

Spotlight



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If you're looking for a way to control how much—and when—you pay for electricity, Jackson Energy's new prepay program could be right for you.

Under prepay, members purchase electricity before they use it: an in-home display provides information on electric usage and also an alert when the balance is getting low.

Prepay allows co-op members to:

- say goodbye to deposits,
- customize a payment schedule,
- buy electricity when it's convenient, and
- monitor their usage.

"Jackson Energy is the first utility in Kentucky to offer a prepay program to all their customers," said Jackson Energy President & CEO Don Schaefer. "This voluntary program will help our members manage their electric usage and pay when they want to."

Studies of other utilities that offer prepay have shown that customers use an average of 12% less electricity with the innovative service.



Plug in to choice Plug in to prepay



AN IN-HOME DISPLAY provides members with information on how much electricity remains on their account and how much they are using.

How does it work?

Members sign up for prepay by paying \$100 in to their account. No deposit is required. They receive the display, which plugs in to an outlet at their home. The display shows the amount of electricity being used and also provides an audible alert when the account is running low and more money needs to be added.

Members can add to their account by making convenient payments of any amount at Jackson Energy offices, over the phone, and also online. "Members can make several small payments throughout the month rather than having a larger payment due on a certain date," Schaefer said. "Members who monitor their usage with the display can often find ways to save energy and save money."

For more information on Jackson Energy's prepay program, call (800) 262-7480. A video on the home page of the Jackson Energy Web site, www.jacksonenergy.com, also provides additional information.

Jackson Energy

Working for You

SPOTLIGHT

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Karen Combs, CCC, Editor

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115 Jackson Energy Lane
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Easing our way into energy efficiency

Changing energy habits may be hard, but it can pay off.

“If it was easy, somebody would have done it before” is a phrase I find fits a lot of situations these days.

The words have special meaning for electric co-op history. More than seven decades ago, people in the country looked longingly at the electricity that powered city life but didn't extend past the town border.

Since the profit motive wasn't working to light the countryside, people took the risky step of organizing themselves into cooperative utilities. Technical innovations were needed as well, as power lines were re-engineered to better suit service over long distances. Training was required to show people benefits of electricity, like the efficiency and effectiveness of washing machines.

Some stories even told of people worrying about electrocution from electricity flowing out of empty light sockets and filling up the room.

One of today's top challenges is the quest for more efficient use of energy, as concerns about cost, supply, and environmental effects grow more and more pressing.

The difficulty of new energy habits faces us in everyday ways. New standards for light bulbs force us to think about changing our habits for using electricity every time we walk in a room.

New, more efficient bulbs promise lower costs and less energy use. But things are different: the type of light, how they work, how they look, how we dispose of them.

Technical innovators are at work addressing all of these issues, and creating real improvements.

Jackson Energy understands that using energy more efficiently and effectively is both difficult and important. Electric co-ops across Kentucky have been in the forefront of promoting the more efficient CFL bulbs. As early as 2003 Kentucky electric co-ops were making CFLs available to their members at local annual meetings. Local co-ops in the state have distributed more than 900,000 CFLs in those nine years.



Don Schaefer
President & CEO

Regulatory Overload

For every cause, there is an effect. The wind blows; a limb falls. Cause-and-effect relationships exist in the energy industry as well. For example, electric bills will climb if the U.S. Environmental Protection Agency (EPA) moves forward with imposing a series of potentially crippling regulations on power plants. Some of these new rules directly result from court orders.

According to a report from the North American Electric Reliability Corporation, which oversees the nation's bulk power grid, EPA mandates affecting cooling water intake structures, coal ash disposal, interstate transport of air pollutants, and hazardous air pollutants, including mercury, could force electric utilities to retire or retrofit between 33,000 MW to 70,000 MW of generating capacity by 2015—power that will need to be replaced in some way, and during a period of rising construction costs. Another hurdle, reducing emissions of greenhouse gases, including carbon dioxide, from power plants presents an even greater challenge.

Stringent regulations in each of these targeted areas could potentially impose tens of billions of dollars of extra compliance costs onto the backs of utilities—and electric bills.

For example, in June 2010, EPA proposed two possible approaches for managing coal ash and other coal combustion byproducts (CCBs—residues produced when

coal is burned to make electricity.) One nonhazardous regulation of CCBs will ensure that coal ash is handled safely and protect not just the environment, but also jobs and consumers.

EPA's other option—to regulate coal ash as hazardous, a determination the agency has rejected before, the last time in 2000—would hit coal-fired power plant operators with staggering costs, send electric bills up, and eliminate beneficial coal ash recycling. The Electric Power Research Institute (EPRI), a nonprofit utility research consortium that includes electric co-ops as members, pegs the potential price tag from a hazardous CCB designation at between \$54.66 billion and \$76.84 billion over a 20-year period.

Electric co-ops have been actively urging EPA through comments, testimony, and litigation to consider the negative consequences of higher electric bills in promulgating new rules. In fact, more than 10,500 comments from co-ops and their consumer-members were filed with the agency opposing regulating CCBs as hazardous.

Until EPA's various power plant rules are finalized, the bottom line remains unknown—cause and effect uncertain. But no matter what comes down the pike, electric cooperatives are committed to working hard to provide you with safe, reliable electric power at an affordable price.



What Are My Lighting Options?

Starting in 2012, light bulbs must be more energy efficient.

The three most common bulb options consumers will find on store shelves are:



Halogen incandescents

Energy Savings:* 25 percent
Lifespan:* Three times longer
Annual Energy Cost: \$3.50



Compact Fluorescent Lamps (CFLs)

Energy Savings:* 75 percent
Lifespan:* 10 times longer
Annual Energy Cost: \$1.20



Light-emitting diodes (LEDs)

Energy Savings:* 75-80 percent
Lifespan:* 25 times longer
Annual Energy Cost: \$1

* As compared to traditional incandescent bulbs

Learn more at
energysavers.gov/lighting

Making big changes with small change

\$100,000 and counting

A little change each month can go a long way. Since Jackson Energy's Operation Round-Up program began in 2003, co-op members have contributed more than \$100,000 in grants to area nonprofit organizations.

The spare change voluntarily donated each month has helped send students to 4-H camp, provided needy children with Christmas presents, helped build community parks, funded a county recreation center, and purchased equipment for volunteer fire departments.

The program is administered by a volunteer board made up of co-op members who meet quarterly to review grant applications submitted by area nonprofit organizations. The Lee County Recreational Center was one of the successful grant applicants.

"The Round-Up grant helped us move bowling lanes into the Lee County Recreational Center," said Andy Owens with Kentucky Mountain Mission. "Where there is nothing like this in the Lee and surrounding county area, these bowling lanes are a huge tool in bringing kids, teens, and families in to the Recreational Center."

Funds received by the Owsley County Arts Council helped with a community art project. "Without the Operation Round-Up grant, this project wouldn't have been possible," said Nancy Grant about the mural project in downtown Booneville.

How does it work?

Operation Round-Up is funded by Jackson Energy members who voluntarily choose to round up their electric bill to the next highest dollar amount. The extra money, which averages about 40¢ a month, is applied to Operation Round-Up. For example, if your total bill is \$94.62, your bill would be rounded up to \$95 and the extra 38¢ would be contributed to Operation Round-Up. All contributions are tax-deductible.

By signing this form, you can become active, and along with thousands of your friends and neighbors across the Jackson Energy service area, you can use your spare change to make a difference. Mail to: Operation Round-Up, Jackson Energy Cooperative, 115 Jackson Energy Lane, McKee, KY 40447.

I would like to participate in Jackson Energy Cooperative's Operation Round-Up by allowing my electric bill to be rounded to the next highest dollar each month.

Name - Please Print

Signature

Address on Jackson Energy account

Date



JACKSON ENERGY Estill County Director Fred Brown presents a \$1,000 Operation Round-Up grant to Teresa Dawes with the Estill County Girls Empowerment and Mentoring (GEM) program.



ROCKCASTLE COUNTY Director Phil Thompson presents a \$300 Operation Round-Up grant to John McQueary with the Rockcastle County 4-H program.



LAUREL COUNTY Directors Steve Patton Jr., left, and Keith Binder, right, present a \$500 Operation Round-Up grant to Ohlar Snyder for Hannah's Hope Christmas program.



KAYLEE STAMPER is one of the Estill County students who participate in the Girls Empowerment and Mentoring (GEM) Program of Estill County. GEM received a \$1,000 donation from Jackson Energy's Operation Round-Up program.

Projects funded by Jackson Energy's Operation Round-Up include

- Community parks
- Volunteer fire departments
- Public libraries
- Family resource centers
- Boy Scout/Girl Scout projects
- Heritage tourism
- Senior citizens centers
- Farmer's markets
- Little League programs



Operation Round-Up

To apply for a grant, download an application from the My Community tab on the Jackson Energy Web site, www.jacksonenergy.com. For more information, call (800) 262-7480.



COOPERATIVE PRINCIPLES

P5

5. Education, training, and information

JACKSON ENERGY MEMBERS

are part of a different kind of business. They are member/owners of an electric cooperative.

You may know the history of the electric cooperative movement, how seven decades ago rural residents banded together to bring the conveniences of electricity to their communities. The associations they formed, on the same democratic principles as this great nation, are as strong and relevant today as they were back then.

The fifth cooperative principle is education, training, and information. Jackson Energy regularly communicates information about your cooperative through this newsletter.

We also sponsor student education through scholarships and school programs.

That's the cooperative difference.



Washington Youth Tour

HIGH SCHOOL STUDENTS Lucas Isaacs, Jake Garrison, Kelsey Vickers, Chris Thompson, and LaNeika Baker represented Jackson Energy on the Washington Youth Tour. Sponsored by the Kentucky Association of Electric Cooperatives, the program provides students with information on government as well as tours of Washington, D.C., landmarks. Garrison attends Clay County High School. Vickers, Baker, and Isaacs attend Jackson County High School. Thompson is a student at South Laurel High School.

Jackson Energy linemen: State champs

Beating the summer heat and a host of competitors from other Kentucky cooperatives, Jackson Energy's linemen were named tops in Kentucky at the annual Kentucky Lineman's Rodeo in Bowling Green. The rodeo competition tests job safety and training skills of apprentice and experienced line workers.

Jackson Energy was awarded the chrome transformer trophy, which goes to the overall winner in the journeymen class. A journeyman lineman is classified as a nonapprentice.



HAROLD HAYES, above, was presented a plaque honoring his service to the Kentucky Lineman's Rodeo. Above right, Jackson Energy's Shane Vickers and Gerard Lakes test their skills during the competition. Jackson Energy's teams, right, line up with their awards.

In addition to the transformer trophy, Jackson Energy's Harold Hayes was recognized for his contributions to the Kentucky lineman rodeo. Hayes, who is retiring from Jackson Energy, was one of the founding members of the rodeo committee and also served as chairman of the event.



Jackson Energy linemen received the following awards following the competition: Apprentice Jeremy Rayborn—second place, Speed Climb. Journeymen team Shane Vickers, Willis Sizemore, and Gerard Lakes—second place, Hurt Man Rescue. Journeymen team Marty York, Brian Turner, and Garry Creech—first place, Speed Climb; second place, OCR Change Out; first place and overall winner of journeymen teams.

JEC LINEMEN TEAMS, left to right, Harold Hayes, Tim Wilson, Jeremy Rayborn, Brian Turner, Shane Vickers, Garry Creech, JEC Chief Operations Officer Carol Wright, Marty York, Gerard Lakes, Willis Sizemore, and JEC President & CEO Don Schaefer.



Attention, Men... Did you know you could have diabetes and not know it? Statistics show that one out of every four individuals has the disease and doesn't know it.

Almost 11 million men age 20 or older currently have diabetes in the United States. That's more than 10 percent of the total male U.S. population, and complications can include heart attack and stroke.

Diabetes can also lead to blindness, kidney disease, and other medical issues. Men with diabetes can lower their chances of medical complications by managing the ABCs of diabetes:

- *A is for the A1C test.* It measures your average blood glucose level over the past three months.
- *B is for blood pressure.* High blood pressure makes your heart work harder. The goal for most people with diabetes is below 130/80.
- *C is for cholesterol.* Bad cholesterol, or LDL, builds up and clogs your arteries. The LDL goal for most diabetic patients is below 100.

For diabetes resources, contact your local health department. To get your free copy of *4 Steps to Control Your Diabetes for Life*, and more tips on how to manage your diabetes, contact the National Diabetes Education Program at (800) 438-5383.

Submitted by Carolyn Hacker, MS, RD, LD Diabetes Regional Coordinator Kentucky Diabetes Prevention & Control Program, Cumberland Valley District Health Department.

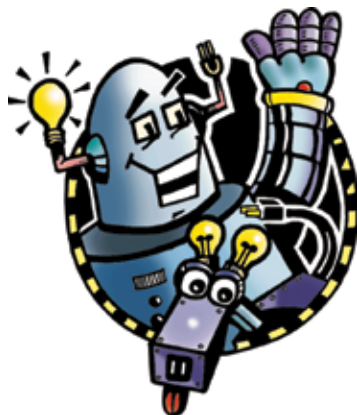


LAST WEEKEND, I SEALED MY AIR DUCTS AND MY WALLET.

And boy, is it paying off. By sealing all the air ducts in my home I started keeping a lot more air and money inside it. About \$177 per year to be more exact. What can you do? Find out how the little changes add up at TogetherWeSave.com.

JACKSONENERGY.COM
TOGETHERWESAVE.COM

Jackson Energy—Bringing safety to the classroom



BUZZ & SPARKY are two safety-minded robots who bring their message to elementary school students through Jackson Energy's electric safety school program.

To schedule a safety demonstration at your school, call (800) 262-7480, or contact Karen Combs by e-mail, karencombs@jacksonenergy.com.