

## Time Marches On, But Our Mission Never Changes



**MESSAGE  
FROM  
MANAGER  
JERRY D.  
WILLIAMS**

Just like a roll of tissue, the end of this year will be here before you know it. The year of 2011, will be ... well, it will be new and offer a clean slate.

While 2010 was not as financially difficult for as many people as was 2009, it still presented abundant challenges both for ordinary folks and for businesses like Lamar Electric Cooperative.

Your cooperative, thanks to the hard work and dedication of its employees and the forward-thinking leadership of the board of directors, is meeting the challenges of this business climate.

In October, a new four-year construction work plan was completed and approved by the board. This plan was based on an in-depth engineering model of our entire electric system, with information from each account plugged in and future load growth projected. This allowed us to identify areas that need upgrading now and areas that will have to be upgraded in the very near future to maintain good voltage. Many circuits will be upgraded from 7,200 volts to 14,400 volts. With the larger wire and other upgrades, Lamar Electric will be poised for whatever challenges might come in 2011 or future years.

A 10-year, long-range construction work plan is nearing completion that will help us make sure the equipment we are adding now will fit into the long-term, big picture. Forecasting that far in advance is never perfect, but larger items such as substations take a long time to plan and construct. Next month we will start listing some of the first target areas.

The purpose for all this planning and upgrading of circuits is to make sure you have power when it's needed. Electricity is one of the very few items everyone expects to use as much as they want at any time they want it. It is just expected to be there when you turn on a switch. Folks add big-screen TVs, microwaves and all sorts of elec-

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tric gadgets, but you never hear of someone contacting their electric cooperative to give their projected needs for electricity. We're your neighbors, and we can handle it.

You see, the cooperative exists solely to fulfill one mission: to provide you the best possible electric service at the lowest possible cost. That's what all of us who work here—from the front desk to the tree trimmer, from engineering to accounting and everywhere in between—dedicate ourselves to, year in and year out.

As the new year nears, I'd like to

take this time to thank all of the employees at Lamar Electric. I've never seen a more dedicated group of people. All of them come to work each day with service to the co-op's members on their minds and the safety of themselves and their fellow workers foremost.

And I'd like to thank the members of the co-op's board of directors who have taken on the responsibility of running a multimillion-dollar utility. It takes a real commitment to keep up with the latest standards of this complex and fast-changing industry while making decisions that affect thousands of their fellow members.

I'd especially like to thank you, our member/owners, who make all of our

jobs possible. Thank you for your support and understanding when things don't go right; thank you for paying your bills on time, which keeps the cooperative financially strong; thank you for sharing your suggestions, compliments and complaints—they all help us do a better job for you; and thank you for your participation in our annual meetings.

Without you, there would be no cooperative.

As we say goodbye to 2010 and look ahead to 2011, let us hope it will be a banner year, for all of us.

LEARN ABOUT MEMBER BENEFITS ON OUR WEBSITE AT [WWW.LAMARELECTRIC.COOP](http://WWW.LAMARELECTRIC.COOP)

# MERRY CHRISTMAS

*and*

# HAPPY NEW YEAR

*from the Employees at Lamar Electric Cooperative*



## Front Office Employees

From left: Back row—Jerry Williams, Mike Davidson, Delayna McFadden, Rachael Whipkey, Marci Thompson, Laura Williams and Barry Murchison. Front row—Gretta Ashford, Tessi McFadden, Betty Wood, Marti Chumbley and Leslie Collard.

## Line Crew Employees

From left: Back row—George Scroggins and Jose Recendiz. Middle row—Ronnie Bridges, Danny Michael, Ryan Dean and Larry Bills. Front row—Wade Niblett, Michael Sorensen, Cody Jones, James Smith, Rayford Dodd, Drew Conder, Cory May, Rick Crump, Casey Martin, Will Armstrong, Jay Henry, Jerry Williams and Scott Sansom.



**Our offices will be closed December 23, 24 & 31  
in observance of the holidays.**



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## Get Your Chimney Ready for Cold Weather—and Santa

You empty the ashes and sweep your fireplace after every use to keep it safe and looking nice, right? But is it ready for Santa?

Your fireplace isn't really clean until you remove what you can't see: the creosote, soot, ashes, dust, leaves and even birds that are stuck in the flue and chimney.

Unless you want Santa to scrape off the flaky mess with his big belly on his way down the chimney on Christmas Eve, you'd better get the job done before he arrives.

If you do, you'll have a clean, safe chimney and fireplace to sit around with company during the holidays.

Unless you're already finished with your shopping, baking, wrapping, mailing and card writing, you might want to hire a professional chimney sweep to do this time-consuming and messy job. That will cost you \$100 or so.

Why bother? When smoke from your fireplace goes up the chimney, some of it condenses into soot and tar in the flue, which is the chimney's inner surface. That creosote builds up over time, and it's highly flammable.

Keeping your chimney clean will help Santa slide down it worry-free. And it will help your family enjoy celebrating the holidays around a dancing fire—also worry-free.

## COUNTRY CORNER EVENTS

**2** Christmas Tree Lighting in Downtown Roxton at 6:30 p.m.

**3** "Cruisin on the Plaza"—6 p.m. to 8 p.m. in downtown Paris on the square. Bring your lawn chairs and enjoy classic cars, fellowship and music.

**3-4** "Christmas in Fair Park" at Paris-Lamar County Fairgrounds. Friday 4 p.m. to 8 p.m.; Saturday 9 a.m. to 4 p.m. For more information, call (903) 785-7971 or visit [www.rrvfair.com](http://www.rrvfair.com).

**3-4 & 10-11** 5th Annual "Holiday in Paris" Christmas Extravaganza in downtown Paris. For more information, call (903) 784-2501 or 1-800-727-4789 or visit [www.holidayinparistexas.com](http://www.holidayinparistexas.com).

**3-5 & 10-12** Paris Community Theatre presents "A Christmas Carol"—7:30 p.m.

**4** The Paris Evening Parade, "A Whimsical Christmas," beginning at 6 p.m. For more information, call (903) 784-2501.

**4** Honey Grove Christmas on the Square, "Deck the Square" tree-lighting ceremony and parade

**4** Clarksville Christmas Parade & Lighting of the Square, beginning at 5:30 p.m.

**4** Clarksville Chamber of Commerce Chili & Stew Supper, at Presbyterian Church starting after the parade. Tickets \$5.

**4** Avery Christmas Parade—No other information provided

**4** Detroit Christmas Parade—No other information provided

**4** Cooper Christmas Parade. For information, call (903) 395-4314.

**7** "Carols & Candlelight" presented by the PJC Chorale & Chamber Singers at Deshong Chapel at 7:30 p.m.

**23-24** Christmas Holiday (Lamar Electric will be closed.)

**31** New Year's Holiday (Lamar Electric will be closed.)

*If you have any events that you would like listed for Delta, Lamar or Red River counties, please contact Marci Thompson. Information must be submitted two months in advance for the magazine. E-mail [marci@lamarelectric.coop](mailto:marci@lamarelectric.coop) or call (903) 783-4911.*



When decorating, remember that outdoor "icicle" lights use more energy because they have more bulbs per linear foot than regular light strands. Consider using regular strands of energy-saving LED lights. They use less electricity and last up to 100,000 hours.



1485 North Main St.  
P.O. Box 580 • Paris, TX 75461  
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For general information and outages after hours, call (903) 784-4303 local or 1-800-782-9010 toll-free

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Lyle Yoder ..... Pattonville

**YOUR "LOCAL PAGES"**

This section of Texas Co-op Power magazine is produced by LEC each month to provide you with information about current events, safety, special programs and other activities of the cooperative. If you have any comments or suggestions, please contact the local office.

**MEMBER BENEFITS:**

- Level billing
- Automated meter reading
- Free bank draft service
- E-Bill
- Visa and MasterCard accepted

**NEW SPRING 2011 CONTEST!**

**TEXAS CO-OP POWER**  
**CO-OP TEENS POWER TEXAS**

**SHOOT  
A VIDEO  
AND WIN  
\$1500!**

**HIGH SCHOOL STUDENTS:** Make your own YouTube video, and you could win a cash prize!

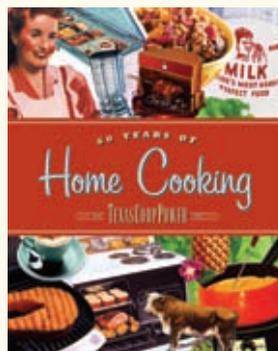
**TEACHERS:** You could win \$1000 for your school by sponsoring the grand prizewinner.

For full details, go to [www.TexasCoopPower.com](http://www.TexasCoopPower.com)

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