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Watt's Going On

Thank you to everyone who attended the annual member picnic in the park on August 13. The picnic is one of my favorite events of the year as I get to meet and talk with so many of you. Also, a big thank you to Falls Meat Service for processing the pigs we purchased from the fair for the pulled pork sandwiches and to L&M Café for the picnic sides and cookies.

Solar Survey

In July, we randomly sent a solar survey to 1,100 members. We received 20 percent of the surveys back and I thank you if you replied. Our goal with the survey was to gauge our members' interest in and understanding of solar energy. Because our cooperative is challenged with renewable energy mandates, it is important for us to learn what long-term direction our members feel we should be taking in regards to renewable energy. One of the questions we asked our members is if they felt solar energy could be part of their energy future, whether it is through a community solar development or private residence solar installation.

An overwhelmingly 68 percent of those responding said they feel solar energy could potentially be part of their energy future. However, almost the same percentage of members are not interested in a solar project with the payback projection of 15 to 20 years.

Those numbers alone give us something to consider. Jackson Electric has received bids on a 10 kW solar project to be constructed at Jackson Electric. We plan to monitor the energy

output of this proposed development and keep members abreast of its progress. We are in the midst of reviewing these bids to determine what will be in the best interest of our members. If you want to express your thoughts on a solar energy development or have questions regarding renewable energy or its mandates, please feel free to contact me.

Evergreen Program

One of the questions on the survey addressed awareness of the Evergreen Program. I was surprised to learn the majority of members who responded did not know about the program.

By participating in the Evergreen Program, you are helping our power supplier purchase renewable energy power. You can purchase blocks of renewable energy for as little as \$1.50/block/month. This amount is in addition to your monthly electric bill. If you sign up to participate in the Evergreen Program before December 31, 2013, you will receive a reusable tote as our way of saying thank you for supporting renewable energy. Many of you have already signed up for the program, and I thank you for your support.

Jackson Electric is on Facebook. Become our "friend" to keep updated on the happenings at your cooperative. Safety always. ■

Capital Credit Allocation

This is the Cooperative Difference!

You may have received your Notice of Capital Credit Allocation card in the mail. This notice shows the amount earned and credited to your capital credit account for the year stated on the notice. **This is not a capital credit retirement check and cannot be used to pay a balance due on your electric**

account. This is only notification of your allocated capital credit amount in the cooperative.

Please keep your contact information current with the cooperative so capital credit information can be mailed to you. To learn more about capital credits, go to www.jackelec.com/capital_credits. ■

Less Retirement – Amount that has been paid to the member

Plus Allocation – 2012 margins that will be retained in the member's capital credit account

Ending Balance – Member's total capital credit allocation (less retirements) since membership start date

Patronage – Amount paid to Jackson Electric Cooperative in 2012 excluding sales tax, nontaxable program charges, and other service(s) charges

2012 ACTIVITY		Member Number	Patronage
Beginning Balance	229.34	1114	1,615.46
Less Retirement	00		
Plus Allocation	187.58		
Ending Balance	324.94		

Former Manager Mike Anderson Passes Away

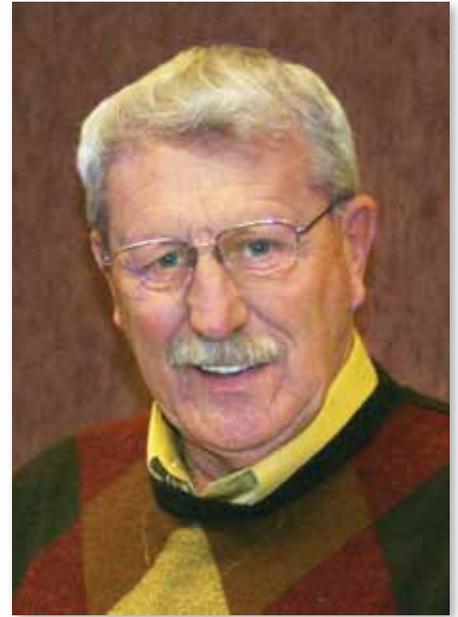
Michael D. (Mike) Anderson, a longtime Jackson Electric Cooperative employee and former general manager, died August 3 after a short battle with cancer. Mike was a tireless advocate for the cooperative movement and area business development. He received countless awards and recognition for his efforts and accomplishments.

Mike began his long tenure at Jackson Electric Cooperative in October 1960, when he was hired as the promotion manager to sell electrical appliances and promote local electrification. In January 1980, Mike became the general manager, a position he held until retiring in 2004. Mike also served

as interim manager between August 2008 and March 2009.

His interest in cooperatives continued following his retirement. He would often visit the Jackson Electric Cooperative office, when he wasn't traveling, to have a cup of coffee and chat with employees. He always expressed an interest in the employees' families and often made an appearance at events where children of employees were participating.

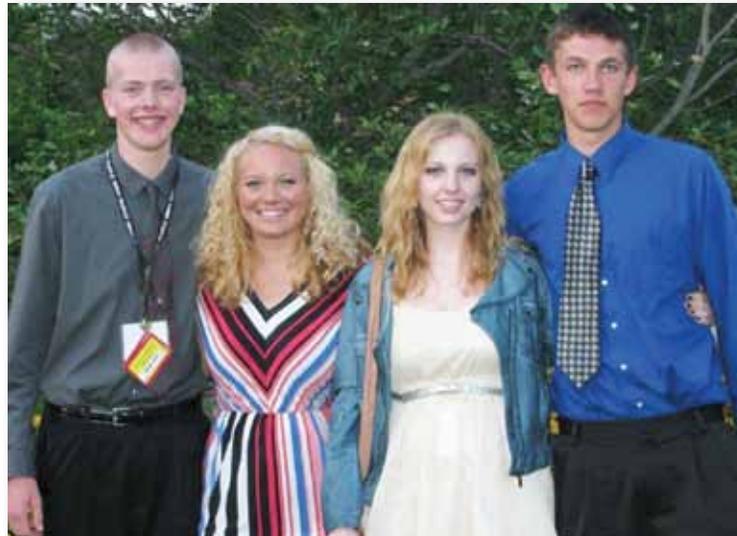
Mike's passing will leave a void at Jackson Electric Cooperative and the entire cooperative business world. His contagious enthusiasm and support for cooperatives will be difficult to replace. ■



Jackson Electric Sponsors Youth to 50th Leadership Congress

Jackson Electric Cooperative sponsored four local students to the 50th annual Youth Leadership Congress held July 10–12 at the University of Wisconsin–River Falls. The Wisconsin Electric Cooperative Association, the state's electric cooperatives, and UW–River Falls sponsor this Congress.

Derek Blaken, son of Jeff and Carol Blaken, of Mindoro; Beth Pfaff, daughter of Ed Pfaff and Danette Van-Auken, of Black River Falls; Stephanie Pipkin, daughter of Eric and Pam Pipkin, of Sparta; and John Ramsey, son of Jeff and Cindy Waughtal, of Melrose, joined more than 125 high school students at sessions that focused on cooperative leadership during the three-day workshop. The students learned how a cooperative functions as well as its principles and benefits, and they participated in cooperative case studies that were presented within their designated districts. The students also democratically voted for their peers to represent them on the state's



Attending the 50th annual Youth Leadership Congress were, left to right, Derek Blaken, Beth Pfaff, Stephanie Pipkin, and John Ramsey. These students were sponsored by Jackson Electric Cooperative at the three-day conference.

Youth Board. In addition, informative sessions on energy efficiency, careers in cooperatives, and political lobbyist responsibilities were presented.

The students learned from motivational speakers ways to become better leaders by using creativity and communication. Team-building activities incorporated ways to think “outside the box” by working together

to accomplish a common goal. The students also enjoyed learning proper dining etiquette during a formal banquet.

The Youth Leadership Congress is held annually in the summer for students who will be entering their sophomore, junior, and senior years of high school. For more information on Jackson Electric Cooperative's youth programs, go to www.jackelec.com. ■

Youth Ambassadors Travel to D.C.

“Thank you so much for investing in our future,” stated MacKenzie Hoeschele and Beth Pfaff to the Jackson Electric Cooperative’s Board of Directors at the board’s regular monthly meeting in July.

MacKenzie and Beth were among 1,600 high school students who attended the Electric Youth Tour in Washington, D.C., in June. Because both girls participate in Jackson Electric’s Youth Ambassador Program, they were selected through an application process to represent the co-op on the tour.

While on the tour, MacKenzie and Beth had an opportunity to meet with Congressman Ron Kind and Senator Tammy Baldwin. They toured historic sites including Mt. Vernon, the National Cathedral, and the Vietnam War Memorial. MacKenzie and Beth agreed one of their favorite days on the tour was when they listened to keynote speaker Mike Schlappi. Mike is a four-time Paralympic medalist and two-time World Champion in wheelchair basketball. His message inspired both girls and they summed up his presentation in one word — perseverance.

“The future of cooperatives lies in the leadership of our youth,” stated

Greg McFarland, general manager of Jackson Electric Cooperative. “Our board feels it is important to educate our youth so they can be our present and future ambassadors to policymakers, community members, and their peers.”

To experience the Electric Youth Tour, students are required to participate in Jackson Electric Cooperative’s Youth Ambassador Program. Open to area high school juniors and seniors, this program teaches students about cooperative principles, values and operations; cooperative careers; leadership and teamwork skills. To learn more about this program and other youth opportunities, go to www.jackelec.com/public_relations or contact our office. ■



Beth Pfaff, daughter of Ed Pfaff and Danette VanAuken, and MacKenzie Hoeschele, daughter of Steve and Tracy Hoeschele, all of Black River Falls, pose in front of our nation’s Capitol during the Electric Youth Tour in June. The girls represented Jackson Electric Cooperative.

Payment is in the Mail

When sending your electric bill payment by mail, please remember that your payment may not reach our office in a timely manner. Due to the recent closing of the La Crosse mail processing center, mail that is typically processed in La Crosse is now routed to Eagan, Minn.; therefore, there’s no guaran-

tee First Class mail will be delivered the next day.

Please allow your payment several days to reach us by mail. You can also pay your bill online at www.jackelec.com; click on the Bill4U Online Bill Payment tab or call our office to pay with a credit or debit card. ■



Celebrate Earth Day Every Day....

Support Renewable Energy by Participating in Evergreen

Evergreen is a voluntary renewable energy program available through Jackson Electric Cooperative. In addition to your normal electric bill, you pay a small extra charge each month to offset the additional cost of renewable generation.

Sign up before December 31, 2013, and receive a reusable tote as our way of saying “thank you” for supporting renewable energy.

Jackson Electric Cooperative • www.jackelec.com

Please sign me up for Evergreen.

- 1 block (\$1.50 per month)
- 2 blocks (\$3.00 per month)
- 3 blocks (\$4.50 per month)
- 4 blocks (\$6.00 per month)
- 5 blocks (\$7.50 per month)
- _____ blocks at \$1.50 per block per month

* One block = 100 kilowatt hours

I understand that this amount is in addition to my monthly energy bill and that I may cancel my purchase at any time.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Account No.: _____

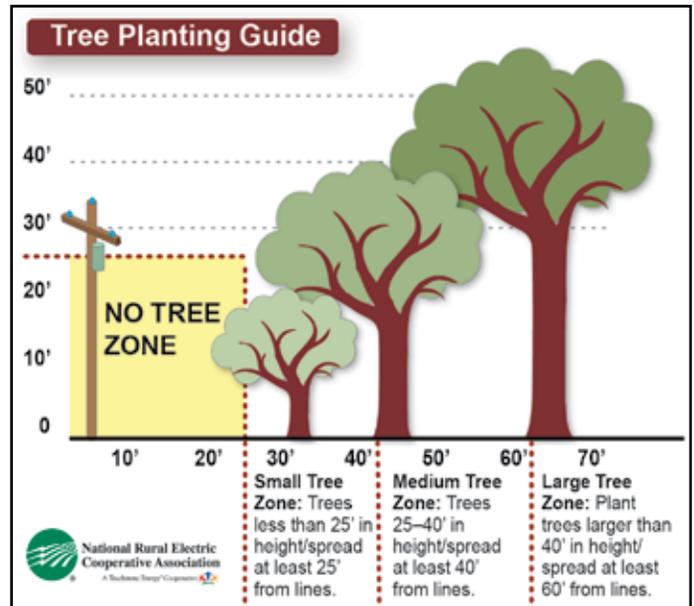
Proper Landscaping Will Help Keep Your Power Reliable

Landscaping represents an investment of time and money; however, landscaping around electrical equipment interferes with Jackson Electric Cooperative's ability to deliver safe and reliable power. As you plan your tree and landscape plantings, consider that trees and shrubs need space to grow both above and below ground.

Properly placed trees can lower line-clearance costs for utilities, reduce tree mortality, and result in healthier community forests. Use the Tree Planting Guide (see chart), also located at www.jackelec.com/electric_system/right_of_way_maintenance, as a guide for planting near distribution power lines. Keep in mind the following suggestions:

- Plant trees away from underground utilities, as tree roots can grow to interfere with underground pipes, cables, and wires. Future repairs could damage nearby plants and trees.
- Look up for nearby power lines before you cut or trim branches. If a tree falls into a power line, contact Jackson Electric Cooperative.
- Keep areas around meters, transformers, or other electrical equipment free of any vegetation that could limit utility service access.
- If you have trees that appear to be growing into or leaning toward power lines, contact your electric utility. Never try to prune them yourself.

Some people dislike the look of electrical boxes or pad-mount transformers in their yards and try to hide them with bushes, fences, or flowerbeds. Small additions,



similar to these, can create hazards. Jackson Electric Cooperative recommends leaving at least 10 feet of clear space around the pad-mount transformer. Linemen repair these units while they are energized, and to ensure their safety, they need that much elbowroom to make repairs.

In addition, members should be aware that plantings near pad-mount transformers and along rights-of-way may be damaged by co-op vehicles if electrical equipment repair is needed. Transformers often need to be repaired or replaced and line trucks must drive in the right-of-way, damaging plants.

If you have questions regarding power line safety and your landscaping, please go to www.jackelec.com or contact our office. ■

Call Before You Dig It's the Law



All homeowners and construction contractors who plan any type of excavation are required to call Digger's Hotline at least three days before starting the work. If you dig without calling Digger's Hotline and you damage underground facilities, not only will you be financially responsible for the damage, but you could also be subject to a fine of up to \$2,000.

Digger's Hotline will locate underground facilities of Jackson Electric Cooperative up to the co-op's meter. **It will not locate underground facilities such as septic, water, and private secondary wiring to outbuildings.** ■



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