



**KEEPING YOUR
FUTURE BRIGHT**



2010
ANNUAL REPORT

Annual Meeting
Saturday, April 9, 2011

~2011 ANNUAL MEETING NOTICE~

The Annual Meeting of Members of Oakdale Electric Cooperative will be held at 10:00 a.m., Saturday, April 9, 2011 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, APRIL 9, 2011 ♦ 10:00 A.M. CALL TO ORDER

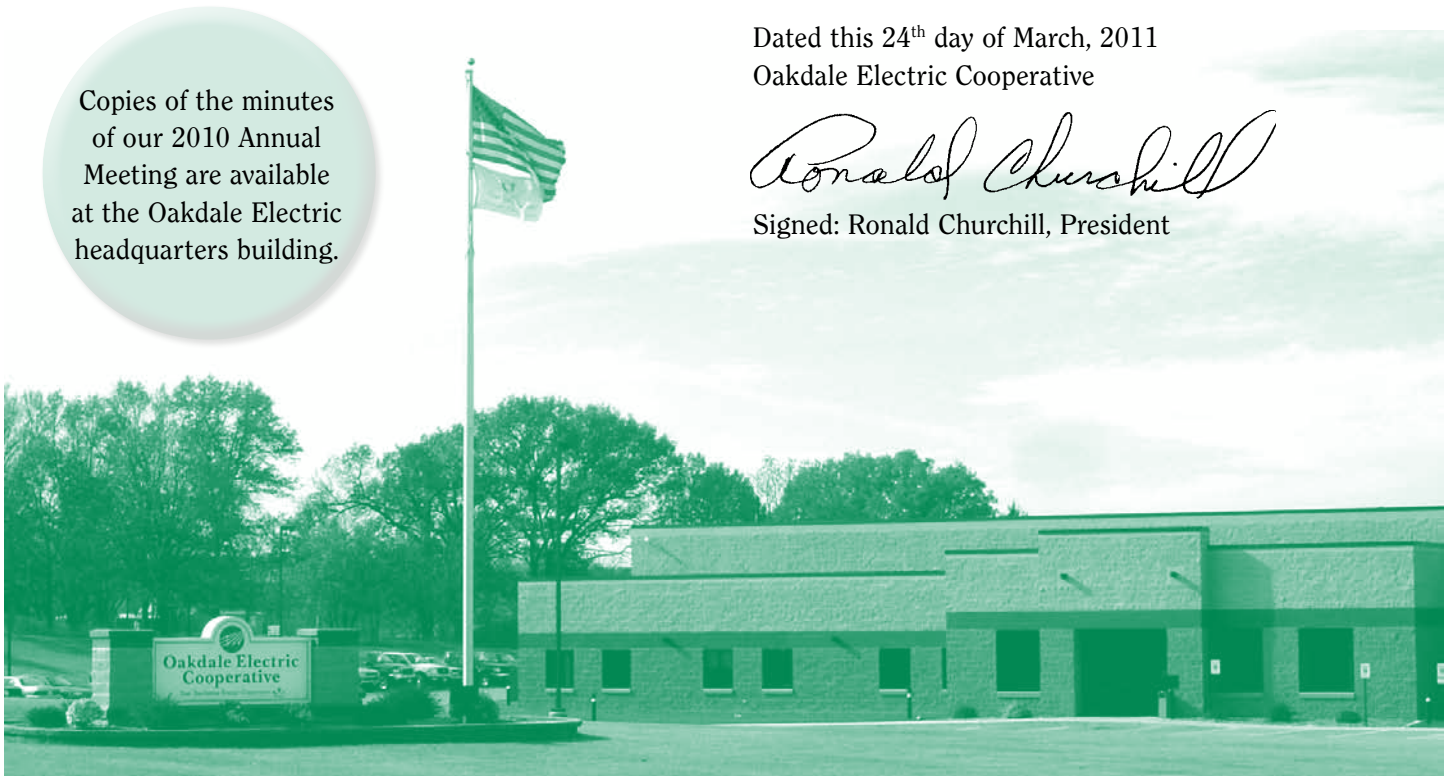
1. Reading of the notice of the Meeting and proof of the due publication of mailing thereof.
2. Reading of the unapproved minutes of last years meeting of the members and taking of necessary action thereon.
3. Presentation and consideration of, acting upon reports of officers, directors and committees.
4. Election of a Director from District #1, (Comprised of the Townships of City Point, Hiles, Dexter, Remington, Finley, Cranmoor, Port Edwards and Armenia) for a three-year term to fill the vacancy caused by the expiration of the term of Robert Hess, 9748 Hoffman Road, Pittsville, WI 54466.
5. Director from District #7, (Comprised of the Townships of LaValle, Winfield, Lyndon, Dellona and Reedsburg) for a three-year term to fill the vacancy caused by the expiration of the term of Ronald Churchill, E6089 County Road F, Reedsburg, WI 53959.
6. Such other business, regular or special, which may come before said meeting.
7. Adjournment.

Copies of the minutes of our 2010 Annual Meeting are available at the Oakdale Electric headquarters building.

Dated this 24th day of March, 2011
Oakdale Electric Cooperative



Signed: Ronald Churchill, President



~ ANNUAL MEETING PROGRAM ~

Saturday, April 9, 2011

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

Certification of Quorum Present

Approval of Program Agenda

Notice of Meeting and Proof of MailingRobert 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 Ardel

Director Election Process Attorney Thomas Zaremba

District #1

District #7

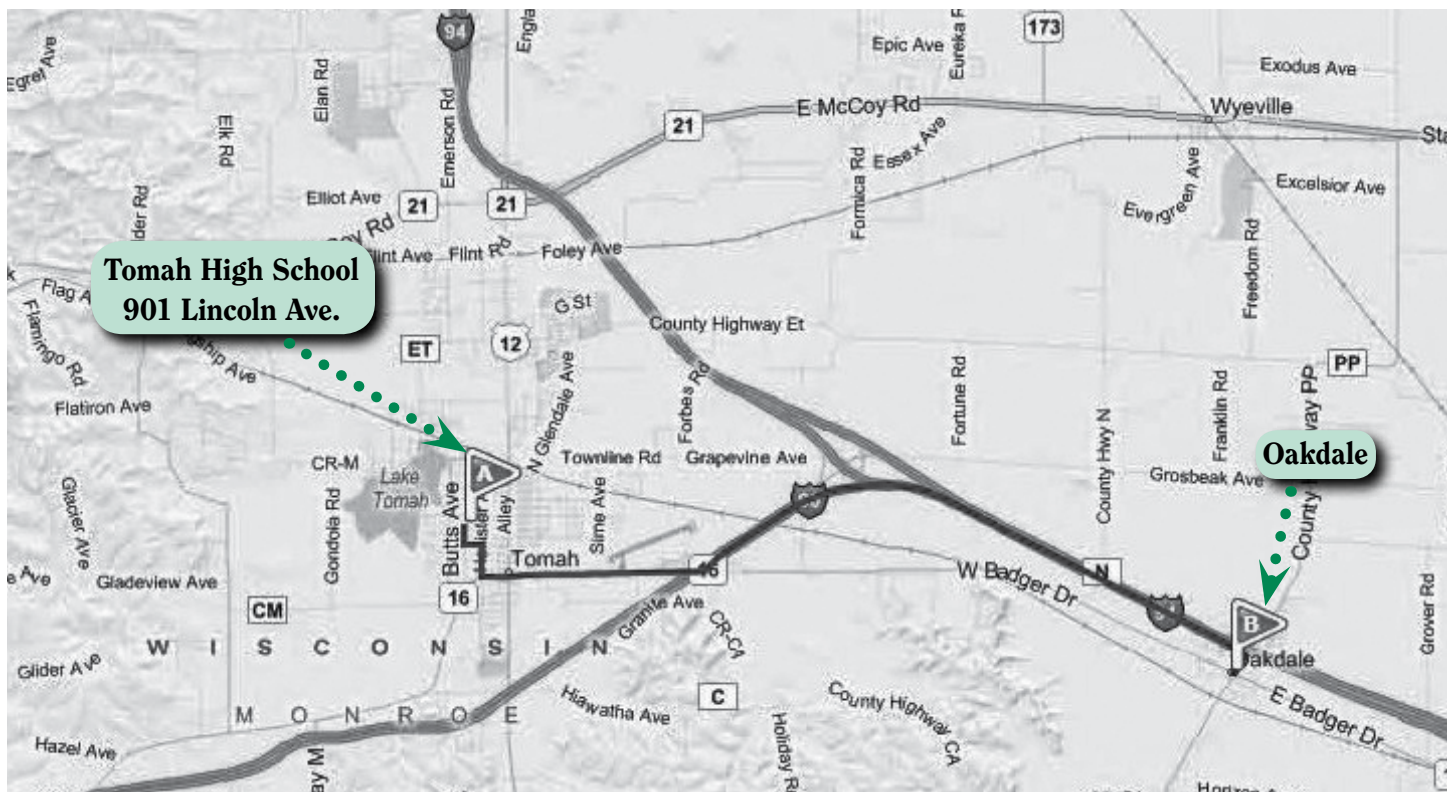
Guest Speaker..... Chuck Callies, Vice President, Power Delivery
at Dairyland Power Cooperative

Any Other Business

Prize Drawings - \$100.00 credit applied to electric bill - 5 drawn
(Must be present to win)

Adjournment

Lunch
immediately
following the
meeting.



~A Message from your General Manager and Board President~

Tradition and history give us a sense of place. They let us know who we are, where we came from, and what we stand for. There's a delicate balance between knowing where we came from....and knowing where we're going. This is a challenge for any community, group, or company that has a history worth celebrating.

This year Oakdale Electric Cooperative is celebrating our 75th anniversary. The history and tradition of co-ops show a background of exceptional service to members and dedication to the communities they serve. Electric co-ops were started to bring power to those who were ignored by larger companies serving towns. They changed the economy of small towns and the lives of America's farmers. This is an important contribution to our country, and one that should be celebrated. But it is equally important to look toward the future, and have a vision for how we'll serve our members for the next 75 years.

Our work is far from over. We are committed to building strong and productive rural communities, where people want to live, work, and raise their families. Without jobs and growth, our rural communities become ghost towns and we not only feel the impact here, but worldwide. We must continue to promote the development of our communities and work to make them prosper. One program that we partner with is Rural Utilities Services. This program provides technical guidance and money for rural infrastructure development, and creates thousands of jobs for the American economy. By building this new, expanded rural economy, we can keep people in rural America. It is rural America that makes this country special and we need to preserve it, invest in it, make it prosper and grow for us and the next generation.

It's hard to imagine our lives without electricity; we expect it to be there when we need it. It's no longer a luxury; it's a necessary part of our everyday life. The future of electricity will hold surprises none of us can imagine. Who among those who that witnessed the first electric lights could have envisioned computers, surfing the internet, laser surgery, electric razors, electric cars, or electronic gadgets.

A lot of time, money, and effort go into making sure that electricity is there when you need it...all at the flip of a switch. We work hard to provide you, our members, with reliable and affordable electricity. In difficult economic times like these, when everyone is understandably worried about the economy, it's easy to forget the incredible value electricity offers. Whether you consider yourself a bargain hunter or not, you are taking advantage of one of the best deals around every time you plug in an electrical device. For every dollar you spend on electricity, you're able to operate your refrigerator for one week, watch your TV for 48 hours, and operate your cell phone for 1½ years.

The effort to provide competitive electric service continues in the face of increasing costs; especially in the cost to generate electricity. Rising prices for coal and other fuels to produce electricity, higher transportation costs, meeting environmental and regulatory requirements, and the cost of including renewable energy sources in the mix. These are just some of the pressure points that will affect electric bills in years to come—all of which are largely beyond our control. One thing seems certain...government regulations will increase the cost of doing business.

These are all major challenges. The cost of wholesale power that we purchase from Dairyland Power Cooperative, our wholesale provider, is expected to reach \$20 million in 2011. Just ten years ago, it was \$7.8 million. In our business, the cost of produced power accounts for nearly 62 cents of every dollar we spend to deliver electricity to your door.

Anniversaries are a great time to take stock in who we are, what we have accomplished, and what lies ahead. If we're going to have positive results to solve our problems, we must put aside our political differences and focus on the needs of our membership. We must recognize the fact we must act...in other words..."take care of business". We work hard to provide value to our members, whether it's through helping save energy in the home, providing innovative technology, ensuring reliable service, or giving you the simple value of providing your children with educational opportunities and leadership training. As we celebrate the past, we will remain focused on the cooperative principles that have been the foundation of our success over the past 75 years. With that focus and commitment, the future of your cooperative is bright.

We sincerely appreciate the cooperation and involvement of all our members in helping make Oakdale Electric Cooperative a success and for allowing us to serve you. We look forward to seeing you at the Annual Meeting on April 9th.



Bruce Ardel
General Manager



Ronald Churchill
Board Chairman



Bruce Ardel



Ronald Churchill

~Director District Map~



Robert Hess (1)



James Van Wychen (2)



Greg Eirschele (3)



Edwin Shie (4)



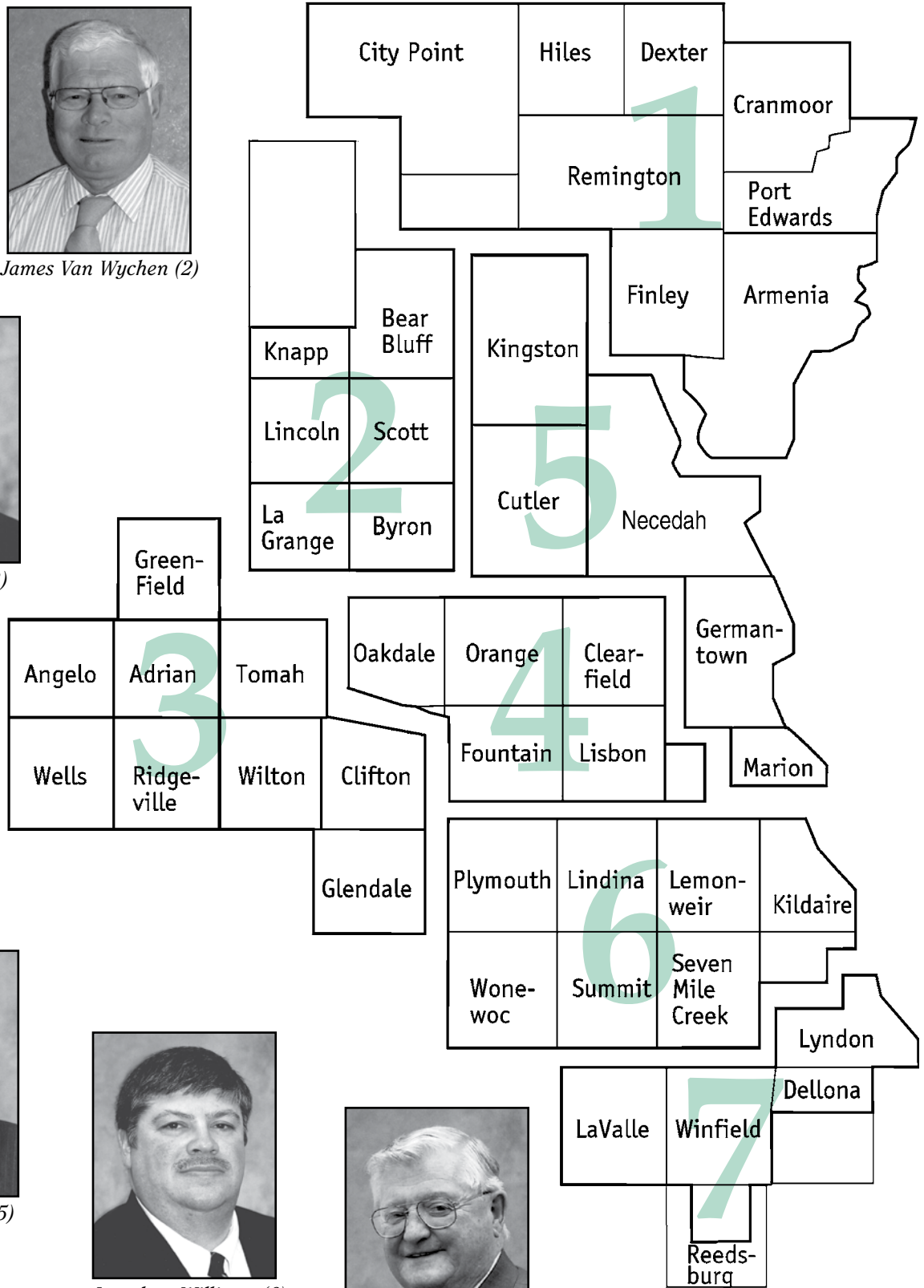
James Guilbault (5)



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 \$250,000 has been awarded to deserving students from throughout the cooperative service area. Awards are funded from the unclaimed capital credits of former cooperative members.



2010 Scholarship Winners

MAUSTON HIGH SCHOOL

Kyle Gerrits
Brittany Lange
Nicholas Wilke

SPARTA HIGH SCHOOL

Alicia Winchel
Nicolette Nauman

NECEDAH HIGH SCHOOL

Anna Wargowsky
Nicole Henriksen
Andrea Winters

PITTSVILLE HIGH SCHOOL

Ashlie Potter
Amy Miner
Cassandra Ostrowski

TOMAH HIGH SCHOOL

Jared Maternoski
Tyler Welch

NEW LISBON HIGH SCHOOL

Kiley Costello

NEKOOSA HIGH SCHOOL

Amanda Elsen

BROOKWOOD HIGH SCHOOL

Jessica Brandsma

ROYALL HIGH SCHOOL

Amanda Russell
Chip Neuman

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 13-15 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.

Congratulations to our scholarship winners!

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 Nicole Modl at nmodl@oakdalerec.com.

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

OEC's 2010 Youth Leadership Congress participants.



Jessica Brandsma will serve on the six-member 2011 Youth Board.



~2010 FINANCIAL REPORT~

Statement of Operations

	Dec. 31, 2010	Dec. 31, 2009
OPERATING REVENUE		
ELECTRIC SALES REVENUE	\$ 29,864,113	\$ 28,167,472
OTHER ELECTRIC REVENUE	150,198	147,175
TOTAL OPERATING REVENUE	30,014,311	28,314,647
OPERATING EXPENSES		
COST OF POWER	18,715,913	17,756,934
DISTRIBUTION EXP-OPERATIONS	1,350,611	1,284,497
DISTRIBUTION EXP-MAINTENANCE	1,970,896	1,977,355
ADMINISTRATIVE & GENERAL EXPENSE	2,054,606	2,035,707
DEPRECIATION EXP	2,126,096	2,020,481
TAX EXPENSE	360,419	336,783
INTEREST ON LONG TERM DEBT (CFC)	1,607,370	1,553,189
OTHER	72,294	96,608
TOTAL COST OF ELECTRIC SERVICE	28,258,205	27,061,554
OPERATING MARGINS	1,756,106	1,253,093
NON-OPERATING MARGINS	325,621	673,699
DPC CAPITAL CREDITS	593,841	454,253
NET MARGINS	2,675,568	2,381,045

Balance Sheet

	Dec. 31, 2010	Dec. 31, 2009
ASSETS		
NET UTILITY PLANT	\$ 47,621,827	\$ 45,851,018
NON UTILITY PLANT	-	-
LONG-TERM INVESTMENT	9,222,745	8,646,390
NOTES-ECONOMIC DEVELOP	45,883	55,991
CASH & TEMPORARY INVESTMENTS	185,697	273,681
ACCTS RECEIVABLE	3,311,682	3,078,263
MATERIALS & PREPAYMENTS	758,842	713,484
OTHER ASSETS & DEFERRED DEBITS	323,670	421,889
OTHER INVESTMENTS	-	-
TOTAL ASSETS	61,470,346	59,040,716
LIABILITIES & EQUITY		
PATRONAGE CAPITAL	27,032,477	25,179,017
CONSUMER DEPOSITS	226,587	199,025
LONG TERM DEBT	27,810,317	26,663,493
ECONOMIC DEVELOPMENT	37,500	45,000
ACCOUNTS PAYABLE	2,421,711	2,044,868
OTHER CURRENT LIABILITIES	3,941,754	4,909,313
TOTAL LIABILITIES & EQUITY	\$ 61,470,346	\$ 59,040,716

Our 2010 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.

~Working to Keep Your Future Bright~

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!

Management



Bruce Ardelt



Cherlyn Moseley



Jerry Bloom



Shane Rowan



Glenn Pampuch



Scott Brookman



Rose Bartholomew

Office Services



Marcella Clements



Sandi Bloom



Sherry Anderson



Nicole Modl



Dale Ludeking



Tina Von Haden



Linda Pierce



Chad Schauf

Engineering Department



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



Operations Department



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



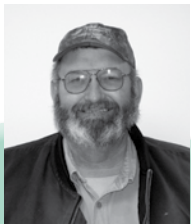
(l-r) John Ollendick, Bob Thompson, Dan McGarry, Travis Champlin, Cory Johnson



(l-r) Robert Peterson, Dane Pasch, Brock Brown, Kurt Starkey



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



Jim Hayward



Dan Kallies



(l-r) Matt Riggs, Travis Moser, Stewart Walters, Andy Steele, Joe Engel, Josh Von Haden



Dave Stelter

Energy Services



Todd O'Neil



(l-r) Ryan Hubbard, Jim Suzda, Alan Taylor



OAKDALE ELECTRIC COOPERATIVE... BUILDING ON A LEGACY

Staying power...that's what it takes for any business to survive and do well for 75 years. Oakdale Electric Cooperative is observing its 75th anniversary this year as much more than just a survivor. As we celebrate 75 years of service, we embrace the challenges that will support a strong cooperative. Our commitment will always be to our members and to the communities we serve.

We hope you enjoy taking a brief look back at your cooperative's beginnings.



1935

Orlando Loomis traveled to an informational meeting of farmers in the community of Oakdale, as the rural residents were organizing a project to provide them with electric service. It was the earliest such meeting known to have been held in Wisconsin—October 19, 1935. Orlando Loomis, a Mauston native and former member of the state Legislature, just three days earlier had been appointed state director of Rural Electrification Coordination, an office created by Governor Phil La Follette to educate rural people about the new federal rural electrification program and to act as a liaison between the locals and Washington's Rural Electrification Administration. On that night Loomis touched off the spark that was needed to bring a better living to the farm families of Wisconsin.

1936

On April 24, 1936, the Oakdale Electric Cooperative was organized and incorporated with W.E. Rabe, R.E. Dunlap, F.E. Kuckuck, F.W. Habelman, O.O. Humboldt, and J.A. Gabower signed the original Articles of Incorporation. Only a handful of farmers had signed into membership on the date of the organization meeting, but there were enough to constitute a quorum and elect a board of directors. Elected to serve as our first board of directors was W.E. Rabe, R.E. Dunlap, C.E. Christensen, I.A. Frohmader, Albert Frei, F.W. Habelman, and James O. McCaskey. On August 4, 1936, REA approved the first loan application from the cooperative.



1937



Lloyd McCaskey, the co-op's first manager was hired on July 6, 1937. When the switches were thrown to energize the first 48 miles of line on July 14, 1937, it was a time for celebrating. The first farm homes to receive electricity were William Mortenson (pictured at right) and L. C. Brown. Three months later the co-op had completed 80 miles of line and served 187 members. By the end of 1937 the co-op staff increased to three. In 1937 the average cost per kWh wholesale was .0182¢, approximate cost per mile for construction was \$1,025.00, a truck cost \$565.00, gas and oil amounted to \$114.18, and members paid \$3.50 for 40 kWh.



1941

Additional struggles came during 1941, when Japanese forces attacked Pearl Harbor. At the same time, area private utilities operations were caught “cream skimming” their utilities operations and Oakdale Electric took over their lines and members. This rapid growth continued on into 1945 and the demand for power by members was increasing each month. During this time, Wisconsin Power and Tri-State Power consolidated to form Dairyland Power Cooperative.



1946

One of the busiest years in the co-op's history. Early constructed lines were badly in need of a tree-trimming job and this program was started early in 1946 to improve service and reduce trouble-call expenses. 2,044 members were now being served along 760 miles of line.



1947

New headquarters building completed and dedicated by Administrator Claude Wickard on July 6. Pictured is the original headquarters building and the inset is a picture of the office that served the co-op from 1939-1947.

800 signed members still looked out on only miles of poles in the air. There was little conductor to string on them, and it wasn't until Wisconsin Electric Cooperative broke the aluminum conductor bottleneck in 1949 that we were able to connect all of these 800 members to energized lines.



1950

Forty miles of new line were constructed during 1950. At the end of World War II there were on file over 2,000 applications for electric service and those people finally got power. Our membership consisted of 71.5% farms, 24.6% non-farms and 3.9% industrial and commercial members.



1952

Capital credits in the appliance department amounting to almost \$3,000 were retired for the first time in 1952.



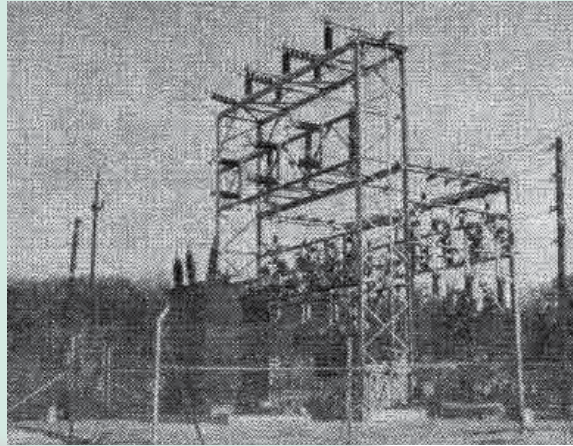
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1965

First general retirement of capital credits, nearly \$50,000 was returned to members.

1968

Dairyland Power Cooperative brought 69,000 volt transmission service to Oakdale, Tomah, and Tunnel City substations. The new Oakdale station was completed in 1969 and all of Oakdale's transmission lines were converted to 69,000 volts by the end of the year.



1969

5,840 members were served, there was a total of 1,714 miles of line, average number of connected members per mile of line was 3.4, total plant investment was \$5,028,726. The average electric bill was \$20.48 and we employed 53 full time employees.

1972

Meter reading and computer billing...another new era for Oakdale Electric. 24 meter readers were hired and trained to read the systems 6,700 meters. Dairyland Power Cooperative computer center calculated electric bills from meter reader cards in about four hours.



1980

Darwin Schendel was named General Manager in 1980. He succeeded Lloyd McCaskey who retired after serving the cooperative for 42 years.

1985

At the end of 1985 there were 10,045 services connected, total plant investment of \$14,611,213, average monthly electric bill per residential customer was \$75.50.

1988

First scholarships were awarded to six of our area high school students who attended Youth Leadership Congress.



1992

Eugene Edgerton was named General Manager. He succeeded Darwin Schendel who retired after a 32 year career with the cooperative.

1993

Safety has always been our number one priority. Since 1976, OEC has maintained a special safety accreditation through the Rural Electric Safety Accreditation Program.



2000

Bruce Ardel was named General Manager. He is the co-op's fourth manager in our 64 year history. He succeeded Gene Edgerton who retired after 37 years with Oakdale Electric Cooperative.

2002

Operation Round-Up Program was formed in 2002. Since its beginning, almost \$27,000 has been award to various organizations, needy individuals, and worthwhile charities.



2003

OEC's Board of Directors broke ground for the co-op's new headquarters building on September 25, 2003. The ceremony took place 67 years after the incorporation of Oakdale Electric Cooperative.



2008

Implemented ESRI GIS mapping system.



2011

Safety Lessons - Hotline Demo at LaGrange Elementary School.

Over Oakdale Electric Cooperative's 75 year history, we have had 39 members serve on our Board Directors.



2006

We started the process of implementing an AMR system using the Cannon Technologies meter module to over 16,000 meters across our service area. This is a five-year project. Added to our system in 2006 were three new businesses using renewable energy sources.



75 years later:

- Meters total over 17 thousand
- Total utility plant is over \$66 million
- Miles of distribution line total 2,692
- Returned almost \$16 million in capital credits to members
- Grown from a staff of 3 to 46 employees



Today, our cooperative still provides essential power to a growing five county area.

While the cooperative has progressed and continues to prepare for the future, Oakdale Electric Cooperative remains committed

today to the same principles upon which cooperatives were founded. And while the primary purpose of the cooperative is to provide affordable electricity, our greater, guiding purpose is to contribute to the communities we serve. That's the higher calling of an electric cooperative like Oakdale Electric Cooperative. And that's why we're proud to be a part of all the communities we serve.



Board members Ed Shie and Bob Hess earned their credentialed cooperative director certificates.

2007

This system upgrade will provide a major tie from the New Lisbon Substation to the Oakdale Substation.



MAINSTREET MESSENGER Emergency Response Telephone System

FEATURES INCLUDE:

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



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a phone call away.
Call for details:*

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



*Dale Ludeking and
Sherry Anderson*

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

What a great idea for Mother's Day!

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 \$13,000 in
2010 by using the
Co-op Connections
Card at local
pharmacies!*



*For additional information, please contact
Nicole Modl at Oakdale Electric Cooperative.*

Make a Difference with Operation Round-Up

Join Our Community Outreach Program Now and Receive Three Free CFLs!



Operation Round-Up is a community outreach program funded by Oakdale Electric Cooperative members through the Operation Round-Up Trust. Members contribute by “rounding-up” their electric bill payments each month.

With Operation Round-Up, an innovative community service program, we can share a simple and rewarding way for Oakdale Electric Cooperative members to help support worthwhile projects in our service areas.

Operation Round-Up is just what the name implies. Each month, Oakdale Electric simply “rounds up” the electric bill of participating members to the next highest dollar, with the difference contributed to the Operation Round-Up Trust. This is a voluntary program, and the average donation per member per year is just \$6. An Operation Round-Up Trust Board oversees and distributes the funds.

The Operation Round-Up Trust Board has awarded

more than \$13,000 in donations through the Operation Round-Up Program to nonprofit organizations since the program began in 2002.

Operation Round-Up funds have been used to help:

- Youth organizations
- Food shelves
- Libraries
- The physically and mentally challenged
- Provide life-saving equipment

To show our appreciation for your participation in this worthwhile program, Oakdale Electric Cooperative will be offering three free CFLs for each account signed up on Operation Round-Up throughout the month of April. Just fill in the coupon below and return it to Oakdale Electric Cooperative, 489 N. Oakwood St., P.O. Box 128, Oakdale, WI 54649. ■

Yes, I want to participate in Operation Round-Up and receive three free CFLs!

Round up my monthly energy bill to the nearest whole dollar.



Name: _____

Address: _____

Phone Number: _____


E-mail Address: _____

Account Number: _____

Signature: _____ Date: _____



Oakdale Electric Cooperative

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(04-09-11)

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, April 9, 2011
Tomah High School
Tomah, WI

9:30 a.m. - Registration begins

10:00 a.m. - Business Meeting

- **Five 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 following the meeting

Join Operation Round-Up!
Sign up to participate in this
program at our annual meeting
to receive **3 free CFLs!**



Oakdale Electric Cooperative
Your Touchstone Energy® Partner