

Eight 2011 IEC memorial scholarships available

Shelby Electric Cooperative President/CEO James Coleman has announced that the Illinois electric cooperatives will again, in 2011, award seven academic scholarships to high school seniors through a memorial scholarship fund designed to financially assist deserving students in the “electric cooperative family.” In addition, a new eighth scholarship – to assist with costs in attending an electric lineworker school – will be offered for the first time.

The eight scholarships of \$1,250 each will be awarded in 2011 through the Thomas H. Moore Illinois Electric Cooperatives (IEC) Memorial Scholarship Program.

Four scholarships will be awarded to high school seniors who are the sons or daughters of an Illinois electric cooperative member receiving service from the cooperative. A fifth scholarship, the Earl W. Struck Memorial Scholarship, will be awarded to a student who is the son or daughter of an Illinois electric cooperative employee. The sixth and seventh scholarships are reserved for students enrolling full-time at a two-year Illinois community college who are the sons or daughters of Illinois electric cooperative members, employees or directors.

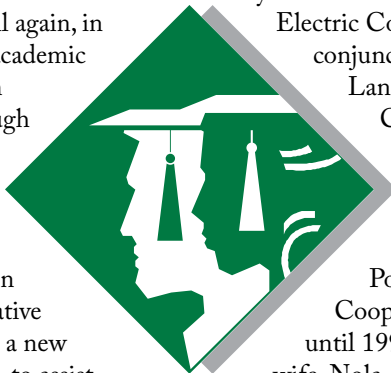
A new eighth annual scholarship, the “LaVern and Nola McEntire Lineworker’s Scholarship,” will be awarded for the first time in 2011. This \$1,250 scholarship

will help pay for costs to attend the lineworker’s school conducted by the Association of Illinois Electric Cooperatives in conjunction with Lincoln Land Community College, Springfield, Ill. LaVern McEntire served as a lineman for McDonough Power Electric Cooperative from 1949 until 1991. He and his wife, Nola, helped to endow and establish 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.

“We hope to assist electric cooperative youth while honoring

past rural electric leaders with these scholarships,” says Coleman. “Shelby Electric Cooperative and the other Illinois electric cooperatives are always seeking ways to make a difference in our communities. One of the best ways we can do that is by helping our youth through programs like this one. In addition, we are very pleased to offer the new electric lineworker’s scholarship. It will benefit not only electric cooperative youth but also those fine men and women who have served their country through their military service and are wanting to become a trained lineworker.”

For more information regarding the scholarships, contact Marla Eversole, 774-3986 or email her at meversole@shelbyelectric.coop. All necessary paperwork has also been sent to area high school guidance counselors and is also available for download on the cooperative’s website at www.shelbyelectric.coop.



The **POWER** of Green

Recycling fact:

Each ton of mixed paper that is recycled can save the energy equivalent to 185 gallons of gasoline. Shelby Electric recycled over a ton of newspapers and magazines in the first two weeks of our recycling program alone!

Power of Green recycling days and hours of operation:

Tuesday 8 am – noon
Thursday 1 pm – 4 pm
Saturday 8 am - noon

Shelby Electric’s recycling site will **not** be available for drop-off the following dates:

Thursday, November 11th, 2010
Thursday, November 25th, 2010
Thursday, December 23rd, 2010
Saturday, December 25th, 2010
Saturday, January 1st, 2011

Offices Closed

Your cooperative offices will be closed Thursday, November 11 for Veteran's Day and on Thursday and Friday, November 25 and 26 for Thanksgiving.

Be thankful for the freedoms we have and tell a Veteran "Thank You" for their service to our country.



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Phone: 217-774-3986
Fax: 217-774-3330
www.shelbyelectric.coop
twitter.com/YourCoop
facebook.com/YourCoop
Office Hours:
7:30 a.m. - 4:30 p.m.



WEATHERIZATION WORKSHOP

You have the power to stop letting money slip through the cracks of your home!

Thursday, November 4, 2010
 6 p.m. to 9 p.m.
 Shelby Electric Cooperative Headquarters
 Route 128 & North Sixth Street (across from Shelbyville High School)
 Shelbyville, Illinois

Join us for a workshop with Keith Williams

Keith Williams is the owner of Building Services & Consultant LLC, providing home performance evaluations and assessments for existing residential homes for over six years. He has more than 20 years experience as an insulation contractor specializing in existing residential buildings.

Learn how to evaluate your current insulation, locate your home's air leaks and decipher the materials needed for air-sealing and insulating your home.

Please call 800-677-2612 to help us plan for seating.

OUTAGE REPORT

LINE OUTAGES

DATE	HOURS	SUBSTATION	CAUSE	MEMBERS AFFECTED
9/1/2010	1.12	Yantisville	Broken conductor	52
9/2/2010	2.00	Wenonah	Lightning	62
9/7/2010	2.25	Taylorville	Vehicle	92
9/15/2010	0.10	Airport	Planned work	106
9/15/2010	0.10	Airport	Planned work	106
9/20/2010	0.40	Moweaqua	Unknown	65
9/22/2010	4.00	Pana	Bad underground	103
9/25/2010	1.25	Richland	Animal/bird	72
9/26/2010	2.02	Wenonah	Vehicle	65
9/27/2010	2.15	Shelbyville	Vehicle	130
9/29/2010	1.20	Yantisville	Broken conductor	290

SUBSTATION OUTAGES

DATE	HOURS	SUBSTATION	CAUSE	MEMBERS AFFECTED
9/26/2010	1.35	Yantisville	Broken conductor	758

REAL LIFE REAL POWER

Holiday energy usage can add up

Holidays are a festive time of year with gifts, fun decorations, family visits and lots of laughter. They can also ring in extra energy use for heating, decorative lights and more.

What steps can you take to make sure the holidays don't leave a surprise "gift" on your next electric bill?

One of the most popular ways to save energy without dimming holiday cheer is switching to light-emitting diode (LED) holiday lights. These long-lasting and energy efficient lights have been used for years in vehicles to let you know when you're low on gas or need an oil change. Over the past few years, prices have dropped low enough to make these bulbs cost-effective for decorative use.

On the plus side, LEDs last longer than traditional incandescent lights. They run cool and colors don't fade over time. Best of all, they use about a tenth of the energy for the same amount of light.

The news isn't all cheery. Decorative LEDs cost more than strands of incandescent lights — up to \$40 or more to outfit a tree, according to Consumer Reports, an independent product tester. Over time, the higher investment does pay off. When Consumer Reports compared LEDs and incandescent holiday lights in 2007, they found LEDs use between 1 and 3 kWh of energy, compared to between 12 to 105 kWh for traditional lights. This translates into a savings of up to \$11 every year. In addition, LEDs are more durable, lasting more than 4,000 hours while incandescent bulbs burn out by the 2,000 hour

mark; the initial investment pays dividends over the long haul.

Regardless of which type of lights you use, it's a good idea to turn off your holiday lights before you go to bed. Consider installing timers to reduce the amount of time your holiday lights are using electricity. Just 10 incandescent strands lit for 13 hours a day can easily add more than \$50 to an electric bill. Limit light displays to no more than six hours nightly.

Heating usually accounts for the lion's share of cold-weather energy costs. Make sure to set your thermostat as low as comfort permits. Each degree above 68 degrees adds 2 percent to 3 percent to the amount of energy needed to heat your home. Conversely, you'll save by lowering your thermostat (and leaving it there).

Lights and heat aren't the only holiday addition impacting your

electric bill — family guests add to your costs, too. Extra guests translate into extra water to heat for showers. You can expect extra guests to strain your electric water heater — folks often take longer showers in colder weather, increasing water-heating costs. Before guests arrive consider installing a low-flow showerhead to reduce the amount of water used, and try to keep showers to six minutes or less.

Finally, in the average home, 75 percent of the electricity used to power electronic gifts and gadgets is used while the products are off. This phantom power use can be avoided by unplugging the items or using a power strip.

To learn more about ways to cut home energy use, visit www.TogetherWeSave.com.

Sources: Consumer Reports, U.S. Department of Energy



Ask for your **FREE** UL approved, Energy Star LED Christmas Light string at Shelby Electric Cooperative headquarters (**ONE** package per **MEMBER**, while supplies last).

PWR-net making its mark

Shelby Electric Cooperative has come a long way toward meeting the original goal of covering its electric distribution territory with an affordable, reliable Internet solution for Shelby Electric's membership. It has not been without some major decisions along the way. The cooperative began the PWR-net project as a pilot in the spring of 2008. Now, with 32 points of broadcast installed, they are still working toward that original objective.

One of the major decisions was whether Shelby Electric would continue expanding after the pilot build-out, considering the impact the American Recovery and Reinvestment Act (ARRA) of 2009 would have on the business plan.

"We, like many hoping to expand their networks across the country, spent many hours compiling applications to secure funding through the first round of ARRA to assist us in delivering this service to the last mile, i.e. – the rural residential subscriber. Once we learned most of the federal dollars were being awarded to middle mile projects and received official notice that we were not a recipient of stimulus money in January 2010, we had to decide whether or not to move forward without stimulus funding," said cooperative COO Shallenberger.

"Based on the responses we received from our pilot project, coupled with the demonstrated need for last-mile service, we decided



When Ron Pfeiffer isn't busy farming, he is busy on his computer using PWR-net.

to continue on the path to provide our membership with, what is now seen as, an essential service," added Shallenberger.

In 2010 alone, the cooperative added 21 points of broadcast, without receiving any ARRA stimulus money or any state aided grants. While it is realized they will never be able to reach all members in the electric service territory with PWR-net, they still provide a satellite-based Internet service to fill in the holes. "We will continue to attempt to identify cost-effective means of providing even some of these difficult-to-reach areas with PWR-net as we move forward," said Shallenberger.

Ron and Tammie Pfeiffer began using PWR-net after visiting with representatives at the Shelby County

4-H fair in July. "We love it and we are very pleased with PWR-net," said Mrs. Pfeiffer.

"When I'm not in the fields working I'm on my laptop doing other aspects of our farm operation," said Mr. Pfeiffer. The Pfeiffers own and farm over 1,000 acres of beans, corn, wheat and hay. They also have a small beef operation as well. "I use PWR-net to look at the commodities market, to check and track weather and I've even purchased a beef cow or two online. I can attend cattle auctions online and also look up seed research," added Pfeiffer. "Every aspect of the process went well and we are both extremely pleased with PWR-net. The fact they are local via the cooperative made it an easy choice for us when we were looking to upgrade our Internet access," said Mrs. Pfeiffer.

PWR-net has plenty of other satisfied customers and we hope to bring you more of their stories in upcoming issues of Shelby News. To learn more about PWR-net and their new faster speeds and flat rate pricing give them a call toll-free today, 1-877-994-2323 or email subscriberinterest@pwr-net.coop.

PWR-net not working?

Try these four quick service tips before calling for service:

- 1) Check to see if anything is blocking the antenna path
- 2) Power off/on your PWR-net antenna
- 3) Power off/on your router if you have one
- 4) Restart your computer

If you are still having trouble, call us toll-free 1-877-994-2323