

Keeping Pace

Special
Mid-Year
Meeting
Edition

August/September

Oregon Rural Electric Cooperative Association

Volume 3, Issue 6

Important ORECA Dates

August 20

West Oregon Electric
Annual Meeting—
Vernonia, OR

September 1

PPC Executive
Committee—
Sheraton Inn Portland
Airport

September 5

Labor Day—
ORECA office closed

September 6-7

PNGC Board Meeting—
PNGC, Portland, OR

September 7

ORECA GAC Meeting—
Portland, OR

September 7-9

NWPPA Board
Meeting—
Vancouver, WA

September 10

Surprise Valley
Electrification Annual
Meeting—
Cedarville, CA

September 10

Consumers Power,
Inc. Annual Meeting—
Philomath, OR



Industry, Political Heavyweights Headline ORECA Summer Meeting at Salishan

Oregon electric co-op leaders were treated to an A-list group of utility and political heavyweights at ORECA's recent mid-year meeting at Salishan.

Called by one cooperative as ORECA's "best meeting" in years, Oregon managers and directors heard from notables such as influential State Rep. **Vicki Berger** and NRECA's legendary CEO **Glenn English**.

BPA Administrator **Steve Wright** kicked off the meeting, covering territory from environmental redispach to market rates as a way to reduce the deficit. Wright also challenged ORECA to become more involved in some of the regional issues that have huge potential costs for consumers.

"These are big rocks up big hills," Wright said. "We need your involvement."

After a terrific introduction

by her husband, Jerry—a director at Salem Electric—Rep. Berger gave the attendees a "behind-the-scenes" look at the Oregon Legislature. The legislator was at the center of many of the session's signature achievements, and credited the unique governing structure.

"The co-speakership model worked amazingly well," she said.

English provided the keynote address, speaking on the importance of compromise in the political process.

"If we didn't have compromise, we wouldn't have the Constitution or the Declaration of Independence," he said.

English also commented on the importance of political involvement and on his legacy as an electric cooperative leader. He observed that while



Russell Green of Ruralite Services listens intently to NRECA CEO Glenn English.

the rural electric program was born in politics and will die in politics, he decided on one thing when he took over NRECA.

"Politics is not going to die on my watch," he said.

The afternoon session featured presentations by **Bob Moore**, respected Oregon pollster, and **Melissa Wilson**, a Youth Tour participant from Coos-Curry Electric Cooperative.



"If we didn't have compromise, we wouldn't have the Constitution."

—Glenn English



"The co-speakership model worked amazingly well."

—Rep. Vicki Berger



"These are big rocks up big hills. We need your involvement."

—Steve Wright

In the Arena

Highlighting your cooperative legislators

By Ted Case

During August, Rep. **Kevin Cameron** (R-HD 19) and his wife took a road trip to Mt. Rushmore—an inspiring excursion for an elected official who has photos of Washington and Lincoln on his office walls at the state capital.

While Rep. Cameron may not be leading a country in its infancy or embroiled in a Civil War, his colleagues have entrusted him with a daunting challenge. As House Republican leader, he is responsible for meeting the varied



Rep. Kevin Cameron

“He is a genuine man of integrity.”

—Rep. Jason Conger

needs of 29 other House Republicans in a frenetic legislative session.

If that’s not difficult enough, Cameron had to operate in a Noah’s Ark legislature, where there was two of everything: two speakers, two leaders and committees co-chaired by both Democrats and Republicans.

“A leader communicates and listens to his members,” Cameron said. “Leadership is attitude.”

This leadership paid off in an enviable legislative record that included a balanced budget without tax increases, school reform and a bipartisan redistricting plan.

Cameron’s mantra is “jobs, jobs, jobs,” and he believes the Legislature can do more to stimulate growth, particularly by addressing Oregon’s high capital gains tax.

For Cameron, this not an intellectual exercise. As a founder of a restaurant company, he has “signed both sides of a paycheck” and knows the challenges of running a business. “Kevin Cameron is one of the most ethical, caring members of the legislature,” said Rep. **Jason Conger** of Bend. “He is a genuine man of integrity.”

Kind of like those on Mt. Rushmore.



For the Good of the Order

Perspective from the ORECA president

As you may recall, in May I had the privilege of testifying before the House Water and Power Subcommittee on protecting our existing hydropower resources. By all accounts, the hearing was a major success for those who support hydropower. Since then I have kept a close eye on these issues in Washington, D.C., and have been pleased at what I’ve witnessed.

Recently, that same subcommittee held a hearing to promote new hydropower in the face of overly burdensome federal regulations and bureaucratic confusion. The hearing specifically focused on H.R. 795—a bipartisan bill aimed at generating hydropower on federal and non-federal canals and pipelines by

eliminating outdated and inflexible federal regulations.

The Chairman of the Resource Committee, Rep. **Doc Hastings**, shares our concerns about nominating American Rivers CEO **Rebecca Wodder** for a key administration post, based on her penchant for supporting the removal of dams.

While we still face a host of hydropower challenges, notably the Biological Opinion, I can see that this marvelous renewable resource is gaining respect. And you don’t need to testify before Congress to tell this story.

—**Roman Gillen**

Case in Point

I received something interesting in the mail the other day. It was a resolution from Salem Electric “expressing appreciation for the excellent ORECA mid-year meeting...” Now, while I think it is part of my job to put on interesting meetings, I certainly appreciated the kudos and the unconventional format.

As resident historian **Bob Speckman** told me when I called to thank him, “There was a time when co-ops did this.” Perhaps it is time to return to a throwback era when praise—or at the very least, civility—carried the day. High-minded discourse seems to be



out of vogue these days, particularly in the political arena. That’s unfortunate.

There is hope, however. As we heard from Rep. Vicki Berger at the summer meeting, the co-speakership in the Oregon Legislature worked brilliantly well, so Democrats and Republicans can co-exist.

I will remember Salem’s gesture when a friend does something praiseworthy. Recognition is important. And just as important, I resolve to remember that my opponent is not my enemy. They are, instead, a worthy adversary.

In Memoriam

Jerry Hollomon, Columbia Basin Electric Cooperative board member, died July 7, 2011. As a Columbia Basin board member for 25 years, Hollomon was the longest serving member and served most recently as secretary/treasurer.

"Jerry approached every issue with calm and reason," said Lori Anderson, Columbia Basin board president. "He was instrumental in approving our latest technical advancements. He was part of the team that brought us our current manager, Jerry Healy—a decision that has been such a success for our local cooperative. He has been a great board leader, mentor and friend."

Hollomon owned several local businesses and was active in local civic organizations, including as a volunteer firefighter, serving on the Heppner City

Council and as a founding member of the St. Patrick's Day Celebration.

"The things that he did were for the betterment of the community," said Jerry Healy, general manager of Columbia Basin Electric Cooperative. "He worked very hard with the Chamber to keep Main Street alive and businesses open. He always had a smile on his face."

Hollomon is survived by his wife, JoyceKay; a daughter; grandchildren, and a great grandchild. Memorial contributions can be made to the Heppner High School Athletic Program. A memorial service was held July 15, 2011, in Heppner.



Customer Service Shines Through: Randy Shipley, Arnett Industries

Profiling ORECA's Associate Members



In any conversation with **Randy Shipley** of Arnett Industries, it is quickly apparent that he can establish an immediate rapport with anyone. He peppers his conversations with insight, humor and laughter, which mirrors his strong emphasis on customer service.

Arnett Industries provides every type of technical fix for more than 500 electric utilities throughout North America—from hot-line tools and dielectric testing to investigating theft, fraud and unmetered services.

Arnett Industries is as distinctive for its customer service as it is for the quirkiness of its product names, such as "Mega Beast" and "Beast of Burden."

The fastest-growing area of business for Arnett Industries is tool repair, which doubled in sales in the last year. Safety is a constant for most companies, regardless of the economy, so Arnett Industries has been buffeted from the fluctuations that have

hit other companies during the recession. Business has increased in locating and testing bad connections and conductors for utilities.

As an Oregon State University technical journalism graduate, Shipley has worked in advertising, training and business development for the Western Energy Institute and the Northwest Public Power Association.

One trend Shipley has seen is that utilities are outsourcing more of their services. For Shipley, this fits well with his approach to business, treating customers who come through his door as if they were an employee.

Shipley's strategy for success has been to "do whatever it takes to make a customer happy, even if it costs extra to make it right."

This solid guarantee has translated into staying power for Shipley and Arnett Industries as a staunch supporter and partner of cooperative utilities.

—Lisa Logie

CFC Hosts Financial Workshop

A CFC Financial Workshop for Oregon electric cooperatives was held August 3-4, 2011, in Portland. The session was attended by CEOs and accounting/finance professionals from 12 Oregon cooperatives.

Participants heard from CFC staff on issues such as equity management and new approaches to ratemaking, including prepaid service and time-varying rates. There were also updates on how new accounting and tax regulations will affect electric cooperatives.

A highlight of the event was a reception and dinner with CFC Governor **Sheldon Petersen** who gave a Wall Street insider's perspective on the financial crisis in Washington, D.C.



Thank you all for joining us for
ORECA's mid-year meeting.



Top left: Bob Moore shares recent polling numbers on national issues, trends and elections.

Top right: Jerry Berger, board member with Salem Electric, introduces his wife, Rep. Vicki Berger.

Center: Claire Hobson, BPA, and Tom Irwin III and Bud Tracy, Blachly-Lane, have a chance to catch up.

Lower left: Jim Stubblefield, Columbia Power, and Randy Whitaker, Harney Electric, engage in an animated conversation.

Lower right: Like father, like son. Jack Case takes over the microphone at the ACRE golf banquet.