

SWRE POWER SOURCE

A Supplement to Oklahoma Living

SHAPING OUR ENERGY FUTURE THROUGH INNOVATION

The energy industry is currently undergoing significant change driven by technology and the transition to more sustainable forms of energy. Innovation is essential to keep up and ensure a continuous, reliable and affordable power supply.

Electric co-ops are no strangers to adapting to the needs of the local communities we serve. SWRE has always leaned into change as we explore new ways to meet your energy needs.

ADVANCED TECHNOLOGIES

Investing in smarter technologies enhances the monitoring and control of electricity flow, so we can respond swiftly to changing needs.

Smart electric meters remotely collect data on where electricity is being used. This helps in promptly prioritizing and dispatching crews during an outage, reducing restoration time during weather-related disruptions. Even before adverse weather is here, advanced analytics from our systems, combined with data on weather patterns and other information, allow us to be proactive in taking preventative measures to shore up our system.

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WIRED FOR SERVICE.

We thank electrical
lineworkers for their
commitment to
powering our local
communities.

LINEWORKER
APPRECIATION DAY

APRIL 14, 2025

In the quiet hours before dawn breaks, while many of us are still nestled in our beds, lineworkers begin their day, often clad in flame-resistant clothing, safety goggles, rubber gloves and thick, heavy boots.

They are the individuals who epitomize dedication to service in its purest form. As we celebrate Lineworker Appreciation Day on April 14, this is an important moment to reflect on the essential role they play in our daily lives.

Amid towering utility poles and power lines, lineworkers exhibit a strength that goes far beyond the physical. Whether battling inclement weather, troubleshooting technical problems or navigating treacherous heights, lineworkers demonstrate resilience and a quiet determination to keep our lights on, our homes comfortable, and our communities connected.

SWRE crews travel across our eleven-county service territory, building, maintaining and repairing parts of our local system. Their extraordinary skills ensure our homes remain connected to the grid, businesses stay operational, and emergency services remain accessible—a lifeline that connects us all.

In moments of crisis, when the lights go out and we find ourselves in the dark, lineworkers emerge as beacons of hope. Their swift response restores normalcy, offering reassurance in times of uncertainty. Whether repairing storm-ravaged power lines or ensuring continuity during emergencies, their unwavering commitment illuminates life when we need it most.

SWRE lineworkers also answer the call beyond the boundaries of home. Our crews travel to fellow co-ops, near or far, when widespread outages occur and additional support is needed. Cooperation among cooperatives is one of our seven guiding principles, and no one embodies this core commitment better than lineworkers.

This month, as we celebrate the remarkable men and women who ensure reliable power, let's recognize their unwavering dedication to the local communities they serve.

The next time you flip a switch, please take a moment to remember those who make it possible—lineworkers, who are wired for service and dedicated to illuminating life.

GOLF SCRAMBLE

APRIL 25 • 9 A.M. START

RIVER CREEK IN BURKBURNETT, TX

\$600 TEAM ENTRY

4-MAN TEAM • 18 HOLE COURSE

LUNCH PROVIDED

MULLIGANS (LIMIT 2) \$10/PLAYER

PRIZES

DOOR PRIZES

1ST & 2ND PLACE TEAM (2 FLIGHTS)

LONGEST DRIVE MEN & WOMEN

CLOSEST TO THE PIN MEN & WOMEN

ENTER TO WIN

DRIVER RAFFLE

\$10/TICKET

YETI COOLER RAFFLE

\$10/TICKET

SPONSORSHIP LEVELS

ALL PROCEEDS BENEFIT SOUTHWEST RURAL ELECTRIC COMMUNITIES

PLATINUM SPONSORSHIP - \$1,000

LARGE PROMINENT BANNER + TEAM ENTRY

GOLD SPONSORSHIP - \$500

SPONSOR SIGN FEATURED ON THE GREENS

SILVER PRIZE SPONSOR - \$250

RECOGNITION FOR CASH PRIZES OR OTHER GIVEAWAYS AWARDED

CONTACT SWRE'S MARKETING DEPT. TO CUSTOMIZE A PACKAGE AT 1-800-256-7973

SCAN THE QR CODE TO
REGISTER A TEAM
OR BECOME A SPONSOR



SWRE.COM/ORU-GOLF

ACCEPTING THE FIRST 20 TEAMS!



SHAPING OUR ENERGY FUTURE...

(continued from front page)

INCREASED ENERGY USE

We depend on electricity more than ever before. Important products such as vehicles, farming equipment, and home heating options increasingly run on electricity.

As interest in electric vehicles grows, SWRE is available to help our members make informed decisions about EVs, including electric charging options and capacity requirements for the home.

Automakers are expected to transform many new vehicles to electric-only models in the next 10 years. Like all electric providers, we must plan now to have the necessary infrastructure in place to meet future EV charging needs—without jeopardizing the ability to provide reliable power.

Additionally, we're exploring innovative technologies like large-scale batteries and new community solar projects to help address the increasing demand for electricity.

COOPERATION AMONG COOPERATIVES

You may not realize it, but SWRE is part of a network of 900 electric co-ops nationwide. While we're locally owned by you, the members of the co-op, we also have the advantage of working with co-ops across the country to share ideas and leverage innovations our colleagues may have tried out first.

As cooperatives, we're collaborators instead of competitors—a unique aspect of our business model—and we're stronger because of it.

Our energy future will look different than it has in the past, but SWRE is prepared to adapt for the members we serve. Our mission and commitment to you remain steady—to provide reliable power at a price local families and businesses can afford.

Southwest Rural Electric

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Bill Pay Options:

24/7 Bill Pay: 1-855-940-3943
SmartHub App or SWRE.com

Outage Reports:

24/7 Hotline: 1-833-590-0353
SmartHub App

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WE'RE PROUD TO POWER YOU.