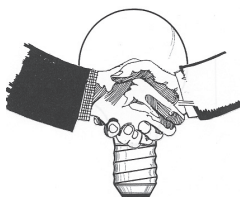


**Rural customers have unique needs...  
We can help you serve them!!**

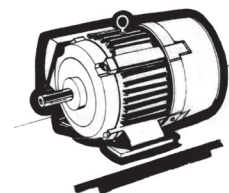


**A**s a national association of rural utilities, we understand the needs of power suppliers. Since 1957, the *Rural Electricity Resource Council* has provided technical assistance and marketing support, targeted to help you serve rural and agricultural customer needs. The RERC program offers educational materials and unbiased information on electricity topics, including safety, energy efficiency, and marketing of electricity. Use ideas from our bimonthly newsletter to add value to your customer education efforts. Schedule an on-site training course for key accounts, to strengthen your relationships. By joining the other electric companies and cooperatives that support our program, you expand your network of information sources, and receive the following benefits:

- 1 Employee development training:** Courses include --
  - Power Quality In Rural Areas;
  - Efficient Motor Use;
  - Upgrading Your Grounding Skills;
  - Sizing and Selecting Standby Generators;
  - Agricultural Electricity Use;
  - Understanding and Managing Stray Voltage Issues;
  - Fundamental Utility Concepts & Essential Electric Knowledge, with other courses to come.
- 2 Educational materials:** Consumer-oriented pamphlets, videos, and CDs to enhance your customer education program. These resources give you a quick way to answer questions and offer assistance to consumers or key accounts. Other items can be used to help local teachers with topics on energy and electrical safety.
- 3 On-line information service** through RERC 's Web site with it "Members Only" section. You'll get access to password-protected information such as newsletter-ready articles, updates on hot topics, free resources only for members, and answers to tough customer questions.
- 4 A utility marketing newsletter** that delivers solid ideas, technical updates, and practical solutions. With a focus on "knowledge" rather than "news", the **Current Marketing** newsletter provides case studies, electric technology reviews, and application tips. Smart managers use it to reinforce their staff development and motivation efforts. Employees learn what others have achieved and how to improve their own programs. This bimonthly newsletter is *only* available to RERC members.
- 5 Annual utility conference** that brings you practical knowledge and lets you interact with other power suppliers firsthand. At this national event, you'll gain new ideas, learn about innovative utility programs, and get updates on new technologies.
- 6 Customized services** to help you with special needs. Save valuable time and frustration by tapping our wealth of resources and network of experts. Work with Executive Manager Richard Hiatt on an hourly basis and get direct answers with suggested approaches. A true time saver.



**Take the next step** -- We invite you to become a part of this worthwhile program. Membership amounts according to total number of meters, are listed on the next page.



## Membership Amounts

*(Based on total number of meters served)*

Number of Meters	Annual Membership
5,000 or less	\$550
5,001 to 12,000	\$780
12,001 to 20,000	\$1,280
20,001 to 40,000	\$1,700
40,001 and over	\$2,100
REC Statewide Assn.	\$600
G&T	\$900
Equip. Suppliers/Allies/Other	\$375
Group Membership Option*	\$3,100
Holding Company Option+	\$4,000

\* The Group Membership Option is typically for generation & transmission (G&T) cooperatives. For a yearly fee of \$3,100, this allows any distribution co-ops within the G&T to be a member of RERC for one-half the normal membership amount. This half-price amount is billed separately to those co-ops that choose to participate.

+ The Holding Company Option is typically for investor-owned companies having two or more operating companies. When the Holding Company joins at \$4,000, this allows all of the operating companies to receive RERC materials and services for a single fee.



## MEMBERSHIP RESPONSE FORM

Please use this response card to either activate your RERC membership, or request additional information on the RERC program. Just mark the appropriate box and return it to the address below.

- Yes, we'd like to join the RERC program. Please send an invoice.
- We need more information. Please send \_\_\_\_\_ copies of materials to share with decision makers.

Name of Your Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_



*"Helping our member utilities serve their rural and agricultural customers."*