



**Happy Mardi Gras**

**PC Electric** will be closed on Tuesday, February 13 for the Mardi Gras holiday. A dispatcher will be on duty if there is an emergency or power outage.

**PC Electric**  
www.pcemc.org  
225-638-3751 or 800-738-7232

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PC Electric is an equal opportunity provider and employer.

**PC Electric News**  **PC Electric**

Myron A. Lambert, Manager  
Jimmy Ewing, President  
PC Electric  
P.O. Box 160, New Roads, LA 70760 (638-3751)  
www.pcemc.org

**Introducing PC Electric:**  
**New brand reflects new emphasis on growth and service**

PC Electric is poised for new growth in the near future and beyond, according to General Manager Myron Lambert.

Speaking at the co-op's 79th Annual Meeting at the Scott Civic Center in New Roads, Lambert said PC Electric is positioning itself to expand its power delivery system and become an even greater contributor to the regional economic engine.

Lambert announced that the co-op is re-branding itself from Pointe Coupee Electric to PC Electric in an effort to reflect the organization's re-emphasis on service reliability and growth.

Part of the strategy, he said, is an effort to draw more attention to the organization that is committed to improving the quality of life for all who reside within its service area. He noted that on a national scale, awareness of the mission and role of electric cooperatives is down, especially among the younger population.

"A lot of people don't really know much about co-ops, who we are, what we do, and why we do it. Some people don't even know they're a member of a co-op," he said. "So, we're introducing a new logo and a new branding concept. You can see it on our trucks, on your bill, in our office and on signs throughout the community. It's the same great co-op that we've had for nearly 80 years, but we're adopting a new attitude about growth and service."

As part of the campaign, Lambert mentioned that PC Electric has also launched a new website where members can pay their bills online and receive other timely, useful information. He noted that the co-op is working on acquiring new loads, including a new subdivision in Pointe Coupee Parish and a new school in West Baton Rouge Parish. (Acct. No. 353200)

"We want to be an integral part of business expansion and economic development in each of the three parishes we serve and throughout our region," he said.

Lambert concluded his remarks by thanking "our employees, the men and women who put in long hours and work hard to keep the lights on and deliver low-cost affordable power to our homes and businesses."

He also thanked the members for their participation at the Annual Meeting and board members for their leadership. Board members who returned unopposed were Al Ewing, District 1, and Chris Settoon, District 7.

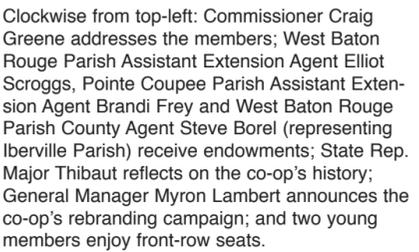
Lambert and Settoon made a special presentation to Settoon's father, Irvin Settoon, who represented the members of District 7 for 39 years before retiring last year.

"Mr. Irvin exemplifies what it means to be a leader, a good family man and someone who cares about his community, his faith and his neighbors," Lambert said. "It's an honor to recognize him today and all the great work he has done in the past."

The meeting began with an invocation from Marvin Dixon, who was later commended for his 40 years of service. Other employees recognized for their years of service were Jerry Moore, 10 years; Emily Jarreau 10 years; Derek Jarreau, 10 years; Chad Brown, 10 years; James Wercham, 15 years; Shane Johnson, 20 years; Chad David, 20 years; and Joanie Bishop, who announced her retirement after 19 years at the co-op.

Selected by his peers as the 2017 Employee Spotlight winner was Lead Lineman Chad David.

Members also heard presentations from three special guest speakers. Pointe Coupee Associate County Agent



Mark Carriere delivered a report on area agriculture performance for the past year. He said that while figures are still being finalized for 2017, excessive rain, cold, pollination problems, feral hogs and other factors led to significant damage to soybean, corn and other crops.

He indicated last year the ag industry contributed \$136 million to the economy in Pointe Coupee Parish, \$80 million in Iberville and \$30 million in West Baton Rouge. (Acct. No. 1861900)

He characterized the previous 12 months as "a rough year when Mother Nature was not too kind to us." Cane farmers, he added, did well in 2017.

State Rep. Major Thibaut reminded members of the history of their cooperative that was formed in the midst of the Great Depression.

"The national unemployment rate at that time was about 25 percent and so many able-bodied people didn't have a job and few homes and farms in our area had electricity," Thibaut said. "People right here in our backyard decided to organize and take advantage of a government program and had the fortitude to make electricity available to attract businesses and help the families and farms in our area."

Throughout its nearly 80-year history, he said, the co-op has been focused on what was best for those living and working within its service area and not what was best for Wall Street.

"Locally-owned businesses are just as important to-

day as they were back then. It's important that the people who you depend on to keep the power flowing are people you know, or you're kin to, or you grew up together or go to church together," Thibaut said. "I applaud PC Electric for this new direction they're taking. In business, they say if you're not growing, you're dying. I'm confident your co-op is going to be even greater than it is today."

Louisiana Public Service Commissioner Dr. Craig Greene, who grew up as a co-op member in Maringouin, said he relates to the co-op's mission of delivering power as a non-profit, democratically-controlled organization serving predominantly rural areas.

"I know how hard your board, management and employees are working to keep the lights on and respond to emergency situations while keeping rates as low as possible," he said. "At the Commission, our first goal is reliability, and a very close second is affordability. We have a great staff and we're accountable to those who elected us to serve, and I invite you to reach out to us anytime you have a question or concern."

Board Secretary-Treasurer Ralph Chustz Sr. delivered a financial report indicating the co-op is in sound financial shape and that the Board maintains full faith and confidence in the employees and the general manager.

In other matters, three \$1,000 scholarships were drawn and \$500 endowments were presented to 4-H representatives in Pointe Coupee, West Baton Rouge and Iberville parishes. (Acct. No. 2462800)

**BUDGET-FRIENDLY EFFICIENCY TIPS**



**Lighting:**  
LED bulbs save 60 percent or more energy than incandescent bulbs and can now be purchased at box retailers for \$5 or less.



**Heating and Cooling:**  
Replace air filters every one to three months and seal/insulate ductwork to maximize the efficiency of your home's heating and cooling system.



**Appliances & Electronics:**  
Keep appliances and electronics free from lint and dust, and use a power strip to turn off electronics when not in use, avoiding "energy vampires."

**Join PC Electric in celebrating Black History Month in February!**

**Energy Efficiency Tip of the Month**

Consider insulating your hot water pipes. Doing so can reduce heat loss, allow you to lower the temperature setting and save an additional 3 to 4 percent per year on water heating.



**Statement of Nondiscrimination**

PC Electric is an equal opportunity provider and employer.

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form.

Send your completed form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or by email at [program.intake@usda.gov](mailto:program.intake@usda.gov). (Acct. No. 2054600)

**Look for your lucky account number on pages 6-7**

If you see your account number published this month on inside pages 6-7 of this issue of LOUISIANA COUNTRY, call PC Electric by the last business day of the month to receive a \$25 credit on your bill! Contact us at (225) 638-3751 or (800) 738-7232. Your account number can be found on your bill statement. Winning account numbers will only be listed on the inside, centerfold pages.

PC ELECTRIC STATEMENT OF ASSETS & LIABILITIES AS OF DECEMBER 31, 2017	
<b>ASSETS:</b>	
Net Utility Plant	\$34,320,338
Non-Utility Plant	0
Investments in Associated Organizations and Special Funds	2,775,073
Cash	574,507
Accounts Receivable	1,791,512
Material and Supplies	439,696
Other Current and Accrued Assets	2,712,716
Deferred Debits	1,698,982
<b>TOTAL ASSETS</b>	<b>\$44,312,824</b>
<b>LIABILITIES AND EQUITY:</b>	
Memberships	\$ 39,155
Patronage Capital	16,376,729
Operating Deficit - Prior Years	(2,790,584)
Operating Margin - Current Year	235,515
Other Margins & Equity	4,938,230
Long Term Debt	20,032,237
Other Non-Current Liabilities	204,506
Notes Payable	2,950,000
Accounts Payable	1,351,666
Consumer Deposits	472,665
Other Current Liabilities	502,705
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$44,312,824</b>
NUMBER OF ACCOUNTS BILLED AS OF DECEMBER 31, 2017	10,502
TOTAL KWH PURCHASED DURING 2017	227,765,643
TOTAL KWH SOLD DURING 2017	214,214,201
TOTAL MILES OF LINE:	
TRANSMISSION	51
DISTRIBUTION	1,055
NUMBER OF FULL TIME EMPLOYEES AS OF DECEMBER 31, 2017	41
<b>STATEMENT OF OPERATIONS FOR THE PERIOD ENDING DECEMBER 31, 2017</b>	
<b>OPERATING REVENUE</b>	<b>\$22,246,688</b>
<b>OPERATING EXPENSE:</b>	
Cost of Purchased Power	\$13,282,750
Transmission Expense	37,945
Distribution Expense	3,228,391
Consumer Expense	906,308
Administrative Expense	1,867,730
Depreciation Expense	1,314,943
Tax Expense	455,680
Interest Expense	855,238
Miscellaneous Expense	62,188
<b>TOTAL OPERATING EXPENSE</b>	<b>\$22,011,173</b>
Operating Margin	\$ 235,515
Non-Operating Margin	109,748
<b>NET MARGIN</b>	<b>\$ 345,263</b>

YOUR COOPERATIVE CONNECTION

# LOUISIANA COUNTRY

PC ELECTRIC NEWS  
February 2018 • www.pcemc.org



## PC Electric

**79th Annual Membership Meeting**  
**PC Electric announces new brand**  
**to reflect emphasis on growth and service**



Clockwise from top: General Manager Myron Lambert presents a plaque to Irvin Settoon, who served on the PC Electric Board for 29 years, as his son and current Director Chris Settoon looks on; PC Electric members get ready for the Annual Meeting to begin; members were treated to free medical screening.