


THE MAGAZINE FOR MEMBERS OF SOUTHERN IOWA ELECTRIC COOPERATIVE, INC.



living with energy

IN IOWA

MAY 2011



Go green when you remodel your kitchen

Button batteries
pose a risk
for toddlers
and seniors

See Page 13

Spring into
super salads
(and dressings too)

Will your
home pass our
safety quiz?

Convert recessed
ceiling lights from
energy wasters to
energy savers

Quote of the Month

"These results indicate that farmers and ranchers are increasingly adopting renewable energy practices on their operations and reaping the important economic and environmental benefits."

U.S. Agriculture Secretary Tom Vilsack recently commented on the 2009 On-Farm Renewable Energy Production Survey, which showed that the number of solar panels, wind turbines and methane digesters on America's farms and ranches has increased significantly during the past decade.



Southern Iowa Electric Cooperative

A Touchstone Energy® Cooperative

Our mission is to serve our members and community by safely providing reliable and environmentally responsible power and other services efficiently and at a competitive price to benefit members and improve the quality of life in the areas that we serve.

Office: 22458 Highway 2, P.O. Box 70, Bloomfield, IA 52537-0070

Phone: 641-664-2277 or 800-607-2027

Web site: www.sie.coop

Office hours: Monday-Friday, 8 a.m.-4:30 p.m.
Closed Saturdays, Sundays and holidays

Management

Mark Aeilts, Manager/CEO

Tami Weilbrenner, Finance and Admin. Manager/CFO

Jeremy Wilcox, Operations Manager/COO

Board of Directors

Paul Wells, President

Dean Black

Trent Gregory, Vice President

Darrell Downing

Joy Evans, Treasurer

Donnie White

David Hopkins, Secretary

Dave Yahnke

Fred Zeitler

Outages

800-607-2027

Call before you dig: Iowa One Call

800-292-8989

In case of trouble ...

- ▶ Check for blown fuses or tripped breakers.
- ▶ Check with your neighbors. Ask if their electricity is off and whether they have reported the outage. If not, call Southern Iowa Electric Cooperative, Inc., and report the problem: 641-664-2277 or 800-607-2027, 24 hours a day.

Service Charges

ACH (Electronic Payment).....	No Charge
Bill Collection.....	\$30
Meter Tampering.....	\$150
Overtime Service Call.....	\$150
Convenience Charge (Internet or Phone Payment).....	\$5
Disconnect.....	\$30
Posting.....	\$30
Returned Check.....	\$30
Reconnect.....	\$75
Trip Charge.....	\$30

Local Perspective

Strategic planning for our future

BY MARK AEILTS

The Southern Iowa Electric Cooperative, Inc., Board of Directors made a tremendous effort on Feb. 10-11, 2011, to clarify our mission and goals. Here's our updated mission statement:

"Our mission is to serve our members and community by safely providing reliable and environmentally responsible power and other services efficiently and at a competitive price to benefit members and improve the quality of life in the areas that we serve."

In addition, here's the list of Strategic Planning Goals for the cooperative:

- 1. Economic Development:** Leverage SIEC's economic development assets and expertise to provide support for projects that enhance the economic viability.
- 2. Member Involvement:** Evaluate and implement programs that result in members viewing themselves as member-owners.
- 3. Energy Information and Management:** Through the use of information technology, increase members' understanding of their service, energy consumption and account.



- 4. Rates:** Review the cooperative's current rate classifications, design and charges to ensure fairness,

encourage higher load factor and achieve not-for-profit financial goals.

- 5. Financial Soundness:**

Effectively balance the use of debt and equity capital, meeting lender requirements, and make patronage capital credit refunds.

- 6. Plant and Reliability:**

Maintain system planning, operations and maintenance practices through the effective use of personnel, equipment and technology.

- 7. Governance:** Continue to evaluate and implement opportunities to enhance the effectiveness and transparency of governance processes.

- 8. Human Resources:** Retain and attract highly qualified personnel.

We have appreciated the input received from our Advisory Committee Touchstone, and we encourage input from all of you, because you have a voice with us! ⚡

Mark Aeilts is the manager/CEO of Southern Iowa Electric Cooperative, Inc.

About Energy

Do your part to help reduce peak loads this summer

The hottest days of summer – when energy demand at your local electric cooperative is highest – place a lot of stress on Iowa's utility network. These times of peak loads potentially can lead to limited power supply disruptions, and – with so many people using electricity for air-conditioning at the same time – the price of power during this period may increase because it costs more to generate electricity when consumer demand soars.

The greatest peak loads generally

occur from 3 p.m. to 9 p.m., when the air-conditioning systems in most buildings are running and families arrive home and start using household appliances. You can help reduce summer peak loads by adjusting your daily routine in a few small ways, such as using small appliances instead of the cooktop or stove for cooking, doing laundry during early-morning or late-evening hours, closing windows and using curtains or blinds during the day to keep the sun from overheating your home. ⚡

Legislative Action

State Historic Preservation Office Reform will help co-ops

Representatives from Southern Iowa Electric Cooperative, Inc., were on hand last month in Des Moines when Gov. Terry Branstad signed into law HF 267 – a bill that supports protecting historic sites and at the same time allows electric co-ops to move more nimbly to repair equipment and recover services following storm damage. This will help ensure that you can count on the safe, reliable delivery of electricity following a natural disaster.

According to Mark Aeilts, manager/CEO of SIEC, “This legislation was a commonsense solution to a real-world situation. We appreciate the support we received from our elected officials on this issue throughout the process.”



(From left): Lt. Gov. Kim Reynolds, Iowa Rep. Pat Grassley and Larry Tjaden, vice president of the Iowa Association of Electric Cooperatives, watch as Gov. Terry Branstad signs HF 267 into law.

Financial Matters

Appanoose County Economic Development recognized

Iowa Area Development Group (IADG) recently honored Appanoose County Economic Development with its Silver Shovel Award, at the development group’s annual meeting March 22 at Honey Creek Resort. The Silver Shovel Award was established to help commemorate the 25th Anniversary of IADG and its economic development mission.

Appanoose County Economic Development

was nominated for the award by Southern Iowa Electric Cooperative, Inc.; Chariton Valley Electric Cooperative, Inc.; and Northeast Missouri Electric Power Cooperative. The Silver Shovel Award honors outstanding leadership, innovation and achievement in business and community development in collaboration with IADG and its utility partners.

Pictured are (from left): Rand Fisher – president of Iowa Area Development Group; Tod Feris – executive director, Appanoose Economic Development Corporation (AEDC); Mark Aeilts – manager/CEO, Southern Iowa Electric Cooperative, Inc.; Madeline Cummins – president, AEDC; and Jon Miles – manager, and Charles Van De Pol – member service manager, Chariton Valley Electric Cooperative, Inc.



Editor's Choice Contest

Win a pair of high-tech, low-energy, LED light kits

Here's a great solution for updating energy-wasting recessed ceiling lights. The Energy Star® qualified EcoSmart LED Down Light combines 575 lumens of warm, white light (2,700K) with new trim in a self-contained unit.



The EcoSmart ECO-575L uses only 10.5 watts of power, runs cool and contains no mercury. It's dimmable, carries a 3-year warranty and is designed to last 35,000 hours. You'll find it at Home Depot stores for \$39.95; for more information, go to www.homedepot.com.

Visit our Web site, and win!

We're going to give a pair of EcoSmart Down Lights to one lucky electric co-op member this month. To register, go to the Editor's Choice Contest at the *Living with Energy in Iowa* Web site (www.livingwithenergyinowa.com) and fill out the entry form by May 31, 2011. We'll pick the winner's name at random.

In the Community

Co-op encourages use of training center

As a service to the community, SIEC offers the use of its Touchstone Training Center to nonprofit community organizations, SIEC members in good standing and local businesses whose purpose is to benefit the community or conduct employee training. To reserve the center, please call the SIEC office at 800-607-2027 and ask for Lori.



Judy Tuttle (right) of the Mississippi Valley Regional Blood Center works with donor Heather Boas during a recent monthly blood drive at SIEC.

Washington, D.C., trip winners announced

The winners of trips on the 2011 Iowa Rural Electric Youth Tour to the nation's capital were selected after contest interviews held March 9 at SIEC's office. Students were scored for their ambitions, speaking ability, appearance and poise/personality.

The contest winners are Jakob Ruchti and Brooke Bodkins. Jakob, a junior at

Moulton-Udell High School, is the son of Gary and Rose Ruchti, of Moulton. Brooke, a junior at Davis County High School, is the daughter of Alan and Kyndal Bodkins of Bloomfield.

Jakob and Brooke each will receive an all-expenses-paid trip, along with 40 other students from Iowa. They'll have an opportunity to visit with Iowa's

senators and representatives, spend a day on Capitol Hill, explore the Smithsonian museums, take a cruise on the Potomac River and make new friends from around the state and across the nation.

Contestants who did not win a trip received a \$50 United States Savings Bond. They are Sullivan Dunlavy, Adam Batterson, Damen Dixon and Michael Kline. ⚡



Jakob Ruchti



Brooke Bodkins

Awareness Is Your Best Electrical Safety Tool.

Define the no-fly zones.



Teach the kids that kites should be reserved for wide-open spaces AWAY from power lines. Point out any potential danger areas and let them know your "no-fly" zones.

How Your Co-op Works

SIEC partners with neighboring co-ops at home show

Southern Iowa Electric Cooperative, Inc., recently teamed up with Access Energy Cooperative (Mt. Pleasant) and Chariton Valley Electric Cooperative, Inc., (Albia) to sponsor an Electric Cooperatives of Southeast Iowa booth at the Ottumwa Area Home Expo 2011. The event, held at the Bridge View Center, set a record for the number of booths and drew more than 5,400 visitors.

Co-op staff enjoyed answering questions and visiting with members who stopped by. We look forward to participating in next year's event. ⚡



Gary Stevens from Access Energy (left) and Lori McAllister from SIEC talked with members about energy efficiency and other ways to reduce power bills.



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