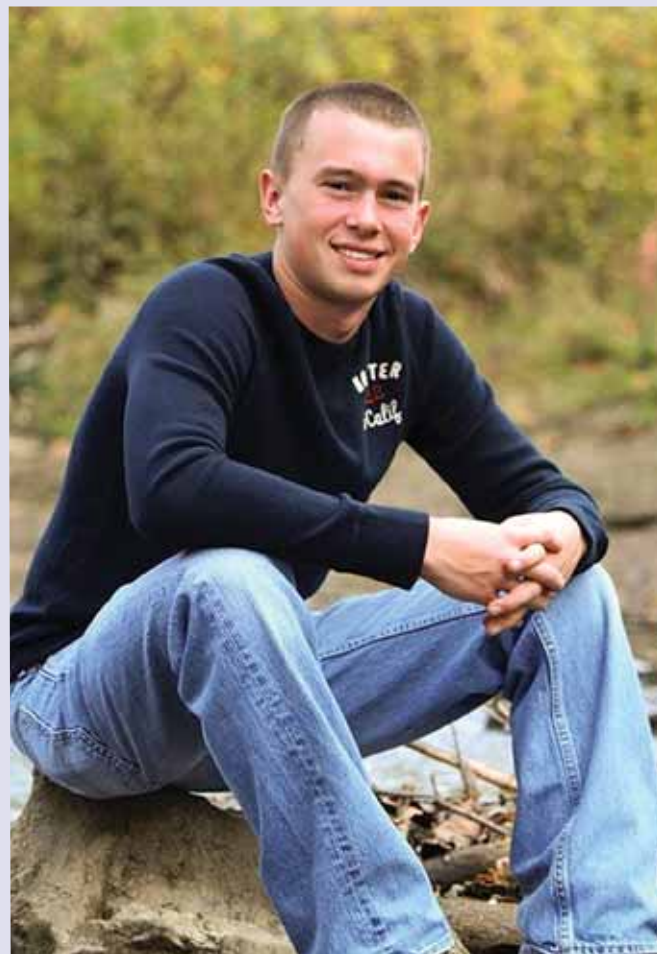


Eight 2013 IEC Memorial Scholarships Available

James Coleman, President/CEO of Shelby Electric Cooperative, has announced that the Illinois electric cooperatives will award seven academic scholarships in 2013 to high school seniors through a memorial scholarship fund designed to financially assist deserving students in the “electric cooperative family.” In addition, an eighth scholarship – to assist with costs in attending an electric lineworker school – will also be offered.

The eight scholarships of \$1,500 each will be awarded in 2013 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



▲ *Derrick Knearem was the 2012 recipient of the LaVern and Nola McEntire Lineworker's Scholarship.*

of Illinois Electric Cooperatives in conjunction with Lincoln Land Community College, Springfield, Illinois. Sons and daughters of co-op members, relatives of co-op employees or directors, individuals enrolled in the Lincoln Land lineworker's school and individuals who have served or are serving in the armed forces or National Guard are all eligible for the lineworker's scholarship.

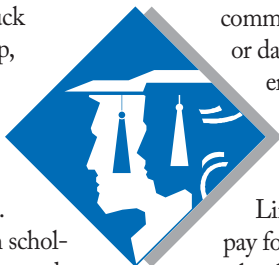
“We hope to assist electric cooperative youth while honoring past rural electric leaders with these scholarships,” says Member Services Representative Marla Eversole. “Shelby Electric Cooperative and the other Illinois electric cooperatives are always seeking ways to make a difference in our communities. One of the

best ways we can do that is by helping our youth through programs like this.”

All necessary paperwork will be sent to area high school guidance counselors and is available at the cooperative's website at www.shelbyelectric.coop under the “Our Community” tab. For more information regarding the scholarships, contact Marla Eversole at 800-677-2612 or meversole@shelbyelectric.coop.

enrolling full-time at a two-year Illinois community college and are the sons or daughters of Illinois electric cooperative members, employees or directors.

The eighth annual scholarship, the “LaVern and Nola McEntire Lineworker's Scholarship,” will help pay for costs to attend the lineworker's school conducted by the Association



Offices Closed

Your cooperative offices will be closed Monday, November 12th for Veteran's Day and Thursday and Friday, November 22nd and 23rd for Thanksgiving.

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

Your Touchstone Energy® Partner

P.O. BOX 560
Shelbyville, IL 62565
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.



Your Touchstone Energy® Partner



Shelby Electric Cooperative

Your Touchstone Energy® Partner

Improving home performance

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

DATE: November 8, 2012

TIME: Registration opens at 5:30 p.m. Program begins at 6:00 p.m.

LOCATION: Lake Shelbyville Visitor's Center, Shelbyville.

Join us for a workshop with Brian Kumer

Brian Kumer, energy consultant and owner of Thermal Imaging Services of Lewiston, has been providing home performance evaluations and assessments for existing residential homes and commercial buildings for over 12 years. Kumer will share his knowledge and passion for weatherization and home energy performance during this interactive workshop. He is currently a Building Performance Institute (BPI) consultant and trainer, board member of the Midwest Building Performance Association, instructor for the Illinois Weatherization Program and is past president of the Illinois Association of Energy Raters (IAER).

Attendees will walk away from this workshop with helpful ideas to cut down on their energy use and make their homes more comfortable.

Please call 800-677-2612 or email at email560@shelbyelectric.coop to help us plan for seating.

Daylight saving time reminder

Daylight saving time ends at 2 a.m. Sunday, November 4th and you will get an extra hour of rest when you turn your clock back one hour before you go to bed Saturday night.

Many fire officials also recommend changing the batteries in your smoke detector(s) at this time.

Communities and counties form buying co-ops for power

Many communities and counties across Illinois are voting on aggregating their citizen's buying power into power purchasing cooperatives. This community and county wholesale power buying aggregation is what Illinois electric cooperatives have already been doing for their member-owners for over 75 years.

Under the 1997 Illinois deregulation law, not-for-profit electric cooperatives and municipally owned utilities were treated differently than for-profit, investor-owned utilities such as Ameren and Commonwealth Edison. Because of their consumer-owned structure and aggregated buying power, the not-for-profit and locally owned and controlled electric cooperatives were allowed to maintain their local decision-making authority on whether or not to maintain their aggregated buying power as a group, or to enter the deregulated market with both its risks and potential rewards.

Until recently, deregulation has not been a very successful experiment with a critical marketplace like electricity. There have been very mixed results in the few states that have deregulated the power marketplace.

With lower demand for electricity and excess supply of power caused by the recession, plus historically low natural gas prices due to new found reserves created with fracking technology, current market based wholesale power prices have declined. The decline in short-term market based prices created what some expect to be a short-term opportunity for a number of Alternative Retail Electric Supplier (ARES) power marketers. They have been able to secure short-term contracts and have targeted individuals who could switch electric suppliers. More recently in Illinois, they have sought after aggregated markets, specifically communities and counties.



Electric cooperatives already provide market aggregation and have formed generation and transmission cooperatives to provide long-term stability in power supply and price. This long-term approach is different than the approach ARES power marketers have taken, which includes aggressive mail and phone marketing and the marketing of short-term, one to three year, contracts for wholesale power.

A reasonable analogy would be entering into a short-term adjustable rate mortgage loan agreement that contained a low variable rate of interest and a "balloon provision" (which requires all amounts due and owing to be paid in full at the end of a two or three year term, or refinanced at a much higher rate). Contrast this with signing a loan for a 30-year period at a fixed rate. Prudence for those who expect to be in business long-term would likely be to choose the long-term fixed rate, rather than the riskier short-term rate that can be expected to increase over the long term. Your co-op has respectfully chosen what the board deems to be the more prudent approach for the long-term.

To enter into the deregulated market, member elected board members and locally elected municipal leaders would need to vote to open up their respective service territories to the marketing efforts of ARES power mar-

keters. It is important to note that only the wholesale energy portion of electric bills would be open to the ARES marketing efforts. The responsibility for local service, billing and outages, plus transmitting and distributing the wholesale power is still the local utility's obligation and expense.

The not-for-profit, consumer-owned electric cooperatives and municipal utilities have invested millions of dollars on behalf of their members and consumers in power supply options from the latest clean coal technology to renewable wind energy projects to provide long-term power supply stability. A long-term diversified power supply portfolio is simply a prudent risk management approach. This power supply investment and diversification, plus cooperative aggregation of members' buying power has proven successful over the long haul, and should provide reliability and price stability for the energy needs of member-owners, not just in the short-term of a few years, but for decades to come.

As a member owner of Shelby Electric Cooperative, if you ever have any questions please contact us toll-free at 1-800-677-2612 or to learn more about your cooperative visit our website www.shelbyelectric.coop. You can also follow us on facebook, www.facebook.com/YourCoop.

REAL LIFE  REAL POWER

Getting real with Marla

Have you ever opened your electric bill and exclaimed, “There is no way we used that much electricity!” As your Shelby Electric Cooperative Member Services Representative, I take many calls that start out with that statement. Then, we work through the hourly and daily kWh consumption to help determine when the electricity was used. When the use appears to be weather-related, it is often an indication that the home could benefit from some weatherization work and/or efficiency upgrades.

Winter is knocking on your door with its icy fingers. Holiday expenses will accumulate quicker than old St. Nick makes his rounds. Have you thought about making improvements to your home to improve its energy efficiency but do not know where to start to get the greatest return for your investment? Do you have a room in

your house that is uncomfortably hot/cold/drafty compared to the rest of the house? How can you take control of making your home more comfortable and energy efficient? Join Shelby Electric Cooperative for an interesting workshop conducted by Brian Kumer of Thermal Imaging Services, Thursday, November 8th. (See page 16b for more information.)

Brian has a wealth of experience evaluating homes and will share his knowledge in user-friendly terms and in his entertaining, down-to-earth style. Be prepared to walk away from this workshop with ideas and information for making your home more comfortable and efficient.

Weatherization projects are not always the most exciting or eye-catching projects. They are often hidden away in your attic, basement or crawlspace, unlike a kitchen-

remodel, for example; however, they can make a big difference. During January of 2012, I had my two-story, country home air-sealed in the attic and crawl space and added blown-in cellulose insulation to the attic. This summer, one of the hottest on record, my air source heat pump used 180 kWhs less than the summer of 2011. Additionally, I was able to eliminate the use of a window air conditioning unit. Those kWhs were not sub-metered like the air source heat pump, so I cannot be sure how many kWhs I did not use, but I can be sure it was significant.

Now is a great time to take your home’s efficiency into consideration. Shelby Electric and Brian Kumer will be glad to help.

– Marla Eversole,
Member Services Representative

**Exercise your right
and remember to
“VOTE”
on Tuesday,
November 6, 2012.**



Energy Efficiency *Tip of the Month*

Your kitchen can yield big energy savings. Check the refrigerator door seal for a tight fit. Run only full dishwasher loads, and use the microwave rather than oven to reheat food and make small meals. Finally, unplug small appliances when not in use—many draw power even when turned off. Find more ways to save at TogetherWeSave.com.

Source: Touchstone Energy® Cooperatives

Shelby Energy
1-217-774-2311
24-hours-a-day

PWR-net & WildBlue Internet
1-877-994-2323
weekdays
(closed from 12:00 p.m. - 1:00 p.m.)

Shelby Electric Cooperative
1-800-677-2612
1-217-774-3986
24-hours-a-day