

Special points of interest:

- ▶ 2011 CWEC Scholarship Deadline-July 1, 2011
- ▶ Facebook-become a friend of CWEC on Facebook - Cwec Brenda Mazemke

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- ▶ Follow CWEC on Twitter <http://twitter.com/cwecoop>

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- ▶ E-Billing – CWEC has an on-line payment option. To access this exciting option go to our website at www.cwecoop.com and click on the Billing & Rate Information tab and look at the Online Payment & Billing Information.
- ▶ MainStreet Messenger First Alert Systems for more details call 715-677-2211 or 1-800-377-2932
- ▶ Visit us at www.cwecoop.com
- ▶ Check out the new link to Touchstone Energy on our website

How does a quick \$20 sound?

For a limited time we're offering a crisp new \$20 bill (actually a bill credit) for members with central air conditioning (sorry, room units don't qualify) that enroll in our load management program.

What is Load Management? Your cooperative is a distribution cooperative, which means we do not produce the electricity we provide you. Currently we purchase that electricity from Alliant Energy. Alliant assesses us a monthly charge based on their systems peak demand on any given day during the month. This demand charge is then passed on to co-op members. Central air conditioners are big users of electricity. To help minimize the demand charge we utilize a device that can shutoff items such as central air conditioners for a few hours during anticipated peak usage times. The control or shutoff days and times fluctuate, but will

never occur on weekends or major holidays. On average you can expect to have the air conditioner shutoff 5 to 7 times a month.

To encourage members to sign up for air conditioner load management we're offering a onetime \$20 payment. In addition to the \$20 onetime credit you would be eligible for a monthly credit for the months of May, June, July, August and September. The monthly credit is based off of the size of your air conditioner. For most central air conditioners the credit amounts to \$6 per month. To receive the \$20 credit a three year commitment to load management is required. Please call 1-800-377-2932 for more information or to sign up.



Scholarships Available

Once again, scholarships will be available to college, vocational, and technical school bound students through the CWEC Operation Roundup program. Both traditional and nontraditional students are encouraged to apply. To be eligible, either the student or parents must have their primary residence located on CWEC lines and participate in Operation Roundup. Applications are available from your high school guidance counselor, online at www.cwecoop.com (Services Section) or by contacting Mark Forseth at 715-677-2211 or by email at mark.forseth@cwecoop.com.



The deadline for returning completed applications is Thursday, July 1,

2011. Please mail your completed scholarship application to the address below, or drop it off in person at the CWEC office in Rosholt. Scholarship winners will be notified by mail shortly after July 1.

CWEC

Attn: Scholarship Program
PO Box 100
Rosholt, WI 54473

Scholarship winners must maintain a minimum 2.0 grade point average during their first quarter or semester of college or vocational-technical school, and be a full time student. Payment will be made upon completion of the first quarter or semester of college, vocational, or technical school. The recipient will need to provide the cooperative with a copy of his/her grades and proof of enrollment for second semester.

Member Spotlight.... Biking for a Cause

On May 19, 2011, CWEC member Regan Pourchot from Mosinee, WI, his two sons Jake and Logan, along with family friend Chris Hassan, started a coast-to-coast journey from Anacortes, Washington, to Bar Harbor, Maine on their bicycles. The 4,000 mile trek across the United States is a dream tour that became a reality when Regan was introduced to Madux, a six-year-old boy battling a rare children's disease called ataxia-telangiectasia (A-T). The opportunity to help Madux and others who are afflicted with A-T became the motivation for teaming up with the A-T Children's Project by providing a mission for the trip. The Pourchots set an ambitious goal of raising \$20,000 and hope to create greater public awareness of A-T.

Madux lives in Whitewater, WI, and his mother Kim Babcock Devitt, grew up in Wausau where her parents reside.

On his goal of raising \$20,000, Regan stated, "Pedal by pedal, town to town and state to state, my sons and I will see the finish line of the 4,000 mile journey on the last day. But A-T children and their families face a much harder challenge not knowing when a cure will be found for A-T. They just want to see that finish line also, before it's too late. We have an opportunity to have an immediate impact and shorten that wait time, giving hope to those who need it now, pedal by pedal."

The Pouchots have a web site (www.atcp.org/HopeWithEveryPedal) to accept donations and provide information on the trip and events. All funds generated will benefit the A-T Children's Project in their effort to find life-improving therapies and a cure for A-T.

To learn more about A-T, visit www.atcp.org.

Touchstone Energy Member Programs

Recently Central Wisconsin Electric Cooperative became a Touchstone Energy Cooperative, which is a very exciting time for CWEC members. Touchstone Energy has over twenty-eight different programs to help serve its members and customers; from energy efficiency, to membership card benefits, to Cooperative business customer's resources.

You will be receiving your Co-Op Connections Card the end of August, providing you with exclusive membership discount offers at thousands of local and national businesses.

Local businesses can provide membership discounts to co-op connection members. Your business will be listed on the Touchstone Energy website with your offer, which reaches millions of co-op members throughout the area and United States. We will also feature you in our member newsletters and magazine pages. For more information on how to become a business partner call Brenda or Mark at 1-800-377-2932.

For more information on the different programs available to you through Touchstone Energy go to www.cwecoop.com and click on the Touchstone Energy link or go to www.touchstoneenergy.com. Once you are on the Touchstone Energy website, click on the Programs & Events tab.

Your Touchstone Energy® Cooperative 

"Off Peak" Heat Control Times Email Notification Available

The amount of co-op members participating in our off-peak heat rate has grown to where our current method of calling members informing them of control times is very time consuming. Quite often by the time all of the calls are complete we're well into the control period.

To better serve you we'd like to offer you the ability to receive a more timely notice through the use of email. We can send the email

notice to a computer or a cell phone (requires a smart phone). For those members on Off-Peak heating and cooling that would like to receive an email notice, please chose one of the options below. You can mail the completed form to the co-op, email the information to Mark Forseth at mark.forseth@cwecoop.com, or fax it to 715-677-4333. Please note, we will not use this information for any other purpose nor will we transfer this information to anyone else.

Yes, I _____ (please print your name) would like to receive an email notice of when my heating or cooling will be controlled sent to my computer. You can email it to me at _____ (insert email address).

Yes, I _____ (please print your name) would like to receive an email notice of when my heating or cooling will be controlled sent to my cell phone. You can email it to me at _____ (insert cell phone number).

Electric Line

Electric Line is published quarterly by Central Wisconsin Electric Cooperative. This publication is designed to provide information about the cooperative to our member-owners.

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Editor Brenda Mazemke

If you have questions or comments please contact us at
1-800-377-2932.

Email: brenda.mazemke@cwecoop.com

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 Central Wisconsin
Electric Cooperative