

Mission Statement: *Providing products and services that enhance the quality of life for our member/owners and community through leadership and innovation*

Summer Family Fun



MARK ROLLANS
GENERAL MANAGER/CEO

During the school year many families, including mine, are kept busy with all of the activities of daily life.

From helping with homework assignments, running to doctor's appointments and shuttling kids to after-school activities, life can get pretty hectic.

And sometimes in our day to day living, family time takes a backseat, especially with all of the uncertainty we face,

from the economy and job instability to drought concerns and rising gas prices. Summer is the perfect time to forget about all of that, at least for a while, and reconnect with those you care about.

June and July often are the months of the year when families can take the time to come together and have a bit of fun in the sun. Schools are out. Summer outings are typically planned and vacations are coming into full swing.

Don't let this year be any different, whether you're traveling on a family road trip, hopping on a plane or just staying home and enjoying time together.

As our family prepares for my youngest daughter's freshman year of college and my oldest daughter's marriage, I try to keep in mind not to take any of this time for granted. It's never too late to take a moment to just have fun with your loved ones.

In the meantime, all of us at Medina EC are working to keep your lights on, your air conditioner running and your energy as affordable as possible so electricity is one less thing on your mind.

From my family and everyone here at the cooperative, we would like to wish you a safe and happy summer season!

Until next time,
Mark Rollans, CEO

CONTACT US

Call

1-866-MEC-ELEC (632-3532)

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www.MedinaEC.org

E-mail

Info@MedinaEC.org

Mail

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PO Box 69, Hondo 78861

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PO Box 49, Dilley 78017

Rio Grande City - District 3
PO Box 496, Rio Grande City 78582

Uvalde - District 4
PO Box 1810, Uvalde 78802

Broni - District 5
PO Box 88, Broni 78344

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Richard Saathoff 830-426-3230

Glenn Schweers 830-741-3250

District 2

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Kenneth White 830-232-6541

District 3

Cesar Gonzalez 956-487-3060

Albert Lowry 956-717-0115

Annette Sorrells 361-527-5172

General Manager/CEO

Mark Rollans 1-866-MEC-ELEC
(632-3532), ext. 1045

MEC Energy Efficiency Rebates

Medina EC is helping members save money on their utility bills by debuting the cooperative's new energy efficiency rebate program.

Members of Medina EC are now eligible for two rebates to help make their home energy efficient. Rebates are limited to existing, occupied residences and small businesses.

Cooperative members can receive a \$10 rebate on the purchase of an insulating blanket for your existing water heater if the purchase value is greater than \$20.

A rebate of \$25 is also available to members for the purchase of an electronic programmable thermostat if the thermostat's purchase value is greater than \$40.

Members are only eligible for one rebate on one blanket and a single thermostat. Original purchase receipts must be attached to the rebate application. Please allow up to eight weeks once the rebate application is received for verification for the credit to appear on your bill.

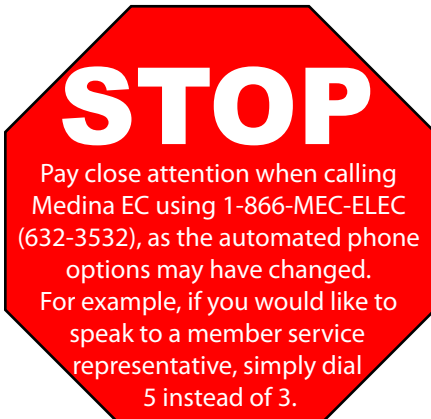
These rebates are the latest in Medina EC's commitment to helping the cooperative membership save money by becoming more energy efficient.

Please visit www.MedinaEC.org or your local district office for more information on this new program and to download your rebate application.



**TOGETHER
WE SAVE**

- * New Rebate Program
- * Free Home Energy Audits
- * Online Energy Audits, Tools and Tips at MedinaEC.org



STOP

Pay close attention when calling Medina EC using 1-866-MEC-ELEC (632-3532), as the automated phone options may have changed. For example, if you would like to speak to a member service representative, simply dial 5 instead of 3.

COMING SOON



Medina EC will soon help members go green by offering paperless billing. Cooperative members will also be able to access statements online! Watch for more details this summer at www.MedinaEC.org.



SAVING WITH CO-OP CONNECTIONS®

Service Over Sales

Clarence McNeil, owner and operator of Lone Star Kawasaki, sees his business as a service-oriented establishment rather than focusing on just sales.

“The sale and the price is important, but the service after the sale is what keeps any business in a small town going,” McNeil explained.

McNeil likes to hear that his customers have shopped around at other places, especially large dealers in the city. He knows that Lone Star Kawasaki has a good reputation of putting service over high-pressure sales.

He added that often customers are quoted a low price at other places, only to be snagged with hidden “gotcha fees,” a practice McNeil frowns upon. Service can also be an issue at other dealers, sometimes taking months to get your equipment back after getting routine maintenance done.

“Word travels fast, so we always make sure we treat people like we would want to be treated,” McNeil said.

Lone Star Kawasaki offers a large variety of equipment from some of the best brands in the business, including: Kawasaki, Hustler Turf Equipment (zero-turn lawn mowers) and Massey Ferguson (24-110 horse power tractors).

“We have quality products and a very diversified product offering,” McNeil proudly stated.

Other popular brands carried at the store are Hesston hay equipment; Bush Hog implements for tractors; Big Tex utility, landscape and gooseneck trailers along with CM brand horse, stock and cargo trailers.

Retail financing is available, so stop by and see what Lone Star Kawasaki has to offer.

Remember to bring in your Co-op Connections Card!



A wide variety of accessories and parts are kept in stock at Lone Star Kawasaki for customers.



The staff at Lone Star Kawasaki looks forward to helping serve their customers! (Shown From Left to Right: Susan Freeman, Tommie Timourain, Cindy Adams, Ronnie Keilman, Clarence McNeil, Joe Koehler and Bill Bippert)



Lone Star Kawasaki has equipment of all sizes to meet your needs and even runs monthly specials!



Lone Star Kawasaki has an excellent, full-service department to help you maintain any equipment from the brands sold at the store.

Lone Star Kawasaki
10% discount on parts or service work

Hondo, Tx

(830) 426-3701
<http://lonestarkawasaki.com>



Online Outage Reporting for MEC

In October 2010, Medina EC debuted a new online outage map to give members the ability to monitor or report outages online using any device with internet access, including PDA's and smart phones.

Members can now use this feature to report an outage online using their meter number, phone number on file or account number through the new system at www.MedinaEC.org.

Being able to report outages using a meter number is especially helpful for members with multiple meters associated with their account.



Members can even monitor Medina EC's progress in restoring power through the outage map from any device with internet access until the outage is completely fixed.

Keep in mind that if members report an outage using the online system, they do not have to call 1-866-MEC-ELEC (632-3532) to report the outage as well.

Reporting outages online allows members more freedom and flexibility to provide Medina EC with information that will help the cooperative restore power.

Members using a smartphone can also bookmark or save the outage reporting page as part of their phone's home screen for even faster access and easier reporting.

Just visit www.MedinaEC.org to see the digital outage map or report an outage using the online system.



You Have the *Power* to Save

Co-op Connections[®] offers substantial savings to Medina EC members while it also helps support local businesses and communities. The card entitles members to discounts from local and national retailers and service providers. And it's absolutely free.

For local businesses wishing to participate in the Co-op Connections[®] program, please contact Brian Bell at 1-866-MEC-ELEC (632-3532), ext. 1056.



Lone Star Radiator Co., Inc
5% discount on parts and service

San Antonio, Tx (210) 732-7558
(800) 445-6449

A & A Auto Parts
10% discount on all available parts

Dilley, Tx (830) 965-1700

Garcia's Barber & Beauty Salon
\$1.00 off on men's hair cuts

Rio Grande City, Tx (956) 487-2630

Connell's Hardware
10% discount on non-sale items

Sabinal, Tx (830) 988-2423
(830) 988-2423

Hondo Executive Inn
10% discount on posted rates
(must ask for discount before checking in)

Hondo, Tx (830) 426-2535
(830) 426-8202

2011 SCHOLARSHIP WINNERS

This fall, 15 students continuing their education will have \$2,500 of extra help from Medina EC.

Each year, your cooperative awards merit-based scholarships to members and their dependents pursuing higher education.

How Scholarships are Awarded

Annually, the Medina EC Board of Directors decides on the number of scholarships, and amount of each, to be awarded for the next year.

Scholarship winners are selected by a Medina EC member committee.

Since the program's inception in 2000, the cooperative has awarded 129 scholarships, totaling \$322,500.

Please visit www.MedinaEC.org for more information about the Scholarship Program.

DISTRICT 1



Bobbi Frieda



Landen Tinar



Ericka Wilder



Allison Boehme



Clancey Lynch

DISTRICT 2



Amy
Kruckemeyer



Joshua
Bordovsky



Dereck Albrecht



Kurtis Jennings



Avery McHugh

DISTRICT 3



Norma Dibrell



Cebrina Cavazos



Fenny Cantu



Eloy
Rodriguez, Jr.



Tracy Alaniz

Ask Your Cooperative: MEC Answers You



This month's column is from Gayle Rohrbach, Manager of Customer Service.

MEET GAYLE ROHRBACH

STARTED AT MEDINA EC: September 1972

JOB DESCRIPTION: I'm responsible for coordinating, training and managing the customer service team to ensure that standards are consistently met throughout the co-op. I'm also an advocate to the members and oversee co-op services offered to the membership.

BEST PART OF THE JOB: Having been employed at Medina EC for many years, I've had the opportunity to work with most departments and become very knowledgeable of the business.

I've seen many changes, especially in technology, and although changes are challenging at times, it's also very rewarding to know that these changes have benefited the membership.

Right now, the best part of my job is mentoring employees to give them the opportunity to learn the cooperative way.



I've received a tempting offer from another utility to switch electric providers. I have been satisfied with Medina Electric Cooperative, but want to know why I should stay a member?



Despite advertisements you might see, individuals living in Medina EC's service territory do not have the option to switch electric providers.

To understand why, we need to take a quick glance at history. In January of 2002, the Texas electric industry faced restructuring when investor-owned utilities (IOUs) became deregulated, meaning the customers of IOUs could now choose where to get their electricity.

These utilities now have to compete for customers, explaining the promotional rates you may be tempted by (a lot like promotional credit card rates or introductory offers).

Cooperatives, like Medina EC, and municipal utilities

(MUNIs) were given the choice to deregulate or wait until the full effects of deregulation were realized.

Medina EC's Board of Directors, a group of elected cooperative members that make the decisions in how the co-op operates, chose to wait for proof that deregulation would benefit the membership.

The decision to deregulate can not be reversed, so if the results proved to be a hindrance to members, the co-op would have had no other options.

Why the skepticism? While competition for consumers sounds like a good idea at first, deregulation has had mixed results in other industries and states. In California, for example, electric industry deregulation led to skyrocketing electric rates for many consumers.

Often times, deregulation has resulted in poorer service and higher bills for small consumers, particularly in rural areas and small communities.

Co-ops aren't against choice, but rather against rushing into anything that might not be advantageous to our members. Almost 10 years after the decision to deregulate and the majority of co-ops and MUNIs in Texas have not

opted to deregulate because the benefits have yet to be proven.

Keep in mind that cooperatives are also very different businesses from IOUs. Medina EC is your local, not-for-profit organization that is owned and run by the members we serve.

Our cooperative isn't out to maximize profits, but rather to provide affordable, reliable and available electricity to the membership.

Do You have a Question?

Please submit your question for Medina EC to myCoop@MedinaEC.org or call 1-866-MEC-ELEC (632-3532) and ask for Katie Hornstrom at ext. 1057.

Questions can relate to anything regarding your cooperative.

When sending in a question, please include your name and hometown.

Unless indicated, names submitted will be printed. Submitting a question gives us permission to print it.