


VE "C" Watt's New

Vernon Electric Cooperative

September 2007

Your Touchstone Energy® Cooperative 

Vernon and Crawford Counties Team Up

New Inventors & Entrepreneurs Club

Do you have an idea for an invention or new product? Would you like to start your own business? There is a new Inventors and Entrepreneurs (I&E) club that can help you explore your idea and turn it into a product or business.

The first meeting will be held on Tuesday evening, September 11, 2007 at the Gays Mills Community Center on Main Street in Gays Mills. The doors will open at 6:00 pm with the program beginning at 6:30 pm. Everyone is welcome and encouraged to come early to meet other creative people, and browse the resource table. Guest speakers will include Greg Wise from the Center for Community Economic Development and Ivan Davis, a marketing specialist from Output Generation.

The club is coordinated by Laura Brown, Community Development Educator from Crawford County UW-Extension, Sue Noble, Director of Vernon Economic Development Association and Ben Eby, owner of Ben Eby Tool in Soldiers Grove. Crawford and Vernon counties both received a grant from the Department of Commerce to start a club, as many other counties across the state have done. Brown and Noble decided to pool their resources and coordinate a regional club. Noble said, "It's a good fit with both of our approaches to economic development. We believe in growing communities from within by providing help and support to local people and by encouraging innovation."

The purpose of the club is to create a safe environment to help people explore their ideas and turn them into products or businesses. Noble said, "It's not another resource, it's not another tool, it's just a club. It's a place where people can take risks, learn from their mistakes and try something new with support from their peers." Organizers emphasize that the meeting is about sharing ideas, not about selling products or services to the participants.

Entrepreneurship plays an important role in rural economies. Brown noted, "Within the past decade economists and development practitioners have recognized the increasing importance of fostering a 'creative culture' to foster job and economic growth. Entrepreneurs thrive in areas that encourage creativity and adaptability, and where they have access to the resources they need to get started or grow their business."

Meetings of the new Inventors and Entrepreneurs Club will be held on the second Tuesday of every month, starting in September, at the Gays Mills Community Center. For more information you may contact:

- Ben Eby at 608-624-3300,**
- Laura Brown at laura.brown@ces.uwex.edu or 608-326-0224**
- Sue Noble at snoble@veda-wi.org or 608-637-5396.**

Vernon Electric Introduces E-Billing

The E-bill option at Vernon Electric Cooperative will soon be available. E-bill gives you the ability to instantly view information about your bill from your home, office or any place that you have access to the Internet. It also allows you to view your account and pay your bill online through a secured Web site via the Internet.

If you just can't wait until E-billing is up and running, send us your e-mail address with a note that you are interested in E-billing and we will be sure to contact you as soon as it's available. You can e-mail your address to kyanske@vernonelectric.org.

The advantages of E-billing are many:

- ▼ VEC will pay you \$5.00 to sign up for E-billing.
- ▼ Not only can you look at your current bill that would have been mailed to you, but you also have the capability of looking back at previous months' bills and payments too.
- ▼ Information about your kwh usage and charges are also at your fingertips.
- ▼ Not only do you benefit, but it also saves time and money for VEC by not having to print monthly bills, process payments and elimination of postage.

"By providing this new billing option, we hope that our members realize Vernon Electric's commitment to bringing them the best services possible," said Karla Yanske, Director of Office Services.

If you have any questions, please send us an e-mail or give us a call at 1-800-447-5051 (toll-free in 608 area code) or 608-634-3121.

The value of \$200



Back-to-school shopping adds up to about \$200 per child. For \$200 you can power a computer for 10,000 hours.

The Value of Electricity



A Touchstone Energy® Cooperative 

Readstown Picnic Winners

- Hannah Wright, Readstown CD player
- Kay Zogg, rural Viroqua Welcome dog statue
- Margaret Larson, Readstown ... Pyrex 4-piece portables
- Julie Massenburg, Readstown Bird feeder
- Gerry Glass Cordless drill

Kid's Corner



Last month's Kid's Corner winner was Elizabeth Flaten, daughter of Mark & Roxanna Flaten of rural La Crosse.

Good luck & have fun!

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



Identifying Conductors and Insulators

Electricity can move easily through conductors, like metal and water. It can't move easily through insulators, like special rubber and glass.

Each number below the blank stands for a letter. Complete the sentences by filling in the missing letters. Then use the letters you filled in to decode the Secret Message.

- Electricity can travel easily through some materials, like copper w 1 2 3.
Materials that let electricity travel e 4 5 6 7 are called
CONDUCTORS.
- INSULATORS** do not allow electricity to pass easily through them. The plastic coating on the 8 9 pp 3 2 wire is an insulator.
- Metal and water are g 9 9 10 conductors.
- Special r 11 12 12 3 r and glass are good i 13 5 11 4 14 9 2 5.

Secret Message

9 11 2 12 9 10 1 3 5 8 4 13
8 9 13 10 11 8 14 3 6 3 8 14 2 1 8 1 14 7

That's why it's important to be careful around electricity!

Name _____ Age _____

Parent(s) or Guardian _____ Account # _____

Lower Winter Rate goes into effect this month

September begins the winter billing season where your cost per kilowatt-hour drops from 9.90 cents per kWh to 8.76 cents per kWh. In the summer billing months (June, July, August) high temperatures create a huge appetite by consumers for electricity. Much of this is due to air conditioning load. Because of the extra cost to ensure an adequate supply of electricity during this period of high demand, electricity in the summer costs a little more. Now that the cooling season is over, electric rates are dropping to reflect the lower demand for electricity.



Local Calendar of Events

- Sept. 8** **God's Country Bike Tour.** Enjoy the scenic countryside and the rolling hills overlooking the Mississippi River on this 45-mile trip (shorter ride for families available). Begins and ends at the park in Stoddard. Benefit for the St. Charles School. www.godscountrybiketour.org.
- Sept. 8** The Temple Theatre in Viroqua presents **Unforgettable Broadway**, with pianist Paul Bisaccia and coloratura soprano Diane Penning. Tickets \$17. Mail order at 608-637-2946. www.temple-theatre.com.
- Sept. 11** **Contracting with Governments and Prime Contractors.** 8 a.m.-4:30 p.m., Camp Douglas. For businesses that would like to increase sales by selling to federal or state government agencies or selling to prime contractors. For more information contact Juneau Co. Econ. Dev. Corp. at 608-427-2070 or jcedc@mwt.net.
- Sept. 12-16** **Vernon County Fair,** Viroqua. www.vernoncountyfair.com.
- Sept. 22** **Norskedalen's Threshing Bee,** 10 a.m.-4 p.m. Celebrate the harvest of old with many working farming and harvesting demonstrations, wagon rides, home style meal (reservations required), and a buzz of activity surrounding rural life.
- Sept. 29** **Outdoor Quilt Show** at Maplewood Terrace, 620 S. Garfield St., Viroqua, 10:30 a.m.-3:30 p.m. Showing heirloom quilts and wall hangings and dolls with their doll quilts. Workshops at 1 & 2 p.m. 608-637-6358.
- Oct. 3** Liberty Pole Methodist Church **Fried Chicken & Homemade Noodle Dinner,** 4-9 p.m.
- Oct. 6** **Dam Challenge** at the Kickapoo Valley Reserve. Canoe 7 miles, road bike 14 miles and x-country run 3 miles. Chip timing. 608-625-2960; <http://kvr.state.wi.us>. Fundraiser for environmental education.
- Oct. 6** **Catfish Fry** featuring Beck's famous catfish from 4-8 p.m. at the Genoa American Legion Post 246 Clubroom. Call 608-689-2444 for more info.
- Oct. 7** **Skogdalen Lutheran Church Meatball Dinner,** 11a.m.-2 p.m. Located on Cty. P between Coon Valley and Westby.
- Oct. 11** Trinity UCC **Potato Pancake Supper,** 4-7:30 p.m. in Mormon Coulee next to Hwy. 14/61.

If you know of a local event taking place in late October or early November, we would be happy to advertise it for you, for free, in this newsletter, at our discretion. Please provide us with information before September 12th.

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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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