

2012

Annual Report



responsible . community . reliable . committed . trust . responsible . community . reliable

WE'RE
COMMITTED
TO YOU



**Oakdale Electric
Cooperative**

Your Touchstone Energy® Cooperative 

*Annual Meeting
Saturday, April 6, 2013*

~ 2013 ANNUAL MEETING NOTICE ~

The Annual Meeting of Members of Oakdale Electric Cooperative will be held at 10:00 a.m., Saturday, April 6, 2013 at the Tomah High School Auditorium in Tomah, Wisconsin, with registration beginning at 9:00 a.m.

Action will be taken on the following:

ANNUAL MEETING OF MEMBERS

SATURDAY, APRIL 6, 2013 ♦ 10:00 A.M. CALL TO ORDER

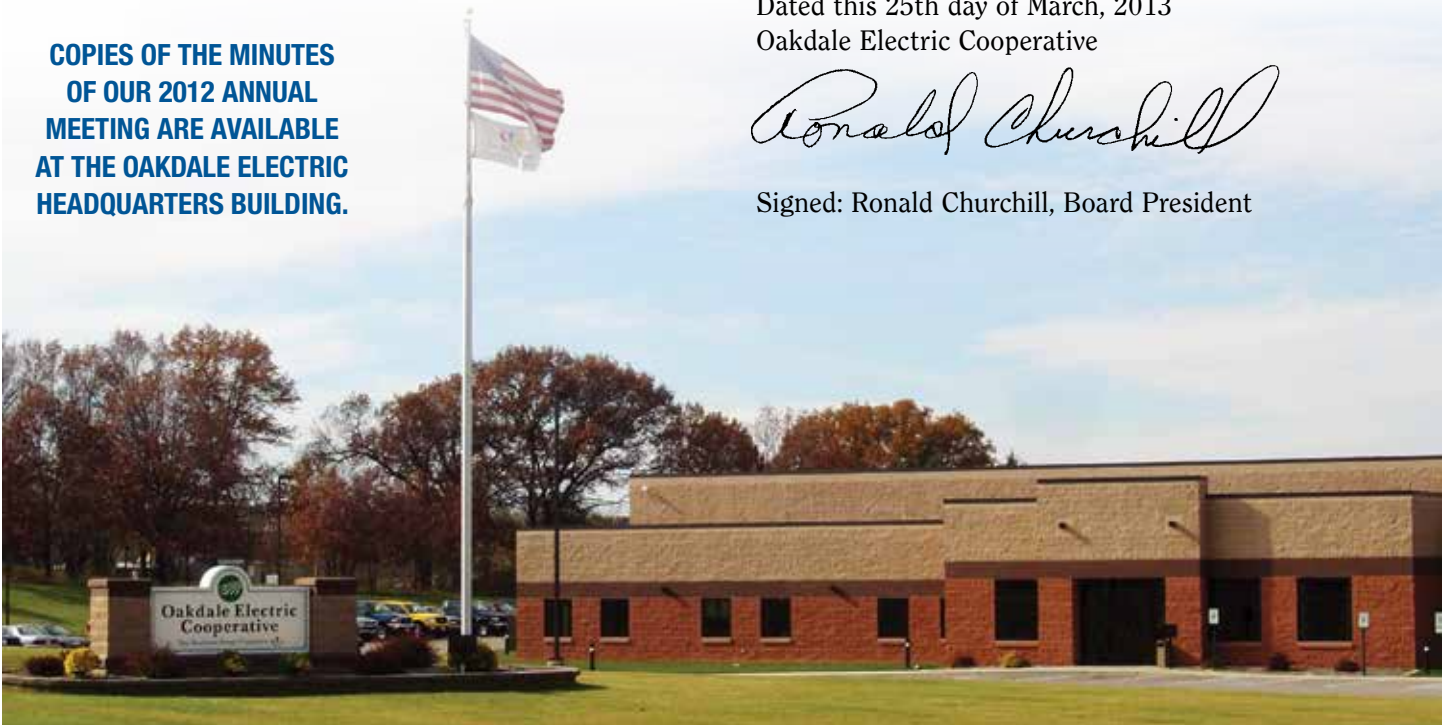
1. Reading of the notice of the Meeting and proof of the due publication of mailing thereof.
2. Reading of the unapproved minutes of last years meeting of the members and taking of necessary action thereon.
3. Presentation and consideration of, acting upon reports of officers, directors and committees.
4. Election of a Director from District #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 54600.
5. Election of a 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.

**COPIES OF THE MINUTES
OF OUR 2012 ANNUAL
MEETING ARE AVAILABLE
AT THE OAKDALE ELECTRIC
HEADQUARTERS BUILDING.**

Dated this 25th day of March, 2013
Oakdale Electric Cooperative



Signed: Ronald Churchill, Board President



~ ANNUAL MEETING PROGRAM ~

Saturday, April 6, 2013

Tomah High School, Tomah WI

9:00 a.m. Registration of Members

10:00 a.m. Business Session

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

Invocation

Certification of Quorum Present

Approval of Program Agenda

Notice of Meeting and Proof of MailingJonathan Williams, Secretary

Approval of Minutes of Prior Meeting.....Jonathan Williams, Secretary

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

President's Report.....Ronald Churchill

General Manager's Report Bruce Ardel

Director Election Process Attorney Thomas Zaremba

District #3

District #6

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

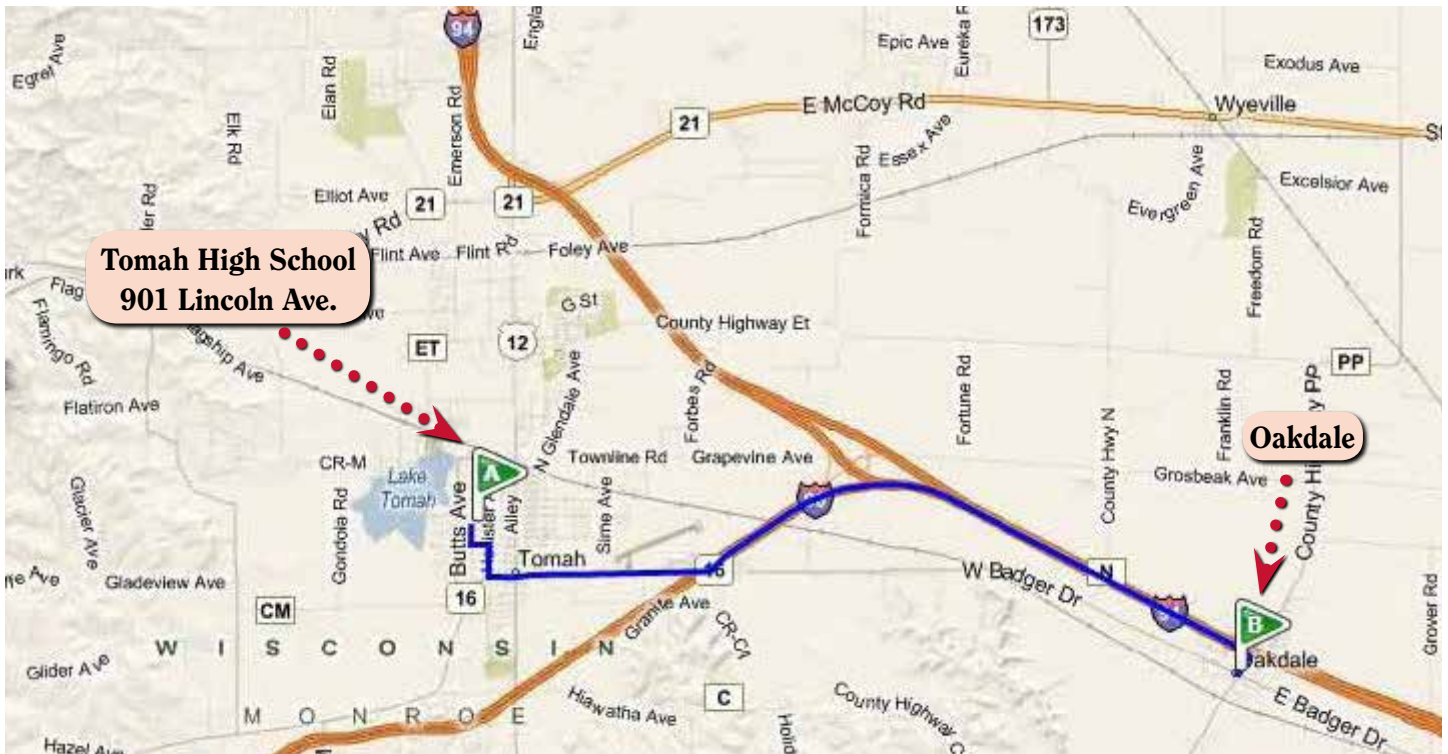
Any Other Business

Prize Drawings - \$100 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~

Without thinking about it, Oakdale Electric Cooperative is – and proud to be – a part of your daily lives. Electricity is something you count on, day in and day out, to complete your day. We know the importance of having a safe and reliable supply of electricity, and take seriously the job of bringing you the power that you need. Bringing electric service to over 17,000 members is not something that any organization would take lightly. But Oakdale Electric Cooperative is not just an electric energy provider, or just any organization. We are a Cooperative.

At Oakdale Electric, you are not just a customer. Our members are the most valuable part of our organization. The theme of this year's annual report "We Are Committed to You" is not a phrase that we use without meaning every word.

Our continued commitment to our members can be seen in some of our co-op's accomplishments from this past year:

- Relocated and upgraded over 50 miles of line at a cost of more than \$2.7 million, adding to the strength and reliability of our system
- Over the course of 2012 we spent over \$900,000 to clear more than 230 miles of right-of-way in the Sparta, Tunnel City, Necedah, Castle Rock, New Lisbon and Tomah areas
- 3,991 poles were inspected as part of the co-op's 12-year pole inspection cycle
- \$745,000 in capital credits were returned to members
- Passed the safety accreditation process (RESAP). The co-op has a first-class safety program, and our employees are to be commended for following the best work practices.
- Served over 650 pancake breakfasts to members at our Member Appreciation Day event in October.

Oakdale Electric continues to stand firm and strong, both financially and technically. All obligations and requirements in 2012 were satisfied, and we are expecting another positive year in 2013. We encourage you to review the financial statements on page 7. As a not-for-profit cooperative, Oakdale Electric does not raise rates to generate profits. The rates charged are simply to cover the cost of doing business and are implemented only when absolutely necessary to ensure the financial integrity of the cooperative.

The technological advances we are going to see in the next five to ten years will change our industry. We will be affected by new technologies and changes such as smart

appliances and smart meters which will allow people to manage their home energy usage. We will see technological changes in the smart grid, electric vehicles, solar cells, home energy management and advances in battery energy storage. A willingness to embrace innovation and serve our members gives cooperatives an advantage. Our co-op principles and commitment to our members are the foundation on which Oakdale Electric makes decisions; technology will be the key to providing better service to our members in the future.

We hope you are making plans to attend this year's annual meeting on Saturday, April 6. As a member, you have a voice in how your co-op operates. Each year you have the opportunity to elect fellow members to our board of directors to represent your best interests. In 2012, members returned Jim Van Wychen and Jim Guilbault to their director positions and elected Rick Barrett in District 4. He replaced Ed Shie, a long serving director and friend who retired from the board.

From wholesale power costs, political and environmental concerns, reliability of our electric system, and everything in between, know that in whatever challenge we face, we are committed to meeting the needs, expectations and best interest of our members. Our responsibility is to you and will remain our focus. On behalf of the entire board of directors and all the employees at Oakdale Electric Cooperative, we want to thank you for the opportunity to serve you.



Bruce Ardelt



Ronald Churchill

A handwritten signature in black ink that reads "Bruce Ardelt".

Bruce Ardelt
General Manager

A handwritten signature in black ink that reads "Ronald Churchill".

Ronald Churchill
Board President

WE'RE
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TO YOU

~Board of Directors~



Robert Hess (1)



James Van Wychen (2)



Greg Eirschele (3)



Rick Barrett (4)



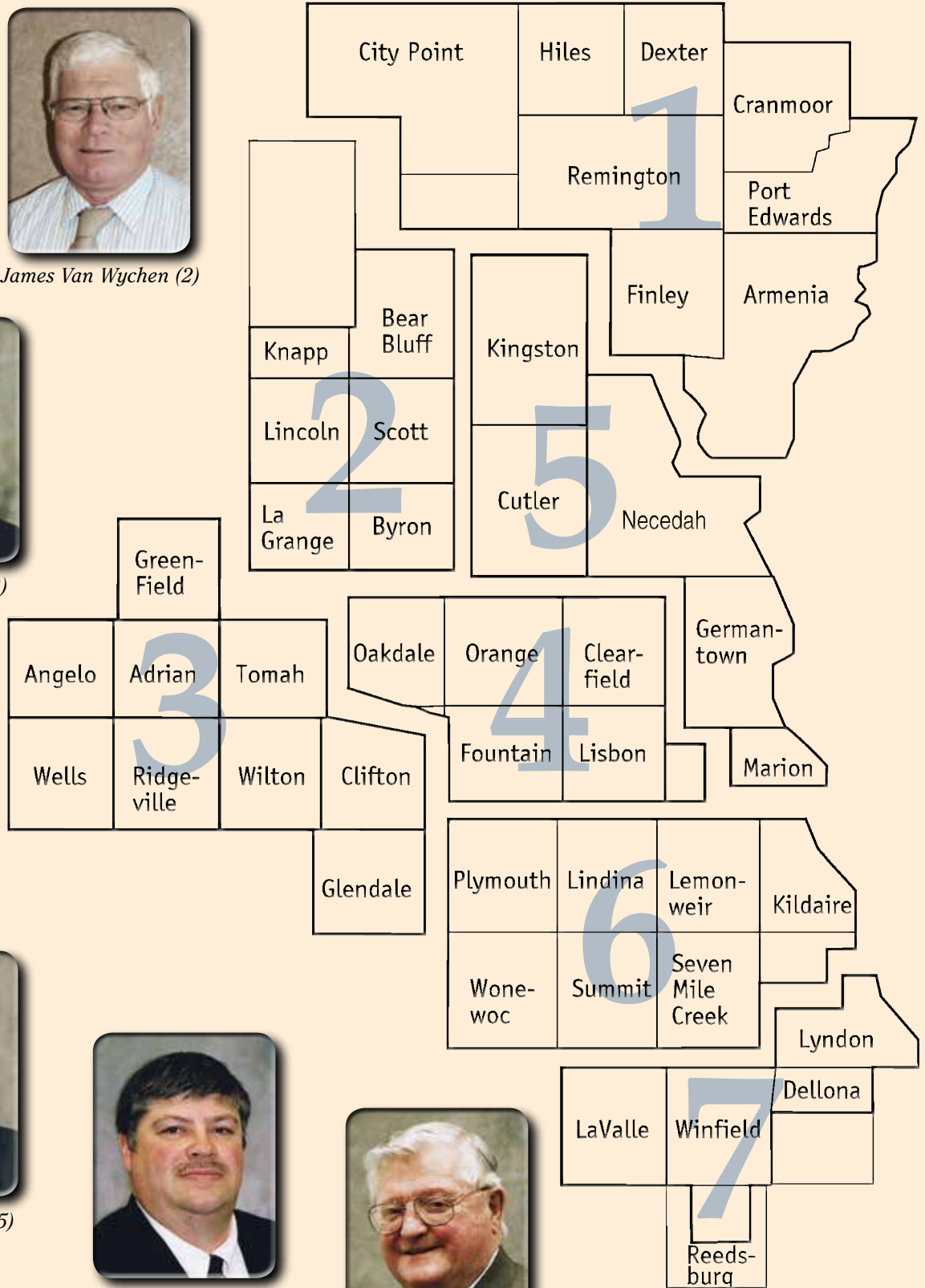
James Guilbault (5)



Jonathan Williams (6)



Ronald Churchill (7)



~Youth Leadership Congress~

Oakdale Electric Cooperative's Federated Youth Foundation Scholarship program was started in 1988. Since then, over \$288,000 has been awarded to deserving students from throughout the cooperative service area. Awards are funded from the unclaimed capital credits of former cooperative members.

2012 Scholarship Recipients

MAUSTON HIGH SCHOOL Lucas Casper Teague Fenwick Abigail Peterson	NEKOOSA HIGH SCHOOL Mason Elsen Ryan Darr Bailey Pierce
REEDSBURG AREA HIGH SCHOOL Bridget Fish Patricia Greenwood Jeremiah Grundahl	TOMAH HIGH SCHOOL Sarah Dvorak Marissa Pieper Jacob Venner
ROYALL HIGH SCHOOL Kelsey Vaassen Erica Murray Brandon Skolos	SPARTA HIGH SCHOOL Nathan Whitehead Autumn Winchel
NECEDAH HIGH SCHOOL Patrick Belmonte	WONEWOC CENTER HIGH SCHOOL Bree Melvin
PITTSVILLE HIGH SCHOOL Morgan Reno	

Congratulations!



OEC's 2012 Youth Leadership Congress Participants

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 10-12 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.

Oakdale Electric Cooperative delegate Bridget Fish (back row, left) was one of six YLC participants elected to the statewide Youth Board. Congratulations Bridget!



2012-2013 Youth Board

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 Janelle Woggon at jwoggon@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

~2012 FINANCIAL REPORT~

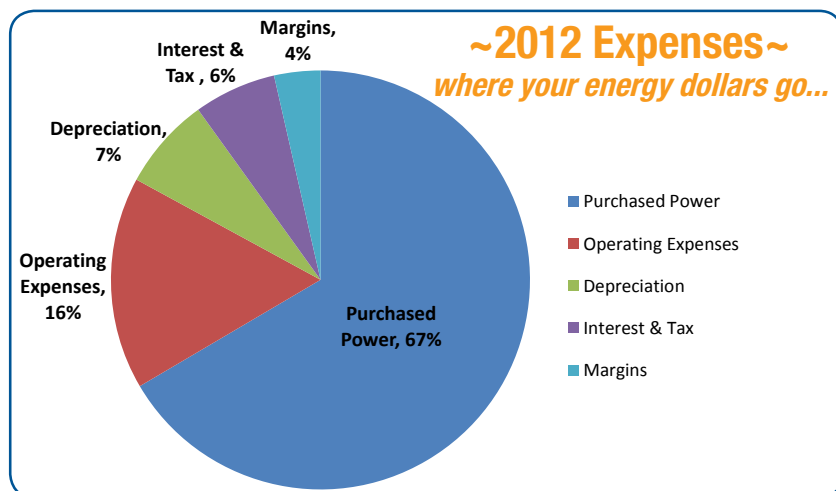
Statement of Operations

	Dec. 31, 2012	Dec. 31, 2011
OPERATING REVENUE		
ELECTRIC SALES REVENUE	\$ 32,819,306	\$31,453,520
OTHER ELECTRIC REVENUE	136,500	160,124
TOTAL OPERATING REVENUE	32,955,806	31,613,644
OPERATING EXPENSES		
COST OF POWER	21,928,896	20,081,612
DISTRIBUTION EXP-OPERATIONS	1,272,709	1,249,821
DISTRIBUTION EXP-MAINTENANCE	1,895,687	2,103,419
ADMINISTRATIVE & GENERAL EXPENSE	2,232,366	2,175,018
DEPRECIATION EXP	2,359,742	2,231,306
TAX EXPENSE	368,729	367,872
INTEREST ON LONG TERM DEBT (CFC)	1,661,901	1,634,316
OTHER	63,743	59,018
TOTAL COST OF ELECTRIC SERVICE	31,783,774	29,902,382
OPERATING MARGINS	1,172,032	1,711,262
NON-OPERATING MARGINS	254,020	312,570
DPC CAPITAL CREDITS	1,065,789	974,155
NET MARGINS	\$ 2,491,841	\$ 2,997,988

Balance Sheet

	Dec. 31, 2012	Dec. 31, 2011
ASSETS		
NET UTILITY PLANT	\$ 53,332,911	\$50,090,287
NON UTILITY PLANT	-	-
LONG-TERM INVESTMENT	11,191,103	10,173,219
NOTES-ECONOMIC DEVELOP	24,443	35,338
CASH & TEMPORARY INVESTMENTS	386,366	356,740
ACCTS RECEIVABLE	3,005,365	2,874,528
MATERIALS & PREPAYMENTS	905,846	928,408
OTHER ASSETS & DEFERRED DEBITS	124,843	224,338
OTHER INVESTMENTS	-	-
TOTAL ASSETS	68,970,876	64,682,859
LIABILITIES & EQUITY		
PATRONAGE CAPITAL	30,697,770	29,089,295
CONSUMER DEPOSITS	191,617	198,458
LONG TERM DEBT	31,785,576	29,873,118
ECONOMIC DEVELOPMENT	22,500	30,000
ACCOUNTS PAYABLE	2,278,042	2,198,850
OTHER CURRENT LIABILITIES	3,995,370	3,293,138
TOTAL LIABILITIES & EQUITY	\$ 68,970,876	\$64,682,859

Our 2012 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.

Management



Bruce Ardelt



Cherlyn Moseley



Jerry Bloom



Rose Bartholomew



Scott Brookman



Shane Rowan



Glenn Pampuch

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Office Services



Janelle Woggon



*Seated: Sherry Anderson
Standing (L-R): Jim Hayward, Dale Ludeking*



*(L-R): Sandi Bloom, Chad Schauf, Maribeth O'Dell,
Tina Von Haden, Linda Pierce*

Energy Services



(L-R): Al Taylor, Jim Suzda, Ryan Hubbard, Todd O'Neil

Engineering Department



*Seated: Roy Boyles
Standing (L-R): Ken Murray, Todd Duncan*



(L-R): Lori Larsen, Cheri Ness



Dan Kallies

Operations Department

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*(L-R): Ethan Benson, Pat Eirschele, Dave Stelter, Mike Rosier, Kelly Ingenthron,
Andy Steele, Bob Thompson, Joe Engel, Matt Riggs*



*(L-R): Tommy Liddane, John Ollendick, Josh Von Haden, Dane Pasch, Stewart Walters,
Cory Johnson, Travis Champlin, Brock Brown, Kurt Starkey, Travis Moser, Dan McGarry*



Oakdale Electric Cooperative Members... GIVE US YOUR BEST SHOT!

Oakdale Electric Cooperative is having a photo contest for members' photos to be featured in our 2014 calendar and website.

Get ready, shutterbugs, to capture our service area's natural beauty.

Our area's distinct features such as bluffs, marshes, rolling hills, forests, and prairies make for an ideal scenic photo opportunity. Again, winning photos will be used in our 2014 calendar and may be used in cooperative publications as well as on our website.



Contest rules, entry forms and photo release forms can be picked up at our office, we can e-mail you a copy, or you may download them from our website www.oakdalerec.com. Digital photos can be sent to jwoggon@oakdalerec.com.

Photos must be taken and submitted between February 1, 2013 and August 15, 2013.

HAVE FUN AND BE CREATIVE!



~ WE'RE COMMITTED TO YOU! ~

Since 1937 Oakdale Electric has provided affordable, reliable and safe power to its members. Many things have changed over the years, but one thing has remained the same - our commitment to our members. Oakdale Electric employees live and work in the same communities we serve. With that comes an understanding of how our service makes a difference in the lives of people we care about.

\$49,000 on prescriptions. To get your Co-op Connections card, please stop by our office, call us at (800) 241-2468 or email jwoggon@oakdalerec.com



Helping You Save

Our commitment to you goes beyond providing you with safe and reliable energy at an affordable cost...we want to help you save. Our members receive special benefits through pro-

grams like our Co-op Connections' Card, which got even better in 2012. This is a nationwide program coordinated by participating Touchstone Energy cooperatives and is a free offering to all Oakdale Electric members. New cards offer significant savings on lab and imaging services, chiropractic, dental, vision, and hearing care plus big savings when you shop online. That's in addition to prescription discounts and savings from local and national merchants. One of the biggest benefits of the Co-op Connections Card is the prescription discounts you can receive on your next trip to the pharmacy. That's because with your card, you'll be able to get 10% to 85% off your prescription drugs at over 60,000 locations including national and regional pharmacy chains. Since the program started, Oakdale Electric members have saved more than

Sharing Success

OEC had an opportunity to donate funds to a charitable organization and have those funds matched by CoBank, a member-owned cooperative bank in which OEC is a member. Food

pantries serve our communities by alleviating hunger and through the years, these pantries provide much needed food items to those in need

and do it with care, dignity and respect. OEC donated \$2,000 to eight of our area food pantries and CoBank donated a matching \$2,000.



Our Youth...Our Future

Oakdale Electric Cooperative believes strongly in the power of community and the foundations of our communities are our schools and children. We have committed to support education and area youth through our Youth

Scholarship Program. Our mission is to help in our youth's journey to become responsible adult citizens who give back to the community. One student's journey that is especially meaningful to us is Janelle Woggon's. She was one of the 33 students sponsored by OEC in 2006 to attend YLC. With help from scholarships from OEC and WECA, she attended UW-La Crosse and received her major in organizational and professional communications. Now Janelle is putting her education to work right back here at OEC as our Communications Specialist. Janelle will have truly come "full circle" this year as she will attend YLC as an employee of an electric cooperative.

Project Lead the Way

PLTW is a program designed to help students explore math, science, and technology. The program also addresses the need to provide incentives to have students remain in the area, as part of the work force. OEC was proud to support the program and donated \$1,000 to the Necedah PLTW program to help purchase a machine to add a Computer Integrated Manufacturing curriculum.



Customer Care

Through our affiliation with Touchstone Energy, our national brand, members have access to TogetherWeSave.com. TogetherWeSave is a web-based tool that centers on the idea that making a few small changes in your home can lead to large energy savings. Visit www.oakdalerec.com, click on the TogetherWeSave icon and take the virtual home tour. Energy efficiency and conservation remain a focus and are

highlighted in the WEC News and online. Check out our website, www.oakdalerec.com, to see all the services that are available to you as a member. OEC's commitment to you goes beyond providing electricity. We are always looking for ways to provide added value to our members.

Little Things Count

Even when there is a big demand for help, little things that are done in the community count for a lot. While it is normal to see an Oakdale Electric bucket truck and its crew on the side of the road working on power lines, those same crews present Hot Line Safety Demos and explain their job of keeping the lights on at schools and community events in our service area. You'll find Oakdale employees supporting the community in many ways. Through "Blue Jean Fridays" Oakdale employees have donated over \$1,500 to a variety of local charities and organizations. Belonging to clubs like the Lions, supporting youth groups, participating in Relay for Life, or coaching the local soccer team... they're making their communities better places to live.



Operation Round Up®

2013 marks the 11-year anniversary of Operation Round Up. Thanks to members rounding their bills up a few pennies each month, Operation Round Up has been able to change the lives of countless members and individuals in our community. The Operation Round-Up Trust Board has awarded over \$33,000 in donations through the Operation Round-Up Program to non-profit organizations since the program began in 2002. Thank you for your support of the program and if you currently do not participate and would like to, call the office today at 800-241-2468, sign up online at www.oakdalerec.com or just fill out this coupon and return it to OEC.

Step Up and participate in Operation Round-Up®!



Yes, I want to participate in Operation Round Up®

Name: _____

Address: _____

Phone: _____


E-mail: _____

Account Number: _____

Date: _____



**Oakdale Electric
Cooperative**

Your Touchstone Energy® Cooperative 

P.O. Box 128 • Oakdale, WI 54649-0128

PRSRT STD
U.S. Postage
PAID
DPC

(04-06-13)

IMPORTANT REGISTRATION CARD 

Tear off here and bring this card to register at the annual meeting.

OAKDALE ELECTRIC COOPERATIVE

ANNUAL MEETING

Saturday, April 6, 2013

Tomah High School, Tomah, WI

9:00 a.m. – Registration begins

10:00 a.m. – Business Meeting

- **Five \$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

responsible . community . reliable . committed . trust . responsible

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