

Watt's New

December 2011

Vernon Electric Cooperative

Your Touchstone Energy® Cooperative 

"Information for our member-owners."

Manager's Column

We're Different - We're Looking Out for You



Joe McDonald

I feel very fortunate to live and work in the heart of "co-op country". Cooperatives are different from other businesses you deal with. To tell you the truth, I like being different. And the fact that you're reading this article shows you like that difference too.

We're different because we're Looking Out for You. Now, more than ever, that's important because

we need to work together to keep your electric bills affordable. The electric co-op website, TogetherWeSave.com, shows how little changes like sealing your air ducts, replacing old appliances, or improving your home's insulation can add up to big savings on your electric bill. We also offer home energy audits to make sure you're getting the best value out of the electricity you use every month.

This is a special year for us, because we are celebrating 75 years of looking out for our members. Vernon Electric Cooperative was formed in 1936 to electrify our rural areas. At that time, for-profit electric companies refused to bring electricity to rural America. On May 11, 1935, President Franklin Roosevelt signed an Executive Order creating the Rural Electrification Administration (REA). REA turned out to be one of the most successful government programs of all-time. After 75 years, our mission to provide safe and affordable electric power has not changed.

In fact, as a not-for-profit organization, we give money back to you when our revenues exceed costs. I'm proud to report that in 2011, we returned more than \$450,000 to our members in the form of capital credits. We are also saving our members \$55,000 by not passing along this year's power cost surcharge. Being member driven instead of profit driven is the co-op way of doing business.

As we wrap up our 75th year in business, the board of directors and employees of Vernon Electric Cooperative want to thank you for your patronage and support. We look forward to serving this wonderful "co-op country" for another 75 years. Happy Holidays!

Convenience Fee Dropped on E-Bill

While many of our members have enjoyed receiving their monthly billing statement electronically by using our free E-Bill, most were less than enthused about the fee to pay their bill through the site. We are excited to announce that the convenience fee has now been dropped. You can pay through the E-Bill site using a debit, credit card, or e-check, and enjoy the flexibility of paying on the date you want – totally FREE!

Keep it Simple and Go Green with Paperless Billing

Click on E-Billing today at www.vernonelectric.org!...

- View your current statement online
- View previous statements
- View payment history and energy use
- Monthly newsletter comes attached
- Pay your bill online with no convenience fee

Partner E-Billing with the Automatic Payment Plan...

- Paperless
- No stamps, no mailing
- Bill always paid on time automatically
- Free service

Receive a \$5.00 credit on your first bill for each service you sign up for! Visit our homepage and click on "E-Bill" to get started. Once you've signed up for E-Billing, you can also sign up for the Automatic Payment Plan at the same time by clicking on the "Financial Info." link, or call our office to receive a sign up form.

Happy Holidays!

The Employees and Directors of Vernon Electric Cooperative wish you and yours a safe and enjoyable Christmas and Holiday Season and a Happy New Year.



QUESTLINE

Free home energy resource now available to members

- ▲ Find ways to lower your energy bills
- ▲ Discover ways to green your lifestyle and improve the environment
- ▲ Use online calculators to determine how much energy you're using

Subscribe to Vernon Electric Cooperative's Questline, a free eNewsletter and home energy resource. This is a quarterly non-promotional eNewsletter that is geared to our residential members and will focus on ways homeowners can improve energy efficiency and save money. You will also find articles on new ideas for conserving water, green initiatives, and the latest energy technologies.

Go to www.vernonelectric.org to sign up under the "Products & Services" section.



Energy Efficiency
Tip of the Month

During the holiday season, consider using ENERGY STAR-qualified lights and strands to decorate. They use 70 percent less energy than regular lights and last up to 10 times as long. They also give off less heat, reducing the risk of fire.

Source: U.S. Environmental Protection Agency

"Paws" and Take Steps to Keep Pets Safe from Electrical Hazards this Holiday Season

Every year thousands of pets around the country are given as gifts during the holiday season. If you are thinking about joining this tradition, please "paws" to prepare your home before bringing a furry friend home for the holidays.



Keep electrical cords away from puppies and kittens so they don't chew on them and receive a severe shock. What may seem like a mild shock to an adult may be enough to kill a small pet. Cover the cord with a heavy plastic sleeve or ask your pet store for a bitter tasting product you could put on the cord.



Vernon Electric's...

The following individuals are owners of outstanding Capital Credit checks that have not been cashed. Please call our office at (608)634-3121 or toll-free in area code (608), at (800)447-5051 with your current address so we can update our records and see that you receive your checks. Getting money back is a great reason to be a Co-op member!



Andrasz, Albert
Arenz, Mayme
Avery, Thomas
Bachman, Fred
Bagby, Linda
Bahr, Francis
Bauer, Marty
Beall, Janice
Bender, Daniel
Berglund, Carol
Beyer, Kenneth
Bichler, Paul
Blakley, Dale
Blihovde, Donald
Block, Duane
Borland, James
Brown, Chad
Bunbury, Raymond
Callaway, Sharon
Clark, Michael & Stacy
Clements, Suzie
Coggins, Joyce
Cooper, Jennifer
Czechowicz, Larry
De Florian, Gloria
Dempsey, Patricia
Dickerson, Jeanette
Downing, Laura
Egizio, James
Finster, Robin
Fortun, Robert
Fritz, John
Gentle, Avery Jr.
Gilbertson, Donovan
Gjerdingen Farms Inc.
Goplin, Irvin
Gouwens, Hazel
Green, Garnet
Groom, Tina
Gudgeon, Lee
Gunther, Michael
Hamilton, Lee
Heintz, Louise
Hill, Darwin
Irwin, Kathi
Johnson, Arnold
Johnson, Edward
Johnson, Garrett
Johnson, Heather
Kapanke, Gerhard
Karstetter, Tammy
Kidd, Michael
Klar, Richard
Knudson-Suhr, Diane
Kolbo, Colette
Kranz, Mathew
Kruse, James
Kuderer, Kari
Kuhnke, Ronald
La Masney-Drapeau, Joseph

Larson, Lahna
Lippe, Amy
Lockington, Scott & Val
Lohry, Susan
Longway, James
Lueck, Randy
Maier, Robert Jr.
Manisco, George
Maxwell, Rodney
Mc Gaughy, Sam
Miller, Billy
Mills, Beuford
Nichols, Daniel
Nickelotti, Diana
Ofstedahl, Daniel
Oldenburg, Andrew
Oliver, Evelyn
Olson, Ricky & Michelle
Ostine, S.B.
Osterman, William
Ostrem, Ryan & Mary
Paletta, Michael
Paulson, Kenneth
Petersen, Jerry
Peterson, Michael C.
Plagge, Jeremiah
Prudential Metrowide Realty
Randles, Betty
Reagan, Robert Jr.
Reese, Geoff & Lisa
Rogness, Gary
Ruebel, June
Rumppe, Chris
Schlunz, Leslie Sr.
Schwartz, Michael
Sherrell, Brian
Simonson, Geneva
Sisbach, Ardith
Soltau, Chris
Star Valley Enterprises
Steele, Jerry
Steinmetz, Ken
Stigen, Jason
Stoikes, Heath
Strait, Cory
Sweeney, Michael
Tanner, Michael
Thompson, Vincent
Tisdale, David
Towne, Keith
Weber, Kraig
Weibel, Kristen
Welker, Christopher
Wickham, Deb
Wildes, Harry
Wilson, Josie
Wilson, Ronald

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:

VERNON ELECTRIC COOPERATIVE
110 Saugstad Rd; Westby, WI 54667
Call (608) 634-3121 or 1-800-447-5051.

www.vernonelectric.org
E-mail: vec@mwt.net