



# Co-op News from Wyrulec Company

Your Touchstone Energy® Cooperatives   
The power of human connections

December 2010



Merry Christmas to you and yours  
from the board and staff of Wyrulec Company

### How to reach us

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### Board of Directors

- Dewey Hageman  
*President*
- Julie Kilty  
*Vice President*
- F.E. "Wally" Wolski  
*Secretary*
- Brent Mullock  
*Treasurer*
- Jack Preston  
*Assistant Secretary*
- Diane M Bonde

### General Manager

Rollie Miller

### Senior Staff

- Joe Kinnan  
*Operations Manager*
- Cindy Potter  
*Office Manager*

### From your manager



Miller

### Short member survey

Thank you to all who sent in the short member survey this last month. I was amazed at the number of members who took the time to provide us with this valuable information. We will publish the names of those who were the winners of the \$50 bill credit next month. We will also publish the specific results of the survey and propose changes to the board on our operations based on your input. Again, thank you for supplying this valuable information. Several questions were posed about the need for a "code name" on your accounts. Briefly, this is necessary to keep confidential your information on your specific account. We are required by the Federal Trade Commission (FTC) to protect member information and identify "red flags" where this information could be compromised. With a code name you provide on your account we can make changes over the phone and remain compliant with the FTC ruling.

### WANG update

I have reported the last few months in this forum the ongoing electrical plant improvements needed to serve the Wyoming National Guard in the North Training Area north of Guernsey. By the time you read this, all of the work should be completed on the training area itself north of Hartville and the three-phase overhead line from our Whipple Substation located along Hwy. 26 just east of Guernsey to the North Training Area will be about one-half completed. The total cost of the project was estimated at just over \$3 million and is being paid entirely by the Wyoming

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**Celebrate 75 years  
of cooperative service  
at the  
Wyrulec Company Annual Meeting  
March 27, 2011**



Dick R Gosselin

### From your manager

*Continued from previous page*  
National Guard. Although the line is being built to serve primarily the North Training Area, the members located along the route—including the Town of Hartville—will also benefit. The reliability of service in the area will be enhanced with these new facilities.

### Office, shop, warehouse

Our current facilities were constructed in the 1950's and are in need of significant upgrades and repairs. The board has been look-

ing at proposals for at least the last three years and recently signed a purchase agreement for eight acres of land directly behind and adjacent to our poleyard along Highway 26. We are in the process of evaluating and securing financing options for the proposed new facilities and Baker and Associates is finalizing the building and property layout drawings. With financing at near record lows and contractors looking for work, the timing appears to be right. I will keep you informed of our progress.

### 75th Anniversary

The Wyrulec Company Annual Meeting scheduled for March 29th will be our 75th. \*Loren J Baker\* We are making preparations to make it a milestone event.

If you have photographs, memorabilia, or historical information about the early years of Wyrulec Company or the greater Goshen and Banner County communities in the 1930s and 1940s, please call me at 307-837-2225 or on my mobile at 307-575-2435.

*This article was printed in the December 1959 issue of the Wyoming Rural Electric News.*

*We've been looking back at Wyrulec Company's history for a few months. Although this article isn't specifically about the greater Goshen County community, part of its message is still relevant. And even what's no longer relevant remains interesting from a variety of perspectives.*

*Today, some abandoned properties are being remodeled into new uses. Some communities are renewing their faith in both the Higher Power and neighbors. "Experience" is now wrapped in a layer of technological and communications*

*prowess that makes some values a far different task to detect than they once were. \*Gene E Hill\* In addition, rural citizens can contribute to, belong to, even lead a cornucopia of far-flung electronic communities they once lived too far from to even know about.*

*This holiday season, we hope you can remember times past with fondness even as you look forward to new developments within your co-op and your community. Wyrulec Company will continue to be part of an efficient, effective, sustaining future for the people of western Nebraska and eastern Wyoming.*

### The Word from Washington

# Face of rural America rapidly changing as non-farmers move in

By JAY RICHTER

WASHINGTON—The rural community of Xville, about 1,000 miles or so from here, has a hard choice: to face up to radical change or die on the vine.

The young people are leaving fast. Boys from the area have often gone to the city after finishing high school, but lately they seem to be moving out faster than ever. Men between 20 and 45 are getting to be

scarcer in the community than old-fashioned hand churns.

There are other plain signs for those who want to read them.

Two crossroads churches where generations of people were married and buried now stand empty and abandoned; the congregation of a third is talking seriously about giving up.

The storekeepers complain that business is not



## Face of rural America rapidly changing

what it used to be.

Out in the country, there are fewer farms than there were just five years ago. The 120 acres of the old Harper place are being farmed by Giff Jones next door on lease, and a lawyer who commutes to work in the city 45 miles away is renting the Harper house. There are a few places up and down the road where nobody has moved in to replace the people who got out of farming.

By and large the community is being repopulated with people who do not yet have roots in it. Many are city workers who want to live in a rural setting; most of the others came in to farm two or three acres around the house on a part-time basis.

Every once in a while somebody gets up at the monthly meeting of the farmer-businessman club—the attendance is noticeably smaller than it was five years ago—and says that something should be done.

But things keep drifting along. There is talk now of closing the high school and taking the kids by bus to a big consolidated school 20 miles away.

### Whose community is this?

Maybe, in some part, it's yours. Xville is not a real town, and cannot be found on any map. We invented it to use as the background for a picture of the changes taking place daily on the face of rural America. There is a fundamental kind of reality to Xville.

Some or all of its problems can be found in thousands of rural communities all across the nation. In this sense, millions of Americans live in Xville. Your community probably shares at least some of its troubles, and opportunities.

These communities are faced right now with decisions that were academic 5 or 10 years ago. What to do about zoning, how to build new roads and suburbs with the least harm to good farms, how to head off suicidal sniping between a raft of PTA's, women's clubs, and new special-interest groups of all sorts.

### Nobody doubts these days that rural America is changing

Government researchers and officials in Washington make an observation that is obvious but nonetheless true: namely, that the people who get along best in the future will be those who learn about the rapid

changes which are taking place, and prepare for them.

Farming, for one thing, will become more competitive, reports Extension official Phillip Aylesworth in an important new report.

The technological revolution in agriculture is not over. We're just in the middle of it. We'll see more mechanization, more integration of agriculture and business.

Experts tell us that anyone who expects our fast-growing population to catch up with our ability to produce farm products in the next few years is dreaming. For as far ahead as anyone can see right now, the productive ability of the fast-shrinking number of farmers will grow faster than our domestic market.

Sure, production costs may come down with growing efficiency. But many of Washington's best-informed farm observers don't believe costs will fall as fast as the level of farm prices.

### You can bank on this

The cost-price squeeze we call "the farm problem" is with us for some time to come.

And here's something else you can bank on in planning for the future. Most people who bring services like electricity, telephones, and general supplies to rural areas in the future will be dealing with what the experts here are calling "mixed income" communities.

There Xvilles of the future already exist in many places. They are and will be a completely different kind of community in which to live and do business than the communities in which most middle-aged rural Americans grew up.

### Some who live in these new communities will be farmers

But the farmers won't dominate as they used to. In most cases, even in "good" farming areas, the farmers will be outnumbered by their countryside neighbors who live on the land but earn all or most of their income by other means.

America's rural areas as a whole already contain a majority of non-farm people, according to Dr. Kenneth L. Bachman, a USDA economist who has been studying changing needs of farmers. "Many a rural community," Bachman points out, "is now a veritable melting pot of diverse occupations."

## Face of rural America rapidly changing

You're going to see a lot more industry in rural areas. Where this industry goes depends on a number of things including water supplies and power. Rural power systems ready and able to serve industrial growth will be one of the keys to a solid prosperity base for tomorrow's rural communities.

### Local gov'ts are facing change, too

The rural communities of today are demanding more expensive services in fields like health, education, and libraries. The pressure for making these costly services fully equal to what's available in cities will grow more, not less. And the Xvilles of tomorrow just won't be able to pay for these services out of the real estate taxes that have been their main source of income in the past. Small towns and rural counties will have to find new tax sources, perhaps with the help of the federal government.

How much is the federal government doing to help rural America adjust to and plan for the changes that are going on?

### The best that can be said is that the Admin. knows the problem is there

The Rural Development Program, designed to help with this shift to the future as well as to improve the lot of low-income farmers, was recently given formal government status. President Eisenhower issued an Executive Order setting up the National Committee for Rural Development, and USDA plans to hire a full-time director for the program.

The list of agencies involved in the program and their assignments shows there's no lack of understanding of the challenges facing rural communities.

Aside from USDA agencies, there's the Labor Department. It's responsible for spurring job-training programs in rural areas. The Small Business Administration has begun making more loans in small towns and rural areas. The Commerce Department says it is

offering helpful advice to business and industry through its Office of Area Development.

### The trouble with this ambitious-sounding outline...

...is that too much of it exists in government statements and not enough in the form of real work.

The Rural Development Program is underway on a "pilot" scale in 30 states. But the Administration officials have not shown the imagination wanted to meet the challenge nor really put their backs into the job. They have largely relied, instead, on homely philosophy, and repeated appeals to local groups to do the job by themselves.

"State and Federal government agencies are ready to help—but private citizens should take the lead," says Undersecretary of Agriculture True D. Morse.

Few will quarrel with the idea that local people should do all that they can, should take the leadership in working out their destiny. But a good many leaders here believe the local people are not getting the government services they need to get the job done.

## You could win a prize!

We've remodeled our website

[www.wyrulec.com](http://www.wyrulec.com)

Jam-packed with interesting information, you'll want to check it out for rate information, safety tips, fun activities to help kids learn about electricity, and lots more.

If you print the puzzle, fill it out correctly, and are among the 1st 10 to bring it to the office, we'll give you a CFL. Free!

### ❁ Be more efficient this Christmas ❁

We have CFLs in stock that are 100-watt replacements. They will fit into any light fixture rated over 23 watts (anywhere a 60- to 100-watt incandescent bulb is now). They operate at 23 watts but provide joyous holiday lighting equal to a 100-watt incandescent. They are \$1.00 each.

### Bright and sparkly

Each month, we hide the names of five members, one from each district, in this newsletter. If you see your name this month, there's no need to light a candle, we're giving you a \$25 bill credit.