



# the COOPERATOR

**SEPTEMBER 2023** | For the members of Kay Electric Cooperative  
A supplement to Oklahoma Living

## Electricity brings everyday value


Inflation has led to increasing costs in many areas of our lives, but the cost of powering your home rises slowly when compared to other common goods.

**E**lectricity is so abundant we often don't think much about it. We expect the lights to turn on when we flip the switch and the coffeemaker to work each morning. We expect an endless supply of power with uninterrupted service 24/7. The only time we really think about electricity is when the power goes out, or perhaps when the monthly bill arrives.

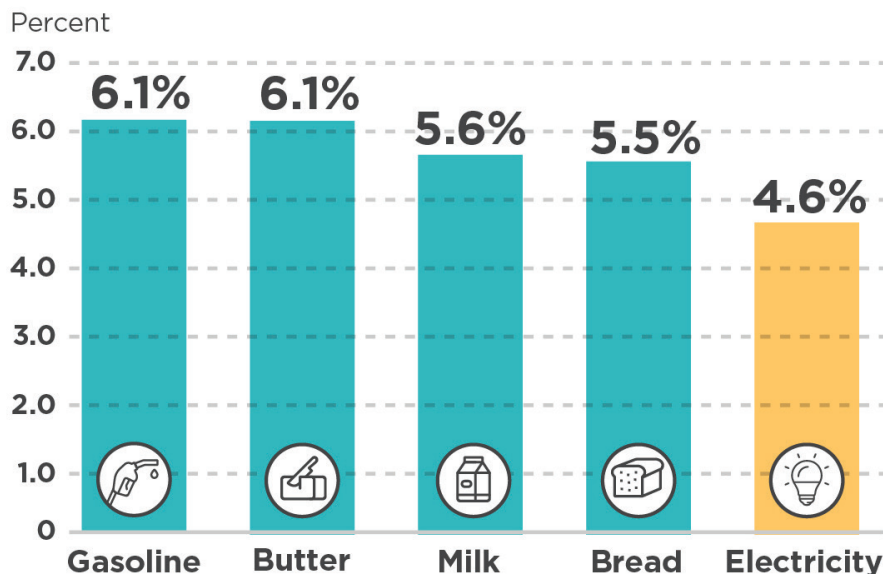
Given how electricity powers our modern lifestyle every day, it's a great value, especially when compared to other common services and expenses. For example, think back to the cost of a gallon of gasoline 20 years ago. Consider the cost of groceries or a cup of your favorite specialty coffee from a few years back. In comparison, the cost of electricity has remained largely flat, unlike most other consumer goods.

When it comes to services like cell phone connection or television streaming, we can see what we're getting for our money, and we pay the price for those services. In contrast, when we use electricity, we don't necessarily "see" all that we're getting for our money.

The bottom line: electricity brings everyday value. Kay Electric provides the reliable service you expect and deserve as valued members of the co-op. And as your trusted energy adviser, we want to help you save energy and money. If you

have questions about your account or are looking for ways to save energy at home, please give us a call. Kay Electric is *your* electric co-op and our sole purpose is to serve you and the needs of our community. That's everyday value. 

### Average Annual Price Increase 2017-2022



Source: U.S. Bureau of Labor Statistics Consumer Price Index



## OUR MISSION

Founded in 1937, Kay Electric Cooperative remains focused on our primary mission: to provide safe, affordable and reliable power for our member-owners. Today, our service territory includes 2,269 miles of line and more than 5,900 meters located in Kay, Grant, Noble, Osage and Garfield counties.

## CONTACT US

Monday to Friday, 8 a.m. to 5 p.m.  
580-363-1260 | 800-535-1079  
300 W. Doolin Ave. | PO Box 607  
Blackwell, OK 74631  
[www.kayelectric.coop](http://www.kayelectric.coop)

## REPORT AN OUTAGE

Call 800-535-1079 or use Kay Electric's SmartHub at [www.kayelectric.coop](http://www.kayelectric.coop) or download the SmartHub app for smartphone or tablet.

## BOARD OF DIRECTORS

Max Hohmann, President | Dist. 4  
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Brady Hostetler | Dist. 6  
Bart Cardwell | Dist. 7  
Dr. Tim Blanton | Dist. 8  
Jason Boesch | General Manager/CEO

## EASY WAYS TO PAY YOUR BILL

- Pay online using SmartHub at [www.kayelectric.coop](http://www.kayelectric.coop) or download the SmartHub app for smartphone or tablet.
- Pay over the phone: 800-535-1079.
- Pay in person at Kay Electric or use our 24-hour payment drop box located at 300 W. Doolin Ave. in Blackwell.
- Pay via automatic draft of your checking or savings account or major credit card. Sign up for auto-pay online at [www.kayelectric.coop](http://www.kayelectric.coop). 1882101

# MANAGER'S MESSAGE



Willie Wiredhand, the rural electric cooperative mascot, welcomed members to Kay Electric's 2023 Annual Meeting, along with CEO Jason Boesch.

## Introducing Willie Wiredhand


By Jason Boesch, CEO

During Kay Electric's 2023 Drive Thru Annual Meeting this April, we had a special guest, Willie Wiredhand. For those of you who haven't previously been introduced to Willie, or haven't been told his story, now is your chance. Willie Wiredhand has been the official mascot of electric cooperatives since the 1950s.

Rural Electric Magazine announced a contest in December 1948 for a mascot drawing, with a \$50 prize for the best design. The National Rural Electric Cooperative Association adopted the cartoon Willie from the contest, and he was given the last name "Wiredhand" because the electricity brought to rural America by co-ops in the 1930s and 1940s was "the never-tiring, always available hired hand

to help the nation's farmers." The name is a play on the phrase "hired hand," a common term for agricultural laborers.

Everything about Willie is symbolic of rural electricity. He is described as, "the friendly and inspirational golden boy who symbolizes dependable, local, consumer-owned electricity." His torso, waist and legs are an electrical plug, and his arms are wire with hands in safety gloves. His head, a light socket with a push-button nose—what you might call the official "spokesplug."

Now that you know the story of Willie Wiredhand, I hope you'll keep an eye out for him at Kay Electric's next Annual Meeting. I know he'll be looking for you! 

## LOCAL HIGHLIGHTS

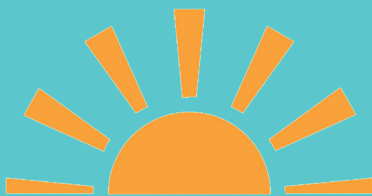
### Empowering tomorrow's leaders

Local students represent Kay Electric at Cooperative Youth Leadership Camp

**K**ay Electric sponsored two students to attend Cooperative Youth Leadership Camp this summer. Gracey Keller and Jessica Juhl (left) attended the weeklong camp, July 14-20, at Glen Eden Resort in Steamboat Springs, Colorado. Students from Oklahoma, Colorado, Kansas and Wyoming electric cooperatives participated.

While at camp, students toured a power plant in Craig, Colorado, learned about the electric cooperative model, and had daily membership meetings where a general manager, board of directors and committees were selected. They also participated in fun activities including a white water rafting trip, indoor sky diving, a talent show, volleyball tournament, swimming and more!

Interested in going to Cooperative Youth Leadership camp? Incoming high school juniors can apply to participate in next year's trip: <https://kayelectric.coop/essay-contest>. 🌐



### PEAK HOURS

Summer peak hours end September 9. Until then, please help us conserve energy, especially between 3 and 7 p.m. daily. Thank you for helping us keep our electricity affordable!





## GOOD COOKIN'



### Angel Food Cake | Yields 1 cake

#### Ingredients:

- 1 1/2 cups egg whites (from 10 to 12 eggs)
- 1 1/2 teaspoons cream of tartar
- 1 1/2 teaspoons vanilla extract
- 1/4 teaspoon almond extract
- 3/4 cup granulated sugar
- 1/4 teaspoon salt
- 1 cup cake flour, sifted 4 to 6 times

#### Instructions:

Preheat the oven to 375°F. In a large mixing bowl beat the egg whites and cream of tartar until soft peaks form (4 to 5 minutes). Add the vanilla and almond extracts. Slowly add the sugar, 2 tablespoons at a time; continue beating until stiff peaks form. With a spoon, gently fold in the salt and flour, 1/4 cup at a time. Transfer to an ungreased tube pan and bake for 35-40 minutes. Invert pan while cake is cooling; remove from pan. *Recipe and photo courtesy of MIO Coalition.*



#### EMPLOYEE SPOTLIGHT

## DESIREE MASTERSON-WHITEHEAD

DIRECTOR OF COMMUNICATIONS

Desiree Masterson-Whitehead is Kay Electric Cooperative's new director of communications. She started in the role six months ago, replacing Cyndi Mitchell upon her retirement. Desiree grew up in Spiro, Oklahoma. She says her mom has been an inspiration in her life, teaching her to believe in herself and always look on the bright side. Desiree graduated from OSU with a degree in agricultural communications. Prior to Kay Electric, she served five years as the marketing specialist for Energize Credit Union, based at the Oklahoma Association of Electric Cooperatives. Asked what she enjoys most about her job she says, "Interacting with our members and our activities with members!" Desiree and her husband, Jace Whitehead, live in Lamont and have two dogs, Dixie—a 7-year-old black Lab, and Tug—a 3-year-old mini Aussie-Corg. Desiree and Jace are foodies and they love all things Disney. Thank you, Desiree, for your service!



LOVES ALL  
THINGS DISNEY



TWO DOGS,  
DIXIE AND TUG



ENJOYS TRYING  
NEW RESTAURANTS

## \$25 is hiding in this issue!

If you spot your account number hidden in these pages, please contact Kay Electric to claim a \$25 credit on your electric bill. If no account numbers are claimed, the prize money will carry over to the next month for a maximum bill credit of \$50. Call 800-535-1079 or email [contact@kayelectric.coop](mailto:contact@kayelectric.coop) to claim your prize.

## FOLLOW US!



for community highlights, contests, outage restoration updates and more

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