



"The Power of Friendly Service"

Dixie Escalante Electric

71 E Highway 56 - Beryl, UT 84714

A Member-Owned Electric Cooperative

A Touchstone Energy[®] Cooperative

The power of human connections[®]



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Winter Issue 2010

HIGHLIGHTS

President and CEO Report by LaDel Laub

Some of you as Dixie Escalante consumers have received a misleading pamphlet in the mail from the organization "Citizens for Dixie's Future" The pamphlet is misleading because it references coal as a very deadly harmful source of energy and touts that alternative energy will create new jobs, and generate 100's of millions in new revenue. Alternative energy will generate new revenue, but only at the expense of consumers who are already having a hard time trying to pay their electric bills. Also, coal fired generation from power plants in Utah yield a significant number of sustainable jobs compared to renewable energy project jobs and significant money has been invested to insure that coal fired generation in Utah is a very clean source of energy.

Dixie Escalante is a consumer owned nonprofit electric cooperative and our priority is to protect "the consumer's wallet". If Dixie Escalante earns any profits, we return them to the consumers. Likewise, if Dixie Escalante encounters significant cost increases in wholesale power costs due to renewable portfolio requirements that are not economical like 20 percent renewable energy production by the year 2020, these costs will get passed directly on to the

consumers. We are happy to accommodate alternatives in energy production if they are economical. However, energy sources like wind and solar are currently at least 4 times higher in cost than the cost of Dixie Escalante's current price for electricity. To ensure that we had firsthand experience with alternative energy, Dixie Escalante invested in a large scale solar farm near the waste water facility in St. George and the 1 year average cost of production is over 20 cents per kWh. Dixie Escalante's current cost of energy per kWh is 3 cents per kWh.

The mission of Dixie Escalante is to endorse cooperative core values of integrity, accountability, innovation and commitment to community, to provide our members with safe, reliable, affordable and equitable energy and related services empowering the members and the communities we serve to succeed and thrive in a volatile economic environment. We are in a very tough economic time and most consumers are having a difficult time paying their electric bills as is. So to place the cost burden of alternative energy on consumers at this

time would not be in your best interest. Again, our goal is to look out for the collective inter-



ests of our consumer/members. Speaking of financial impacts, you should have received a credit on your December power bill which represents your portion of a capital credit retirement (refund) that the Board of Directors approved. This cash refund totaling \$283,000 represents over a 3 percent return of equity to the consumer/members of Dixie Escalante. The amount of your individual refund is dependent on the length of time you have had electric service with Dixie Escalante combined with the amount of electricity you have purchased during that time; thus, the longer you have been a consumer and the more electricity you have purchased translate into your share of the refund.

The Board of Directors also passed the budget for 2011 in December, which is very tight due to the down economy and resulted in a projected negative margin. We are pleased to report that the 2011 budget



LaDel Laub

keeps rates at the same historic low level for 2011; however, it appears at this time that a modest rate increase will be unavoidable in the year 2012. We will do our best to keep you updated and informed regarding this most serious matter.

Last, on behalf of the entire Dixie Escalante Electric organization, we hope you had a safe and happy Holiday season and we hope you find success in all that you do in the New Year.



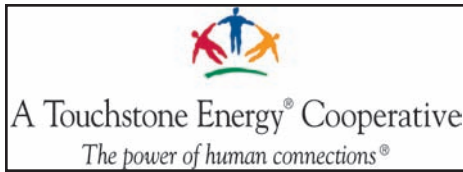
Dixie Escalante Electric Joins Touchstone Energy

By now you have seen, or soon you will, a new graphic symbol accompanying the familiar name and logo of Dixie Escalante Electric on utility bucket trucks, your power bill and the offices located in Beryl and Bloomington. On December 1, Dixie Escalante Electric joined the ranks of cooperative electric utilities across the country as a Touchstone Energy® Cooperative. Touchstone Energy® is a nationwide brand and marketing effort that identifies cooperative utilities providing superior customer service while maintaining a strong local presence.

CEO, LaDel Laub, said the Touchstone Energy® brand will take Dixie Escalante Electric and its members into the future as the electric utility industry changes. More than 715 Touchstone Energy Cooperatives in 46 states are delivering energy and energy solutions to more than 35 million customers every day.

"It's much more than a graphic addition to our name and logo. It's a commitment to our customers, both households and businesses, that they can count on us, as a locally based and controlled utility to deliver them reliable, affordable energy services and to be an advocate for their energy and community needs," LaDel said.

"We believe our local presence is one of our strongest assets, and our affiliation with Touchstone Energy® Cooperatives will remind our consumers who we are and what we



stand for."

LaDel said electric cooperatives across the United States launched the Touchstone Energy® Cooperatives brand to represent the advantages of locally owned and controlled electric service, which is rooted in the direct link that electric cooperatives like Dixie Escalante Electric have with their members.

"The dictionary definition of 'touchstone' is a test of genuineness. Touchstone Energy® symbolizes everything that electric cooperatives represent today: electric power, human connections, and the strength of co-ops' commitment to the communities and the consumers they serve," he explained.

By pooling resources through the brand with other cooperative utilities, Dixie Escalante Electric will be able to provide consumer information and awareness of their customer-focused services as the electric utility industry evolves, according to LaDel.

"We will help our consumers cut through all the clutter," he said. "We will be here for our members for the long haul. If it's accountability, service and commitment to community you want, look no further than Dixie Escalante Electric."

Dixie's Members Donate \$100,000

Over the past ten years Dixie Escalante Electric members/consumers have had the opportunity to participate in an innovative program called "Operation Round Up" to financially assist worthwhile activities within the community. Donations from the fund have passed the \$100,000 mark. It is electrifying to think how this program has benefited the many communities Dixie Escalante Electric serves.

Dixie Escalante Electric Operation Round Up works in a very simple and easy fashion, collecting voluntary contributions from participating co-op consumers by "rounding up" their monthly bills to the next dollar. For example, a consumer's monthly bill of \$58.73, would be automatically rounded up to \$59.00, with the additional 27 cents going to the Operation Round Up fund. By participating members/consumers contribute an estimated six dollars (\$6.00) per year, but, with many people participating that adds up to some signi-

ficant funds that are available to the community. Typically, the funding is used to address local non-profit, charitable organizations. The Foundation Board holds special meetings to select organizations to receive these donated funds.

Contribution applications will be accepted and must include a detailed explanation of the use of funds, as well as financial information about the contribution request. The form must be returned to a location or mailed to our post office box for review and approval by the Foundation Board. The Foundation Board will meet a minimum of 2 times per year to review potential contribution opportunities. Decisions by the Board are final. The contributions will not be extended to government agencies or political activities. Contributions will benefit local entities and local interests and shall benefit charitable purposes only.

Thank you Dixie Escalante Electric members/consumers for your contributions. Listed below are the beneficiaries from "Dixie Escalante Electric Operation Round Up" for the past ten years:

- | | |
|---|---|
| American Cancer Society | Foundation of Dixie Regional Medical Center |
| American Diabetes Association | Habitat for Humanity |
| American Red Cross | Interfaith |
| APPLAUSE - Heritage Choir | Iron County Care & Share |
| Assistance League of Southern Utah | Iron County Children's Justice Center |
| Backpack for Kids, Inc | Kony - Coins for Kids |
| Beryl Heritage Society | March of Dimes |
| Big Brothers Big Sisters of Utah | Marine Toys for Tots Foundation |
| BPOE Elks Lodge | New Castle Cemetery |
| Canyon Creek Women's Crisis Center | NW Arizona Regional Health Center |
| Canyonlands Community Health Center | Orchestra of Southern Utah |
| Coins for Kids | Pine Valley Fire Department |
| Desert Rose Charities | RIPPLE |
| Dixie Area Detention | Salvation Army |
| Dixie Care & Share | Southwest Community Health Center |
| Dixie/Arizona Strip Interpretive Assoc. | Special Olympics Utah South Area |
| Doctor's Free Clinic | St George Senior Center Meals on Wheels |
| Dove Center - Women's Shelter | The Erin Kimball Foundation |
| Enterprise Little League | TLC - The Learning Center |
| Enterprise Valley Medical Clinic | V.R.C. Sub for Santa |
| Escalante Valley Dust Control | Virgin Valley Family Services |
| Escalante Valley PTA | Washington Co Children's Justice Center |
| Family Support Center of SW Utah | Washington Co Youth Crisis Center |
| FCS of Southwestern Utah | |

Dixie Escalante Highlights is published by Dixie Escalante Electric, Beryl, Utah. Phone: Beryl, Utah (435) 439-5311; Bloomington, Utah (435) 673-3297; and Littlefield, Arizona (928) 347-5870.

As the official publication of the cooperative, the purpose of Highlights is to communicate to the members information concerning their electric cooperative, and to offer suggestions and ideas regarding the safe, efficient and economical use of electric energy.

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			DeLyle Carling

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LaDel Laub, President and CEO

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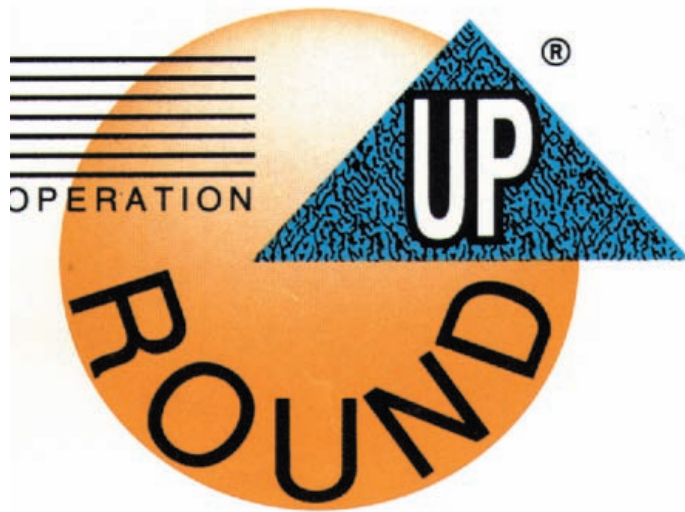
Space Heaters Available Below Retail

If you have a cold spot in your home or a room that does not have adequate heating, the Apero wall mount heater works great in these situations.

The slim lined wall heater has a quick surface mount bracket that allows it to be mounted on most any wall and snaps into place in minutes. It comes with a 1,250 watt X-shaped convection heating element and a built in thermostat with temperature control dial and a 6 foot power cord. The 1,250 watt heater will cost Dixie members nearly 7 cents per hour to operate. It draws slightly over 10 amps so the standard wall outlet should be adequate.

We have these heaters on display and available in either our Beryl or Bloomington office. We offer them below cost at \$100 to members for use on Dixie Escalante's system. Call us for more details at 435-439-5311 in Beryl or 435-673-3297 in Bloomington.

Round Up Program



You have the opportunity to participate in an innovative program to financially assist worthwhile activities within Dixie's service area, the "Round Up Program". Here is how it works, if your month's electric bill is \$58.73 you pay \$59.00 with 27 cents going directly to the fund. By participating you'll contribute an estimated \$6.00 per year -- a small amount to help worthy causes within our community. If all 15,000, members of Dixie Escalante Electric participated, it is estimated \$90,000, would be contributed annually.

Typically, the funding is used to address local non-profit, charitable organizations. The Foundation Board holds special meetings to select organizations to receive these donated funds. Contribution applications must include a detailed explanation of the use of funds, as well as financial information about the applicant. The application must be returned to our Beryl office or mailed for review and approval by the Foundation Board. The Foundation Board will meet a minimum of 2 times per year to

review potential contribution opportunities. Decisions by the Board are final. The Contributions will not be extended to government agencies or political activities. Contributions will benefit local entities and local interests and shall be for benefit charitable purposes only.

Those assisted this year are: *Orchestra of Southern Utah, Virgin River Communities Sub for Santa, Salvation Army, The Erin Kimball Foundation, Dixie Care & Share, Iron County Care & Share, Washington County Children's Justice Center, Iron County Children's Justice Center, and The Foundation of Dixie Regional Medical Center.*

Thank you for your help in making our community a better place.

Please return this form with your payment or mail to:

**Dixie Escalante Round Up Program
71 E. Highway 56
Beryl, UT 84714-5197**

Yes, sign me up for the program

Signature _____

Account # _____

Dixie Escalante Electric HIGHLIGHTS

Bloomington Christmas Tree Lighting

The Annual Dixie Escalante Electric Christmas Tree Lighting ceremony takes place each year the first Tuesday after Thanksgiving. Dixie Escalante Electric continues a tradition originally set by Dixie State Bank of erecting and lighting a giant Christmas tree. This year's tree is an 85-foot White Fir that was harvested from the Kaibab National Forest.



The harvesting, transporting, decorating, and electricity for lighting are all donated by Dixie Escalante Electric for the enjoyment of the local residents as well as passing motorists. There are at least 3,000, clear lights on the tree and a giant 6-foot star on top that changes colors.

This year's lighting ceremony included children from Bloomington Elementary who sang carols and welcomed in Santa who handed out candy canes to the children. This ceremony is open to the public and free hot chocolate and doughnuts were provided to help keep those attending warm.



2011

UREA Youth Leadership Conference Application

Qualifications:

If you are a High School Junior served by Dixie Escalante Rural Electric; and attend a local high school in Washington County, Iron County, Beaver Dam, Arizona, or Mesquite, Nevada; have a thirst for adventure; have a lot of energy; like to meet others; like to travel; and would like a chance to win one of several general scholarships --- we've got a deal for you!

Conference & Awards:

All Expenses Paid Trip - July 11 through July 15, 2011, at Snow College in Ephraim, Utah, for the 2011 Utah Rural Electric Association (UREA) Leadership Conference.

(5) \$2,000 Scholarships to be awarded.

\$2,500 Julie Ann Gardner Memorial Scholarship.

One student will be selected to represent UREA at the NRECA National Youth Tour in Washington D.C.

How to Apply:

All you need to do before April 11, 2011, is: Clip, fill out and mail the coupon below. Applicants must be available for an interview. **DO IT NOW!**



2011 UREA YOUTH LEADERSHIP CONFERENCE

Dixie Escalante Electric
Attn: Stella Iverson
145 W. Brigham Rd.
St. George, UT 84790
435-673-3297
stellai@dixiepower.com



ACCT # _____
(Parent's Acct #)

DEADLINE: APRIL 20, 2011

YES! I would like to apply for the UREA Youth Leadership Conference July 11-15, 2011, and will be available for an interview.

ATTACH 2 ½ X 3 ½ (Wallet Size) Recent Photo

T-Shirt Size: _____

Name: _____ Parents: _____

Birthdate: _____ Age: _____ School: _____ Grade: _____

Mailing Address: _____
(Include service address if it is different than mailing address.)

City: _____ State: _____ Zip: _____

Email: _____ Cell: _____ Home Phone: _____

Note: Interviews will begin the last week of April. You will be notified by email, please list an email address that you open often, preferably your home email address.

Safety Tips for Space Heaters

Space heaters are ideal for warming those cold spots in your home. Here are a few safety tips when using your space heater to help keep you and your family safe.

1. Keep drapes, newspapers, clothing and other combustible objects a safe distance away.
2. Plug portable space heaters directly into the outlet. Do not use extension cords or 3-in-1 adapters.
3. Always put heaters in a place where they can't be tipped over easily. It's best to keep them on the floor where they have less of a chance of falling and becoming a fire or shock hazard.
4. Do not use heaters in wet or moist areas, such as bath rooms, unless they are specifically built for that purpose. Doing so can not only corrode the heater, but can be a dangerous shock hazard.
5. Make sure that the plug of the heater fits snugly in the outlet. A wornout outlet can overheat, burning up both the outlet and plug. Unnoticed this can start a fire throughout the house.
6. Do not run cords under rugs or carpets. Doing so can cause the cord to overheat and start a fire.
7. Broken heaters should be checked and repaired only by a qualified appliance service center. Do not attempt to make any repairs to the heater yourself.
8. Don't use space heaters in rooms where children are unsupervised. Children may stick their fingers or other objects through the protective guards, causing burns or shock.
9. Turn off the space heater and unplug it when not in use.

We at Dixie Escalante Electric want you to have a safe and warm holiday season. Call the Member Service Department for more winter safety tips, 435-673-3297.