

**Our Purpose, Our Members**

**2013** Annual Report



**Oakdale Electric  
Cooperative**

Your Touchstone Energy® Cooperative 

*Annual Meeting  
Saturday, April 5, 2014*

# ~ 2014 ANNUAL MEETING NOTICE ~

The Annual Meeting of Members of Oakdale Electric Cooperative will be held at 10:00 a.m., Saturday, April 5, 2014 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 5, 2014 ♦ 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. Consideration of the adoption of amendment to the Cooperative Bylaws.
5. 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.
6. Election of a 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.
7. Such other business, regular or special, which may come before said meeting.
8. Adjournment.

Dated this 19th day of March, 2014  
Oakdale Electric Cooperative



Signed: Ronald Churchill, Board President

**COPIES OF THE MINUTES  
OF OUR 2013 ANNUAL  
MEETING ARE AVAILABLE  
AT THE OAKDALE ELECTRIC  
HEADQUARTERS BUILDING.**



# ~ ANNUAL MEETING PROGRAM ~

**Saturday, April 5, 2014**  
**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 Mailing .....Jonathan Williams, Secretary

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

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

Board President's Report.....Ronald Churchill

General Manager's Report ..... Bruce Ardel

Proposed Bylaw Amendment..... Attorney Thomas Zaremba

Director Election Process ..... Attorney Thomas Zaremba

District #1

District #7

Guest Speaker..... John Carr, Vice President, Strategic Planning  
at Dairyland Power Cooperative

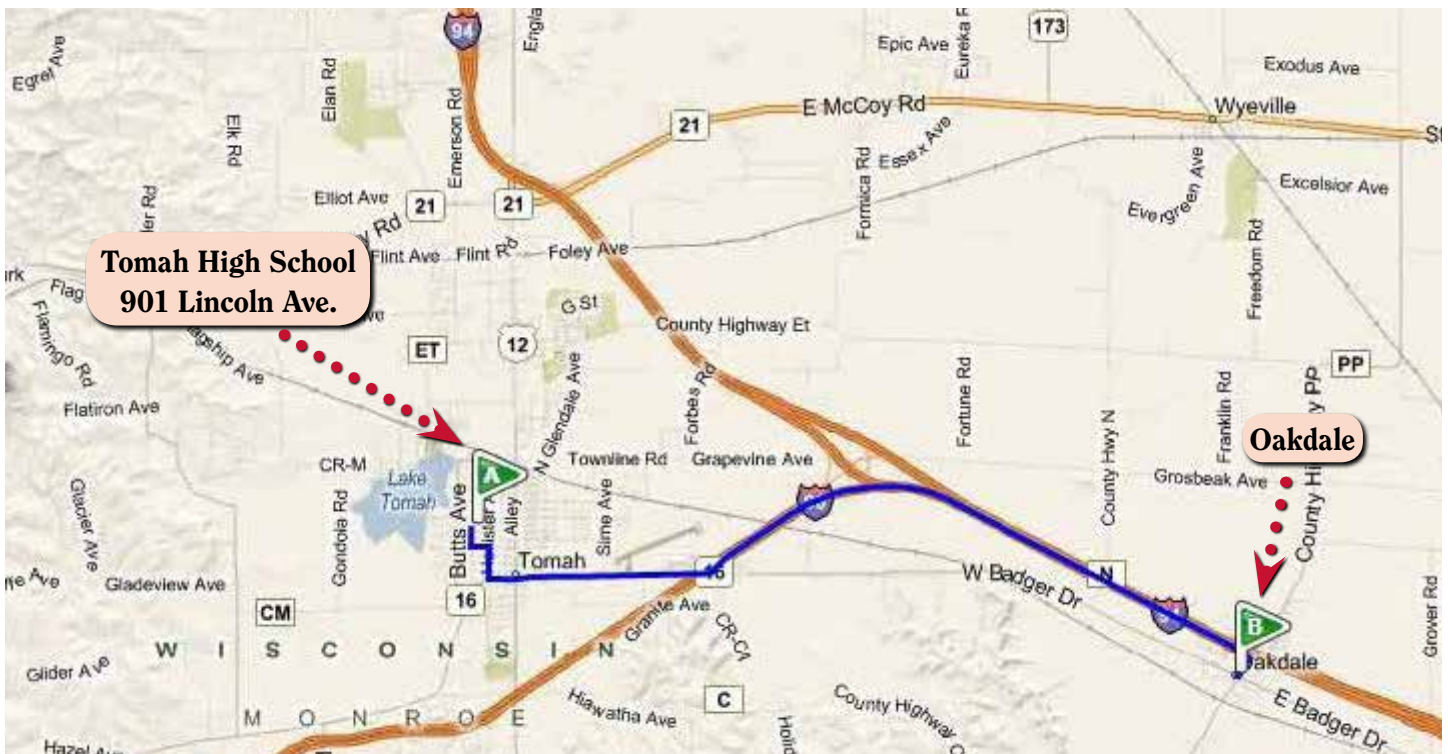
Any Other Business

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 & Board President~

### “Our purpose, our members”

*Our purpose* has remained tried and true since 1936, to provide *our members* with safe and reliable energy at an affordable cost. Although many changes and advances have been made throughout the years, *our purpose* has remained constant. Oakdale Electric Cooperative prides itself on serving *our members* based on a foundation of honesty and integrity, while improving the economy and quality of life in the communities we serve. You are not just another customer at Oakdale Electric Cooperative, you are *our member*.

Our employees are dedicated and committed to *our purpose*. When making a call to Oakdale Electric Cooperative during business hours, members are greeted by a person, not a machine directing them to press a button. When power goes out, it doesn't return with just a press of a button. It is our linemen who fix, maintain and construct power lines. There are many people behind the scenes who also make our co-op the best it can be. Our engineers continually explore new technologies to improve service reliability. Our customer service representatives work to make bill pay easier and more convenient with programs like auto and online payments, and budget billing. Our energy services team wants to make sure you have a positive and satisfying experience when you call or visit our office for help. *Our members* are in our forefront each and every day, as we continually strive to provide the best service possible.

As a cooperative, we have a responsibility to *our members* to support the communities we live and work in. That means we aim to improve the quality of life by supporting events and volunteering our time in the communities we serve. Through our scholarship programs, Operation Round Up<sup>®</sup>, Member Appreciation Day, educational expos, and donations, we continually strive to make an impact, both large and small.

We are looking forward to another prosperous year in 2014. We anticipate rates will remain unchanged, however due to unseasonably cold weather and propane shortages, monthly bills have steadily climbed higher than previous years. As always, we promise to work with and for you to provide affordable and reliable electricity. Technology continues to improve, and those improvements help us to do our jobs more efficiently and effectively.

We hope you will be able to join us for our Annual Meeting on Saturday, April 5 at Tomah High School. At this time, as *our member*, you will have the opportunity to meet and greet employees, review the 2013 financial report, vote on two Board of Director positions up for election, as well as learn about our past year's successes and community impact. We are very proud of the work we do, and appreciate being able to inform you on the different aspects of your cooperative.

Our purpose is very clear. We are locally owned and controlled by you – *our members* – to serve your needs. We are proud to be your electric provider, and thank you for your dedication, support and trust in us.



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

# ~Board of Directors~



Robert Hess (1)



James Van Wychen (2)



Greg Eirschele (3)



Rick Barrett (4)



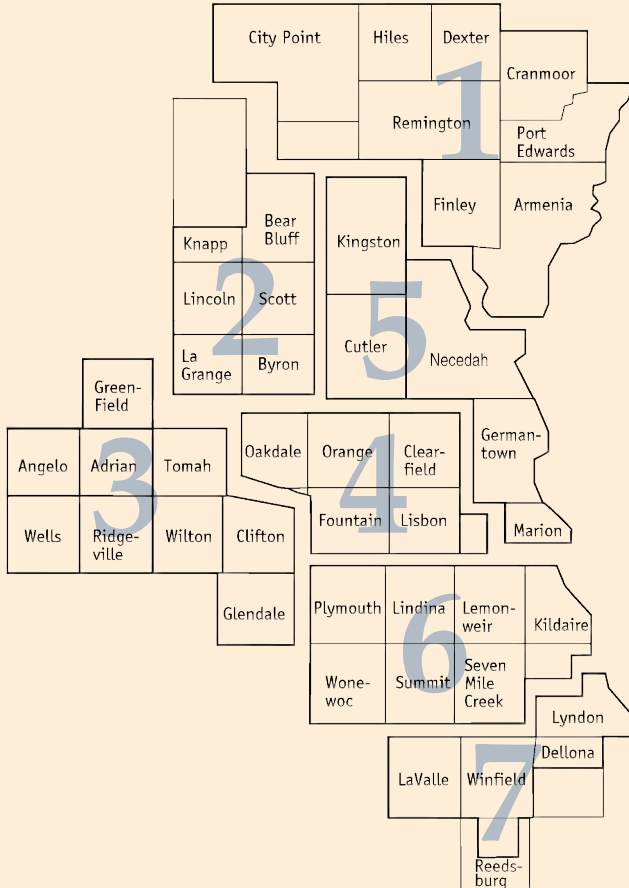
James Guilbault (5)



Jonathan Williams (6)



Ronald Churchill (7)



## OAKDALE ELECTRIC COOPERATIVE 2014 PROPOSED BYLAW AMENDMENT

One proposed amendment is described below. Note: New material is underlined – e.g., add these words – and deletions are indicated by ~~strikeout~~ – e.g., ~~delete these words~~.

### Amendment.

[This amendment amends Article III, Section 4 of the bylaws to change one of the alternative means to obtain nominees for the Board of Directors. It will end the practice of allowing nominations for director positions to be made from the floor during the annual meeting of the members. Nominations would continue to be made by nominating committees, and by the signatures of 15 members in the director district which the director will represent on the board. The explanation is provided below the language of the amendment.]

### Amend Article III, Section 4 to read as follows:

#### Section 4. Districts, Nominations and Elections.

(a) Territorial Districts. The territory served by the cooperative shall be divided into a number of territorial districts equal in number to the number of directors of the cooperative. Each such district shall be composed of one or more continuous townships and each district shall contain as near as may be practicable the same number of members as each other territorial district. The territorial limits of such division shall originally be determined and may be changed from time to time by the board of directors but shall be subject to revision by the members at any membership meeting.

(b) Nominations. Not less than thirty nor more than one hundred twenty days prior to the date of the meeting at which directors are to be elected, the board of directors of the cooperative shall appoint a three-member nominating committee in each of the districts for which a director is to be elected at said meeting. The members of each of the nominating committees shall be members of the cooperative residing in the district for which a director is to be elected, and no director, officer or employee of the cooperative may be a member of such nominating committees. The committee shall choose at least one director nominee from their respective district, such nominee to be a member of the cooperative residing in the district from which a director is to be chosen. Each of the committees on nominations shall prepare and file with the Secretary of the cooperative not less than twenty-one days prior to the meeting called for the purpose of electing directors, a list of the nominations so made as herein provided.

(c) Additional Nominations by Signature. Additional nominations to fill a director vacancy may be made over the signatures of fifteen or more members of the cooperative residing in a district for which a director is to be elected by filing such nomination over the signatures of such members with the Secretary of the cooperative not less than twenty-one days prior to the date of the meeting called for the purpose of electing directors. At the annual meeting the Secretary shall report the director nominees made as provided herein. Nominations for directors shall not be made from the floor at the time of the annual meeting.

(d) ~~Nothing herein contained shall restrict or prevent further nominations for directors being made from the floor at the time of the meeting to fill a vacancy in a district from which a director is to be chosen. The winner of the election for a director vacancy shall be the nominee receiving a plurality of the votes of the members voting thereon at such meeting.~~

**Explanation:** The Cooperative has used district nominating committees to choose director candidates for many years. The nominating committees ~~solicit~~look ~~district members~~ for potential candidates in the director districts, contact the potential candidates about the nature of the director duties and qualifications, and their willingness to serve, and report to the Cooperative on the proposed nominees, ~~so that the nominees can be included in the annual report for the membership meeting.~~ In addition, nominations can be made by obtaining signatures of 15 or more members in the director district, or by nomination from the floor at the annual meeting. There have not been any nominations from the floor for decades. There are also concerns that a nomination from the floor might not allow the nominee and the voting members the time and opportunity to confirm that the nominee meets the bylaws' qualifications for a director. This amendment would amend Article III, Section 4(c) and (d) to end the practice of allowing nominations for director positions to be made from the floor during the annual meeting of the members. It also corrects a typographical error in Article III, Section 4 (a).

# ~Youth Leadership Congress~

Oakdale Electric Cooperative's Federated Youth Foundation Scholarship program was started in 1988. Since then, over \$305,000 has been awarded to deserving students throughout the cooperative service area. Awards are funded from the unclaimed capital credits of former cooperative members.

## 2013 Scholarship Recipients

### MAUSTON HIGH SCHOOL

Anna Blasco  
Carly Johnson  
Alaina Laursen

### NEKOOSA HIGH SCHOOL

Margaret Baumgardt

### ROYALL HIGH SCHOOL

Trace Ness  
Thomas Neuman  
Trystan Houzner

### PITTSVILLE HIGH SCHOOL

Danzic Balcom  
Cierra Coyle  
Connor Coyle

### BROOKWOOD HIGH SCHOOL

Josh Marten

### NECEDAH HIGH SCHOOL

Jennifer Kosinski  
Angela Kimball  
Nicole Lynch

### REEDSBURG AREA HIGH SCHOOL

Thomas Sass

### TOMAH HIGH SCHOOL

Adrianna Jereb  
Anne Peterson  
Sydney Scott

### NEW LISBON HIGH SCHOOL

John Costello  
Allison Woggon  
Casey Brummund

### AT-LARGE/NON TRADITIONAL SCHOLARSHIP

Ethan Karls



## Congratulations!

Oakdale Electric Cooperative (OEC) sponsors high school students to attend the annual Youth Leadership Congress at the University of Wisconsin - River Falls (UW-RF). For three days, over 140 students from Wisconsin learn their leadership potential through interactive seminars, team building exercises, and presentations from nationally known speakers. The 2014 Youth Leadership Congress will be held July 16-18 at UW-RF. In order to qualify to attend, youth must be the dependent of an OEC member and completing their junior year at one of our 12 area high schools. Oakdale Electric Cooperative covers all of the expenses, and best of all, youth have the chance to earn a \$1,000 scholarship for post-secondary education.



OEC's 2013 Youth Leadership Congress Participants

## Interested? An opportunity of a lifetime for students in their junior year of high school!

Informational packets containing application information and forms are available from your school's guidance counselor in April, or contact Deana Protz at [dprotz@oakdalerec.com](mailto:dprotz@oakdalerec.com).

## The three day on-campus conference is created by and for teenagers, while 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 experience life on a college campus



2013-2014 Youth Board

Oakdale Electric Cooperative delegates Trystan Houzner (back row) and Sydney Scott (back row, right) were two of six YLC participants elected to the statewide Youth Board. Congratulations Trystan and Sydney!

# ~2013 FINANCIAL REPORT~

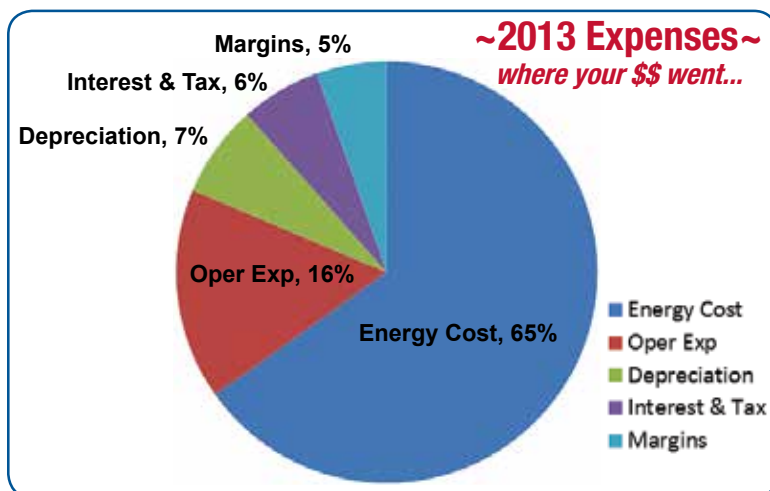
## STATEMENT OF OPERATIONS

	Dec. 31, 2013	Dec. 31, 2012
OPERATING REVENUE		
ELECTRIC SALES REVENUE	\$ 34,370,730	\$ 32,819,306
OTHER ELECTRIC REVENUE	128,561	136,500
TOTAL OPERATING REVENUE	<u>34,499,291</u>	<u>32,955,806</u>
OPERATING EXPENSES		
COST OF POWER	22,477,192	21,928,896
DISTRIBUTION EXP-OPERATIONS	1,383,059	1,272,709
DISTRIBUTION EXP-MAINTENANCE	1,878,311	1,895,687
ADMINISTRATIVE & GENERAL EXPENSE	2,327,472	2,232,366
DEPRECIATION EXP	2,449,202	2,359,742
TAX EXPENSE	361,788	368,729
INTEREST ON LONG TERM DEBT (CFC)	1,677,728	1,661,901
OTHER	79,008	63,743
TOTAL COST OF ELECTRIC SERVICE	<u>32,633,759</u>	<u>31,783,774</u>
OPERATING MARGINS	1,865,531	1,172,032
NON-OPERATING MARGINS	253,791	254,020
DPC CAPITAL CREDITS	1,134,731	1,065,789
NET MARGINS	<u>\$ 3,254,053</u>	<u>\$ 2,491,841</u>

## BALANCE SHEET

ASSETS		
NET UTILITY PLANT	\$ 54,776,386	\$ 53,332,911
NON UTILITY PLANT	-	-
LONG-TERM INVESTMENT	12,283,596	11,191,103
NOTES-ECONOMIC DEVELOP	12,964	24,443
CASH & TEMPORARY INVESTMENTS	213,458	386,366
ACCTS RECEIVABLE	3,210,972	3,005,365
MATERIALS & PREPAYMENTS	1,138,315	905,846
OTHER ASSETS & DEFERRED DEBITS	2,573,726	124,843
OTHER INVESTMENTS	-	-
TOTAL ASSETS	<u>\$ 74,209,417</u>	<u>\$ 68,970,876</u>
LIABILITIES & EQUITY		
PATRONAGE CAPITAL	32,979,599	30,697,770
CONSUMER DEPOSITS	218,635	191,617
LONG TERM DEBT	31,641,273	31,785,576
ECONOMIC DEVELOPMENT	15,000	22,500
ACCOUNTS PAYABLE	2,294,228	2,278,042
OTHER CURRENT LIABILITIES	7,060,682	3,995,370
TOTAL LIABILITIES & EQUITY	<u>\$ 74,209,417</u>	<u>\$ 68,970,876</u>

Our 2013 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 providing members safe, reliable and affordable electricity through superior customer service.

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*



*Rose Bartholomew*



*Todd O'Neil*



*Glenn Pampuch*



*Shane Rowan*



*Scott Brookman*

## Energy Services



*(L-R) Al Taylor, Jim Suzda & Ryan Hubbard*

## Office Services



*Sandi Bloom*



*Deana Protz*



*Maribeth O'Dell*



*Tina Von Haden*



*Sherry Anderson*



*Linda Pierce*



*Chad Schauf*



*(L-R) Jim Hayward & Dale Ludeking*



## Engineering Department



*(L-R) Roy Boyles, Travis Champlin, Todd Duncan*

## Operations Department



*(L-R) Cheri Ness, Lori Larsen*



*Dave Stelter*

# Our Purpose, Our Members



*(L-R) Joe Engel, Matt Riggs, Andy Steele, John Ollendick, Stewart Walters*



*(L-R) Eric Flock, Josh Von Haden, Dan Kallies, Travis Moser, Bob Thompson, Kelly Ingenthron, Mike Rosier*



*(L-R) Dan McGarry, Ethan Benson, Pat Eirschele, Cory Johnson, Tommy Liddane, Brock Brown, Dane Pasch, Kurt Starkey*



## Oakdale Electric Cooperative Members...

# READY, SET, PHOTOGRAPH!

Oakdale Electric Cooperative is having a photo contest for members' photos to be featured in our 2015 calendar and website. Get ready, shutterbugs, to capture our service area's natural beauty. Distinct

features such as bluffs, marshes, rolling hills, forests, and prairies make for an ideal scenic photo opportunity. Winning photos will be used in our 2015 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](http://www.oakdalerec.com).

Entries can be mailed in, dropped off or sent electronically to [dprotz@oakdalerec.com](mailto:dprotz@oakdalerec.com).



Photos must be submitted between February 1, 2014 and August 15, 2014.

## Our Purpose, Our Members

*Our purpose* since 1937 has been to provide safe, reliable and affordable electricity through superior customer service to *our members*. Many changes have occurred over the years, but our mission has remained constant. Day in, day out, we're committed to you! 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. We pride ourselves on treating *our members* with honesty and integrity, while improving the economy and quality of life in the communities we serve.

### Energy Savings Ideas

Through affiliation with Touchstone Energy, our national brand, members have access to **TogetherWeSave.com**. This web-based tool focuses on the idea that making a few small changes in your home can add up to large energy savings. Visit [www.oakdalerec.com](http://www.oakdalerec.com), and click on the TogetherWeSave advertisement, located on the home page, to take the virtual energy savings home tour. Browse both websites for additional savings ideas available to you as a member. OEC's commitment to you

goes beyond providing electricity. We are always looking for new ways to provide our members with added value.

### Operation Round Up®

For 12 years, members have been *rounding up* their electric bills to the nearest dollar, with the "spare change" deposited into the Operation Round Up® Trust. Individuals and organizations, from the five counties serviced by Oakdale Electric, apply throughout the year for funding when they need a little extra help. Operation Round Up® committee members ensure our members' donations are being put to good use. These women include Colleen Woggon, Pat Christensen, Bonnie Anderson, Barbara Brooks, Sandy Chroninger, Judy Gebhardt and Lillian Jorgensen. To date, the Operation Round Up® Trust has put over \$34,500 back into the communities we serve. New Operation Round Up® participants are always accepted year round. To join, call the Oakdale Electric office at 800-241-2468, sign up online at [www.oakdalerec.com](http://www.oakdalerec.com), or fill out the coupon below and either mail or drop it off at OEC.

*Your spare change can make a big difference!*

## 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: \_\_\_\_\_

## Forever in Blue Jeans

Even when there is a big demand for help, little things done in the community do 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. Throughout the year you'll find Oakdale Electric employees supporting the community in so many ways.



Every week Oakdale employees make a donation in order to wear blue jeans to work on Fridays, hence the name "Blue Jeans Friday". Once the fund has reached a certain dollar amount, employees choose a local non-profit to donate their proceeds. To date, Oakdale employees have donated over \$2,000 to their service communities simply by wearing jeans. Little things really do add up!

## Education is Power

Let's face it, a post-secondary education is expensive. Oakdale Electric Cooperative believes strongly in supporting students as they embark on their educational paths. From our unclaimed capital credits, we established a scholarship fund to help ease the financial burden. Four different \$1,000 scholarships are available: Student, At-Large Student, Non-Traditional, and Lineworker. Visit our website, [www.oakdalerec.com](http://www.oakdalerec.com), to learn more about the eligibility requirements and application details, or email [dprotz@oakdalerec.com](mailto:dprotz@oakdalerec.com). Our mission is to help in our student's journey to become responsible and successful citizens committed to giving back to the community. Education truly is power!

## Helping You Save

Our commitment to you goes beyond providing safe and reliable energy at an affordable cost - *we want to help you save*. As a member of Oakdale Electric, you have access to a Co-op Connections® Card that provides information on how to save at participating local and national businesses and pharmacies.



Some savings examples include:

- ◆ 10-85% off most prescriptions at over 60,000 participating pharmacies.
- ◆ 10-60% discounts on eyeglasses, contact lenses, eye exams and LASIK.
- ◆ 20-40% discounts on dental care such as cleanings, x-rays, root canals, crowns and orthodontics.
- ◆ PLUS, additional savings on chiropractic visits, lab tests, imaging scans and hearing aids.

Simply show your Co-op Connections® Card at a participating provider and you will receive a discount. It's that easy! To date, Oakdale Electric members saved more than \$62,000 on prescriptions. To get your Co-op Connections® Card, please stop by our office, call us at (800) 241-2468 or email [dprotz@oakdalerec.com](mailto:dprotz@oakdalerec.com).

## Food for Thought

For the second year in a row, OEC had the 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. Pantries are a vital and necessary resource in our service areas by providing thousands of pounds of food per month to needy individuals and families.



Besides alleviating hunger, food pantries make resource referrals, and provide hunger education and awareness to local businesses, organizations, and schools. OEC donated \$2,000 to eight local food pantries and CoBank donated a matching \$2,000.

## 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.




## SkillsUSA

SkillsUSA is a national nonprofit organization serving teachers and students preparing for trade, technical and skilled service occupations. Tasks include building and navigating a robot, welding, cabinet making, and editing photos using Photoshop. 10 students made up Necedah's first SkillsUSA team, and of those, two students went on to compete at the National SkillsUSA competition in Kansas City. Oakdale Electric donated \$500 to assist with startup fees, state and national competition expenses.





**Oakdale Electric  
Cooperative**

Your Touchstone Energy® Cooperative 

P.O. Box 128 • Oakdale, WI 54649-0128

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DPC

(04-05-14)

**IMPORTANT REGISTRATION CARD** 

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

## **OAKDALE ELECTRIC COOPERATIVE ANNUAL MEETING**

**Saturday, April 5, 2014**

**Tomah High School, Tomah, WI**

**9:00 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**

**Our Purpose, Our Members**