

Electric Line



Central Wisconsin
Electric Cooperative



MARCH 2010

Special points of interest:

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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 715-445-2211 or 1-800-377-2932

- Please visit us at www.cwecoop.com.



Compact Fluorescent Lights

CWEC recommends the use of compact fluorescent lights (CFLs). When shopping for CFLs look for the Energy Star label. CWEC offers a \$2 cash-back reward per Energy Star qualified bulb that you buy, limited to a \$24 maximum. Go to www.focusonenergy.com and click on the Cash-Back Rewards button then click on the residential incentives link, then lighting products link and find the \$2 mail in coupon for CFLs. File out the form, and return it to us with the required documentation. If you cannot find the form we have them available at our CWEC office in Iola.

Here are some of the benefits of CFLs:

- Efficient: CFLs are four times as efficient and last up to 10 times longer than incandescent. A 22-watt CFL has about the same light output as a 100-watt incandescent.
- Less Expensive: Although initially more expensive, you save in the long run because CFLs use a third of the electricity and last up to 10 times as long as incandescent. A single 18-watt CFL, used in place of a 75-watt incandescent will save about \$50 over its lifetime.
- Reduce Air Pollution: According to eartheasy.com, replacing an incandescent bulb with a CFL will keep a half-ton of CO₂ out of the atmosphere over the life of the bulb.
- Versatile: CFLs can be applied nearly anywhere that incandescent lights are used.

CFLs do contain mercury, but according to John Bachner, executive director of the National Lighting Bureau, "there's so much misinformation about mercury in compact fluorescent lighting. American consumers are being discouraged from using them. In fact, use of CFLs will result in far less mercury in the environment rather than more. Consumers' biggest concern is the impact of the mercury vapor that can be released into household air when a CFL is broken. In fact, the amount of mercury in a typical CFL is not enough to coat a head of a pin."



To encourage the use of CFLs, CWEC will serve as a recycling location. Any burned out or broken (see below) CFL bulbs can be dropped off at the co-op. If you happen to break a CFL bulb please do the following:

- Open a window and leave the room for 15 minutes.
- Use a wet rag to clean it up and put all of the pieces, and the rag, into a plastic bag.
- Place the bag into a second sealed plastic bag.
- Wash your hands.
- Bring the sealed bag to the co-op.

With CFL's lasting 8-10 times longer than incandescent bulbs, that also means product cost savings, not to mention the gas, time and effort saved from having to go to the store to buy them.

Donate to the Cause

The Foundation continues to seek donations to the NRECA International Haiti Relief Fund. To contribute, go to the Foundation Web site and click on "Donate Now." Until further notice, all contributions received through the Web site will be earmarked for the Haiti Relief Fund.

You can also donate by mail. Send checks to the NRECA International Foundation at 4301 Wilson Blvd., Arlington, VA, 22203. Please indicate the donation is for the "Haiti Relief Fund."

As always, all donations are tax-deductible.

Please note, a new federal law allows Haiti relief contributions made before March 1, 2010, to be deducted from your 2009 taxes.

NEW: Keep track of NRECA International's Haiti relief efforts on Facebook



You are invited to Your Cooperative's
72nd Annual Meeting

Saturday, April 17, 2010
Iola-Scandinavia High School

Registration begins at 9:00am • socialize over coffee and rolls

- ▶ **Blood Pressure Checked**
- ▶ **Business Meeting** at 10:00am
- ▶ **Mary Rowles** - stand-up comedian will provide entertainment
- ▶ **Lunch will be served**
- ▶ **Numerous door prizes**
 - including a chance to win \$100 of free electricity
- ▶ **Attendance gifts**
- ▶ **Kids can swim while you attend the meeting**
- ▶ **Special kids drawing for a new bike and helmet!**

Why doesn't CWEC participate in Focus on Energy?

This is a question we get asked quite frequently. First, what is Focus on Energy? Wisconsin's Public Benefit program, which encompasses energy conservation, renewable energy and low income services, was established in 1999 by then Governor Thompson and adopted by the Wisconsin Legislature. The program mandates all electric utilities assess a monthly charge to all of its members/customers. Funds collected are to be split 50% for conservation and renewable energy and 50% for low income services. As an electric cooperative we had the option of allowing the Department of Administration (Focus on Energy) to administer the funds or to provide the services ourselves.

Your board of directors elected to do the later for a couple of reasons. First, administering

our own program allows us to structure it to fit the needs of our members. While we do mirror most of the rebates offered by the state, we have the ability to offer ones they don't. Secondly, we had a fear of not knowing where the funds were going to end up. This fear was justified as over the years the state has diverted portions of the conservation funds to cover budget shortfalls. As a matter of fact, the state is currently doing it again, this time to divert funds to cover the cost of district attorneys. Your board is committed to allocating 100% of the funds collected for the purposes the law calls for.

If you are considering any type of energy conservation upgrade, please contact us to see how we can help you. You can also check out our website at www.cwecoop.com and click on the energy conservation tab.

Follow us on Facebook

CWEC now has a facebook account, and you can become our friend by adding CWEC Brenda Mazemke. You can learn about CWEC, what we are doing, energy saving tips, the new headquarters, the CWEC team, and much more.

If you do not have a facebook account and would like to sign up, go to <http://www.facebook.com>. Add us as a friend.



Facebook's mission is to give people the power to share and make the world more open and connected.

A little humor!

OLE WAS driving a wagonload of wheat to town when a wheel was caught in the ditch and overturned. Sven saw it and came out to inspect a little.

"Hey, Ole," he called out. "I'll help you turn the wagon back over and fill it up again. But I'm about to eat dinner. Why don't you come and have dinner with me? Then we'll go to work."

"Thank you, Sven," Ole answered, "but I don't think Lena would like me to."

"Oh, come on!" Sven insisted.

"OK," Ole finally agreed, "but Lena won't like it."

After a hearty dinner, Ole thanked his host. "I feel a lot better now, but I know Lena's going to be upset," he said.

"Don't worry so much," said Sven. "By the way, where is she?"

"Under the wagon," said Ole.

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

President & CEO..... Greg Blum
Editor Brenda Mazemke

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

Email: brenda.mazemke@cwecoop.com

150 Depot Street
PO Box 255
Iola, WI 54945



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