

Vernon Electric Cooperative

Your Touchstone Energy® Cooperative



"Information for our member-owners."



Judy Neuerburg Retires after 31 years

Judy Neuerburg spent her last working day at Vernon Electric on May 27th. Judy reminisced, "To me, my 31 years with Vernon Electric Cooperative have truly been a career, not just a job. So many of the tasks have changed over the years, mostly for the better, but our goal has always remained to serve our members well. It takes a good team to make that happen, and that is what I will probably miss the most in retirement – being part of that team. I will definitely miss the people I've worked with and I wish them well in their co-op careers. It's time for a little change of pace and routine. Working for the cooperative has been an honor and privilege. It has been a good part of my life for so many years, but it will be nice to observe from a different perspective." Judy and her husband, John, look forward to spending more time with their grandchildren, and attending their events will be a special treat. Also, catching up on some home projects, taking a few road trips, and of course spending more time on the golf course are on the retirement agenda. We wish Judy a happy and healthy retirement and thank her for a job well done.

Vernon Electric Challenges Richland Electric during 'Bike to Work Week'

Six of Vernon Electric's 28 employees (21%) biked to work during the Wisconsin Bike Federation's Bike to Work Week from June 6-10. If you remember we had some unusual weather that week with temperatures hovering around 100 degrees during the start of the week and then down to the 50's with rain to close out the work week.

Laurie Feller, Plant Accountant and Dispatcher, was the top VEC employee with 36 miles logged between home and work and a total of 70 miles ridden total. Dave Maxwell, Marketing & Communications, was the most consistent riding all five days during the

work week. However, Ed Lund, Member Services Director for Richland Electric Cooperative, logged 65.7 miles between home and work for the week taking top honors in that category.



Reduce Energy Use During Peak Hours

Peak hours are the busiest times for Vernon Electric because so many people are using electricity at the same time. It costs more to generate electricity when demand soars during peak periods. Obviously, using less electricity during peak periods can save the Cooperative – and you – money.

Here's how you can help during peak hours, which generally are on the hottest summer days between 4 p.m. and 9 p.m.:

- ▲ Shift household chores and activities away from peak periods. Wait to run your dishwasher until you go to bed, for instance.
- ▲ If you have air conditioning, turn the thermostat up when you are gone and at night. Cool only the rooms that you are using.
- ▲ Use the most energy-efficient appliances you have. Your microwave oven, for example, uses considerably less energy than your stove or cooktop.
- ▲ If you're buying a new appliance, make sure you get a highly efficient one. Look for "Energy Star" labels when you're evaluating different models.
- ▲ Be aware of your energy consumption, and try to get in the habit of using energy efficiently year-round.

Use the energy you need, but use it wisely! You'll help avoid the need to build expensive new power plants and that, in turn, will help keep your electric rates stable.

VEC Receives Economic Development Award

Vernon Electric Cooperative received the VEDA Star Award at the Vernon Economic Development Association's Annual Meeting held recently in Chaseburg. The Star Award is in recognition of Vernon Electric's economic impact in the region and its business success.

Vernon Electric has been serving the Vernon and surrounding County area since 1936 and is celebrating its 75th Anniversary this year. Throughout its storied history, Vernon Electric has embraced the Seven Cooperative Principles. The 7th Principle is "Concern for Community", so it stands to reason that Vernon Electric would be supportive of, and involved in economic development in our area.



VEDA Exec. Dir. Sue Noble presents VEC General Manager Joe McDonald the Star Award.

Dairyland Power's 70th Annual Meeting Highlights

More than 700 delegates and guests, including about a dozen from Vernon Electric Cooperative, attended Dairyland Power Cooperative's 70th Annual Meeting at the La Crosse Center last month. The theme of the meeting was *Long-term Value*, paying tribute to Dairyland's forward-thinking founders and demonstrating the cooperative's lasting commitment to providing reliable, responsible and affordable energy. William Berg, Dairyland President and CEO, discussed the concept of value and how it can change with the situation and the times. "We have to ask ourselves, have our members' perceptions of the value of the electricity we produce changed? If we look back 70 years to compare, the answer is probably yes. It didn't matter back then if the lights flickered a little, as long as they eventually came back on. Today it's a different story. A flicker can take down your computer or stop an automated process midstream," said Berg.

Dairyland's value will endure to the benefit of generations to come, so long as its employees, directors and members remember the lessons of co-op pioneers and hard work, encourage more productive uses and forms of energy and stay faithful to core cooperative values. "The pioneers of Dairyland had that faith, even when the future looked bleak. There were no guarantees, no assurance of success. But they knew there was value in what they were doing, value in the groundwork they were laying. The future has proven them right beyond their wildest expectations," said Berg.

Following Mr. Berg's address, three members of Dairyland's staff presented on the history and current decommissioning status of LACBWR, Dairyland's shut-down nuclear reactor located near Genoa, WI. The presentation, titled *The LACBWR Story—from Infancy to ISFSI* (Independent Spent Fuel Storage Installation) took the audience from Dairyland's entry into the nuclear business, through the years of active plant operation and to the current stages of nuclear facility decommissioning. The ISFSI refers to the onsite interim storage system currently under construction to securely contain the used nuclear fuel.

The keynote presentation, *Shaping the Future Through Innovation*, was provided by Hank Courtright, EPRI's (Electric Power Research Institute) Senior Vice President, Global Member and External Relations. Courtright detailed the mission and the challenge of "providing society with affordable, reliable and sustainable electricity while transforming the power system to a cleaner, modern generation fleet, and an interactive electrical grid."

Clarence Hoesly, Treasurer of Dairyland's Board and director representing Clark Electric Cooperative, provided a 2010 Financial Report: "Dairyland's cooperative management works closely with the Board of Directors and member cooperatives to make sure that business operations support the cooperative's long-term Vision, Mission and Values. The goal is to make sure operations are financially prudent for cooperative members and maintain Dairyland's long-term value. "Dairyland's financial outlook remains strong as reflected in the *Standard and Poor's* and *Moody's* "A" ratings of the cooperative. Dairyland experienced a moderate rebound in electric sales in 2010, after having experienced a decrease in 2009 due to the economic recession combined with a very cool summer. System-wide, Dairyland energy sales increased to 6.4 billion kilowatt-hours in 2010—compared to 2009 sales of 6.2 billion kilowatt-hours.

"Dairyland is working to mitigate the impact of factors that cause rate pressure, which include rail transportation, health care insurance, potential costs of climate change/carbon regulation, recent environmental improvements at power plants, financial pressures from further renewable energy resources, and other operating expenses," Hoesly noted.

President and CEO William Berg closed the annual meeting by taking questions from the audience. Dan Korn, Chairman of the Dairyland Board and director representing Vernon Electric Cooperative, presided over the meeting.

Be Wary of Strangers

A report has been received from Rock County where a homeowner was robbed by a person posing as a utility worker. An unmarked pickup truck entered the driveway and a man approached the residents who were working in the yard at the time. He stated that he needed to work on their transformer in their home and the residents told him he could go inside while they remained in the yard. The residents later discovered that the imposter had robbed them.

Vernon Electric does not have transformers in homes. Employees drive marked vehicles, wear clothes marked with the Vernon Electric logo, and should be able to produce identification when asked. If you are ever suspicious about someone

claiming to be from Vernon Electric, please call our office to verify the person's activity.

Vernon Electric is currently in the process of updating load management controls on electric water heaters and Dual Fuel installations and may need to get into the homes of participating members. Typically we will call ahead to make an appointment and

the Vernon Electric employee, will be in a marked vehicle and have identifying clothing.



Look for marked vehicles to help verify legitimate utility workers.