



FACT SHEET

This fact sheet describes the National Rural Electric Cooperative Association (NRECA), its members, and the NRECA National Discount Program (“NNDP”).

NRECA

NRECA is a national trade association representing the interests of more than 900 consumer-owned cooperative electric utilities serving over 39 million people located in 47 states. Cooperative electric utilities, which employ over 65,000 workers in the U.S., are:

- Private independent electric utility businesses.
- Owned by the consumers they serve.
- Incorporated under the laws of the states in which they operate.
- Established to provide at-cost electric service.
- Governed by a board of directors elected from the membership, which sets policies and procedures that are implemented by the cooperatives’ professional staff.

NRECA provides legislative, legal, and regulatory services to NRECA Members through dues-supported revenues as well as fee-based services associated with group insurance, pension, employee benefits / compensation, savings / investments, market research, training and certification, energy and management consulting, subscriptions to various publications, and advertising. NRECA and NRECA Members also support electric utility-specific and environmental research, and administer a program of technical advice and assistance with the electrification of developing countries around the world. NRECA has approximately 700 employees located in Arlington, Virginia, Washington, D.C., and Lincoln, Nebraska.

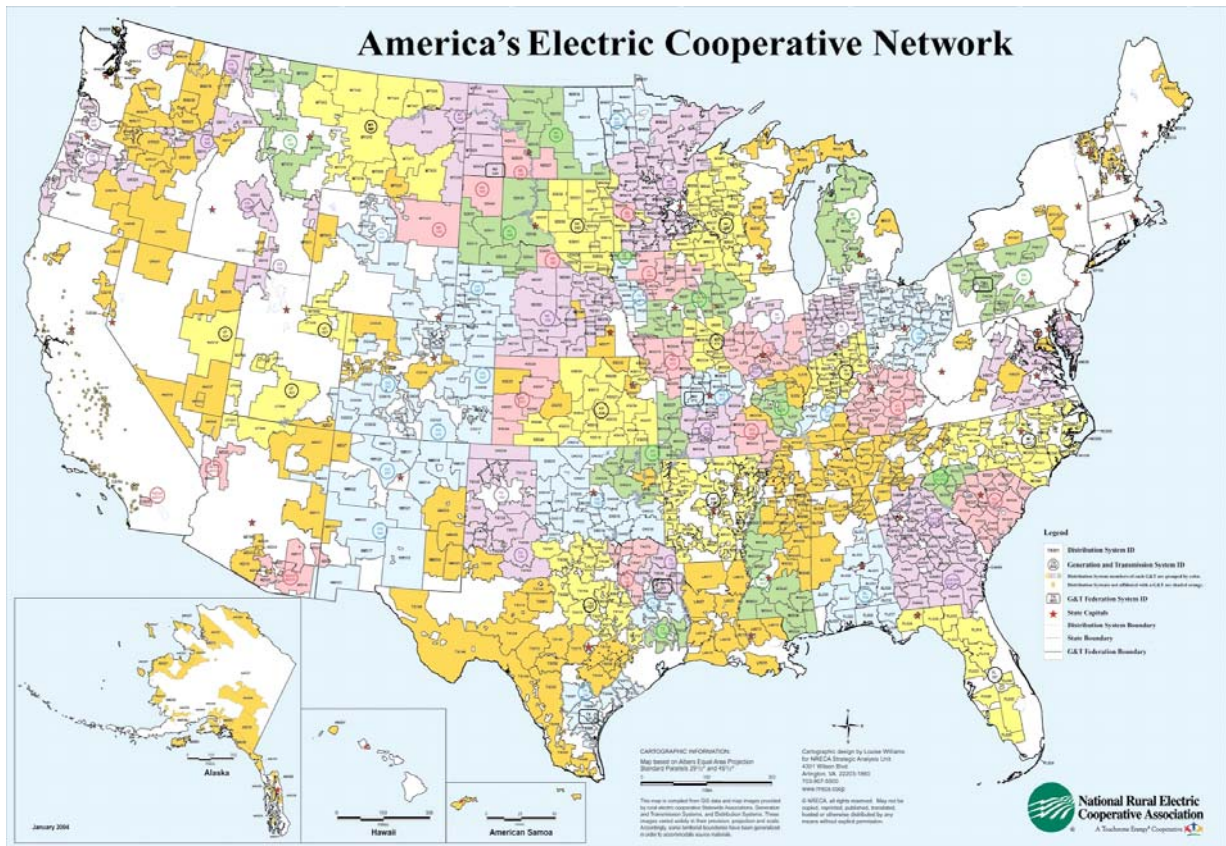
More information on NRECA and NRECA Members can be found at the following websites:

www.nreca.coop
www.touchstoneenergy.com

NRECA MEMBERS

Cooperative electric utilities that are NRECA Members are comprised of two types: (1) distribution cooperatives that deliver electricity to the consumer; and, (2) generation and transmission cooperatives (G&Ts) that generate and transmit electricity to distribution cooperatives. NRECA's 864 distribution cooperative and 66 G&T Members:

- Employ 65,000 workers.
- Serve 39 million people in 47 states (12 percent of the nation's population) and 80% of the counties (2,500 of 3,141) in the U.S.
- Serve 17 million businesses, homes, schools, churches, farms, irrigation systems, and other establishments.
- Operate 16 million electric meters spread across approximately 2/3rd of the nation's landmass.
- Have international presence in 35 countries in Asia, Africa, Latin America and the Caribbean.
- Have operating revenue in excess of \$18 billion and assets of \$86 billion.
- Own roughly 45,000 megawatts of generation capacity—more power than any single electric utility or federal power agency in the U.S.
- Spend over \$1 billion annually on products and services.



NRECA NATIONAL DISCOUNTS PROGRAM

The NRECA National Discount Program (“NNDP”) was established in 2005 with the purpose of providing supplier discounts to NRECA Members as a member benefit. The primary focus of the program is business discounts. The NNDP includes discounts from 56 different suppliers in the following categories:

- Automotive and Fleet Maintenance
- Business Gifts
- Business Products and Services
- Computer Hardware and Software
- Direct Materials
- Travel

Example discounts include:

- Barnes & Noble.com
- CDW
- Dell
- ExxonMobil Fleet Fuel
- Ford
- Grainger
- Hubbell Power Systems
- PepBoys Fleet Maintenance
- Staples Office Products

NRECA actively promotes new and existing participating suppliers and discount information through the following communication channels:

- Advertisements and articles in *Rural Electric Magazine*, a full-color monthly hard-copy periodical read by over 36 thousand NRECA Member CEOs and employees.
- Advertisements and articles in *Electric Co-op Today*, a weekly hard-copy newsletter read by over 16 thousand NRECA Member CEOs and Directors.
- An NNDP site on the NRECA Member Extranet, Cooperative.com (secured). Cooperative.com averages 1.5 million page views and 91 thousand visits per month.
- Announcements and articles on Cooperative.com.
- E-mail distribution via Cooperative.com “community” listservs such as Marketing, Supply Chain Management, Key Accounts, and Human Resources.
- Announcements and articles on the NRECA Intranet.

NRECA also offers additional promotional avenues through its Associate Member program. This program provides participating supplier exposure and access to NRECA Members through sponsorship opportunities, exhibiting at NRECA events, and advertising discounts. More information on the NRECA Associate Member program can be found at <http://www.nreca.coop/AboutUs/AssociateMembers.htm>.

NRECA administers the NNDP through the NRECA Vendor Management Office, and supplier discounts are contracted between NRECA and a supplier via the *NRECA National Discount Relationship Agreement* contract template. NRECA generally requests a promotional royalty from participating suppliers to reimburse NRECA for its expenses in promoting and administering the NNDP.

PROMOTIONAL EXAMPLES

The following pages illustrate examples of marketing vehicles used to promote the NNDP.

An example article on national discounts from the Rural Electric Magazine

How NRECA serves the electric cooperative network

homepage

PENSION PLANNING

Financial Power can help you get the most from your NRECA-sponsored retirement benefits.



SUPPLIER DISCOUNTS

NRECA and representatives from 15 generation and transmission co-ops recently formed the G&T Purchasing Advisory Group to negotiate discounts from manufacturers of transmission lines, conductors, generators and other materials.

"The G&Ts are working together to leverage the volume they spend, and NRECA is just bringing the parties together and facilitating them," says Stephen Guth, executive director of NRECA's Vendor Management Office.

Guth notes that Rusty Adrian of Northeast Missouri Electric Power Cooperative, in Palmyra, has negotiated a substantial volume discount for optical ground wire that is available to all G&Ts.

"That discount indicates the collective bargaining power our G&Ts have," he stresses.

The NRECA Vendor Management Office has also negotiated lower prices for co-ops, employees and affiliates from some 50 national companies supplying products and services ranging from office supplies, car rentals and hotels to computers and house paint. Among companies that offer discounts to member co-ops, employees and affiliates are Dell Computers, Computer Discount Warehouse, Staples, Federal Express and Sherwin-Williams.

"For co-ops, new discounts include in the Zone Communications for satellite phones, Pep Boys and Sears for automotive fleet maintenance and AURST's online material specification manual and supplier quotation system so co-ops can search for parts they need from other co-ops," Guth explains. "If our member co-ops want us to look into discounts for other products and services, we want to hear from them."

Vendors' discounts are listed on Cooperative.com. At the top of the home page, click on the "Services" tab, then on the drop-down menu click on "Vendor Discounts—NRECA."

The Vendor Management Office also provides a range of contract templates that co-ops may use for general contract,

project services and events.

To access them on Cooperative.com, go to "My Communities" and click on "Supply Chain." Under "Documents," click on "Contract Templates."

Contact: Stephen Guth, (703) 907-5902, or stephen.guth@nreca.coop.

ONLINE HOME ENERGY AUDITS

Touchstone Energy® Cooperatives has introduced Home Energy Saver, which lets consumer-members perform a residential energy audit with the click of a mouse.

The new resource, developed in cooperation with the Lawrence Berkeley National Laboratory, enables homeowners to quickly calculate energy use and identify the best ways to reduce consumption. The information is based on detailed questions about their home, its geographic location and all energy applications. It calculates heating and cooling consumption for climate zones nationwide, drawing data from 350 weather stations.

The Web resource is sponsored by the U.S. Department of Energy as part of the national Energy Star program for improving energy efficiency in homes. Touchstone Energy co-ops can link directly to Home Energy Saver at touchstoneenergy.coop.

Contact: Marty Haught, (703) 907-5984, or marty.haught@nreca.coop.

INVESTMENT TIPS

To help the 65,000 co-op employees participating in NRECA's 401(k) Plan or the Retirement Security Plan better understand retirement and investment-planning benefits, NRECA's Insurance and Financial Services Marketing Department publishes a quarterly newsletter, *Financial Power*.

"The goal of each issue is to help people, especially those approaching the end of their co-op careers, make decisions about how to maximize their NRECA retirement benefits," explains Lisa Hughes, *Financial Power* editor. "*Financial Power* also keeps readers up to date on current events that affect their finances, such as hurricane relief that allowed for special hardship withdrawals from 401(k) plan accounts."

Although the number of private-sector companies offering defined-benefit pension plans has declined during the past 12 years, from 32 percent to 21 percent, some 880 co-ops participate in the Retirement Security Plan.

Contact: Lisa Hughes, (703) 907-6177, or lisa.hughes@nreca.coop.

up coming

NRECA Conferences/ Training

Management Internship Program Groups III, Unit A
December 4-14
Madison, Wis.
Contact: Gary Pfann, (608) 441-7211, or gary.pfann@nreca.coop.

Annual Leadership Conference for CEOs and General Managers
January 22-24
Charleston, S.C.
Contact: Val Parks, (703) 907-5578, or val.parks@nreca.coop.

64 RURAL ELECTRIC

An example national discount posting on Cooperative.com

The screenshot shows a web browser window with the Cooperative.com website. The browser's address bar is empty, and the menu bar includes File, Edit, View, Favorites, Tools, and Help. The website's header features the Cooperative.com logo and a navigation menu with links for Home, About Us, Conferences & Training, Government Affairs, Library, News, Services, Careers, and Contact. A banner for 'Services' includes the tagline 'Connecting the people of America's electric cooperatives' and a photo of a man in a hard hat. Below the banner, there is a search bar and a 'Search' button. The main content area is titled 'National Discounts Program' and features a sub-heading 'SFPOC OPGW'. To the left of the main content is a sidebar with 'Suggest a Discount' and 'Related Topics...' sections. The main content area contains a list of discount details and a photo of a man standing next to large spools of wire. The photo is captioned: 'Rusty Adrian, of Northeast Missouri Electric Power, negotiated a substantial discount for optical ground wire.' Below the photo, there is a section for 'Have a question or problem? The contacts for this discount are:' followed by contact information for Supplier Contact, NRECA Contact, and NRECA Member Contact. The browser's status bar at the bottom shows 'Internet' and a lock icon.

COOPERATIVE.COM
Services
Connecting the people of America's electric cooperatives
Services : National Discounts Program : SFPOC OPGW

Sponsored by CFC, Federated, NRECA, and NRTC. We invite your feedback.
Welcome, Stephen Guth
[My Profile] [My Benefits]
[Help] [Logout]
Advanced search

Suggest a Discount

Related Topics...


For Employee Benefits visit the [NRECA Employee Benefits Web Site](#)

[NRECA Products and Services Guide](#)

[About NRECA](#)

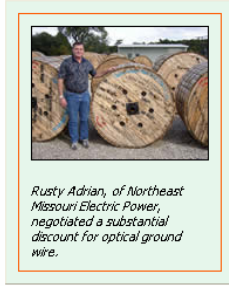
National Discounts Program

SFPOC OPGW



Optical Ground Wire

- **What's Discounted/More Information:** SFPOC is pleased to offer NRECA G&T members a substantial volume discount on optical ground wire (OPGW). The fiber offered is of G652 type made by OFS, which is one of the best fibers available in the world market. Visit <http://www.sfpo.com/en/ianjie.htm> and refer to the [attached brochure](#) for additional information.
- **Availability:** NRECA member G&Ts
- **Promotional Code:** NRECA
- **How to Get the Discount:** To place orders and obtain discounted pricing, mention "NRECA" when contacting the Supplier Contact.



Rusty Adrian, of Northeast Missouri Electric Power, negotiated a substantial discount for optical ground wire.

Have a question or problem? The contacts for this discount are:

Supplier Contact: Sanjib Dutta, SFPOC Director of Overseas Marketing, 416-264-1427, 416-264-0310 (fax), sadutta@rogers.com
NRECA Contact: Stephen Guth, 703-907-5902, stephen.guth@nreca.coop
NRECA Member Contact: Rusty Adrian, Northeast Missouri Electric Power, 573-769-8225, radrian@northeast-power.coop

Back to National Discounts...

An example national discount article on Cooperative.com

Home | About Us | Conferences & Training | Government Affairs | Library | News | Services | Careers | Contact

COOPERATIVE.COM News Connecting the people of America's electric cooperatives

Sponsored by CFC, Federated, NRECA, and NRTC. We invite your feedback. Welcome, Stephen Guth [My Profile] [My Benefits] [Help] [Logout] Search Advanced search

Electric Industry News
Multimedia
Professional Community News
Cooperative News
Magazines

Related Topics...
[Search Cooperative News](#)
[Search Magazines](#)

Cooperative News

Take Advantage of National Vendor Discounts

NRECA Staff - 2006-07-31

NRECA has negotiated national discounts with more than 40 suppliers of products and services, including Ford vehicles, Dell computers, Staples office supplies, Pep Boys, rental cars, and hotels. "These national discounts complement those offered by purchasing co-ops and Touchstone Energy's® Co-op Connections," explains Stephen Guth, executive director of the Vendor Management Office. "They are available to member co-ops, affiliates and, in many cases, co-op employees."



In an audio interview with Cooperative.com's Jeff Almen, NRECA's Stephen Guth discusses the national vendor discounts available to electric co-ops.

[Listen to Guth.](#) [3.08MB | 3:21]

Some of the national discount programs have proven very popular with co-ops. Since November of last year, co-ops purchased over 40 Ford vehicles under the Ford discount program and saved over \$175,000. Employees can purchase Ford, Volvo, Mazda, and Jaguar vehicles under the Ford discount program as well. With Computer Discount Warehouse (CDW), NRECA members have spent over \$5 million dollars on discounted computers and software, saving about \$250,000 in the process. Even co-op employees cashed in on the savings by buying Dell computers at a discount.

To learn more, and to take advantage of some of the great discounts, click on the Services tab at the top of the Cooperative.com home page, then from the drop-down menu click on [Vendor Discounts - NRECA](#). "If our member co-ops and their employees want us to focus on getting discounts for other products and services, we want to hear from them," Guth says.

In addition, the Vendor Management Office provides a range of contract templates for co-ops to use with vendors. They cover general contracts, professional services, IT purchases, and disaster response services. The contract templates can be accessed from Cooperative.com. In My Communities click on Supply Chain. Under Documents, click on Contract Templates.

For more information, contact Stephen Guth at 703-907-5902 or stephen.guth@nreca.coop.

Done Internet

An example national discount announcement on the NRECA Intranet

The screenshot shows the NRECA Employee Intranet website. The top navigation bar includes links for "My Sharepoint Sites...", "NRECA Calendar", "Org Chart", "SPARC", and "Cooperative.com". The main header features the NRECA logo and a search bar. Below the header, a green banner reads "Welcome, Stephen Guth" and "NRECA Employee Intranet". The page is divided into three columns: "Upcoming Events", "News & Announcements", and "Deadlines and Reminders".

Upcoming Events:

- December 8, 2006
 - Scheduled Network Maintenance** (12/8/2006): Dec 7, 8:00 p.m. – Midnight; Dec 9, 2:00 p.m. – 5:00 p.m.; Dec 9, 7:00 p.m. – Dec 10, 9:00 a.m.; Contact the [Help Desk](#), ext. 6000
 - Holiday Reception**; Dec. 8, 4:00 p.m. - 6:00 p.m., CC1, NRECA Headquarters (Arlington); Contacts: John Bohlander (ext. 6220) or Ingrid Hunsicker (ext. 5629)

News & Announcements:

- Save 12% at Staples December 10 - 23** (12-08-06): Staples is celebrating Customer Appreciation Weeks with a 12 percent discount. Click more to download the PDF. [\[more\]](#)
- Save Up to 40% at Barnes & Noble.com** (12-07-06): Whether it's for family, friends, or co-workers, Barnes & Noble.com has great gift ideas for all of the people in your life. [\[more\]](#)
- NRECA Annual Meeting on Cooperative.com: Stay Up-to-Date** (12-06-06): Cooperative.com's annual meeting section gives you a comprehensive look at the 2007 national organization annual meetings in Las Vegas, NV, taking place Tuesday, March 20 through Thursday, March 22. [\[more\]](#)
- Demo Version of the NRECA Employee Benefits Site Released December 1** (12-05-06): NRECA released a new demo version of the NRECA Employee Benefits site to help benefits administrators

Deadlines and Reminders:

- 2006 Toy Drive**: DEADLINE; Dec. 15

Quick Links:

- [Employee Frequently Asked Questions](#)
- [NRECA Web sites/Applications](#)
- [RE Excellence](#)
- [Staples](#)
- [Business Cards](#)
- [FedEx](#)
- [Pandemic Flu 101](#)
- [Travel](#)
- [2007 Holidays](#)

Recently Updated:

- Holiday Policy 4.4:** (updated, 11-28-06). [\[more\]](#)
- 2007 Payroll Calendar:** (updated, 11-28-06). [\[more\]](#)
- Welcome New Faces:** Find out who's new (updated, 11-17-06). [\[more\]](#)
- Personal Notes** (updated, 11-14-06). [\[more\]](#)
- NRECA Intranet Photo Galleries** (updated, 11-14-06) [\[more\]](#)

The Clips:

Get news on electric co-ops, NRECA and the electric