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## Watt's Going On

Since 1964, cooperatives have been celebrating October Co-op Month. This national event is an excellent opportunity for those working for cooperatives to educate the public, policymakers, and members about the many advantages of cooperative membership. In this issue, you will read an article that explains how Jackson Electric Cooperative is at work for its members.

By the time you get this magazine, Congress will be back in session following its August recess. As many of you know, President Obama instructed the Environmental Protection Agency (EPA) to set standards for greenhouse gas emissions from power plants in the Clean Air Act. This mandate could potentially shut down the nation's entire coal fleet — nearly 37 percent of generation capacity. The National Rural Electric Cooperative Association (NRECA) is opposed to regulation of greenhouse gases under the Clean Air Act and is participating in the rulemaking process to

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try to minimize the impacts on electric cooperatives and its members.

In other legislative news, the EPA continues the fight to designate the disposal of coal ash and other coal combustion residues (CCRs) as hazardous materials. Rather than disposing of coal ash in a landfill, it is recycled and used in cement for roadways and bridge

structures. Coal ash also requires less water than Portland cement. In response to the concerns that EPA could list coal ash as a hazardous waste, NRECA supports legislation to designate coal ash as a non-hazardous waste.

Those representing rural electric cooperatives believe that in order to keep the lights on, we need a full mix of fuels with traditional baseload generation.

NRECA continues to work with the president and his administration on an energy strategy that will keep electric bills affordable for rural America. If you would like to receive alerts on how you can help keep the Co-op Nation strong, go to [www.action.coop](http://www.action.coop).

Safety always. ■

### Tax Exemption Forms

#### Attention Ag. Accounts

If your business qualifies for tax exemption, a Wisconsin Sales and Use Tax Exemption Certificate needs to be on file at our office in order for the sales tax to be exempt from your account. You can download the form and instructions at [www.jackelec.com/billing/tax\\_exempt](http://www.jackelec.com/billing/tax_exempt) or contact our office.

### Reminder – Frost Charges

If you plan to have Jackson Electric install new electric service on your property after November 1, an additional charge will be applied if the conventional method of electric service installation is not feasible due to frost.



# Why Your Electric Cooperative is Different

Established in 1964 by official proclamation, October Cooperative Month is a way for not-for-profit cooperatives of all kinds to educate the public about how co-ops operate and to appreciate their many members.

Jackson Electric Cooperative has been guided by the seven cooperative principles for 76 years. Throughout those 76 years, the co-op has experienced many changes in legislation, regulations, membership, and society, to name a few. Even with changes, the co-op continues to hold on to its values through the cooperative principles.

## Principle #1: Voluntary and Open Membership

Jackson Electric Cooperative is open to anyone who is able to use its services. Any person who moves onto Jackson Electric Cooperative's lines is able to become a member. When you sign up for membership at Jackson Electric Cooperative, you receive a packet of information describing the many services and programs available to members.



## Principle #2: Democratic Member Control

Because you are a member of Jackson Electric Cooperative, you have an opportunity to vote for your representation on the board of directors. The board of directors govern the cooperative and directors are elected at their district meeting.



Every March, Jackson Electric holds an annual meeting as a way for members to get to know the people who run the co-op, and it's where members are

## October is National Cooperative Month

updated on business matters. Members also vote on proposed bylaw amendments if needed.

## Principle #3: Members' Economic Participation

Jackson Electric Cooperative is owned by its members. Profits are not given to distant shareholders or investors. Any excess revenue, called "margins," is allocated back to the membership in the form of capital credits. Capital credits are "retired" and then paid back to members each year based on their electric usage. Margins are used by the co-op as working capital for a period, then paid back to individual members.



Jackson Electric has retired more than \$7.6 million to its members since the beginning of returns in 1965. This money is put back into the local economy and into the pockets of the people the co-op serves.

## Principle #4: Autonomy and Independence

Jackson Electric works with its co-op neighbors, but the members are the sole governors of the co-op. The member-elected board of directors approves policies and resolutions that inform the way the co-op does business. Agreements are entered on the terms that ensure democratic control by the members, allowing the co-op to maintain its autonomy.

## Principle #5: Education, Training and Information

It's important to keep members informed, not just about cooperative business and operations, but also topics on energy efficiency, safety, and community contribution. For example, Jackson Elec-



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## Cooperative Principles

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tric provides this magazine to each membership as a way to keep members informed. Members stay informed with a bi-monthly newsletter sent with their bills, Facebook, and at [www.jackelec.com](http://www.jackelec.com).

Jackson Electric promotes an active Youth Ambassador program in which high school juniors and seniors learn about cooperative principles and values. The co-op promotes its products and services at the annual Green-LifeXpo and is a sponsor of that event.

### Principle #6: Cooperation Among Cooperatives

Jackson Electric is an independent entity, but it still relies on other co-ops to share resources, information, and, in some cases, manpower.

Electric co-ops have long relied on one another to get power restored more quickly after severe weather emergencies. "ROPE" or Restoration of Power in an Emergency, works like this: when Jackson Electric needs help after a storm, co-ops from neighbor-



ing towns help. When other co-ops need help, Jackson Electric sends crews to them.

In May, Jackson Electric sent a two-man crew to Pierce Pepin Cooperative Services' territory following an unusual spring snowstorm that caused more than 2,400 of their accounts to be without power. Jackson Electric's crew helped rebuild lines to restore power to the neighboring co-op's members.

### Principle #7: Concern for Community

Even though the first priority for Jackson Electric is to provide safe and reliable electricity to its members, it is also important for the co-op to support and contribute to the development of the community.

Jackson Electric provides scholarships to adults and high school seniors continuing their education, the employees raise money for local charities and organizations, safety presentations are offered to schools and local organizations, and the co-op promotes economic development by offering loan assistance and information to attract businesses to the area.



This is your co-op at work! ■

## 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](http://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.: \_\_\_\_\_

## Ask Your Cooperative

Steve Meyer, Member Services Director



### Are the Wind and Sun Free Energy?

**Q:** There is so much talk about renewable energy and how its generation is going to increase costs to homeowners. I don't understand how that will happen since the wind and sun are free energy sources.

**A:** The wind and the sun are free, but the equipment to capture and convert the wind and the sun energy to electricity is not. The wind and sun are not available 24 hours a day, so you still have to build a conventional

power plant to back up the renewable system; now your equipment cost is double. Added to that, the cost of renewable systems is so high, the owner of a renewable system will never see a payback on equipment if payment for output is made at the same market prices as conventional sources. For that reason, electric utilities are required through mandates to purchase renewable energy and end up paying higher-than-conventional market prices for it. For Dairyland Power Cooperative, our wholesale power supplier, meeting these renewable mandates adds more than \$1 million per month to their costs. The increased costs are passed

on to you through higher rates.

Jackson Electric Cooperative offers to its members a renewable energy program that is affordable and maintenance-free. The Evergreen program is a voluntary program through which members can support renewable energy generation by purchasing a block of energy for as little as \$1.50 per month added to your electric bill. If you want to support renewable energy generation but cannot afford to install and maintain a wind turbine or solar panel, the Evergreen program may be a feasible option for you. See the Evergreen ad on page 28 of this issue, contact our office or go to [www.jackelec.com/energy\\_conservation/evergreen\\_program](http://www.jackelec.com/energy_conservation/evergreen_program) for further information.

If you have a question to ask Jackson Electric Cooperative, please submit to our office at P.O. Box 546, Black River Falls, WI 54615 or email [cbblaken@jackelec.com](mailto:cbblaken@jackelec.com), and put in the subject line "Magazine Question." ■

### Electric Heat Spotlight—Baseboard Heat

#### An easy and inexpensive way to add heat to "cool spots" or an entire home.

**B**aseboard electric heat is easy and inexpensive to install to heat "cool spots" in your home or heat your entire home. Baseboard heat allows you to adjust the thermostat setting for individual rooms, which can save on energy costs.

Baseboard heaters must be clear of furniture to operate effectively and safely. Baseboard electric heat qualifies for the dual fuel electric rate if installed in conjunction with an automatic fossil fuel or Electric Thermal Storage (ETS) heating system.



To learn more about electric baseboard heat or other electric heating options, go to [www.jackelec.com/programs/electric\\_heat\\_options](http://www.jackelec.com/programs/electric_heat_options) or contact Steve Meyer at our office.

Type of Electric Heat	Efficiency	Cost/kwh	Propane/gal.	Fuel Oil/gal.	Natural Gas/therm
Baseboard Heat	100%	\$0.06	\$1.48	\$1.71	\$1.62

*For example: By participating in Jackson Electric Cooperative's dual fuel program, the dual fuel rate is \$0.06 per kwh. That is comparable to paying \$1.48/gallon for a 92% efficient propane heating system, \$1.71 per gallon with a 70% efficient fuel oil heating system, and \$1.62 a therm to operate a 92% efficient natural gas heating system.*



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