

Spotlight



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Lesson for the day: energy efficiency

John F. Kennedy once said, “Children are the world’s most valuable resource and its best hope for the future.” Schools in the Jackson Energy service area are providing their student resources with lessons in energy efficiency that could help preserve natural resources.

One of those schools, Goose Rock Elementary in Clay County, is using its PRIDE club and teacher Emily Jackson to spread the message of conserving electricity.

Diane Wombles, an energy advisor for area schools, also recently took Jackson Energy’s conservation presentation to each elementary school in Jackson County.

The program provides information for students on a variety of energy topics:

- How recycling helps the environment and conserves electricity.
- How electricity is generated.
- Where Jackson Energy gets the electricity it provides.



GOOSE ROCK ELEMENTARY students listen to an energy conservation program presented by JEC Director of Public Relations Karen Combs. The program offers energy-saving tips and information about how electricity is generated.

- How landfills can be used to generate electricity.
- Simple ways to use less electricity at home.

“We want the students to take the lessons they learn at school about conserving energy and use them at home, as well as giving their

parents energy-saving tips,” said Jackson Energy President & CEO Don Schaefer. “Energy conservation is a lesson young and old alike need to learn.”

For more information on Jackson Energy school programs, call (800) 262-7480.

Jackson Energy

Working for You

SPOTLIGHT

Published by Jackson Energy
Karen Combs, CCC, Editor

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One rule doesn't fit all

A federal rule made 40 years ago has worked well to control pollution. But now it's being used in a different way that could do more harm than good.

In 1970, Congress passed the Clean Air Act to limit air pollution from power plants, factories, and motor vehicles. That same year, Congress created the Environmental Protection Agency to implement the Act.

Since then, energy consumption has increased by 50 percent nationally while vehicle use has increased by almost 200 percent. In the same span, the six most common air pollutants have decreased by more than 50 percent; pollution from large industrial sources has been reduced by nearly 70 percent; exhaust from new cars is 90 percent cleaner than models 40 years ago; and manufacturing of most ozone-depleting chemicals has ceased.

But last month, the EPA began using the Clean Air Act to regulate six greenhouse gases, including carbon dioxide, which has been blamed for climate change. Fossil fuels like coal and natural gas, when burned, emit carbon dioxide. Since nearly all of Kentucky's electricity is generated by burning coal and natural gas, Kentuckians would be heavily affected by this new rule.

The problem is there's a big dif-

ference between the pollutants that are being successfully reduced, and carbon dioxide.

When previous EPA rules to curb pollutants were implemented, proven and commercially available technology existed to reduce targeted emissions. Unfortunately, techniques to limit carbon dioxide emissions are still in the experimental stage. As a result, the future of carbon dioxide control technology is uncertain and will likely be exorbitantly expensive.

"The Clean Air Act as written was never designed to deal with carbon dioxide, and it could be awkward at best and probably a disaster at worst," warns Glenn English, CEO of the Arlington, Virginia-based National Rural Electric Cooperative Association.

Jackson Energy will be working closely with state and national experts to minimize the increases to your electricity costs that could result from this new way of regulating your power.

This is another way that your cooperative is working for you.



Don Schaefer
President & CEO





Join our emPOWERED COMMUNITY

Join in the conversation at myjacksonenergy.com and become part of your cooperative's emPOWERED COMMUNITY. Learn about issues affecting the electric industry, and check out the KID emPOWER videos, which give kids and adults alike advice on energy-saving tips around the home.

Controlling Costs Through Innovation.

It's hard to predict the future,
but one thing seems certain.

**New government regulations will
increase the cost of electricity.**

Our energy-efficiency programs help you manage your energy use, and we're deploying state-of-the-art solutions to help control operating costs and improve service reliability. Find out how we're Working for You at www.jacksonenergy.com.



**America's Electric
Cooperatives**

for **Working
YOU**

Your future
is in
your hands



We want to
help you
pay for it

APPLICATIONS are now being accepted for all those who wish to compete for \$1,000 scholarships awarded through the Jackson Energy Scholarship Essay program. Final applications and essays must be returned to Jackson Energy no later than March 1, 2011, to be considered.

The contest is open to all high school seniors and college students who are not over 21 years of age. Students' families must be members of Jackson Energy Cooperative.

For an application, log on to the Jackson Energy Web site, www.jacksonenergy.com, or call (800) 262-7480, ext. 9223.

Sign up for levelized

LEVELIZED BILLING APPLICATION/CONTRACT

Levelized billing is an option for JEC members who want their monthly billing amount to remain relatively the same month after month.

How does levelized billing work? Levelized billing is a simple summation of your present energy use reading, and your previous 11 readings (total of 12 readings). The sum is divided by 12, giving you a one month average. Once the average energy use is determined, the rate per Kwh is applied along with the customer charge. The present month fuel charge adjustment (FAC), environmental surcharge, and other special charges are added to create the final statement. Special charges may include outdoor lighting, taxes, Operation Round-Up, etc. Levelized billing is designed to keep your monthly statements relatively consistent, based on your usage.

When is the bill due? Your Jackson Energy payment is due 10 days after the billing date. When payment is not received by or on the 15th day after the billing date, a 5% late payment fee will be due along with the payment in full. When the payment is not received at a Jackson Energy office 10 days after the member receives a second notice of payment due, the account is subject to disconnect for non-payment. When the account is disconnected for non-payment, additional other charges will apply before the reconnect. Also, after disconnect for non-payment the account is placed in jeopardy status for continuing the levelized billing option.

Purpose of this document. This document is considered a contract for levelized billing and shall be in effect not less than 12 months. The contract shall continue beyond the 12-month period until such time there is a 30-day notice given by either the member or JEC of the need to discontinue. If at any time during the first 12 months of this agreement the member wishes to discontinue, there will be a \$25 service charge applied to the account.

Requirement. Member shall have a minimum of 12 consecutive months' history at the account before this billing option can be initiated.

Member

Employee (to be signed in office)

Date

Account Number

Mail to Jackson Energy, 115 Jackson Energy Lane, McKee, KY 40447

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.

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