



Your Touchstone Energy® Cooperative 

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CA-39

Manager's Message

Dear Members:

PSREC joined Anza Electric Cooperative, Surprise Valley Electrification Corp. and Golden State Power Cooperative—our statewide association—in Washington, D.C., the last week of April at the National Rural Electric Cooperative Association Legislative Conference.

We discussed important issues that could affect our member-owners here in California and electric cooperatives across the nation. We met with senior energy staffers from 43 California districts and both California senators. There are not many electric cooperatives in California, and it is easy for us to get overlooked as key issues are brought up.

We are also carefully watching California's and Nevada's legislative and regulatory processes relating to renewable energy and electricity procurement. We are supportive of renewable energy efforts, but the complexity of the rules gives us great concern that the goals laid out for electric utilities will drive rate increases.

We are engaged in the process and will keep you informed.

PSREC Celebrating 80 Years

2017 marks 80 years since Plumas-Sierra Rural Electric Cooperative was incorporated. Plumas-Sierra came directly from the need of the local communities. For-profit utilities didn't want to invest in extending service to the smaller towns, ranches and farms in the region.

In the 1930s, only 10 percent of the farms in the United States had central station electrical power. The United States and the world were mired in the Great Depression. Franklin D. Roosevelt owned a rural retreat in Georgia, and was stunned to find that power was much more expensive in rural areas than at his home in New York, if it was available at all.

FDR's Administration was able to get the Rural Electrification Act passed in 1936 as part of the New Deal. Rural residents could form their own cooperatives and rural electrification launched across the country. The Rural Electrification

Administration provided federal loans, expertise, and regulations for the installation of electrical distribution systems to serve isolated rural areas of the U.S. such as the portions of Lassen, Plumas, Sierra and Washoe counties served by Plumas-Sierra.

Rural electrification would have taken far longer, and rural America never would have seen the growth it did without direct intervention of the federal government. At the same time, rural electrification never would have worked if communities hadn't banded together and formed cooperatives to control their own future.

PSREC was born out of the need of its local communities. We have changed with the times, offering increasingly more reliable power, and diverse sources of that power. We've also expanded into telecommunications to once again improve the quality of life in our region.

PSREC provides reliable, affordable electric service to our member-owners, and we will continue to do so for years to come. We are proud to be part of the communities we serve and to enhance the lives of our members with services such as high-speed internet, which would not otherwise be available.

Telecommunications

By the time this gets to print, we should be beta testing the coax systems in Portola and more of Quincy. If you haven't already contacted us to get on the interest list, please call (800) 221-3474 or visit our website at www.pst.coop. PST offers speeds of up to 20 megabits per second, with no data caps, for coax and wireless service and virtually unlimited speeds for fiber optics.

If you have any questions, please contact me at (800) 555-2207 ext. 6076 or email me at bmarshall@psrec.coop.

Sincerely,

Bob Marshall
General Manager