

member CONTACT

Boone Electric Cooperative

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Looking Back at 2007

Another busy year on record for Boone Electric Cooperative.

Boone Electric Cooperative is constantly looking ahead and working to bring the most reliable service to its membership. But there is also a time to look back at the things we can be proud of:

- The year 2007 started off icy for rural electric members in southern and south-central Missouri with a major ice storm in January. Because the Boone Electric service territory was spared the worst of the weather, the cooperative sent linemen and tree trimmers to assist sister cooperatives in restoring power to thousands of homes.
- After seven years as General Manager/CEO of Boone Electric, Roger Clark left to become Manager of Marketing Services at Association of Electric Cooperatives, Inc., in Springfield, Mo. AECI supplies power to BEC and 50 other cooperatives in Missouri, Iowa and Oklahoma.
- BEC Right-of-Way employees helped the residents of Rocheport build sandbag walls to protect against rising Missouri River levels in May. Levee breaks up river kept most of the mid-Missouri area dry until the water could return to normal levels.
- Rylee Duckworth, Brittany Burks, Catherine Pepmiller, Contessa Marmaget, Eva Nicks and Brent Martin joined students from across the country on the week-long Youth Tour visit to Washington D.C. in June. The next month, Alissa Thomassen and Presley Ray participated in CYCLE, the Cooperative Youth Conference and Leadership Experience, held in Jefferson City. The students earned these trips through an essay contest sponsored by BEC.

- In July Todd Culley became just the eighth General Manager/CEO in the 70-year history of Boone Electric Cooperative. Prior to joining BEC, Culley was Executive Vice President/CEO of Chariton Valley Electric Cooperative in Iowa and worked for other utilities in his home state of Indiana.
- Nearly 3,600 people attended the 70th Annual Meeting of Boone Electric, held July 13, at the Boone County Fairgrounds. Board of Director members Karen Kinkead, Larry Traxler and Wayne Wilcox were each reelected to three-year terms.
- Boone Electric scored a 90 on the American Customer Satisfaction Index (ACSI) survey earlier in the year. It was Boone's highest score ever and tied with two other cooperatives for the highest score in the state. In comparison, the overall utility industry scored 72. Among non-utility companies, FedEx scored 84; Holiday Inn, 72; and McDonalds, 64.
- A December ice storm wreaked havoc on the south portion of the service territory, bringing down tree limbs and power lines. The storm left some 3,000 homes and businesses without power. BEC line crews worked day and night, restoring power to the entire area three days later.

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By the Numbers -- 2007

Miles of line built	45.29
Total miles of BEC lines	2,946.76
Miles of BEC line underground	888.89
Kilowatt hours purchased	516,148,000
New services connected	677
Total services connected	32,038
Miles cleared by Right-of-Way crews	250
Members who use Auto Pay	3,650
Members who use Levelized Billing	4,325
Avg. hrs. each member spent without power	3.44

(40% of this average is due to December's ice storm)

Correction: January's Member Contact listed the incorrect address for the Boone County Health Department. You can find the department at 1005 West Worley Street.

Community Support
Programs
You Can Add to
Your Bill


Operation Round-Up
Helps fund the Boone Electric Community Trust, which provides financial assistance to charitable organizations in BEC's service area.

C.A.S.H.
Provides utility assistance to low-income senior citizens and seniors with disabilities. Funds administered by City/County Health Department.

H.E.L.P.
Provides utility assistance to low-income families with children. Funds administered by City/County Health Department.



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Hunting For Business

One local couple has turned their passion into a world-wide business.

There's a lot more to hunting than just the gun. Last year Midway USA celebrated 30 years of providing more than 100,000 of these different items, everything from bullets to gun cases to scopes and more. Few people would guess that a booming, worldwide business sets inside the relatively nondescript building at Interstate 70 and Hwy 40.

There is no retail store at Midway USA, as everything is mail order or available for local pick up. The 350 full- and part-time employees of the business run the order fulfillment with the precision laid out by their boss, a former Air Force Lieutenant.

Larry and Brenda Potterfield, both natives of Missouri, were in South Dakota while Larry finished his stint in the service. "I knew I wanted to run a gun shop," he remembers. "We looked for a place on the Missouri River, between Kansas City and St. Louis, that had a hunting base to support one. There had not been a gun shop in Columbia when we came here. There were four others by the time we closed ours."

The Potterfields closed their gun shop in 1984 to open the mail-order-only business. Their facility, formerly known as Ely Arms in the beginning (named after Larry's hometown) and Midway Arms for several decades following, was ready for a new direction.

"We just saw a different opportunity and

we couldn't do both the gun shop and this," he says as he walks through his facility.

The owners know their businesses' history could have been different had their gun shop been downtown with higher traffic and more customers. But, with their original location, just up the road from the current one along I-70, the Potterfields were able to craft out a mail-order businesses that has given them a strong niche in the industry.

Midway USA processed their first order by computer in 1987. But, today, a full 65 percent of orders are placed on-line. They restructured their business, which meant a shrinking call center and a busting-at-the-seams shipping department.

"Ninety-nine percent of the orders placed by 4 p.m. today (a week day), will be shipped out today," Brenda explains.

A tour through the large warehouse

shows a plastic bin moving along a systematic conveyor belt to fill each order. A scanning system stops the bin in the proper area of the warehouse for each item on the order. A Midway USA employee adds the item to the bin and sends the bin back out onto the



Larry and Brenda Potterfield with around the world. Rarely does a



Midway USA employees 350 full- and part-time employees throughout the year. That number may double during the Christmas ordering season.



Just two of the prizes they have brought back from hunting trips. Potterfield vacation not involve a guided hunt.

conveyor.

Once the order is filled, the bin makes its way to one of a half-dozen people (on this day) to be boxed and labeled. The finished order is then back onto the conveyor belt for a final ride to either the UPS or post office shipments. Inter-national shipments go to yet a different location within the warehouse.

In a one-hour time period, on a Monday morning, the shipping department boxed more than 800 outgoing orders. Nearly every order is gathered, boxed and ready for the Post Office or UPS within three hours of being placed. This warehouse seldom sits idle.

Last year Midway USA unveiled a new hunting catalog, which included their first real jump into the clothing and shoe markets. Following several years of preparation, the venture was a success and something the company hopes to grow each year.

The Potterfields look at satisfying their customers differently than most. "We don't

call it customer service, it's just service here," Larry says. "We want our service to be so good that there is no customer service." Larry sees customer service as the contact from the customer after the product arrives. If customers are not satisfied, then they contact Midway USA with concerns or complaints. Great service minimizes those phone calls.

Larry grew up with a hunter, trapper and fisherman father who taught him how to properly use a gun. The passion carried over as Larry is a collector of rifles and shotguns and enjoys gunsmithing, the process of restoring and refurbishing old models.

He and Brenda love to hunt. Much of their free time and vacations are spent tracking various species of animals.

Regardless, the two are business people and work each day to improve the processes necessary to make Midway USA even more successful. To help market the business, Larry goes in front of the camera each week to film commercials and 90-second vignettes, which appear regularly on The Outdoor Channel. They also advertise

in trade publications and through their relationship with the National Rifle Association.

Larry Potterfield always wanted a gun shop. He doesn't sell guns anymore, but lets that same passion aid him and his family business in providing great products and excellent service to hunters on a much larger scale.

"We don't call it customer service, it's just service here."

***Larry Potterfield,
owner of Midway USA***

***For more information about Midway USA,
visit www.midwayusa.com
or call 1-800-243-3220.***

If you know someone who would make a good Neighborhood Connection profile, please call us at (573) 449-4181.



Todd Culley
General Manager
and CEO

Gazing Into Our Crystal Ball

What will Boone Electric Cooperative look like in 10 years?

For a moment, let's think about how our lives will be different in 10 years. It's not easy, is it? The assumptions we make involve our health, finances and other unique characteristics of our lives. After focusing on this for a few moments, can you see how a small change in one of your assumptions can lead to a big change 10 years from now?

Similar to planning for our individual futures, Boone Electric Cooperative plans for its future, also. We do this for the benefit of all members of the cooperative, with the combined talents of our Board of Directors and management staff. We conducted just such a strategic planning session within the last year.

Our strategic planning led to several conclusions, including that over the next 10 years, we expect Boone Electric Cooperative to experience a growth rate between 30 and 50 percent. Growth patterns of the recent past support this forecast, so we are reasonably comfortable with this assumption. In addition, we forecast that our members will have higher expectations for Boone Electric as their cooperative, specifically in the areas of quality of electricity and customer service, and commitment to the communities we serve.

We plan to meet these challenges by creating and implementing the most effective and efficient work force structures with empowered employees not only making accurate decisions, but also embracing the new technologies available to meet these challenges. Today, we are making decisions that will allow us to construct and maintain a reliable electrical system while at the same time providing affordability of future service. These philosophies and practices are consistent with Congress' expressed interest in creating power-delivery efficiencies, technology-based utilities, a 'smart' grid with real-time monitoring capabilities at the con-

sumer level, and a continued strong focus on overall customer service.

Even if small changes occur in our assumptions in the short run, we stand ready to address the resulting changes, regardless of how big or small, in the future.

I am proud to say your Boone Electric Cooperative of today is preparing to become the Boone Electric Cooperative of the future you expect. As we have done in the past, we will prove through our dedicated employees that the cooperative way of doing business is the best approach for working together for the common (and future) good.

Again, thank you for allowing us to serve you.



Touchstone Energy

Boone Electric Cooperative is a member of Touchstone Energy, a national alliance of local, member-owned electric cooperatives providing a high standard of service to customers large and small.

In order to qualify as a Touchstone Energy partner, electric cooperatives must be active members of their community and be dedicated to serving all customers with integrity, accountability, innovation and commitment to their community.

Calling All Area High School Juniors

Boone Electric Cooperative sends six area high school juniors on an all-expense-paid trip to Washington D.C. each June for the Youth Tour contest.



Find details on our website at www.booneelectric.coop. Or, if you have questions, call the Boone Electric Communications Department at (573) 449-4181