing thereof.
2. Reading of the unapproved minutes of last years meeting of the members and taking of necessary action thereon.
3. Presentation and consideration of, acting upon reports of officers, directors and committees.
4. Election of a Director from District #3, (Comprised of the Townships of Greenfield, Angelo, Adrian, Tomah, Wells, Ridgeville, Wilton, Clifton and Glendale) for a three-year term to fill the vacancy caused by the expiration of the term of Gregory Eirschele, 18432 State Highway 21, Tomah, WI 54660.
5. Director from District #6, (Comprised of the Townships of Plymouth, Lindina, Lemonweir, Kildaire, Wonewoc, Summit and Seven Mile Creek) for a three-year term to fill the vacancy caused by the expiration of the term of Jonathan Williams, W4031 Pfaff Lane, Lyndon Station, WI 53944.
6. Such other business, regular or special, which may come before said meeting.
7. Adjournment.

Dated this 16<sup>th</sup> day of March, 2010  
Oakdale Electric Cooperative



Signed: Ronald Churchill, President



# ~ ANNUAL MEETING PROGRAM ~

Saturday, March 27, 2010

Tomah High School, Tomah WI

9:30 a.m. Registration of Members

10:00 a.m. Business Session

Meeting Called to Order.....Ronald Churchill, President

Invocation ..... Greg Eirschele, Director

Certification of Quorum Present

Approval of Program Agenda

Notice of Meeting and Proof of Mailing ..... Robert Hess, Secretary

Approval of Minutes of Prior Meeting..... Robert Hess, Secretary

Treasurer's Report..... James Guilbault, Treasurer

President's Report..... Ronald Churchill

Manager's Report..... Bruce Ardeit

Director Election Process ..... Attorney Thomas Zaremba

District #3

District #6

Guest Speaker..... Chuck Sans Crainte, Vice President, Generation at Dairyland Power Cooperative

Any Other Business

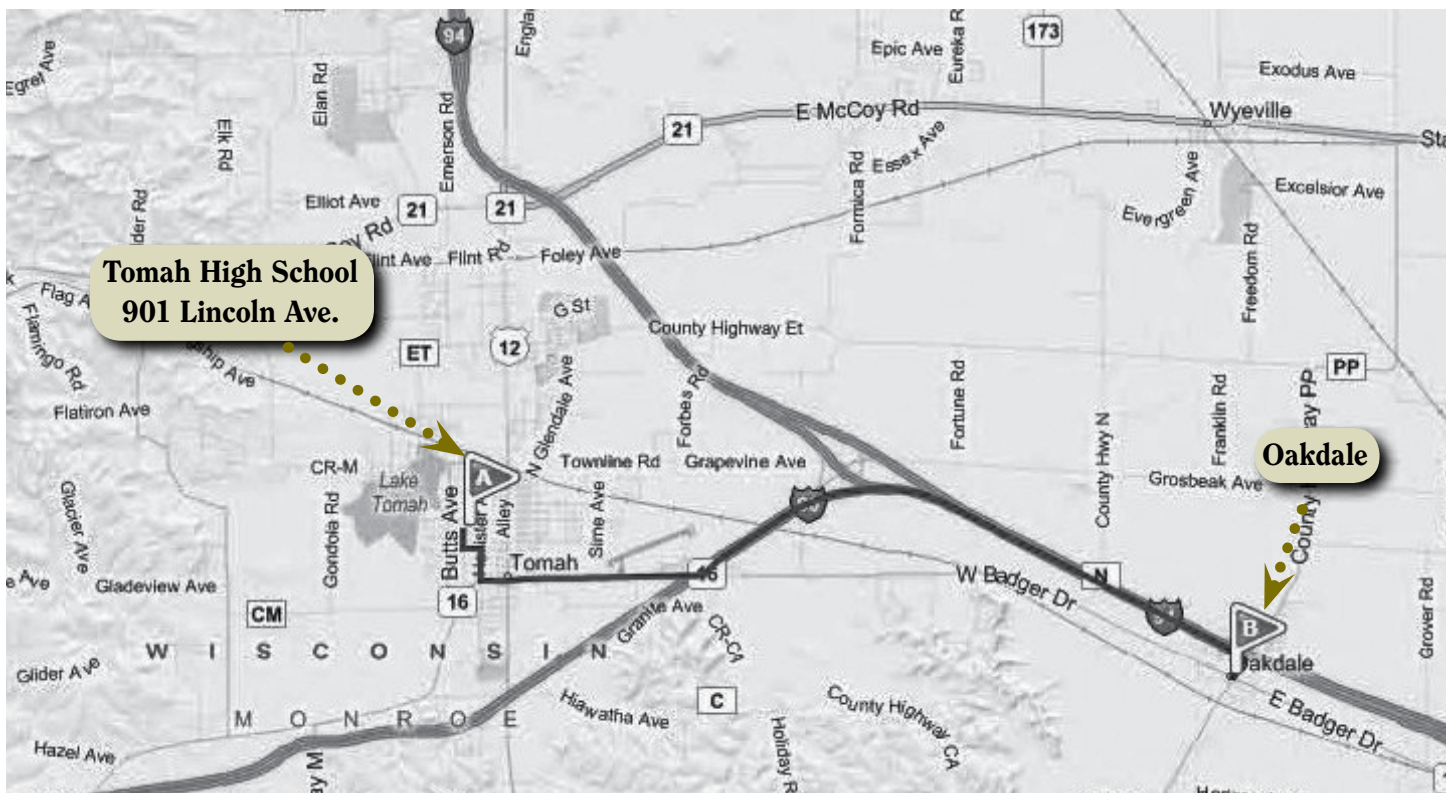
Prize Drawings - Grand Prize

\$100.00 credit applied to electric bill - 5 drawn

*(Must be present to win)*

Adjournment

*Lunch immediately following the meeting*



# ~Board President & General Manager Message~

The rising cost of energy has captured our full attention. As our eyes look to the future, we realize that we must change both the way we produce and the way we use energy. This will require a partnership between Oakdale Electric Cooperative and our members. By far the best way to manage the cost of our electric bills is to use electricity wisely. The reality is that we have to work together. *“Control What You Can – Together We Save”* is a fitting theme for this year’s annual report, especially given the challenges and opportunities facing Oakdale Electric today and in the future. We can manage the cost of electricity, but we can’t manage how much you use or how wisely you use it.

Our challenge this year has been weathering storms on a wide variety of fronts. Whether it was the recession, or the proposed new energy legislation, which threatens to skyrocket electric bills; or the hardships created by Mother Nature, which may have been the quickest and easiest of all to handle. Through it all, Oakdale Electric Cooperative’s employees and board of directors kept a steady course with the determination they have always had – providing our members with the best service possible and ensuring them reliable electricity at a reasonable price.

To help us educate members on the growing challenges we face, Oakdale Electric Cooperative and more than 690 other Touchstone Energy Cooperatives in 46 states are working to help their members use energy more effectively and efficiently through a new, national campaign called *“Together We Save.”* The campaign focuses on how small changes in electricity use can add up. More information on *“Together We Save”* along with energy saving tips can be found on our website.

Climate change has become a major issue. Everyone who lives in Wisconsin will be affected directly by the Clean Energy Jobs Act if passed into law. The question of whether carbon shall be regulated and how it shall be regulated is the great uncertainty. There is no consensus on what form a cap-and-trade system would take, which has stalled in legislation.

Oakdale Electric Cooperative will support climate change legislation that is fair to all regions of the country, affordable and achievable. Co-ops have stepped up to challenges in the past, and we have no doubt our response to this challenge will be any different in the end. But we need your help in relaying to Congress just how important it is to keep climate change legislation fair, affordable, and technologically achievable. It is important to make your voice heard in legislative debates, please take a moment to contact your State Legislator regarding the Clean Energy Jobs Act and let them know your concern about the

financial impact this bill will have on utility bills. To make your voice heard, join the Our Energy, Our Future® grassroots campaign to take part in shaping our energy future.

As we enter 2010, Dairyland Power Cooperative’s wholesale power cost, which accounts for 63 percent of Oakdale Electric’s operating budget, is facing tremendous upward pressure. We are facing ever-increasing costs from areas over which we have virtually no control. Dairyland Power Cooperative is facing potential new carbon legislation, growing renewable energy standards, tougher environmental regulations and challenging energy efficiency mandates. All of these cause electric rates to escalate.

The difference in our cooperative is in the hearts of the employees and directors and what we believe. From our office staff to our technicians, to our linemen, each of us know the importance of you the member. We’re proud of our accomplishments during 2009. We commit to you that Oakdale Electric will continue to provide quality energy services at fair, reasonable rates. We urge you to be involved in your Cooperative. You have the unique opportunity to have a say in Oakdale’s decision-making process through the election of Board Members and by sharing your thoughts and concerns with the Board and Management.

We know that change is happening and that more change is coming in 2010. Your electric cooperative is positioned to adapt to that change and is ahead of the curve on many issues. It makes us proud to be a part of this organization that is weathering the financial storm with solid financials and with a healthy outlook for the future. We look forward to seeing you at your annual meeting. We want to thank all of you for your patronage and support of the cooperative this past year.

Thank you for giving us the opportunity to serve you.



Ronald Churchill  
President of the Board



Bruce Ardelt  
General Manager



**Bruce Ardelt**



**Ronald Churchill**

# Lend us a hand...



## PARTICIPATE IN OUR FOOD DRIVE AND GET A FREE CFL



Bring in three or more non-perishable food donations during March and receive a free compact fluorescent light (CFL).

**Drop off location:**

Oakdale Electric Cooperative, Oakdale, WI

**Dates:** Now through March 31, 2010

**Time:** Mon.–Fri., 7:30 a.m. – 4:00 p.m.

**Benefitting:** All contributions will be donated to local food pantries.

**Please recycle**

CFLs should be recycled instead of put in the trash. You can bring them to a recycling site in your community. Some retailers also offer recycling.


Together, we can do both the “right thing” by lending a hand to our neighbors AND the “bright thing” by installing efficient CFLs.

**Please bring your food items to Oakdale’s Annual Meeting and you will receive a free CFL.**

*Please, only one CFL per member family. Deadline is March 31, 2010 or when the limited supply of CFLs runs out, whichever occurs first.*



**Oakdale Electric  
Cooperative**

Your Touchstone Energy® Partner 

# ~2009 FINANCIAL REPORT~

## Statement of Operations

	Dec. 31, 2009	Dec. 31, 2008
OPERATING REVENUE		
ELECTRIC SALES REVENUE	\$ 28,167,472	\$ 26,587,351
OTHER ELECTRIC REVENUE	147,175	157,471
TOTAL OPERATING REVENUE	<u>28,314,647</u>	<u>26,744,822</u>
OPERATING EXPENSES		
COST OF POWER	17,756,934	15,590,863
DISTRIBUTION EXP-OPERATIONS	1,284,497	1,168,743
DISTRIBUTION EXP-MAINTENANCE	1,977,355	2,021,914
ADMINISTRATIVE & GENERAL EXPENSE	2,035,707	2,015,835
DEPRECIATION EXP	2,020,481	1,877,280
TAX EXPENSE	336,783	355,811
INTEREST ON LONG TERM DEBT (CFC)	1,553,189	1,524,284
OTHER	96,608	66,214
TOTAL COST OF ELECTRIC SERVICE	<u>27,061,554</u>	<u>24,620,944</u>
OPERATING MARGINS	1,253,093	2,123,878
NON-OPERATING MARGINS	673,699	317,408
DPC CAPITAL CREDITS	454,253	384,026
NET MARGINS	<u>\$ 2,381,045</u>	<u>\$ 2,825,312</u>

## Balance Sheet

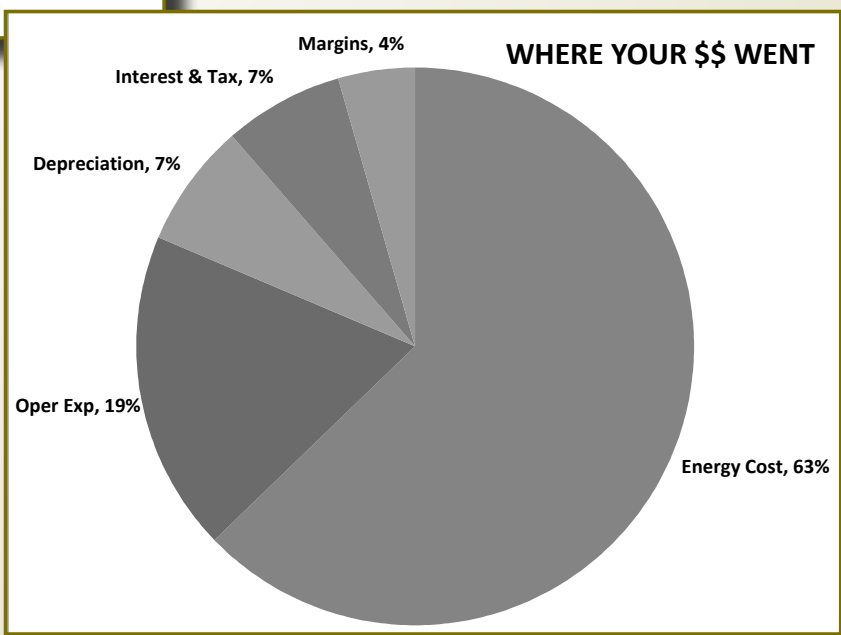
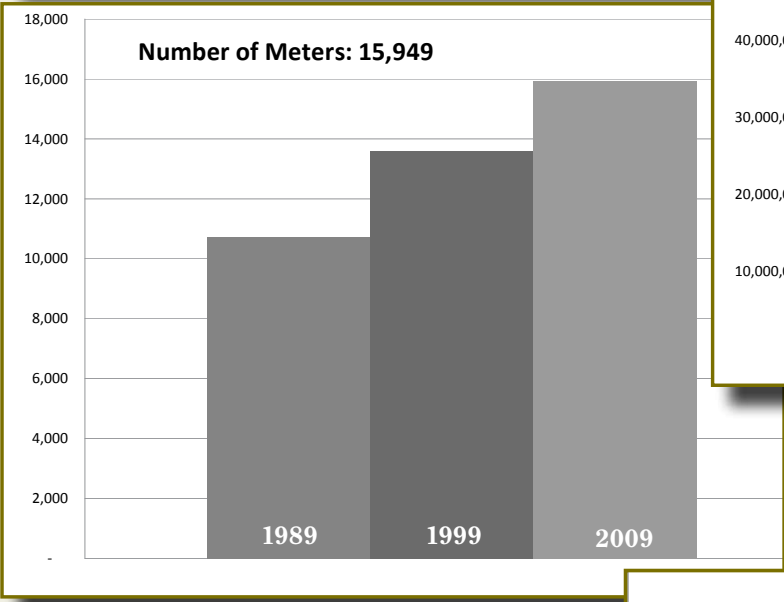
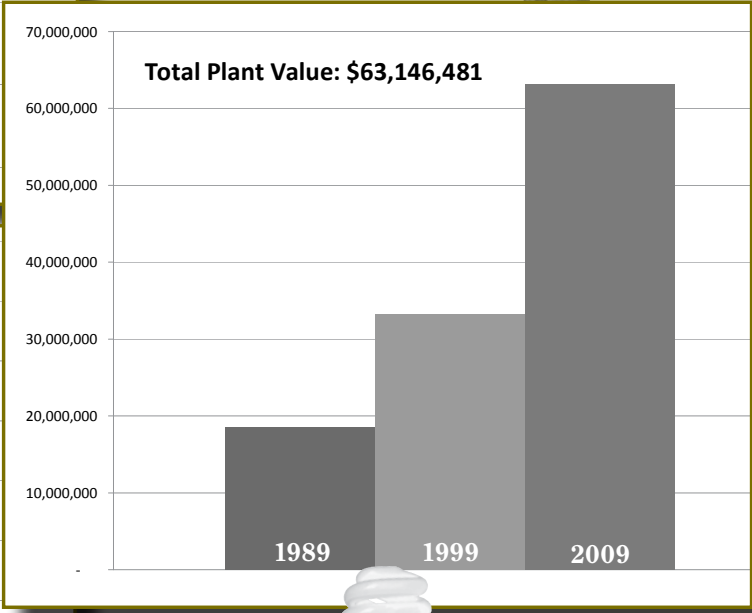
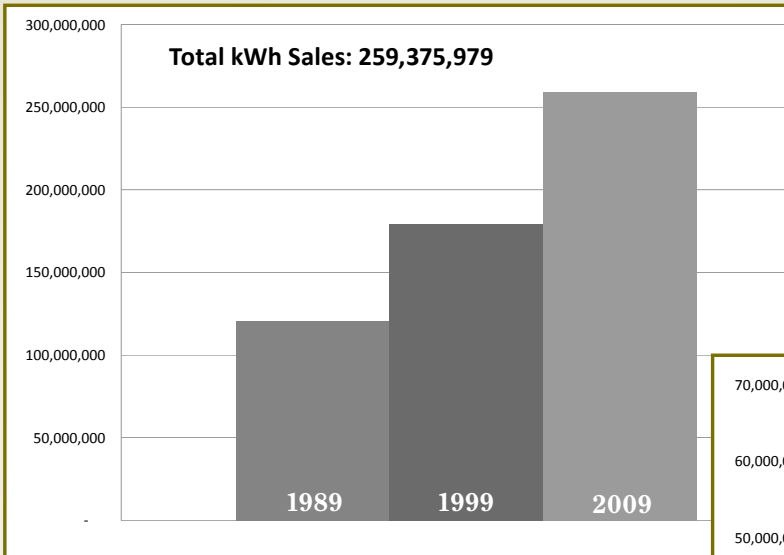
	Dec. 31, 2009	Dec. 31, 2008
ASSETS		
NET UTILITY PLANT	\$ 45,851,018	\$ 43,630,994
NON UTILITY PLANT	-	6,041
LONG-TERM INVESTMENT	8,646,390	7,904,953
NOTES-ECONOMIC DEVELOP	55,991	65,780
CASH & TEMPORARY INVESTMENTS	273,681	13,266
ACCTS RECEIVABLE	3,078,263	3,112,082
MATERIALS & PREPAYMENTS	713,484	905,271
OTHER ASSETS & DEFERRED DEBITS	421,889	519,028
OTHER INVESTMENTS	-	68,366
TOTAL ASSETS	<u>59,040,716</u>	<u>56,225,781</u>
LIABILITIES & EQUITY		
PATRONAGE CAPITAL	25,179,017	23,528,128
CONSUMER DEPOSITS	199,025	160,659
LONG TERM DEBT	26,663,493	27,043,233
ECONOMIC DEVELOPMENT	45,000	52,500
ACCOUNTS PAYABLE	2,044,868	1,949,631
OTHER CURRENT LIABILITIES	4,909,313	3,491,630
TOTAL LIABILITIES & EQUITY	<u>\$ 59,040,716</u>	<u>\$ 56,225,781</u>

Our 2009 financial records and the reports contained herein have been audited by Bauman Associates, Ltd., Eau Claire, WI.

### MISSION STATEMENT

Oakdale Electric Cooperative is committed to superior service, reliability and safety. We strive to provide our members dependable electricity at the lowest possible price. Our cooperative proudly serves our members based on a foundation of honesty and integrity, while improving the economy and quality of life in the communities we serve.

# ~Financial Highlights~



# WORKING TOGETHER

Oakdale Electric Cooperative employs 46 dedicated employees. At the end of the day, our priority is you, our members, and bringing you reliable, safe and affordable power.

*Working together we can meet the challenges of the future!*

## Office Services

## Management



*Bruce Ardel*



*Cherlyn Moseley*



*Shane Rowan*



*Jerry Bloom*



*Glenn Pampuch*



*Rose Bartholomew*



*Scott Brookman*

## Energy Services



*Todd O'Neil*



*(l-r) Ryan Hubbard, Jim Suzda, Roger Todd*



*Marcella Clements*



*Nicole Modl*



*Tina Von Haden*



*Dale Ludeking*



*Sandi Bloom*



*Sherry Anderson*



*Linda Pierce*



*Chad Schauf*



# Operations Department



*(l-r) Lori Larsen, Cheri Ness, Nancy Bushing*



*Dan Kallies*



*Dave Stelter*



*Jim Hayward*



*(l-r) Brock Brown, Josh Von Haden*



*(l-r) Dan McGarry, Travis Moser, Dane Pasch*



*(l-r) Joe Engel, Matt Riggs, Andy Steele, Stewart Walters*



*(l-r) Mike Rosier, Pat Eirschele, Kelly Ingenthron, Robert Peterson*



*(l-r) Kurt Starkey, Cory Johnson, Bob Thompson, John Ollendick, Travis Champlin*

## Engineering Department

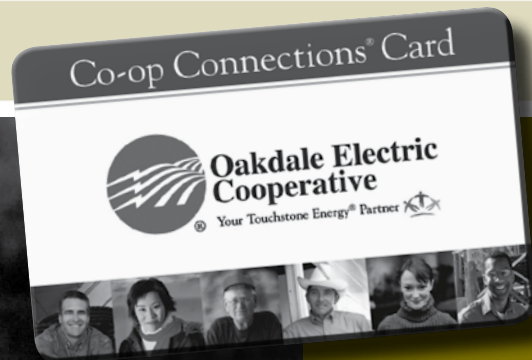


*(l-r) Todd Duncan, Ken Murray, Roy Boyles*



# Co-op Connections Card

*We're always thinking of ways to help our members save electricity. And then we thought, why stop there?*



*Oakdale Electric Cooperative members saved over \$8,000 in 2009 by using the Co-op Connections Card at local pharmacies!*

*Co-op Connections – just one more way you benefit from being a cooperative member!*

*For additional information, please contact Tina Von Haden at Oakdale Electric Cooperative*

## Find it online

Co-op members are invited to visit our website for 24/7 information and resources.

**Oakdalerec.com**

**Oakdalerec.com provides information on:**

- New construction and service upgrades
- Rebates and incentives
- Operation Round-Up
- Scholarships
- Annual Reports
- Rate schedules
- Capital Credits
- Focus on Energy
- Co-op Connections Card Program
- WEC News magazine and bill inserts
- Questline energy library and calculators
- Safety tips



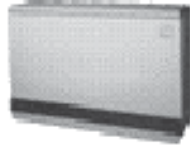
# THE SAVINGS ADD UP WITH 2010 REBATES AND INCENTIVES!

## Electric Water Heaters

	50 Gallon	80 Gallon
Incentive	\$150.00	\$300.00

## Electric Thermal Storage/ETS Heating

Room unit incentive amount starts at \$340 for Model 2102 (smallest unit) and up to \$590 for Model 2106 (largest unit). Incentive not to exceed \$1,000 per home. *\*Must allow off-peak control.*



## Air Conditioning, Heat Pumps Air source and Geothermal

New energy efficient central air conditioners, air source heat pumps, geothermal heat pumps or commercial air conditioning units are eligible for incentives. The incentives are based on the capacity of the units.



- Central air conditioners with efficiency rating
  - ◆ SEER 14 - \$40 per ton
  - ◆ SEER 15 - \$60 per ton
  - ◆ SEER 16 or > - \$80 per ton
- Air source heat pumps. SEER 14 or > - \$120 per ton
- Ground source/Geothermal heat pumps - \$200 per ton

Visit us at [www.oakdalerec.com](http://www.oakdalerec.com) or contact us to find out more about our incentives and rebates.



## Cash Back Incentives for ENERGY STAR® Appliances from Oakdale Electric Cooperative

Get cash back when you purchase any qualifying ENERGY STAR® appliances. You are not limited to any brand as long as it carries the ENERGY STAR® label. You not only save money on your new appliance, but you'll reap the benefits of lower energy usage. All of the following qualifying ENERGY STAR® appliances purchased between January 1, 2010, and December 31, 2010, qualify for the incentives.

### How much can you earn?

ENERGY STAR® washing machine .....	\$25.00
ENERGY STAR® dish washer .....	\$25.00
ENERGY STAR® refrigerator .....	\$25.00
ENERGY STAR® freezer .....	\$25.00
ENERGY STAR® window air conditioner .....	\$25.00
ENERGY STAR® dehumidifier.....	\$25.00
Refrigerator/Freezer recycling.....	Up to \$50.00
Window Air Conditioner recycling.....	Up to \$25.00

For information on the ENERGY STAR® incentives and how to collect your cash back incentives, go to [www.oakdalerec.com](http://www.oakdalerec.com) or the Focus on Energy website at [focusonenergy.com](http://focusonenergy.com) or call them at 800-762-7077.



### Save time and money:

#### View and pay your bill online.

- Bill4U - Go paperless. You can receive your statement online and make a payment online
- ACH - Automatic bill payment plan, your payments are paid automatically from your checking or savings account on the 20th of each month
- Online bill payment 24/7 - Pay your electric bill by credit/debit card. We accept payments using: Visa, MasterCard, or Discover credit or debit card or electronic check. You can pay with your credit/debit card online or by phone.

**Visit our website,  
[www.oakdalerec.com](http://www.oakdalerec.com)  
for more resources.**

# ~Director District Map~



Robert Hess (1)



James Van Wychen (2)



Greg Eirschele (3)



Edwin Shie (4)



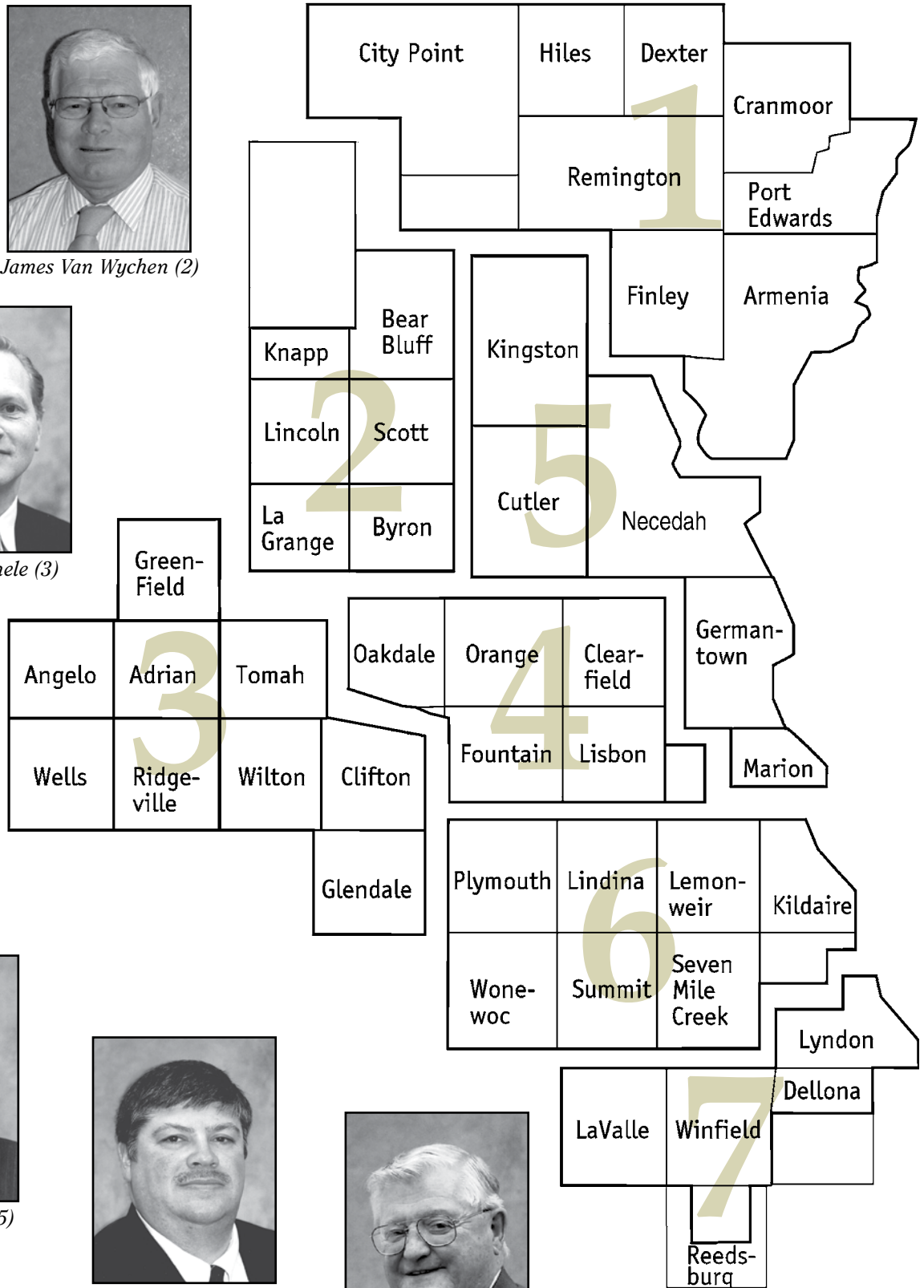
James Guilbault (5)



Jonathan Williams (6)



Ronald Churchill (7)





# ~Youth Scholarship Program~

Oakdale Electric Cooperative's Federated Youth Foundation Scholarship program was started in 1988. Since then, over \$232,000 has been awarded to deserving students from throughout the cooperative service area. Awards are funded from the unclaimed capital credits of former cooperative members.

## 2009 Scholarship Winners

### MAUSTON HIGH SCHOOL

Shaylea Walsh  
Shannon Cowan  
Kenneth Clark

### TOMAH HIGH SCHOOL

Courtney Pearson  
Sara Belcher  
David Schieler

### WONEWOC-CENTER HIGH SCHOOL

Stewart Thompson

### NEW LISBON HIGH SCHOOL

Bryanna Moravek  
Amelia Lutz  
Joseph Davis

### NECEDAH HIGH SCHOOL

Andrea Belmonte  
Greg Belmonte  
Andrew Cook

### NEKOOSA HIGH SCHOOL

Ashley Blossfield  
Wendy Van Meter

### PITTSVILLE HIGH SCHOOL

Marcus Hendrickson  
Heather Adrian  
Nathan Franson

### ROYALL HIGH SCHOOL

Kelsey Anderson  
Rachael Williams  
Emily Preuss

***Congratulations to our scholarship winners and to all the participants in the student scholarship program.***

***OEC's 2009 Youth Leadership Congress participants.***



*David Schieler will serve on the six-member 2010 Youth Board*



Each year Oakdale Electric Cooperative sponsors high school students to the Youth Leadership Congress at the University of Wisconsin-River Falls. This year, the program will be held July 7-9 on the UW-River Falls campus. Over 140 students from around Wisconsin participate in this yearly event. To attend, you must be the dependent of an Oakdale Electric Cooperative member and a high school student completing your junior year at one of our 12 area high schools. We pay all expenses, and best of all; you have a chance to earn a \$1,000 scholarship through Oakdale Electric Cooperative.

***Interested? A great opportunity for high school students in their junior year!***

Information packets containing application information and forms are available from your school's guidance counselor in April, or contact **Tina Von Haden** at [tvonhadn@oakdalerec.com](mailto:tvonhadn@oakdalerec.com) or (608) 372-4131.

**The three day on campus conference is designed by and for teenagers and is intended to:**

- ◆ introduce students to the business of cooperatives
- ◆ encourage the examination of today's issues
- ◆ help students learn about and practice leadership skills
- ◆ offer an opportunity for high school students to sample life on a college campus

# Giving Back to the Community

## It only makes Cents!



### Operation Round-Up Board of Trustees:

*Sitting (from left): Pat Christensen, Bonnie Anderson, Barb Brooks.  
Standing (from left): Tom Clay, Lillian Jorgensen,  
Sandy Chroninger, and Connie Albert.*

As a member of Oakdale Electric Cooperative, you have the opportunity to be part of an effort that combines strength of numbers with the power of a few cents. You are eligible to participate in Operation Round Up®, and join “the power of many, helping others.”

Members who wish to participate have their monthly electric bill rounded to the next dollar amount. Anything from a penny to 99 cents, goes into the Operation Round-Up® account – six dollars a year may seem like small change, but it’s small change that changes lives. This “spare change” is combined with other members’ money and placed in a trust fund administered by an independent Board of Directors. The Trust is made up of representatives from the communities we serve who serve on the Board on a voluntary basis. Typically, the funding is used to address crucial needs such as food, clothing, shelter, and medical care, but it is not limited to these categories.



**Necedah**

Funds were donated to area Food Pantries.



**New Lisbon**



*Pat Christensen presents a donation to Ed Thompson, sponsor of the Tomah Community Thanksgiving.*

**Help make the communities we serve a better place to live.**

To join the effort visit our website at **[oakdalerec.com](http://oakdalerec.com)**, email at **[cmoseley@oakdalerec.com](mailto:cmoseley@oakdalerec.com)** or call Oakdale Electric Cooperative at **800-241-2468**.



**Mauston**

# MAINSTREET MESSENGER Emergency Response Telephone System

## FEATURES INCLUDE:

- ◆ Two-Way Voice
- ◆ 24-Hour Professional Monitoring
- ◆ Wireless Transmitter
- ◆ Visual Ringing
- ◆ Memory Keys
- ◆ Large Backlit Keypad
- ◆ Handset & Speakerphone Volume Control
- ◆ Hands-Free Answering



**PERSONAL  
INDEPENDENCE,  
SECURITY AND  
PEACE OF MIND**

*What a great  
idea for  
Mother's Day!*

Oakdale Electric Cooperative will waive the \$50 set up fee when you lease a MainStreet Messenger FirstCall during the month of May.



*Dale Ludeking and Sherry Anderson*

*You can rest easy knowing  
help is just a phone call away.  
Call for details:*

*(608) 372-4131 or (800) 241-2468*

**OAKDALE ELECTRIC COOPERATIVE  
PO Box 128  
Oakdale WI 54649**



**DON'T FORGET** Tear off here and bring this card to register at the annual meeting. 

**Be a part of YOUR Cooperative  
Attend YOUR Annual Meeting**

**Saturday, March 27, 2010  
Tomah High School  
Tomah, WI**

**9:30 a.m. - Registration begins**

**10:00 a.m. - Business Meeting**

**Participate in our food drive!  
Bring your food donation to  
our annual meeting to receive  
your free CFL.**

- **Grand Prize Drawing**
- **Five (5) FREE \$100 Electric Bill Credits**
- **Attending members will receive a gift.**

*Must be a registered voting member  
in attendance at the annual meeting.*

**Lunch served by Kentucky Fried Chicken.**