

SIERRA ELECTRIC COOPERATIVE, INC.

MEMBER NEWSLETTER March, 2010

“People rarely succeed unless they have fun in what they are doing” – Dale Carnegie



Hello, my name is Jimmy Capps. Your Board of Trustees have entrusted me with the responsibilities and duties of General Manager of Sierra Electric Cooperative. I would like to introduce myself so that when we meet, we won't be total strangers.

My wife, Lauri, and I have been married for 28 years and we have been blessed with 3 sons. Our oldest son is a firefighter and is planning to marry this summer. Our middle son is married, no children, and is pursuing an engineering degree at Texas Tech University. Our youngest son is also attending Texas Tech University where he is majoring in Education. Lauri is a Special Education teacher for the Cloudcroft Schools and she will be joining me upon completion of her current contract in May.

I have been in the rural electric industry for over 23 years, all in New Mexico, in a variety of capacities. I worked at Lea County Electric for 17 years in positions including power plant production, meter reading, and power equipment testing and repair. Subsequently, I became an Engineering Technician in their Transmission/Substation Department where I gained experience in transmission line and substation design and operations. Continuing at Lea County, I moved into the Accounting/Finance Department for 8 years, leaving as the Investment Officer and Administrator of CUFC, a financing organization for electric and telephone cooperatives. I then moved to Otero County Electric where I served as Assistant Manager and Manager of Member Services for over 6 years.

My educational background includes a Bachelor's degree in Finance and an Associates Degree in Accounting. I have also completed the NRECA Management Internship Program, conducted at the University of Nebraska, and hold various certificates related to the electric industry. I am hoping that my past experiences and training have prepared me to serve as your General Manager. I look forward to a long relationship with the Board and employees as we work together to serve you, the members of Sierra Electric Cooperative.

I am not a stranger to Sierra County as my family has been coming here for years to enjoy the beautiful weather, the hot mineral baths, and Elephant Butte Lake. My father even attended Hot Springs High School with the Class of 1957. Come to the Annual Meeting of the Members on April 5, 2010, and let's get acquainted.

**ANNUAL MEETING OF THE MEMBERS OF
SIERRA ELECTRIC COOPERATIVE, INC.**

WHEN: Monday, April 5, 2010
WHERE: Truth or Consequences Civic Center,
425 West 4th Street
Truth or Consequences, New Mexico

Schedule of Events

69th Annual Meeting

Celebrating 69 Years of Serving Our Consumer/Members

BAR-B-QUE Meal served by the HSHS JROTC

Registration – 11:00 a.m.

Meal serving starting at 11:30 a.m.

Meeting Called to Order – 12:30 p.m.

Invocation

Welcome to Sierra Electric

Reading Of The Notice
of the 69th Annual Meeting

Consideration of Minutes of the 2009 Annual Meeting

President's Report * Treasurer's Report * Manager's Report

Committee on Nominations Report

Election of Trustees * Old Business * New Business

ATTENTION: TIME OF USE CUSTOMERS – PLEASE TAKE A NOTE OF TIME CHANGE

Daylight Savings Time (DST) began March 14, 2010 and Time Of Use off peak hours will begin at 11:00 P.M. and end at 5:00 P.M. DST, the following day. If you have a time of use meter, you have 18 off-peak hours to use larger appliances such as washers, dryers or irrigation pumps at the less expensive rate. To benefit from these rate schedules, members need to minimize use during the hours of 5:00 P.M. to 11:00 P.M. DST, when the rate is more expensive. Time of use rates are a great way to save money. Not only do they make your bill more affordable, but they also lower Sierra Electric's energy expenses, resulting in lower rates for you.