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MANAGER'S CONNECTION

Happy New Year!

A New Year always brings new hope and fresh challenges. One of your co-op's challenges is to be fiscally responsible, and to that end we are making modest changes to reduce operating expenses.

One of the most noticeable adjustments will be switching the *Northland Connection* from an independent publication to become part of the pages of the *Rural Missouri*, which you will see in February. Most of the savings will come through avoiding the cost of postage, a major expense for all publications. In addition, your co-op will begin to move toward greater reliance on digital services and social media. Platte-Clay is not alone in making these types of changes.



Mike Torres,
Chief Executive Officer

One excellent example of a company now making this transition is Penney's. The last holdout from other major retailers including Montgomery Ward, Spiegel and Sears, the 2009 winter big book catalog is the last for Penney's. Online sales at jcp.com have eclipsed catalog sales. With a presence on Facebook, Penney's has 500,000 Facebook "fans" who receive occasional messages and who are encouraged to shop at jcp.com

Rather than being the last co-op to move toward increased efficiencies and to use social media, Platte-Clay this year will gradually implement a variety of digital services. Although some members remember when the poles went in to carry the electric lines, many younger members have always had the Internet or a cell phone at their disposal.

Because of the rapid changes in technology and the fact that many co-op members now routinely text messages as often as they call, shop via the Internet as often as they drive to a mall, your co-op will begin to take steps to effectively communicate with all members using a variety of digital tools. We hope you'll become a Facebook fan.

As always, if you have questions or concerns, please contact me.