

WATT'S HAPPENING

SCENIC RIVERS ENERGY COOPERATIVE

LANCASTER, DARLINGTON AND GAYS MILLS, WISCONSIN

Are You Concerned About High Heating Costs This Coming Year?

Everyone is watching the price of fuel go up, and many members are feeling the pinch in their pocket-books. Members are starting to ask how they can save more on heating and cooling their houses this year and into the future. The first answer is efficiency! Making your home energy efficient will give you the best return on your dollar no matter what heating system you use. However - we have another thought for you...

Heating your home with electricity is expensive, right? The truth is, it depends. If you operate electric heat using Scenic Rivers Energy Cooperative's standard residential retail electric rate it would be expensive to heat your home with electricity. However, if you utilize SREC's load management programs, electric heat is a very affordable way to heat your whole house or areas that are hard to keep warm. Beyond being affordable, electric heat provides a clean, safe and consistent form of heat.

How does Load Management Work?

Load management programs are designed to save you and the cooperative money- not to be an inconvenience. Keeping that in mind, there are two ways load management can make heating your home competitive with other fossil fuels.

Dual Fuel: On the coldest days of winter, when demand for electricity is high, SREC's power supplier (Dairyland Power Cooperative) sends a signal to your heating system to

automatically switch to a backup non-electric heat source. This special controlled off-peak electric rate consists of the following:

\$.054 kWh- October thru May
\$.088 kWh- June thru September
\$2.30 per month Dual Fuel Meter Charge

****This rate compares to \$1.36 LP and \$1.55 Fuel Oil****

In order to qualify for this special rate there are a few requirements:

- The electric heat MUST have an automatic backup, such as propane, natural gas, etc.
- The backup must be AUTOMATIC- turning on when the electric heat is shut off.
- This system must be put on a separate meter, allowing SREC to determine kWh usage for the lower rate.
 - The electric cooling source will be controlled during peak times on a cycling of 15 minutes on/15 minutes off.
 - The electric heating source will have potential to be controlled up to 6 hours in a 12 hour period.
- The meter must have a load control installed enabling SREC to turn off the system during load management times.

Storage Strategy: A different option to dual fuel is the Storage Strategy Program. This program allows electric heating to happen on the following rates:

\$.042 kWh- October thru May
\$.072 kWh- June thru September

The following requirements must be met in order to qualify for the Storage Strategy Program:

- The electric heat system must be an Electric Thermal Storage Unit OR in-floor system.
- There is no automatic back up required.
- The backup heating source with an Electric Thermal Storage Unit is the bricks located inside the unit that store the heat and during SREC on-peak times the fan on the unit is allowed to operate and blow this stored heat throughout the room when needed.
- The in-floor heating system has 12" of sand that stores the heat and continues to warm the area as SREC controls the boiler.
- This system must be put on a separate meter, allowing SREC to determine kWh usage for the lower rate.
- The meter must have a load control installed enabling SREC to turn off the system during peak times.
- The electric heating source will be controlled up to 14 hours per day, storing heat in the "backup" from 11 p.m. to 7 a.m. and again for two hours mid-day from 11 a.m. to 1 p.m. in the summer and 1 p.m. to 3 p.m. in the winter.

****If you decide to decline the dual fuel or storage strategy option, all heating and cooling will be at the current retail rate.****

Long-day lighting

Overview:

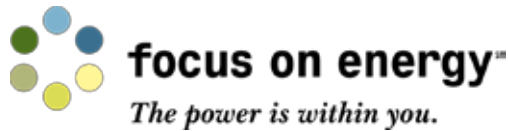
Long-day lighting is the farm management practice of using controlled light intensities and photoperiod manipulation to boost milk production. Lighting can come from both natural and artificial sources. Effective long-day lighting techniques must present an average of 15 foot-candles of intensity with a minimum of 10 foot-candles to the cow's eye at all times. Providing 16 to 18 hours of light per day followed by 6 to 8 hours of uninterrupted darkness has shown to increase milk production 1.1 to 7.3 lbs/cow/day.

How it works:

Long-day lighting works by overriding the cow's natural reaction to shorter days in the winter when scarcity of food is presumed. Through evolution, cows have been designed to reduce milk production during the fall and winter in order to save energy. One method of altering this natural cycle is to manipulate seasonal light levels. More specifically, using artificial light to mimic summer months. Altering the hours of "sunlight" affects the cow's melatonin levels. Melatonin is produced during dark periods which signal changing seasonal patterns. Increases in melatonin lowers production of hormones, which in-turn, lower milk production. Long-day lighting increases production of insulin-like growth factor-I, which increases milk production, while suppressing melatonin production.

Lighting and Control Options:

Installing proper controls is a vital part of long-day lighting practice. Controls should always include a timer with overriding photo sensor. A photo sensor will shut off the barns lights when



enough light is produced from natural outdoor light. A control system can save 23% on long-day lighting energy costs. These systems should have manual overrides so producers can adjust the sensitivity based upon changing conditions.

Many high efficiency lighting options exist for long-day lighting. Such lights include pulse start metal halide, high pressure sodium, and fluorescent lights. In addition, light fixtures which scatter light rather than direct light are important. Scattering light with proper diffusers and lenses will help reduce hot and dark spots as well as reduce the number of fixtures needed. It is also important to install fixtures which are rated for outdoor conditions, such as gasketed or sealed lights. Temperature variations along with prolonged use affect light lumen output levels. Thus, it is important to install lights which have been tested and proven in all Wisconsin climates.


Costs and Consideration:

Long-day lighting can potentially increase farm energy and feed bills. However, these cost increases are offset and overcome by profits from milk production. The

average profit per cow can range from \$60-67 on an annual basis. A 300 cow dairy can expect a 6 month payback, while a 40 cow dairy can expect a 1 to 2 year payback.

Now what?

As a member of Scenic Rivers Energy Cooperative, you have access to Focus on Energy resources, information, and energy advisor consultation. Focus works with the producer and installer to provide guidance on fixtures, controls, and lighting placement for your facility. In addition, Focus can provide grants for energy efficient lighting to help offset additional costs. To begin the process or learn more call your regional Focus Ag Representative, Josh Kaurich at 608-273-0182 ext. 2224 or join us at SWTC.



Worried about high energy bills?

More and more Wisconsin residents are discovering ways to live and work using energy more efficiently, and tapping into renewable energy. Focus on Energy can help you get started, too.

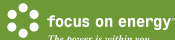
Our friendly energy experts will answer your questions and show you ways to reduce energy costs in your home, business, farm or school.

Southwest Tech is sponsoring FREE informational sessions to learn more about energy efficiency, renewable energy and how Focus on Energy can help.

September 10, 2008
Learn about Focus on Energy for your business and farm.
11:30 am—1:30 pm Lunch is included

Interested in Focus on Energy in your home?
4:00 pm—5:00 pm Snacks provided
6:00 pm—7:00 pm Snacks provided

All sessions located at the Lenz Conference Center, Southwest Tech.
No registration required.



800.762.7077 focusonenergy.com

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Environmental Update- Why Public Policy Matters

More than 70 years ago, a fledgling network of locally controlled, member-owned, not-for-profit utilities tackled the massive task of bringing safe, reliable, and affordable electric service to America's vast rural heartland. After meeting that initial challenge, electric co-ops have continued to expand operations, and now serve more than 40 million consumers in 47 states.

But a new challenge, as daunting as any faced since those early days, is putting electric co-ops to the test. Between now and 2030, consumer demand for electricity is expected to increase by 30 percent. To meet that, our nation must add about 264,000 MW in power plant capacity. However, road blocks—some out of our control, some not—are delaying this required boom in generation construction.

Economic growth around the world has produced record orders for basic construction materials such as steel, cement, and crushed stone. As a result, the average cost of building coal and nuclear power plants here at home has increased by 27 percent over the past year, and is up a full 130 percent from 2000.

Now a second factor, the need to develop climate change policy, has slowed desperately needed power plant construction even further. With uncertainty about potential costs of climate change policy, many lenders see the needed plants as too risky. Of 151 new coal plants announced since 2002, only 15 have been built—generation and transmission co-ops (G&Ts) have full or partial ownership in six of them.

Issues preventing development of coal and nuclear power facilities are forcing power suppliers to use fuels such as natural gas, which is subject to wide swings in price, to generate electricity. Coal itself, a once inexpensive fuel, has recently shot up in cost as well. The impact of these mounting fuel issues is being compounded across the country as dramatic electric rate hikes are announced, driven by steady cost increases.

But the economic effect of climate change policy has yet to be seen. Electric cooperatives are fighting to protect our members; fighting to minimize the cost impact of legislation currently being discussed by lawmakers – legislation that could otherwise go wrong for consumers, and go wrong for the country.

As your provider of safe, affordable, and reliable electric service, Scenic Rivers Energy Cooperative is a champion of the right policy, which meets its climate change goals while keeping bills affordable. What has been described as a perfect storm—the clash of growing demand, skyrocketing power plant construction and fuel costs, and climate change policy constraints—has hit home. It is no longer a far-away problem reserved for back-room discussions in Washington, D.C., or state capitals.

As you may know, electric cooperatives across the country have launched a grassroots campaign called “Our Energy, Our Future: A Dialogue With America” to ensure that your voice gets heard. This campaign seeks to engage elected officials on critical energy questions, such as how to balance growing electricity needs and environmental goals, and how much of all this will affect electric bills.

Please visit www.ourenergy.coop to join this important conversation. Let lawmakers know that what actions they take regarding our energy challenges have will carry enormous consequences for the folks back home. It is time to make our voices heard.

Rice Krispie Roll

10 oz bag of Marshmallows
½ stick margarine/butter
¼ cup peanut butter

Combine and melt in microwave.

Then stir in 5 ½ cups of Rice Krispies.
Line jelly roll pan with greased wax paper.
Press mixture in pan. Melt 1 bag of swirled milk chocolate and peanut butter chips.
Spread over Rice Krispie layer. Roll up the long way. Put in refrigerator until firm for easier slicing.



Tree Maintenance

Tree Crew Locations for September-
Crawford- Clayton
Grant- Wyalusing and Patch Grove
Lafayette- Benton, New Diggings,
White Oak Springs and Monticello



Power Your Mind – Learn who is bringing you power

Merlin Breihan Lineman



Family-

Wife: Diane

Daughters:

- Lisa (Jamie) Reuter-
Sons: Drew and Lance
- Michele (Jay) Barsness-
her daughter: Marit
- Renee (Luke) Richardson

Hobbies-

Fishing, golfing, and playing
with my grandchildren

Why did you choose to become employed at SREC?

It was a chance to work outside
at a job I thought I would enjoy.
36 years later I am still here!

What do you enjoy most about your job at SREC?

I enjoy having a job that allows me
to do something different every day!

LED Holiday Light Strings

The holiday season will be here before you know it. Now is the time to think about energy efficiency with holiday lighting. Light Emitting Diode (LED) holiday light strings are typically up to 10 times more efficient than the traditional mini-bulb incandescent strings we've used in the past. Not only are LEDs more efficient (and cost less to operate), but also many will tell you they look nicer. If that isn't enough to convince you, they also last longer. Many will come with a multi-year warranty because LED lights are so durable. You can expect them to work year after year for many years to come. So make sure the next string of holiday lights you purchase are marked "LED" and then send a copy of your receipt to Scenic Rivers Energy Cooperative ATTN: 2008 LED to receive a \$2 credit on your electric bill for each string you purchase up to 12 strings. LED light strings must be purchased between 8/1/08 and 11/30/08 to receive a rebate. All rebate applications must be submitted before 12/31/08.



LED Holiday light strings purchased between 8/1/08 and 11/30/08

Name _____

Account Number _____

Address _____

City, STATE, ZIP _____

- Please attach a copy of your receipt.
- Once your application is approved, a credit will appear on your next electric statement for the strings you purchased. Rebate form must be submitted by 12/31/08

Questline-

Be sure to check out!

As a valued Scenic Rivers Energy Cooperative customer, we are inviting you to take a look at the online Scenic Rivers Energy Cooperative Questline newsletter, designed to meet the specific needs of members like you. We hope it will provide useful news and information for your business operations and help improve your performance. Our account managers are dedicated to excellence and ready to assist you with your particular needs. You may direct any questions or comments about the special edition of the Scenic Rivers Energy Cooperative Questline or any other matter of concern to your account manager, Megan Graney. As always, Scenic Rivers Energy Cooperative is committed to providing its members with reliable customer service and the best value for your energy dollar.



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Watt's Happening is published monthly as an information service to the member-owners of Scenic Rivers Energy Cooperative.

Any questions or comments can be directed to Watt's Happening, c/o Megan Graney, Editor, Scenic Rivers Energy Cooperative, 231 North Sheridan, Lancaster, WI 53813 or telephone (608) 723-2121 or toll free Lancaster 800-236-2141, Darlington 800-236-6656, and Gays Mills 888-735-4314.

www.sre.coop

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