



TRI-COUNTY ELECTRIC COOPERATIVE

# Hi-Lites

www.tricountycoop.com

*Hi-Lites is a monthly newsletter published for the members of Tri-County Electric Cooperative.*

### Office Hours

7:30 a.m. to 4:30 p.m.  
Monday through Friday  
(Salem Office closed from noon-1:00 p.m. each day)

### Board of Directors

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## What Makes a Cooperative Different?



by Marcia Scott  
General Manager

October is National Cooperative Month. If you are a new member, you may be wondering what makes cooperatives different from other businesses.

For starters, any margin (profit) made by the cooperative is reinvested in the organization, used to pay down debts, and returned to its member-owners as patronage capital.

Nationwide, about 900 electric cooperatives provide service to about 42 million members in 47 states, while

maintaining a unique consumer-focused approach to business.

Cooperatives are locally owned & operated and focus on the needs of the membership and local priorities. Members know they can trust their cooperative, because it was created not to make a profit, but simply to provide reliable electricity and service at affordable rates.

October is a great time to remember how the nation's electric cooperatives were formed in the 1930's to supply electricity to the nation's rural areas — a challenge that the big utilities weren't interested in taking on. It was the men and women of rural America who banded together to make rural

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### Cooperatives are guided by these Seven Principles

1. Owned by the people who use their services
2. Not-for-profit entities that operate for the economic benefit of their members.
3. Democratic organizations controlled by their members.
4. Independent, self-help organizations.
5. Provide education, training, and awareness on their form of business.
6. Support one another for the benefit of their communities.
7. Focus on developing and giving back to their communities.

### Mission Statement

*To safely provide our member-owners with reliable electric service, superior customer service, and practical energy solutions, all at reasonable prices.*

P.O. Box 309, Mt. Vernon, IL 62864

618.244.5151 - Toll Free 800.244.5151 - Fax: 618.244.1496 - Pay by Phone: 855.385.9902



## Mouthwatering Mississippi Roast

### Ingredients

- 3 pound Chuck Roast
- 1 package of Ranch Seasoning
- 1 package of Au Jus Gravy Mix
- 4 tablespoons unsalted Butter, cut into 4 pieces
- 6 Peppercini Peppers, whole
- 1/2 cup beef broth
- 1/2 cup peppercini juice

### Crockpot Directions

1. Place the chuck roast into slow cooker.
2. Sprinkle ranch and au jus mix over meat.
3. Toss in butter and peppercini peppers.
4. Pour broth and pepper juice over meat.
5. Place lid on slow cooker.
6. Cook on high for 6 hours or low for 8 hours.

### Electric Pressure Cooker Directions

1. Pour the broth and juice in the pressure cooker and add roast.
2. Sprinkle mixes over roast.
3. Top roast with butter and peppercinis.
4. Cook at high pressure on manual for 90 minutes. Do not allow warming cycle to kick on. Then, use natural release for 15 minutes and switch to quick release.

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electrification happen.

That is what makes cooperatives stand out and why we celebrate each October. We celebrate the power of working together for the common good and bettering the quality of life for our friends and neighbors.

Our mission is much the same as it was in 1938 when Tri-County Electric Cooperative began, which is to continue to safely provide you with reliable electric service, superior customer service, and practical energy solutions, all at reasonable prices. It is a pleasure to serve you.

**SMART TIPS**

**SPACE HEATER SAFETY**

Space heaters can be a cost effective option when heating no more than one or two small areas.

- Review and follow all manufacturer directions.
- Place them out of high-traffic areas and on a hard, level floor surface.
- Keep them at least 3 feet away from flammable items.
- Plug them directly into outlets. Avoid using an extension cord.
- Turn them off before you leave the room or go to sleep.

Learn more at: [SafeElectricity.org](http://SafeElectricity.org)



*In honor of  
Cooperative Month,  
we invite you to join us on*

Wednesday,  
October 18th, 2017  
11:00 a.m. - 2:00 p.m.

for

## Member Appreciation Day

Join us at the Tri-County Electric Cooperative headquarters office at 3906 Broadway St., Mt. Vernon, IL. Allow us to treat you to a hot dog, chips, and a drink and thank you for being a Tri-County Electric Cooperative Member!

Each year, Tri-County Electric, along with cooperatives across America, celebrates National Cooperative Month and the cooperative business model. We know that behind all successful cooperatives is an informed and engaged membership. This is our opportunity to thank our members for being just that. We look forward to seeing you!



# Happy 67th Birthday, Willie Wiredhand!

“He’s small, but wirey.”  
Who? Willie. Willie

Wiredhand.

The beloved mascot of electric cooperatives turns 67

this October. It’s a fitting birth date—National Cooperative Month—for the stalwart yellow figure, who became the embodiment of the fighting cooperative spirit and the symbol of dependable, local, consumer-owned

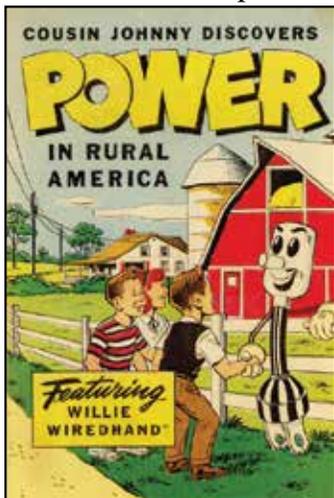
electricity all over the world. (In Latin America, for example, he is known as “Electro Pepe.”)

Willie came to life in 1950, created by the late Andrew “Drew” McLay, a freelance artist working for the National Rural Electric Cooperative Association (NRECA), in collaboration with then-RE Magazine editor William Roberts.

Since then, Willie has appeared on scores of promotional items—signage for buildings and substations, T-shirts, ball caps, golf balls, Christmas ornaments, beach towels, fly swatters, aprons,

night lights, marbles and other toys, and much more.

But Willie had to fight for his right to stand for electric cooperatives.



In 1957, Willie and electric cooperatives won a heated battle with Reddy Kilowatt, “spokescharacter” for the investor-owned power companies. Reddy’s lawyers argued that Willie would confuse the public because he so closely resembled Reddy. “Not so,” said a federal judge. But

Reddy and his posse appealed to the U.S. Court of Appeals for the Fourth Circuit.

Willie Wiredhand came to symbolize more than cooperative friendliness—he was now the true embodiment of cooperative spunk, willing to stand up for consumers in the face of impossible odds against the entrenched might of huge investor-owned utilities. The phrase “He’s small, but wirey” became part of the trademark Willie was granted by the U.S. Patent Office in 1957.

Willie’s role has continued to evolve over the decades. For example, when the 1970s ushered in an energy crisis, he donned a sweater and hopped on a bicycle, caulked windows, and weather stripped doors in new ads pushing energy conservation and efficiency tips. Later, he became more of a pop-art celebrity, appearing on novelty items like coffee mugs and watches.

But no matter his persona, Willie Wiredhand has been a recognizable and dedicated friend to millions of electric cooperative consumers, faithful and enduring for decades. Happy birthday, Willie.





## 2017 Touchstone Classroom Empowerment Grants

Tri-County Electric Cooperative is once again coordinating a grant program with Touchstone Energy for our local, private, and public kindergarten through 12th grade teachers and administrators. A total of eight grants of five hundred dollars each will be provided for innovative, unfunded projects or materials. Qualifying projects are those which improve the learning environment or increase educational resources for the school.

Kindergarten through 12th grade administrators or teachers must submit a grant application with information about the project, the school, and the applicant. Please note, it only takes a few minutes to apply.

An impartial panel of judges will determine which projects will be awarded the eight grants

of five hundred dollars each.

Completed applications are due by November 9, 2017. They can be mailed, e-mailed, or faxed to Brad Austin at Tri-County Electric. Recipients will be announced mid-December.

If you have any questions about Touchstone Energy Classroom Empowerment Grants, contact Brad Austin at Tri-County Electric (800-244-5151). To download a grant application, visit our website at: [www.tricountycoop.com](http://www.tricountycoop.com) and click on *Classroom Empowerment Grants* under the *Member Services* tab.

These grants provide a boost for smaller projects that otherwise would not be funded. Part of Tri-County's commitment to our community is achieved through these grants that create opportunities for local students.



### In stock:

**16 oz. Mammoth Pecan Halves \$9.25**

**16 oz. Medium Pecan Pieces \$9.00**

**Shelled Georgia Pecans are in stock at Tri-County Electric Cooperative!**

Other nuts to be shipped in November include:  
12 oz. English Walnuts  
12 oz. Roasted & Salted Jumbo Cashews  
4 oz. Pecan Log  
8 oz. Pecan Caramel Clusters  
12 oz. Chocolate Covered Pecans

**Mascot Pecans are great for baking, gift-giving, or snacking!**

Nuts are available, while supplies last, during regular business hours at both office locations of the cooperative.