

TAKE ACTION NOW



Shelby Electric Cooperative

Your Touchstone Energy® Partner 

POLITICAL ACTION UPDATE: SHELBY ELECTRIC COOPERATIVE MEMBERS

Thank You

for your continued support of America's Electric Cooperative's stance with regard to the proposed EPA regulations on new power plants. Currently over 500,000 signatures from across America have been collected in this effort to tell the EPA we need an ALL OF THE ABOVE APPROACH to our energy future. But friends, **this is not enough**. The EPA is at it again.

Additional proposed regulations have been released stating the EPA is now after EXISTING POWER PLANTS. Make no mistake, if passed, these regulations will have direct impact on Illinois, Illinois jobs, the power plants we receive power from each day and YOUR ELECTRIC RATES.

Current studies show proposed regulations will have a direct impact on electric rates of as much as 40%. That's 40% of not just Shelby Electric rates but all Mid-West Cooperatives and Investor-Owned Utilities including Ameren.

We need your help. Please complete the form at the bottom of this letter and return it with your payment stub (form below can also be completed online at www.action.coop). If you've filled one out before ---- **PLEASE DO SO AGAIN**. Tell your family, friends and neighbors. The forms are not specific to individual members of the cooperative – anyone can fill one out. Additional cards can be picked up at our office or mailed to you upon request. Signatures are needed by October 16, 2014.

*"We're asking members to take action. We need a stable energy plan and that stability comes through a plan that includes ALL types of energy sources. Our voice must be heard."
-Jim Coleman, CEO*

Shelby Electric Cooperative respectfully suggests that additional regulations are not the answer; **we need a comprehensive energy policy that relies on all our available supplies – coal, natural gas, nuclear and renewable energy**. We need stability – stability comes through the path we've developed. Should the EPA win in this fight, we fear the worst with regard to electricity costs for you, your family and all cooperative members.

MORE INFORMATION CAN BE FOUND AT WWW.ACTION.COOP,

on our website (www.shelbyelectric.coop) and on facebook (www.facebook.com/YourCoop).

Join us and the other 42 million cooperative members across the country in sending a message to the President and EPA.

Fill out the form below and return it with your payment stub, drop it off at our office or fill it out electronically at www.action.coop.

Thank you,
Shelby Electric Cooperative Board of Directors and Jim Coleman, President/CEO

Please cut along this line and return with your payment stub, drop off at our office or complete online at www.action.coop.

SHELBY ELECTRIC COOPERATIVE—PO Box 560—1355 HWY 128—Shelbyville, IL 62565

NAME: _____ LAST NAME: _____

E-MAIL: _____

MAILING ADDRESS: _____

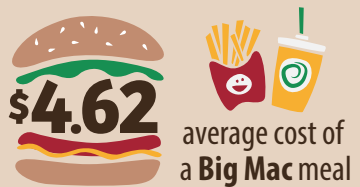
CITY: _____ STATE: _____ ZIP: _____

I am a member of Shelby Electric Cooperative. I authorize America's Electric Cooperatives to communicate on my behalf regarding America's electricity challenges. America needs an All Of The Above Energy Strategy that includes clean coal, natural gas, nuclear power and renewable energy. The U.S. EPA needs to reconsider its "All-But-Coal" approach.

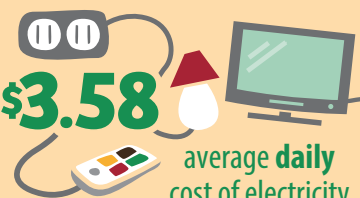
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THE VALUE OF Electricity

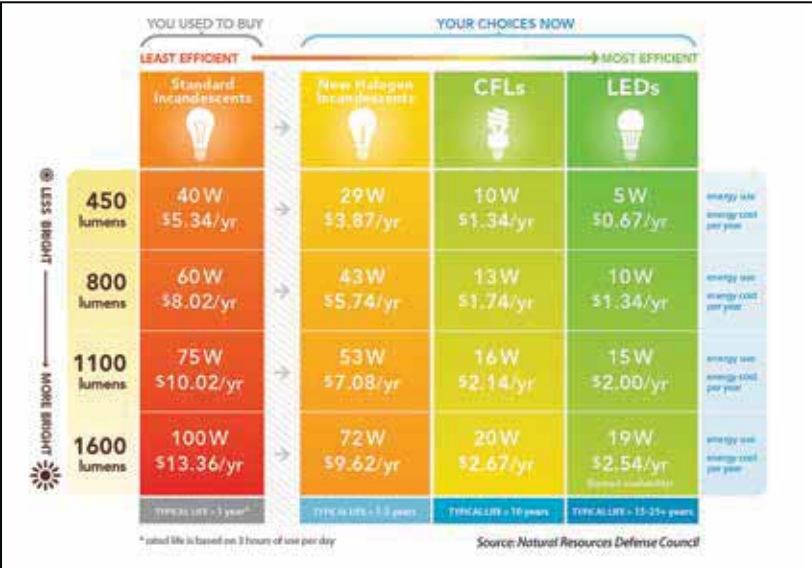



\$4.62 average cost of a Big Mac meal



\$3.58 average daily cost of electricity

Electricity is expressed on a daily basis using EIA 2012 Average U.S. Monthly Residential Bill of \$107

Energy Efficiency Tip of the Month

Fall is here and that means colder months will be here before we know it. Is your home prepared for the drafts that may enter? Tight-fitting insulating drapes or shades are a perfect way to keep the heat in and the cold out.

Source: U.S. Department of Energy



Apple Picking Cider Cool Hayride Pine Cone Rake Leaves Pumpkin Squash Orange Yellow Red School Cornucopia November Turkey Thanksgiving Autumn

SHELBY News

Your Touchstone Energy® Partner 

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www.shelbyelectric.coop
twitter.com/YourCoop
facebook.com/YourCoop

Office Hours:
7:30 a.m. - 4:30 p.m.



Shelby Electric Cooperative
 Your Touchstone Energy® Partner 

Go nuts for fall savings.



Fall into great savings using your Co-op Connections Card. Whether you're raking leaves in the yard, grabbing snacks to watch football or prepping for a scary Halloween, we've got you covered.

Find all the ways to save at

Connections.coop



Cooperatives and Jobs...

Cooperative businesses are run by those who live and work in the community keeping jobs at home.

Lots of businesses talk about growing their communities. For cooperatives, it's not just talk. It's what we're all about.

We're in it for the long haul ... strengthening communities through jobs, service and community involvement.

Maybe that's why we're more trusted than businesses owned by Wall Street investors.

Cooperatives

**Owned by Our Members,
Committed to Our Communities**



Your Power – Your Plan – Your Choice

UPay - a Prepaid Electric Service from Your Cooperative

Real power solutions to fit your way of life.

Have you ever wished you could take control of your energy consumption? Now you can with UPay, a prepaid energy solution from Shelby Electric Cooperative.

UPay works best for members wanting to take control of their electric use and monitor consumption. Research has found using the prepaid method of buying electricity can actually save you money by reducing your consumption.

UPay allows you to:

- Control your energy use and budget
- Pay for energy as you use it
- Purchase electricity on your schedule
- Monitor and reduce energy use
- Pay as you go, no monthly bills
- Have greater flexibility with seasonal homes
- Pay and manage a family member's bill
- Control your budget if you are on a fixed income
- Control and manage electric consumption on rental property
- Enjoy savings with reduced consumption



Optional In-Home Display

UPay prepay from Shelby Electric Cooperative gives members the control to monitor their electric consumption on a regular basis which allows the member to notice patterns in their day-to-day use. The beauty of the UPay program is that it fits YOUR budget. You can buy enough electricity to last until payday or you can buy enough to last several months. The choice is yours!

Contact Shelby Electric Cooperative to learn more about this prepaid option by calling 1-800-677-2612.

The SEC phone payment and e-bill options for checking or savings accounts will not be made available to members who have had NSF or returned funds with SEC within the past 12 months.





Touchstone Energy®

BALLOONFEST

at Lake Shelbyville

October 10-12; Columbus Day Weekend
 Touchstone Energy® Balloonfest is held in conjunction with Scarecrow Daze

Balloonfest Schedule of Events*

All events are FREE and open to the public
 Donations Appreciated

<p>Friday Evening Weekend Kick-off & Media Flights (5PM) <i>Dam West Recreation Area, off 9th Street</i> Balloons will inflate and launch on site All Kindz of Soundz providing music (Best place to view balloons, Dam West Rec. Area)</p> <p>Saturday Sunrise Sponsor/Task Flight (7AM) <i>Shelby County Airport, W Hwy 16</i> Task flight is a competition among balloon pilots Balloons fly over airport attempting to hit target on runway All Kindz of Soundz providing music (Best place to view balloons, Airport)</p> <p>Saturday Morning <i>NEW THIS YEAR</i> Young Eagles Flight (8-11AM) <i>Sponsored by EAA Chapter 274</i> <i>Shelby County Airport, W Hwy 16</i> Registration - 8AM; Ground School starts - 8:30AM Introduction to general aviation includes basic ground school and 20-25 min. airplane ride over Shelbyville and surrounding areas Legal guardian MUST be present to sign waiver of consent (Ages 8-17) All kids receive a certificate and flight log book Local vendor breakfast available</p>	<p>Saturday Evening <i>MAIN COMMUNITY EVENT</i> Glow and Cookout (4PM) <i>Shelby County Airport, W Hwy 16</i> Several local food and drink vendors Thunder Hits DJ providing music Bounce houses and activities for kids (\$2 wristband) Tethered balloon rides (\$10 per person, proceeds benefit local charities) Snap photos with local mascots - CFL Charlie, Bobber, Sparky and friends View all sponsored balloons in one location Balloon glow begins at dusk Bring your lawn chairs and blankets</p> <p>Sunday Sunrise Sponsor/Task Flight (7AM) <i>9th Street Beach Area</i> Task flight is a competition among balloon pilots Balloons fly the lake and attempt to hit target on the beach All Kindz of Soundz providing music (Best place to view balloons, 9th St. Beach)</p>
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*ALL SCHEDULED EVENT TIMES ARE APPROXIMATE, WEATHER DEPENDENT AND ARE AT THE PILOTS' DISCRETION
 Follow the Touchstone Energy® Balloonfest on Facebook by searching for "Balloonfest at Lake Shelbyville"
 Call 217-774-3986 for more info or go online
www.shelbyelectric.coop | www.lakeshelbyville.com