

South Plains Electric
Cooperative, Inc.

Your Touchstone Energy® Cooperative 

Celebration

OWNED BY THOSE WE SERVE

This phrase describes South Plains Electric Cooperative but may not be what comes to mind when you think about your electric cooperative. This Cooperative is more than the sum of its parts, more than a place where you pay your bill every month.

It's people and it's passion. And that's something that hasn't changed over the Cooperative's 75-year existence. It was people who banded together to build a cooperative facility to distribute electric power and light to their remote homes and farms—when no one else would. Other utilities said there was no profit in serving the outlying areas. The people living in darkness didn't care about profits; they only wanted the service. So they built the service and they used it—and we are still using it today under the same service-minded, not-for-profit philosophy.

The same passion that built this Cooperative still pulses through the veins of its caretakers today. From the board of directors leading the way, to the employees handling the day-to-day functions, to the members that believe in the cooperative business model, the goal remains: to deliver safe, reliable, electric service at the lowest possible cost.

While this commemorative book serves to highlight your Cooperative's rich history, we want you to embrace what your Cooperative is today and will be in the future.



Employees extend service to the Savage Community. In this March 1940 picture, from left, are: Jack Christian, Bill Montgomery, and Earl Garrett.



South Plains Electric Cooperative Annual Meeting, circa 1952.



History



SOURCE: THE NEXT GREATEST THING

The success that South Plains Electric Cooperative—a tax-paying, locally-managed business—enjoys today pays tribute to the devoted farm families willing to attack their own problems at the grassroots some 75 years ago.

The lights were on in the cities, but darkness and manual labor plagued the countryside. On May 11, 1935, President Roosevelt signed executive order 7037 establishing the Rural Electrification Administration (REA). This opened the door for rural dwellers to form their own electric systems based on a philosophy of “service rather than profit.”



President Roosevelt

SOURCE: LIBRARY OF CONGRESS

As early as 1936, small groups of farm families started countywide efforts to electrify the South Plains.

South Plains Electric Cooperative was born on the night of March 8, 1937, at a meeting held in the Lubbock Junior High auditorium. Seventy persons were present. A temporary committee was appointed and served until the Cooperative was incorporated.



SOURCE: THE NEXT GREATEST THING

The work began quickly. On April 27, 1937, engineer H.N. Roberts submitted the first application for an REA loan. It was a pledge from 1,081 Lubbock County farmers to take electric service at a time when 2,600 farms were without service. It would take 430 miles of electric lines to serve the 1,081 signers. Agriculture teachers, farm organizations and many individuals did the legwork to sign up memberships at \$5 each.

REA had a limited amount of funds for the early applications. REA asked the committee to accept a partial allotment of \$100,000—and they accepted the loan on November 5, 1937. The loan covered 108 miles of line to serve 278 members.

A charter was granted to South Plains Electric by the State of Texas on November 27, 1937. The Cooperative was official. The mission and task had new meaning.

A basement room in the old Lubbock County Courthouse was obtained for an office. There were two paid employees.

The Cooperative has grown from these humble beginnings to a successful, tax-paying, not-for-profit business with \$294 million in assets, 9,000 miles of line, 6,600 square miles of service area, 48,632 meters, 144 employees—without one, single, solitary customer.



South Plains Electric Cooperative moved to this office space at 1107 Ave. G in Lubbock around 1940.

That’s right. The Cooperative doesn’t have any customers. **Only members.**

That’s a unique feature and advantage of a cooperative business. The first 278 people to receive service from the Cooperative were the early member-owners, and every day when a new service is connected, the Cooperative grows by another person—a member.

You may think of South Plains Electric as poles, wires and electricity, but the people are the foundation of the Cooperative. Members, directors and employees are the heart of today’s Touchstone Energy Cooperative. They adhere to the values of accountability, innovation, integrity and commitment to the community, as we’ll show you in the following pages.



Marvin Louis is one of our employees taking care of members’ needs every day.

Accountability

Accountability means being responsible for delivering superior service at the lowest possible cost to all members.

In 1999 and 2000, neighboring co-ops, Dickens Electric Cooperative and Gate City Electric Cooperative, decided merging with South Plains Electric was in their members' best interest. And they were right.



The first merger in 1999 was with Dickens Electric Cooperative, headquartered in Spur, Texas. The Cooperatives were a good mix. The Dickens farm, ranch and oil loads blended well with South Plains Electric's irrigation, residential, cotton ginning and commercial loads.

Dickens Electric Cooperative was incorporated on February 10, 1940, to serve all or part of seven counties, including Crosby, Dickens, Garza, Kent, Motley and Stone-wall. The first loan application was submitted to REA in March 1941. The loan was finally approved in December 1941, but with the outbreak of World War II, funds were not received until 1944.

The first loan amount of \$179,000 was for constructing 255 miles of electric line to serve 500 homes. Within a year, more than 300 homes were connected and receiving electricity.

Today, the 23 employees at the Dickens Division office in Spur meet the day-to-day needs of local members and care for 2,720 miles of energized line.



Dickens Electric Cooperative's first office was in downtown Spur (pictured above). The current office, pictured left, was built in 1965.

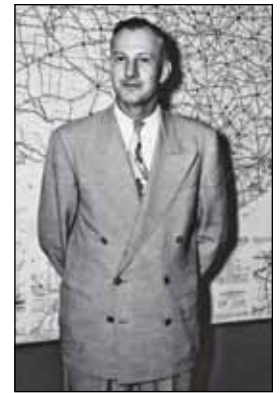


The next merger was with Gate City Electric Cooperative in 2000. Gate City was headquartered in Childress, Texas. The recently remodeled location now serves as the Gate City Division office with 13 employees taking care of local member needs and maintaining 1,456 miles of energized line.

Nine pioneers in the Childress, Kirkland and Tell areas came together to bring the dream of electricity to their homes and farms on December 10, 1938. Applicants for membership would pay a \$5 membership fee and pay a bill of at least \$2.45 per month, regardless of the amount of electricity used.

The first REA loan for \$218,000 was signed July 9, 1940, to provide electric service to about 576 members in Childress, Cottle, Hall and Hardeman counties.

Combining resources of three financially stable cooperatives was a sound economic move for all members. The mergers will help sustain many local communities for years to come.



R.A. Yarbrough was hired by Gate City in 1940 and retired as general manager in 1976. He was president of NRECA for two years.



Gate City Division's newly remodeled office in Childress.

WHOLESALE POWER

South Plains Electric purchases all of the electricity delivered to you from two wholesale power suppliers – which are also cooperatives. Eighty cents of every dollar you pay to the Cooperative is used to purchase power. The Cooperative operates the day-to-day business on the remaining 20¢.

The western portion of the Cooperative's service area operates within the electric grid called the Southwest Power Pool. South Plains Electric buys power for this area from Golden Spread Electric Cooperative headquartered in Amarillo, Texas. Golden Spread was organized in 1984 and has evolved into an electricity generator owning nearly 70 percent of the generation necessary to meet its members' needs. They have also built a diverse power supply portfolio consisting of a variety of fuels including wind, natural gas and coal.

The eastern portion of the Cooperative's service area buys its wholesale power from Brazos Electric Power Cooperative headquartered in Waco, Texas. Organized in 1941, this portion of our service area operates within a different power grid: the Electric Reliability Council of Texas.

Brazos Electric owns and operates three clean, natural gas-fired plants: Jack County, Johnson County and the R.W. Miller plant. These plants provide a reliable base power supply year round.

Another source of clean, cost-effective power for Brazos members comes from partial ownership in two coal-fired plants. The newest plant is Sandy Creek, near Riesel, Texas. San Miguel Electric Cooperative near Christine, Texas, has been operating since 1977. Both coal plants meet and exceed environmental standards for electricity production.



SOURCE: GRAY'S STUDIO

Golden Spread Panhandle Wind Ranch near Wildorado, Texas, supplies clean, renewable energy. The Wind Ranch consists of 34 wind turbine generators and is expected to generate as much as 350,000 megawatt hours of clean energy each year, the equivalent of the energy used by about 30,000 homes.



SOURCE: NEAL HINKLE PHOTOGRAPHY

Antelope Station, located in Abernathy, Texas, is a source of quick-start, natural gas-fired generation with 18 Wartsila reciprocating engine generators. Because the Wartsila engines start quickly, are fuel efficient and use little water, they are the perfect supplement to the intermittent wind produced from the Wind Ranch.



San Miguel Electric Cooperative uses lignite coal as its fuel source. The mining operation includes land reclamation that leaves the mined areas in pristine condition.

CAPITAL CREDITS

As a Cooperative member, you receive not only a needed service, but a benefit reserved for owners of a company – a return on your investment. This happens through capital credits.

Capital credits come from the money left over after all expenses are paid in a given year. At the end of the year, that money is credited to each member's account according to the amount of electricity purchased. Assigning and paying capital credits to members (instead of paying dividends to distant stockholders) is just part of the accountability your Cooperative offers you. More than \$28 million in cash has been returned to members over the years.



The first capital credit check was presented to the Cooperative's first member—Cooper Schools. In 1964, South Plains Electric presented a total of \$550,000 to members, and Cooper Schools received the first \$1,035.70. General Manager W.G. Newton (front row left) presents the check to Cooper Schools Board of Trustees President Ford Bell as other board members support the event.

REA OBLIGATIONS FULFILLED

The Cooperative is fiscally accountable. Although South Plains Electric used REA government loans to begin building, the last loan was paid off in 1997.

All loans were paid back on time or early and more than \$15 million in interest was paid to our government for the use of the funds. The Cooperative now borrows from the private sector as needed.



REA note burning sessions were satisfying events for Cooperative leaders. Pictured, from left, are: Mell Cherry, Paul Zuber, Alex Bednarz, Ed Merrell, Bobby Richey, Tommy Joines, Jim Roberts, and seated, R.D. McCallister.



The final REA loan payoff in 1997 was for \$13,124,742.23. Pictured, from left, are: Danny Stanton, Marvin Schoepf, R.D. McCallister, Clarence Kitten, Jim Roberts, and seated, Tommy Joines.

MORE VALUE ADDED

Everything we do every day revolves around you—our members. Proudly carry your Co-op Connections Membership Card to remind yourself of the role you play in this cooperative business.

Use your Co-op Connections card to receive discounts on prescriptions, dental, vision and chiropractic services, plus save at over 300 local businesses. Since the program launched in 2005, members have saved more than a half-million dollars on prescriptions!



Many of the Cooperative's first members only had a single light bulb and maybe one outlet for a radio installed in their homes. They were either afraid of using more electricity than they could pay for or just didn't know how to use this new service. Family time around the radio was common in the early days.



The electric circus, pictured above, was created to demonstrate and teach members how to put electricity to work for them. Help on the farm or in the home was available with electricity.

Today's emphasis is on energy efficiency—and South Plains Electric is still here to help. We offer energy-saving advice and tips in many different ways. We have booklets and brochures available for free, or you can go online to TogetherWeSave.com for pages and pages of useful, cost-effective tips.



SOURCE: THE NEXT GREATEST THING

A screenshot of the TogetherWeSave website. The website features a green header with the South Plains Electric Cooperative logo and the text "TOGETHERWESAVE". Below the header, there is a navigation menu with links for "Home", "Add Up Your Savings", "Share Your Story", "Energy Saving Finest", "Watch & Learn", "Energy Saving Applications", "Links & Resources", and "Contact Us". The main content area shows a 3D cutaway illustration of a house with yellow energy-saving icons overlaid on various parts of the house, such as the roof, windows, and appliances. To the right of the house, there is a list of energy-saving tips, each with a radio button next to it. At the bottom right, there is a "TOTAL SAVED: \$0" indicator.

MEMBER SERVICE IS A PRIORITY

Taking care of the everyday responsibilities is a highly-skilled workforce of 144 employees. These people are your friends and neighbors. They live and work in the local communities and are committed to providing superior service. Members give them credit for doing a great job. In fact, they earned a score of 88 in a recent survey of the American Customer Satisfaction Index. That's a whopping 12 points higher than investor-owned utilities scored.



Doing business face-to-face is part of the Cooperative's foundation. Even today, members have five local service offices available.

Above: Anne Price, left, helps Jenna Hightower make a payment.

Right: In 1963, South Plains Electric built the office off of I-27 in Lubbock. It's now the North District.



A drive-up window allow members to quickly do business without getting out of their vehicle.

Right: Jamie Ward processes a payment for Kerry Simmons.



Thousands of members continue to mail their payments monthly. Kayla Bateman is one of the member service representatives quickly processing checks daily.



Becky Wilson is in the office early to answer member calls.

If the virtual world is more to your liking, the Cooperative has an informative, interactive website. Online bill pay became available in 2000 and the current website offers a live chat feature.



Innovation

Innovation means finding cost-effective solutions for today's challenges. Once known as a rural electric cooperative, South Plains Electric Cooperative is now very diversified.

RESIDENTIAL

The Cooperative may have started out serving farms and homes dotted across the countryside, but today it serves a diverse, equal mix of loads including residential, irrigation, oil and commercial. Having a diverse, balanced mix of end-users helps the Cooperative to keep everyone's costs low.

Our residential members still include farms and ranches, but with the growth explosion in Southwest Lubbock, our residential load has grown by leaps and subdivisions. Since 2000, we have added nearly 9,000 residential lots in 40 subdivisions.



Robert Lueb prepares the new underground service on a Betenbough subdivision in Southwest Lubbock, pictured above.



The Trails, by Lubbock Land Company, pictured above, is a sharp contrast to the first subdivisions the Cooperative built. Buffalo Springs Lake, bottom left, and Lake Ransom Canyon, bottom right, were some of the first subdivisions for South Plains Electric.





IRRIGATION

Irrigation was a foundation for the early Cooperative and plays a vital role in the Cooperative's financial success today. Our local economy is still very dependent on its agricultural roots, and 25 percent of the Cooperative's revenue comes from irrigators.



OIL

Oil production was originally more predominant in our Gate City and Dickens service areas, but a recent surge in exploration has large fields popping up just east of Lubbock. Since 2005, the Cooperative's oil load has expanded by 6 percent.

Kevin Swaringen, right, climbs to make repairs in an oil field.



COMMERCIAL

The founding fathers were familiar with commercial services like the County Line General Store and probably never imagined serving Walmart. The Southwest Lubbock expansion includes not only residences, but also the commercial infrastructure to serve those people's needs. Now the Cooperative serves restaurants, hotels and strip malls. The Childress area is also seeing commercial expansion.



Above: Cooperative employee Jack Christian sits to the right of Tom Lesley as they do business on the porch of the County Line General Store. It's a sharp contrast to the Walmart stores the Cooperative serves today.



Janes Gravel is one of our oldest members. The business is still producing today.

Hotels are a common commercial service for the Cooperative in the Southwest Lubbock and Childress areas.



Hale Center Feedyard, owned by Cactus Feeders, represents some of our traditional agricultural commercial load.



Llano Estacado Winery is a different kind of commercial load and one of three wineries served by the Cooperative.

A VARIETY OF COOPERATIVE MEMBERS



The Comanche Springs Astronomy Campus, near Crowell, offers star gazing programs and other educational experiences.



South Plains Electric's eastern service area is well-known for many ranches, such as the Pitchfork.



Schools are an important part of our communities. Guthrie Common School District is proud of their new gymnasium.



Hunting leases earn extra revenue for the land owners and hunters set up camps on the property.

TECHNOLOGY

The largest expense for South Plains Electric is the infrastructure. The poles, wires, substations, utility trucks, computers, offices and financial assets add up to \$294 million. You're part owner of a solid business.

Being an early adopter of new technologies keeps your Cooperative reliable and cost effective as it grows. You may be surprised at the amount of technology used to meet your needs.

It starts at the very beginning of the building process. When a new service is requested, staking engineers use GPS (global positioning systems) to map out the exact location. As a matter of fact, the entire service area was assigned GPS coordinates back in 2006.



Jeremy Herring manages the GPS data from his desktop. Staking engineers and others can update system information wirelessly from the field.



Brad Swaffar uses a computer to wirelessly stake a new electric service using global positioning technologies.

DIGITAL MAPPING

Every piece of equipment owned by the Cooperative has a GPS coordinate and is easily accessible from computerized maps in the office and in the field. These computerized maps are more accurate and portable than the old paper maps of yesterday.



Ronald Todd accesses accurate, up-to-date system maps from a computer in his truck.



Frank Kilcrease worked on paper maps years ago. Computer technology has increased the Cooperative's efficiency while saving the members money.



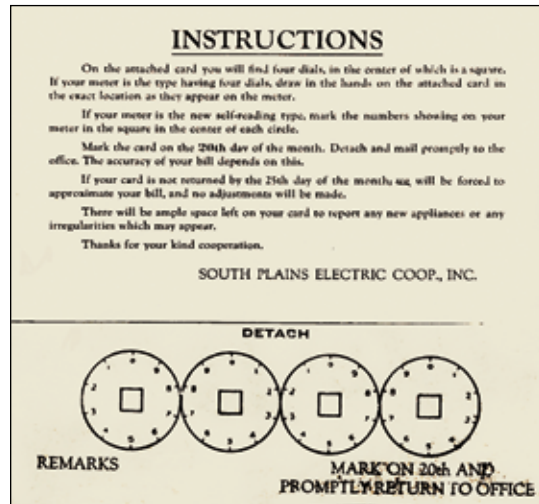
Filing cabinets full of work orders and system information have been replaced by computer servers. The Cooperative started out with an IBM system years ago, pictured left. George Ellis, right, inspects a modern server bank.

METER ACCURACY

To improve efficiency and accuracy in meter readings, the Cooperative began installing electronic meters in 1991. The Cooperative has slowly replaced all meters over the years and we are now at 100 percent coverage. These meters save members money by reducing labor expenses since they can be read automatically from the office. They also help the Cooperative manage outages quickly. They can detect outage problems and allow power restoration to be checked from the office. The two-way communication is via our power lines and is safe and reliable.



David Acuff, left, tests meters to insure accurate readings. It's a process that hasn't changed much in 75 years.



Meter reading postcards, like the one above from 1942, were used by members when they had to read their own meters.



South Plains Electric progressed from members reading their own meters to Cooperative personnel reading all meters monthly.



Today, modern residential meters are located in the alleys and are read remotely from the office, saving time and money. The two-way communication is via our power lines, and is safe and reliable.

SYSTEM RELIABILITY

Innovative, new technologies are incorporated into the infrastructure to help keep the lights on. There are 41 substations scattered across the service area to keep the power flowing reliably. Older substations are receiving makeovers while new substations are state-of-the-art. We have a team of employees specially trained to build, operate and maintain the substations.



The Cooperative installed a 7,500 KVA transformer at the Woodrow substation in 1966. The transformer had more power capacity than did the entire system in 1938.



System improvements are a never-ending task for the Cooperative. Eric Garza, left, works on upgrades at the Frenship substation.

OPERATIONS CENTER

The heart of our infrastructure is our Operations Center. It's hard to imagine managing the electric grid with paper maps that were slow to be updated and often had handwritten notes. Today, our Operations Center boasts 12 screens on a video wall which the system operator can use to display service maps, weather reports and news updates.

Samra Hill, right, has system maps and information at her fingertips and watches the local weather for potential problems. She communicates with the linemen in the field as they complete work orders and make repairs.



John Marcrem in an early operations center.

Line personnel, right, meet in the Operations Center to discuss the day's work. Using a wireless keyboard and mouse, they can control the video wall for additional information.



CONSTANT COMMUNICATION

Constant communication from the Operations Center to the linemen in the field is critically important—both for safety and efficiency. The distance and rough terrain make radio service challenging, but with a new system installed in 2011, communications are better than ever. System Operations can track and contact line crews working in the most remote sections of our service area.



Jeff Watson, left, communicates with the Operations Center via a hand-held radio from remote locations.



Tim Warren led the project to upgrade our radio communication system.

KEEPING THE LIGHTS ON

Keeping the lights on and costs low are mainstays for the Cooperative. Another vital part of meeting these goals is performing system maintenance. Poles, cross arms, wires and other equipment are subject to the forces of Mother Nature, animals and even hunters without good aim. Crews working maintenance go from pole to pole inspecting all of the hardware for damage or potential problems. This preventive maintenance keeps our number of outages to a minimum. The tools and methods may change, but the work remains the same.



Setting a pole. Both black and white photos to the right are from South Plains Electric.



In the past, all work had to be done by climbing. Today, a combination of climbing and buckets get the job done.



THE TOOLS AND METHODS
MAY CHANGE, BUT THE WORK
REMAINS THE SAME.



Matt Truax uses hand-eye coordination to operate the digger remotely. It looks like something from a game console, but the remote control device for the digger gives the operator precise control of the machine.

SAFETY FIRST

Maybe the most important use of innovation at the Cooperative is in protecting our linemen and keeping them safe. From fire retardant clothing to new fall arrest belts, the safety of our linemen is a top priority.

INSULATED GLOVES: Specially made rubber gloves provide insulation and protection from electric shock and burns. They are worn inside leather gloves that provide protection against cuts, punctures and abrasions.

FIRE-RETARDANT CLOTHING: Specially made shirts and jeans protect from hazards of high-temperature flash burns.

FALL-ARREST STRAP: This work-positioning strap will seize around the pole in the event the lineman slips while climbing, preventing a dangerous fall.

CLIMBERS: Usually made of aluminum, these strap on around the lineman's calves and ankles and allow him to climb wooden poles.

CLIMBING BOOTS: Specially made to allow protection and support while climbing poles.



HARD HAT: Provides insulated protection against electrical hazards and protects the head from blows and falling objects.

Joel Diaz, dressed in safety gear and commonly used tools.

EXTENDO STICK: A fiberglass stick - often capable of being extended to 40 feet in length - that allows a lineman to safely operate energized equipment and switches from the ground.

TOOL POUCH: Attached to the body belt, this pouch holds a number of hand tools such as screwdrivers, ratchet wrenches, pliers, etc.

GAFFS: The razor-sharp points on the climbers that penetrate the wood poles. The yellow covers shown here are used to prevent injury as well as protect the gaffs from damage.



Carlyle Stokes checks his rubber gloves for leaks and damage. Linemen check their gloves and other rubber goods daily.

Commitment to community

Commitment to community means understanding the needs of your community and aiding in its development. It's about doing what's good for your neighbor.

South Plains Electric invests tens of thousands of dollars annually into the local communities it serves. Most people don't realize this because the Cooperative doesn't seek event or title sponsorships to bring credit to the Cooperative. Instead, they invest smaller amounts to support hundreds of programs and services. And they touch members' lives in everyday ways.

The Cooperative supports member families by supporting local schools. The Cooperative gave Discovery Channel School educational materials to all fifth grade science teachers. The *Get Charged!* kits helped teachers with lessons on electricity and electrical safety. Super Energy Saver kits featuring CFL Charlie were given to all second grade teachers. These kits teach about electricity and energy efficiency.



The Cooperative has provided bookcovers to schools for years and still sends more than 20,000 bookcovers to schools each year.

CFL Charlie has become a learning mascot for kids. He helps teach about cooperatives, electricity, electrical safety and energy efficiency.

SCHOOL ATHLETIC PROGRAMS

South Plains Electric supports school athletic programs with field signs, booster club program ads and sports posters. Supporting high school Project Graduation drug-free programs also sends an important message to students — their Cooperative is looking out for them!



Cody Nelson makes a touchdown for the Lubbock-Cooper Pirates.



The Smyer baseball team made it to playoffs in 2012 for the first time in school history. Pictured on the fence, from left, are: Brennen Fowler and Xavier Lozano, and in front, from left, are: T.J. Escobedo and Tate Bartlett.



Little Leagues keep kids active year round and South Plains Electric has been a supporter for more than 60 years. Employees Bob Pierce and Joe Skidmore (standing back row left to right in old photo) provided leadership for this 1950s team. Employee Joel Diaz (standing far right in color pic) continues that tradition by leading his son's team. The Cooperative supports many different teams in different leagues. Keeping kids involved in athletics keeps them productive.





KIDS' SAFETY PROGRAMS

About 1,000 fourth graders are invited to the Lubbock, Spur and Childress local offices in May to celebrate National Electrical Safety month. South Plains Electric provides learning demonstrations on electricity, electrical safety and what a lineman does in his day-to-day duties. The students are treated to a hamburger picnic lunch to finish the day.

Bear Long, left, helps a student try on a body belt.



The Operation Round Up Teacher's Mini-Grant program makes \$500 grants available to help with unfunded classroom projects. Operation Round Up is a member-funded program that supports local communities.



South Plains Electric participates in a program called Ag in the Bag that teaches students about the origin of food and clothing. It's held for three days annually at the Texas Tech Livestock Arena with more than 1,200 students attending each year.



Twenty-three students received Operation Round Up scholarships for the 2012-2013 school year.

OPERATION ROUND UP SCHOLARSHIPS

Operation Round Up offers scholarships to high school seniors. More than 280 students have received scholarships over the years. Prior to Operation Round Up, South Plains Electric's scholarship program revolved around the Miss Rural Electrification Queen Contest. Today's scholarship program reaches a wider range of students and is based on academics, awards, school involvement and financial need.



The top three in the 1960 Miss Rural Electrification Queen Contest. Cornetta Burgett, center, of Shallowater, was crowned the 1960 Miss South Plains Electric. June Johnson, left, of Slaton, was the 1959 queen and state winner. Joey Andrews, right, of Lorenzo, was the 1960 runner up.

YOUTH TOUR

High school juniors and seniors can earn an all-expenses-paid trip to Washington, DC. The Cooperative has sponsored the Government-in-Action Youth Tour for 47 years and has sent 223 students on this trip of a lifetime.



The 2012 Youth Tour delegation, from left, was: Kelli Pittcock, Christopher Coulombe, Alexa-Rae Gist and Ozlyn Moore.



The 1966 Youth Tour delegation, from left, was: Vickey Dunagan, Glen Hunt, Jim Speer and Jean Ann Cannon.

4-H AND FFA PROGRAMS

Local 4-H and FFA programs are supported with banquet sponsorships and stock show donations. The Cooperative will never forget about its deep, historic relationship with agriculture. Students learn necessary life skills by being involved in these programs.



The Schaeffer brothers at the 1960 stock show.



Lauren and Wrye Akers, Abernathy, were able to go all the way to the Houston and San Antonio Shows with the Cooperative supporting the local show.



AND MUCH MORE!

The Cooperative partners with local organizations such as Texas Boys Ranch, Lubbock Children's Home, Women's Protective Services, South Plains Science Fair, Special Olympics, Boys and Girls Club, Big Brothers Big Sisters, American Red Cross and Cowboy Symposium. This is not a complete list, but it demonstrates our commitment to the local communities we serve.

South Plains Electric employees are personally involved in local community activities. Filling the requests of 75 families on a Salvation Army Angel Tree is just one example.

Integrity

Integrity means being honest, following through on promises and commitments. A business cannot operate with integrity if the people aren't committed to the value.

If it were not for the members, South Plains Electric would not have a reason to exist. If you receive electric service from the Cooperative, you are a member and an owner—not a customer. As a member-owner, you have responsibilities for the success and integrity of your electric Cooperative.

Instead of buying stock to become a part-owner of the cooperative business, you invest in South Plains Electric by purchasing electricity. You share in the Cooperative's success by receiving capital credits, a return on your investment based on the amount of electric service you used.

As a cooperative, South Plains Electric is 100 percent locally owned and controlled. Instead of having the money go to Wall Street or foreign investors, it stays right here in our hometown economy, creating jobs, keeping the lights on, building for the future and keeping the rates as low as possible.

You also have the right to vote for your local board of directors at the annual membership meeting. The people serving as your board of directors are members, just like you. They are business people who have agreed to give of their time and talents to lead and guide the Cooperative. They have the same passion for this Cooperative business as the founding members did 75 years ago. These people work for the best interests of all members, while keeping South Plains Electric financially and legally sound.

TWELVE LOCALLY-ELECTED MEMBERS SIT ON THE BOARD OF DIRECTORS



Tommy Joines, from Cotton Center, represents District 1 and currently serves as President. He has been farming for 60 years. Tommy has 32 years of electric cooperative board experience and has served on the Golden Spread Electric Cooperative Board for 26 years.



Danny Stanton, from Shallowater, represents District 2. He graduated from South Plains College, has been farming for 39 years and co-owns Stanton Fertilizer. He has 21 years of electric cooperative board experience.



Paul Zuber, from Petersburg, represents District 3 and serves as Secretary/Treasurer. He is a marketing representative for ARMtech Crop Insurance and has farmed for 45 years. Paul has been a South Plains Electric Director for 30 years.



Marvin Schoepf, from Lorenzo, represents District 4. He farms 5,500 acres in partnership with his sons, and has for 51 years. He has been on the electric cooperative board for 19 years and is a Credentialed Cooperative Director.



Bill Bednarz, from Slaton, represents District 6. He attended Texas Tech and has been working 1,100 acres for 49 years. Bill earned his Credentialed Cooperative Director certification in his first year on the board. He has served on the board for 10 years.



Benny Nixon, from Lubbock, represents District 8. He is a Texas Tech graduate and owns Commercial Property Services. He has served on the board for 25 years. He participated in the Chamber's Leadership Lubbock program and is a certified property manager through the National Association of Realtors.



Bobby Richey, from Wolfforth, represents District 5 and is Assistant Secretary/Treasurer. He has been farming in the Wolfforth area since 1960. He has been a South Plains Electric director for 30 years and served on the Frenship School Board for 13 years.



R.D. McCallister, from Acuff, represents District 7 and is Vice President. He attended Texas Tech and retired from farming after 52 years. He sold insurance for 32 years and still works part time for Germania. R.D. has served the membership for 43 years and is a Credentialed Cooperative Director.



Glenn Jones, from Kalgary, represents District 9. He is retired from the Texas Department of Criminal Justice. He represents South Plains Electric on the Brazos Electric Power Cooperative and San Miguel Electric Cooperative Boards. Glenn has a total of 30 years electric cooperative board experience and is a Credentialed Cooperative Director.



Bob Forbis, from Roaring Springs, represents District 10. He attended Texas Tech University and has been farming and ranching for 55 years. He has been an electric cooperative member for 57 years and has served a total of 31 years as a director. Bob is a Credentialed Cooperative Director.



Larry Browning, from Tell, represents District 11. He is a graduate of Tarleton State University and has been ranching for 30 years. He has served the Cooperative membership for four years.



Ken Harris, from Kirkland, represents District 12. He attended West Texas State University and has been farming for 38 years. He previously worked with Goodyear Tire and Rubber Company. He has a total of 19 years electric cooperative board experience.

ONLY FOUR GENERAL MANAGERS IN 75 YEARS AT SOUTH PLAINS ELECTRIC COOPERATIVE



W.G. Newton
Served from 1939—1980



J.C. Roberts
Served from 1980—2003
NRECA President from 1993—1995



James Driver
Served from 2003—2012



Dale Ancell
Began serving June 1, 2012

SEVEN MEN SERVED AS SOUTH PLAINS ELECTRIC COOPERATIVE'S FIRST BOARD OF DIRECTORS



S.S. Allcorn

From the New Deal community. Served from 1937 to 1958.



L.E. Countess

From the Idalou community. Served from 1937 to 1946.



W.M. Ross

From the Southwest Ward community.
Served from 1937 to 1940.



C.E. Lilley

From the Slaton community. Served from 1937 to 1948.



M.H. Vardeman

From Roosevelt. Served from 1937 to 1939.



A.B. Allen

From the Cooper community. Served from 1937 to 1939.



C.Z. Fine

From the Posey community. Served from 1937 to 1943.

Generations

Generations of family members have worked at South Plains Electric Cooperative and reflect the Cooperative's family atmosphere.



Garrick Hurst, left, was hired in 1997 as a meter tech and is now a substation lineman. His dad, Robert Hurst, started working at the Cooperative in 1962. Robert is pictured at right.



This late 1960s crew, right, was heading out to help repair storm damage in another part of the state. Pictured, from left to right, are: Al Pitts, Jimmy Patton, Billy Holmes, Bobby Beadles, Dwayne Preston, A.E. (Cowboy) Sears, Robert Hurst and Audie Tucker.



This was the outside crew in 1952. Pictured, from left to right, are: Bob Pierce, Joe Skidmore, Clede Ketchersid, H.A. Coach, Al Pitts, Ira Cottrel, Wiley Crump, A.E. (Cowboy) Sears, Gordon Pascall, Red Stephens and Glen Tucker.



Jimmy Ketchersid was hired in 1986 as a lineman and is now a foreman. His dad, Clede Ketchersid, worked for the Cooperative in the '40s and '50s. Clede is pictured left.

Remembering when

These Cooperative members share their memories of when the lights came on at their homes. We also have the honor of presenting memories from Myrtle Stringer, a current member and granddaughter of founding member, S.S. Allcorn.

Bug Dycus, Lorenzo

Bug Dycus was 11 years old when the REA brought power to Lorenzo. One of his stories involved his dad.

“When the REA program came, daddy liked it. And so did every farmer out here. But there were very few dollars. To get the REA off the ground, you had to have five bucks. Daddy, Clarence Lemons and Mr. Cherry would get in the car to visit people about signing up. They would say, ‘well, we just don’t have \$5.’ But they had four or five hogs out there; Daddy said to sell one. They had an extra old cow; sell her. And that’s how the REA got started. From the grassroots. I mean the deep grassroots, because \$5 was a lot of money.”



Harry Bob and Mary Martin, Spur

Harry Bob and Mary Martin both grew up in the Spur area. Harry Bob was 8 years old at the beginning of REA and Mary was 7 years old. These kids had similar memories.

Harry Bob—“It was a social event when the lights came on. I remember going up to my uncle’s house. They had wired his house last in the area. The REA boys came and turned it on. Everyone was in awe and excited. The house wiring ran from the round switch, up the wall to the porcelain light fixture.”

Mary—“After we got the electricity in the house, we got in trouble more times than once for turning the light switch on and off. Dad milked cows and we sold cream. After wiring the house, the next thing he did was to buy an electric cream separator. It was my job to separate the cream from the milk. To just flip that switch was awesome!”



Dana Morris, Childress

Dana Morris was only 3 years old, but remembers when the lights came on at her house because it coincided with the birth of her little sister and a secret.

“My mother was in the hospital to deliver my little sister. In the meantime, we’d been seeing the linemen coming. My dad took me, my brother and sister to the hospital. When we walked in, my mother looked around at them real excited and asked if the electricity was on yet—and they all said no. They had threatened me with my life if I’d tell her because it was to be a surprise. And so she looked down at me and said, ‘Dana, have we got the electricity in the house yet? You’d better tell me the truth or I’m gonna give you a spanking.’ I was more afraid of her than I was of them, so I spilled the beans and told her we had electricity.”



Myrtle Stringer, Lubbock

Myrtle Stringer is the granddaughter of S.S. Allcorn, a founding director of South Plains Electric Cooperative. She went to live with Allcorn in the New Deal area when she was 11 years old. Here’s what she remembers about his Cooperative work.

“My granddaddy got involved with the Cooperative because it was community interest and benefit. Anything that would help the community, he was for it and would help with it. And when he got started with it, he was just gung ho. He would leave sometimes when it was just barely daylight and it would be after dark when he came in. He wore out three cars visiting with people, trying to get them to pay their \$5 to sign up. After our house was wired and hooked up to the electric line, the electrician said, ‘Seth, this is your job now. You turn the switch on for the first time.’ So granddaddy turned it on and said ‘Whoop!’”



Dedicated



*To advance the position of agriculture,
to enrich the life of the community,
to free men and women of the
drudgery of the farm and home,
this Cooperative was organized and
built in cooperation with their
federal government by farmers
of the South Plains of Texas
to whom it supplies the limitless
service of electricity.*

From the 12th Annual Report to the Membership in 1950



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