

# Watt's New

January 2012

## Vernon Electric Cooperative

Your Touchstone Energy® Cooperative 

*"Information for our member-owners."*

## The Value of Electricity

**F**rom powering our homes and businesses to energizing entire communities, electricity is one of the most valuable and reliable products we use.

As consumers, we directly or indirectly use electricity almost all the time. While the per kilowatt hour price of electricity has been on the rise due to government regulations and legislative changes, the contribution of electrical energy in our lives remains one of the best values your dollar can buy.

When you consider how reliable electricity is, the value goes up even more. It is an undeniable bargain and one of life's great conveniences.

- You can preserve your food and beverages in your refrigerator for a longer shelf life for about 40 cents per day
- You can pump water from your well into your home for about 6 cents per day
- You can run an energy efficient compact fluorescent light (CFL) for 6 hours and it will only cost about 1 cent
- You can watch a 3-hour movie on your 42" flat-screen TV for about 9 cents
- An electric clothes dryer can dry a large load of clothes in less than an hour for about 60 cents
- You can boil a pot of water for about 4 cents
- You can bake a chicken for about 33 cents
- The hot water for your shower will only cost you about 25 cents

### Increase the value of your energy dollar

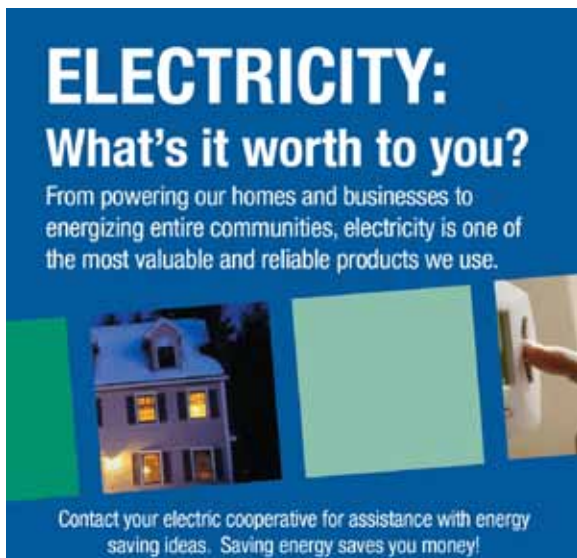
Members like you are taking action across our region. Our changing economy has served as a

signal to make changes in our lives that can save us money. One of the areas where your neighbors are conserving is in their awareness of energy use, where small changes make big impacts. Find out how little changes add up by taking the free online home tour today. Go to [www.TogetherWeSave.com](http://www.TogetherWeSave.com), and then click on the picture of the house to begin.

Have you tightened up your home? Have you ever heard of an energy audit? Talk to the experts at Vernon Electric to meet with you and arrange a time

for an energy assessment for your home. We are here to answer your questions and recommend money saving, energy efficiency improvement plans. Some improvements may even qualify for rebates.

Your home assessment report will suggest energy saving opportunities and outline energy saving goals. You may even find that it includes some simple, low cost and no cost ideas. From there, you can select which of the energy saving ideas you want to implement.



**ELECTRICITY:**  
**What's it worth to you?**

From powering our homes and businesses to energizing entire communities, electricity is one of the most valuable and reliable products we use.

Contact your electric cooperative for assistance with energy saving ideas. Saving energy saves you money!

Know that we at Vernon Electric Cooperative are looking out for you by working together to keep electric bills affordable, controlling costs through innovation and putting you, our members, first.

**Contact Vernon Electric Cooperative for assistance with energy saving ideas, 608-634-3121, 1-800-447-5051 or [vec@mwt.net](mailto:vec@mwt.net).**

**Saving energy saves you money!**

## Cast your ballot for your co-op representative

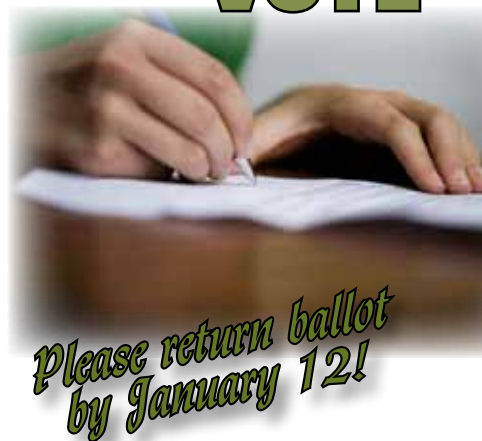
**Members in the following Divisions will receive a list of all the members in their township:**

- Division II** Towns of Genoa, Wheatland, Harmony, & Freeman
- Division V** Towns of Greenfield, Washington, Portland, Leon, & Wells
- Division VIII** Towns of Wellington, Glendale, Forest (Vernon), Union, & Bloom

We ask that you select five members to represent you at the District Conference to be held February 4, 2012. The two lowest of the five top vote receivers will be the alternates. Your vote is important, and those elected are invited to attend the District Conference. Business reports and work plans will be discussed, and director candidates will be selected for those divisions having elections.

Remember, when you get your ballot, choose five members, sign the ballot envelope, and return it to our office in the self-addressed, stamped envelope by January 12, 2012.

# VOTE VOTE VOTE



*Please return ballot by January 12!*

# Scholarships available from VEC

In 2012, seventeen scholarships will be made available to students whose parents or legal guardians are members of Vernon Electric Cooperative. Seventeen seniors will each receive a \$750 scholarship for the college or university they decide to attend. Funding for the scholarships comes from unclaimed capital credit checks which are forfeited to the Federated Youth Foundation. This Foundation, in turn, makes this money available for youth scholarships to Vernon Electric Cooperative.

One student from each of the following high schools, and one at-large student not attending any of the listed high schools, is eligible for a \$750 scholarship:

- Aquinas
- Brookwood
- Cashton
- Cornerstone Christian Academy
- De Soto
- Hillsboro
- Kickapoo
- La Crosse Central
- La Farge
- Luther
- Royal
- Sparta
- Viroqua
- Westby
- Wonewoc
- Youth Initiative High School



One applicant from each high school listed above, plus one at-large applicant will be chosen in a random drawing at the annual meeting from all of the completed and verified applications received for the scholarships. That applicant, or one of the applicant's parents or legal guardians, **MUST BE PRESENT AT THE ANNUAL MEETING ON MARCH 24th**. If the applicant or one of the applicant's parents or legal guardian is not present at the annual meeting, the applicant will not receive the scholarship should his/her name be drawn. Instead, a new name will be drawn until the scholarship can be awarded to an applicant meeting attendance requirements.

Of the seventeen seniors, six will be eligible to attend the Youth Leadership Congress (YLC) at UW-River Falls, July 11-13 on a first come, first serve basis. The YLC is put on by the Cooperative Network, a coalition of Wisconsin cooperatives and the students are chaperoned and transported by a Vernon Electric representative. The students who attend the YLC will receive an additional \$250 added to their VEC scholarship. In addition, students will have the option to enter an essay in the Cooperative Network's Youth Leadership Congress Essay Contest and win \$1,000 for first place, \$500 for second or \$250 for third. One student from VEC's service territory could potentially win a total of \$2,000 worth of scholarship money.

## Nontraditional scholarship also offered

This \$750 scholarship is awarded to a member who is returning to school in a two or four-year program at least three years after graduating from high school.

Applications and guidelines for all scholarships can be downloaded at [www.vernonelectric.org](http://www.vernonelectric.org) under "Forms" or picked up at Vernon Electric's office in Westby. You can have a scholarship application mailed to you by calling 608-634-3121 or 1-800-447-5051. High school students should also be able to get applications from their high school guidance counselor. The deadline for scholarship applications to be received by Vernon Electric's office is **Wednesday, March 7, 2012, 4:30 p.m.**

# Operation Round Up® Grant Applications Available

Operation Round Up provides an effortless way for Vernon Electric members to give back to our community through charitable donations. Electric bills are rounded up to the next dollar amount and the difference is donated to the Operation Round Up program. The funds are held separately from the cooperative's accounts and are administered through a Board of Trustees comprised of Vernon Electric members.



*One hundred percent of the money collected is donated to local charitable organizations and individuals...*

By neighbors helping neighbors, Operation Round Up helps strengthen our communities and enhance the quality of life in the Vernon Electric service area, which comprises of Vernon County and parts of surrounding counties. This very successful program reflects the true essence of cooperation. Currently, 337 Vernon Electric members support the initiative. It's easy to sign up to be a supporter. Just check the appropriate box at the bottom of your billing statement or give us a call or e-mail stating you would like to support Operation Round Up.

When we all pull together, our individual tax-deductible donations of only a few pennies a month add up in a big way! One hundred percent of the money collected is donated to local charitable organizations and individual Vernon Electric members facing personal financial hardships due to circumstances beyond their control.

For applications and program details contact Dave Maxwell, Dir., Marketing & Communications at 608-634-7475, 1-800-447-5051 or [dmaxwell@vernonelectric.org](mailto:dmaxwell@vernonelectric.org). You can also view details and download applications from our website at [www.vernonelectric.org](http://www.vernonelectric.org) by clicking on "Products & Services".

**Best Wishes for  
a Safe and  
Happy New Year!**



**Watt's  
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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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110 Saugstad Rd; Westby, WI 54667  
Call (608) 634-3121 or 1-800-447-5051.

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