


# VE "C" Watt's New

Vernon Electric Cooperative

November 2007

Your Touchstone Energy® Cooperative 

## Get the L.E.D. out this holiday season!

Americans love to decorate for the holidays with strings of lights. Light Emitting Diode (LED) holiday lights are a new product that offers significant advantages over conventional holiday lighting.

LED holiday lights reduce energy consumption by as much as 90% compared to traditional incandescent lights and produce a more durable light that can burn brightly for 50,000 hours, compared to up to 6,000 hours for incandescent bulbs. The energy cost of operating one of these strings is a fraction of the cost of conventional holiday lights. As they go into wider use, LED lights have the potential to make a significant dent in the electricity consumed by festive lighting each holiday season.

### LED light strings are superior to standard light strings because they:

- ▶ use up to 90% less energy
- ▶ last up to 7 times longer
- ▶ are more durable, with no filaments or glass bulbs to break
- ▶ produce very little heat, reducing the risk of fire

Traditional screw socket bulbs use either 5 or 7 watts per bulb. With 25 lights per string, that translates to a lot of power – between 125 to 175 watts per string. And unfortunately, most of that energy is wasted. Less than 10% of the power used by an incandescent bulb goes into creating light – the rest is lost as heat.

The following chart compares the cost of LED holiday light usage to both mini and large incandescent lamps.

# OF LIGHTS	TYPE OF LIGHT	ENERGY USAGE OF BULB	450 HOURS (5 HRS/DAY FOR 90 DAYS)	AVERAGE OPERATING COST*
100	Large Incandescent	7.00 Watts	315 kWh	\$31.50
100	Mini Incandescent	0.45 Watts	20.25 kWh	\$2.03
100	LED Holiday Lights	0.043 Watts	1.94 kWh	\$0.19

\*Calculated using an average residential rate of 10¢/kWh.

LED lights are available in strings from 20 to 150 bulbs with red, green, blue, white, yellow and multi-colored bulbs. There are many styles available including mini-ice, ball-shaped and C7 and C9 (candle-shaped) bulbs.

Do your part to keep this holiday season 'greener' by reducing the impact on our environment and keep a little more 'green' in your wallet by taking advantage of incentives from Vernon Electric Cooperative. Now through December 31, 2007, you can save money with a rebate bill credit of \$2 from Vernon Electric Cooperative for each string of LED holiday lights purchased. You can use the attached rebate form or download one from [www.vernonelectric.org](http://www.vernonelectric.org).

### LED Holiday Lighting Incentive Form

- ▶ An original sales receipt must accompany this form.
- ▶ Lights must have been purchased by 12/31/2007.
- ▶ Application for rebate must be received by 1/24/2008.
- ▶ Rebate is \$2.00 per string.



Qty. of strings \_\_\_\_\_

For:  Residence  Commercial

Name: \_\_\_\_\_

Acct. # \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Meet the Power behind the Power

Veterans' Day  
November 11, 2007

We salute our Cooperative employees, directors and members for their military service...



LeRoy "Bud" Nemece, Seaman  
Quarter Master, 1955-57,  
Board President



Mike McMahon, USAF,  
Staff Sergeant, 1966-70,  
General Manager



John Pesik, Army,  
Sergeant, 1966-67,  
Journeyman Lineman



Dave Miller, Army,  
Specialist E4, 1969-70,  
Meter Reader/Collector



Mike Mowery, USAF,  
Sergeant, 1970-76,  
Member Service  
Technician



Don Gander, Army,  
Helicopter Mechanic  
E4, 1984-1989,  
Journeyman Lineman



Jason Johnson,  
Army Reserve,  
Specialist E4, 1991-97,  
Journeyman Lineman



Matt Hirschfield,  
Army National  
Guard, PFC, 1993-99,  
Journeyman Lineman



Andy Hefel,  
Army, Infantry  
Reconnaissance  
Scout, 1992-96,  
Apprentice Lineman

# Kid's Corner



Last month's Kid's Corner winner was Sahara Dawn, age 8, daughter of John LaDue of rural Westby.

Good luck & have fun!

**W**in a chance for a gift certificate from a local restaurant by completing the following activity and mailing it back to our office by December 7th. You must be 12 or under to enter.



Unscramble the letters to form 4 words.

O	T	E	L	U	T
		<b>T</b>			
S	<b>T</b>	<b>K</b>	<b>I</b>	<b>E</b>	
			<b>E</b>		
R	A	F	E	Y	D
<b>F</b>		<b>A</b>	<b>Y</b>		
S	I	W	E	R	
				<b>S</b>	

Now arrange the bold letters to form the word that completes this important message!



Practice electrical \_\_\_\_\_ Outdoors!

Name \_\_\_\_\_ Age \_\_\_\_\_

Parent(s) or Guardian \_\_\_\_\_ Account # \_\_\_\_\_

## Notice:

### Annual Billing Summaries

For those members who need a summary of their annual electric billing statements for tax purposes or any other reason, there will be \$15 service fee. This fee can be avoided by signing up for the new E-Billing service on our website ([www.vernonelectric.org](http://www.vernonelectric.org)) where you can view your billing history on-line for free. Another option is to retain your billing statements for future reference or keeping a monthly record of the information you will need from your billing statements.

## Dual Fuel Test Scheduled

Members who have their electric heat enrolled in Vernon Electric's Dual Fuel Program will have their electric heat shut off on Wednesday, November 14 at 5:00 p.m. as a test of the system. Electric heat will be restored no later than 11:15 p.m. that same evening.

This test is to make sure your back up heating system is working properly before the really cold weather sets in. If you notice a problem with your load management control during this test, please contact our office the next day, or as soon as you can. If you notice a problem with your back up heating system, contact a qualified heating contractor as soon as possible to have it repaired.

## Fair Winners

Congratulations to Chris Zube of rural Viroqua and Ronnie Clark of rural Cashton. These names were drawn to win a \$25 electric bill credit from Vernon Electric Cooperative. Thanks for visiting our booth at the Vernon County Fair.

*Our office will be closed  
November 22 and 23 to celebrate  
the Thanksgiving holiday.*



## Local Calendar of Events

- Nov. 7 **Concert** featuring musicians Cindy Kallet & Grey Larsen. Desserts & drinks served by Vernon Area Arts & Crafts Club to benefit art scholarships. 7:30 p.m. at Main St. Station in Viroqua.
- Nov. 10 Vernon Area Arts & Crafts **Fall Sale** to benefit art scholarships, 9 a.m. – 3 p.m. Lunch & Bake Sale at Main St. Station in Viroqua.
- Dec. 1 St. Mary's Catholic Church – **Christmas Craft Show**, 7:30 a.m. – 2 p.m. at Coon Valley Village Hall. Crafts of all kinds, lunch served & free admission. 483-2505.
- Dec. 1 & 2 Norskedalen **Old-Fashioned Christmas**, 10 a.m. – 4 p.m. Celebrate Christmas in a historic setting with good food, music, demonstrations, raffle, family and snow fun, horse-drawn wagon rides, and festive holiday atmosphere. 452-3424. [www.norskedalen.org](http://www.norskedalen.org)

**If you know of a local event by a non-profit organization taking place in late December or early January, we would be happy to advertise it for you, for free, in this newsletter, at our discretion. Please provide us with information before November 12.**

**VE" C"  
Watt's  
New**

The information in this newsletter has been prepared for you by David Maxwell, Marketing and Communications. Comments or questions regarding information contained here should be directed to:

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E-mail: [vec@mwt.net](mailto:vec@mwt.net)