Norris Electric News

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First Lineworker's Scholarship Goes to Mitch Stanciu

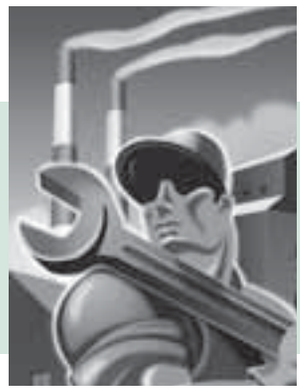
Thanks to an incredibly generous contribution from LaVern and Nola McEntire of Macomb, the Illinois Electric Cooperatives' scholarship program has added a new eighth scholarship for Fall 2011, the "LaVern and Nola McEntire Lineworker's Scholarship."

This scholarship will be for a student to attend the lineworker's school conducted by the Association of Illinois Electric Cooperatives in conjunction with Lincoln Land Community College in Springfield.

LaVern McEntire served as a lineman for McDonough Power Electric Cooperative in Macomb from 1949 until 1991. He and his wife, Nola, endowed the new scholarship to financially assist deserving individuals in becoming trained lineworkers. Relatives of co-op employees or directors are eligible for the lineworker's scholarship, as are individuals who have served or are serving in the armed forces or National Guard.

At this year's Association of Illinois Electric Cooperatives annual meeting LaVern McEntire personally presented the scholarship to Mitch Stanciu. Mitch is a graduate of Newton High School, and is the son of Norris Electric Cooperative employee, Annette Stanciu and her husband, Gary.

In observance of Labor Day, the office will be CLOSED on Monday, September 5



Watch for big screen savings

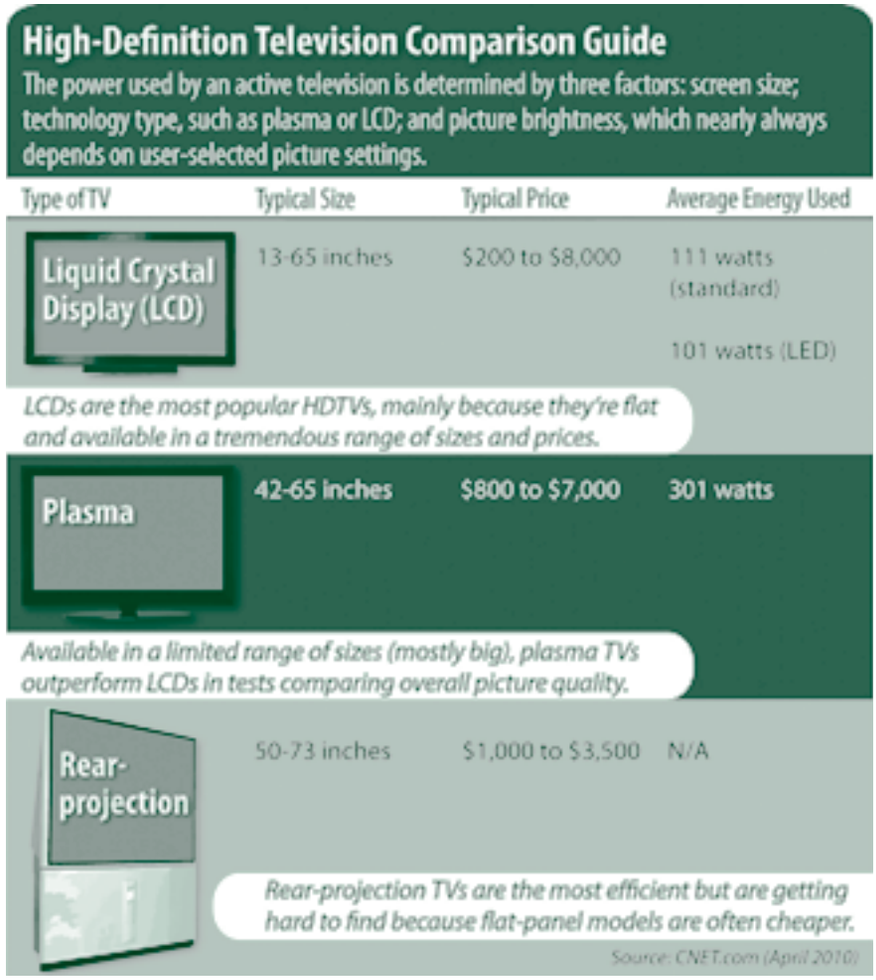
By Brian Sloboda

The days of large console televisions, with their wood grain exteriors and antenna wires or rabbit ears, are long gone — no more using needle nose pliers to change channels after the knob breaks or fiddling endlessly to adjust the horizontal and vertical holds. Today's televisions offer larger, thinner screens and, thanks to digital cable or satellite connections, provide a virtually unlimited number of channels.

However, some models require a tremendous amount of energy to operate—almost as much as a refrigerator. And the average American household owns 2.93 TVs, according to a 2010 Nielsen report.

All of this energy use adds up. The Natural Resources Defenses Council found that U.S. televisions use more than 46 billion kWh per year, or about 4 percent of residential electricity use.

In response to consumer concerns, TV manufacturers are designing sets that use less energy without sacrificing screen size or resolution.



Are you in the market for a new TV, or do you want to make sure you're using your current TV efficiently? These tips will help you tune in to big screen energy savings.

High-Definition = High Energy Use

Although a high-definition TV (HDTV) transforms the latest blockbuster movie into a theater-like living room experience, these sets generally use more power because of better picture clarity. Also, energy consumption often relates to screen size. The larger the screen, the more electricity required.

Four types of TVs are currently available: plasma, liquid-crystal display (LCD), rear projection, and cathode ray tube (CRT). CRT televisions are the most difficult to find because they employ old technology and screen sizes rarely top 40 inches.

Plasma screens often are cited as the largest energy user – mainly because their large 42-inch to 65-inch screens typically draw between 240 watts to 400 watts. Most consume electricity even when turned off.

LCD TVs don't need much power to operate – 111 watts on average. Most LCD screens range in size from 21 inches to 49 inches. These TVs fall into two categories: those with cold-cathode fluorescent lamps to illuminate the screen; and backlit models employing a light-emitting diode (LED). LED units offer several benefits, notably better picture quality and thinner and lighter screens. They also use slightly less energy, at 101 watts.

Rear projection televisions tend to be the most energy efficient and boast the largest screen sizes. However, due to their overall weight, rear projection sets are not as readily available as plasma and LCD models.

Shopping for an energy-efficient television can be difficult. Television manufacturers rarely advertise energy consumption, and it almost never appears on in-store labels, though new ENERGY STAR® requirements may change that in 2012.

Faced with these difficulties, consumers need to conduct their own

Continued on 16c ▶

Norris will miss one of our family

Russell Scherer served 29 years

We are sad to inform you of the passing of a former board member of Norris Electric. Russell Scherer, 88, passed away July 9, 2011. Late in 2007 Russell retired from the Board of Directors of Norris Electric Cooperative after serving almost 29 years as a representative from Lawrence County. He was elected to the position of Secretary in 1983 and served in that capacity until his retirement. Russell was an excellent role model for the rest of the Board and was one of the first to become certified with the NRECA (National Rural Electric Cooperative Association) as a Cooperative Credentialed Director (CCD). He also received a Board Leadership Certificate from the NRECA. Both certifications took successful completion of coursework administered by the NRECA. Russell's knowledge and participation in cooperative affairs made him an invaluable addition to the Board of Directors.

Russell had a great interest in nature and received degrees in biology and horticulture. He owned and operated the Lawrenceville Greenhouse for many years, served as District Chairman for FTD District 5-H and was a member of the Lawrenceville Garden Club. As a 4-H volunteer and supporter he served as Superintendent of the Horticulture Department of the Lawrence County Fair and served as a judge at other county fairs. He was a member of the Red Hills Settlers Association, which helps support the Red Hill State Park. They hold the annual Old Settler's Days at the park and he led many nature hikes through the park. Russell was also a long time member of the Red Hills Cross Association, which maintains the lighted cross and holds Easter Sunrise Services at Red Hill State Park.

Russell Scherer

Russell served his community by being on the Cross Roads School Board, being a member of the Beulah United Methodist Church where he served as Sunday School Teacher and Board Member for many years. He was a Life Member and past president of the Kiwanis Club of Lawrenceville, a member of the American Legion and a member of the VFW. He served in the U.S. Army during World War II specifically in Normandy and other parts of France.

Russell enjoyed helping people who were less fortunate than others. He was a charter member of the Sign of Kingdom in Sumner. This organization is a volunteer organization that provides food, clothing and other items for families in need. He regularly helped distribute needed items to the Redbird Mission in eastern Kentucky. Russell helped organize and participated in a "hay lift" from Lawrence County to drought stricken farmers in North Carolina. He was active in the Sumner branch of the Lawrence County Senior Citizens where he served the noon meals and helped deliver meals to senior citizens who were confined to their homes. On many days you might have found Russell visiting friends in nursing homes and taking them flowers that he grew in his own garden to brighten their day.

Not only was Russell's long tenure on Norris Electric Cooperative's board to be heralded, but so was his involvement with the community. It has been an honor for everyone associated with Norris Electric Cooperative to have known and worked with Russell Scherer. Our thoughts and prayers are with Russell's family at this time.

"Big screen savings" continued from 16b

energy use research through unbiased online sources such as CNET.com, an online journal for the technology industry. Look for specific model numbers, which you can take to the store.

Tune in to Savings

If you're not in the market for a new TV but want to make sure your model is operating efficiently, these tips from CNET.com may help you save energy:

- Turn the TV and other connected devices off when they're not being used
- Turn down the LCD's backlight – you'll save energy and still retain better picture quality
- Turn on the power saver mode, which many new TVs offer
- Control room lighting. While many energy-saving tips reduce brightness of the screen, you can compensate by dimming lights around your TV.

Sources: CNET.com, Natural Resources Defense Council, Nielsen

Brian Sloboda is a program manager specializing in energy efficiency for the Cooperative Research Network, a service of the Arlington, Va.-based National Rural Electric Cooperative Association. Magen Howard contributed to this article.

All about lighting

Make sure to look for lumens, not watts

When you're shopping for light bulbs, compare lumens to be sure you're getting the amount of light, or level of brightness, you want. A new Lighting Facts Label will make it easy to compare bulb brightness, color, life, and estimated annual operating cost.

Buy Lumens, Not Watts

We typically buy things based on how much of it we get, right? When buying milk, we buy it by volume (gallons). So why should lighting be any different? But for decades, we have been buying light bulbs based on how much energy they consume (watts), not how much light they give us (lumens). With the arrival of new, more efficient light bulbs, it's time for that to change.

What's a Lumen?

Lumens measure how much light you are getting from a bulb. More lumens means a brighter light; fewer lumens a dimmer light.

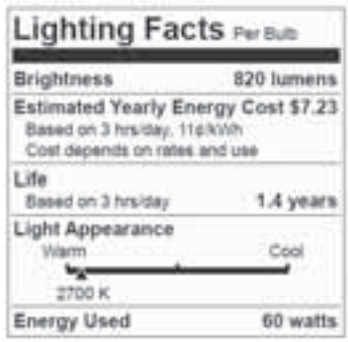
Lumens are to light what pounds are to bananas or gallons are to milk—they let you buy the amount of light you want. So when buying new bulbs, think lumens, not watts. The brightness, or lumen levels, of lights in your home may vary widely, so here are some rules of thumb:

- To replace a 100 watt traditional incandescent bulb, look for a bulb that gives you about 1,600 lumens. If you want something dimmer, go for less lumens; if you prefer brighter light, look for more lumens.
- Replace a 75 watt bulb with an energy-saving bulb that gives you about 1,100 lumens
- Replace a 60 watt bulb with an energy-saving bulb that gives you about 800 lumens
- Replace a 40 watt bulb with an energy-saving bulb that gives you about 450 lumens.

New Lighting Facts Label

To help consumers better understand the switch from watts to lumens, the Federal Trade Commission will require a new product label for light bulbs starting in January 2012. The labels will help consumers buy bulbs that are right for them.

Like the helpful nutrition label on food products, the Lighting Facts Label will help consumers understand what they are really purchasing. The label clearly provides the lumens—or brightness—of the bulb, estimated operating cost for the year, and the color of the light (from warm/ yellowish, to white to cool/blue).



To learn more about lighting options and other ways to save energy at home, visit TogetherWeSave.com.

Sources: U.S. Dept. of Energy, Energy Savers

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Office hours: Monday — Thursday
7:00 a.m. — 5:00 p.m