



*"The Power of Friendly Service"*

**Primary Sponsor**



LaDel Laub, CEO

Dixie Escalante Electric is proud to be the primary sponsor of the Kite Festival for the 10th consecutive year. The Kite Festival has been a great community event that has involved thousands of participants and has benefited thousands of youth through the associated reading program. The employees of Dixie Escalante Electric collectively donate a great deal of time to the Kite Festival and view it as a means of giving something back to the community. We appreciate the large number of sponsors, the many volunteers, and the steering committee for their dedicated support of the Kite Festival.

Dixie Escalante Electric is an electric cooperative providing electric Utility services to approximately 14,000 customers in Southern Utah and Northern Arizona. Dixie Escalante Electric is head quartered in Beryl, north of St. George, but also has an office in Bloomington. The mission of Dixie Escalante Electric is to be the preferred provider of utility services in Southern Utah and Northern Arizona. Dixie Escalante Electric was formed when three separate rural electric cooperatives, Escalante Valley Rural Electric Association, Littlefield Rural Electric Association and Dixie Rural Electric Association, merged into one strong entity. R. Leon Bowler was hired in 1953 as a lineman for Escalante Valley REA and in a very short time was asked to be the General Manager at the age of 23. Leon has been a very successful manager and was instrumental in the positive growth experienced by the cooperative over the years and retired April 1, 2008 after 55 years in the electric utility business. LaDel Laub was hired in 1992 in the accounting department and was later promoted to Assistant General Manager. He was appointed the new General Manager of Dixie Escalante Electric by the Board of Directors to skillfully direct the continual growth of the cooperative. Dixie Escalante Electric operates as an electric cooperative. All co-ops are businesses with open and voluntary membership. The owners, users, and controllers are one and the same. Co-op members are allowed a voice through the election of members who serve on the board of directors. Margins or profits that remain over and above the cost of actually delivering the service to Dixie Escalante Electric customers are allocated back to the members. These allocated margins (called "patronage capital" or "capital credits") are returned to the patrons who provided the capital when the Board of Directors determines it is

financially feasible. Dixie Escalante Electric is a part of a large network of organizations that build strength and viability. These entities include Deseret Power, the Cooperative Finance Cooperation, Utah Rural Electric Association, and the National Rural Electric Cooperative Association. Deseret Power is owned by and supplies wholesale power to six electric cooperatives including Dixie Escalante Electric. Deseret Power owns the coal mine and railroad system that supplies coal to the power plant. As a result, wholesale supply rates for Dixie Escalante Electric remain very stable. Dixie Escalante Electric has been a very active participant and supporter in the communities that it serves. Dixie Escalante Electric contributes several thousands of dollars in property taxes and sales taxes each year that help to sustain and build the community and local schools. Dixie Escalante Electric also contributes energy/franchise taxes to the cities in which it operates. Dixie Escalante Electric has supported the Washington County Economic Development Council, development of the new Fort Pierce Industrial Park, Habitat for Humanity, Geothermal Heat Pumps in local schools, and an annual Youth Leadership Training Program. Because Dixie Escalante Electric is a cooperative it does things a little differently than other utilities. For example, it does not generate money to keep stock holders happy; members of the co-op just want to warm their homes and turn the lights on when it gets dark, same as you. As a result, Dixie Escalante Electric does not inflate electrical costs. Dixie Escalante Electric co-op members get electricity at the lowest possible rate, with the highest levels of service. In fact, Dixie Escalante Electric has the lowest electric rates in the entire State and Region for that matter.