



SPOTLIGHT

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Insulation keeps the heat in, cold out

There's an old saying that hot air rises, and if your attic isn't adequately insulated, your heat could be escaping through air leaks in your attic and roof.

Tips on how to properly insulate your attic is just one of the subjects covered by the Simple Savings—easy energy tips—section of the Jackson Energy Web site.

Topics range from attic insulation to whole-house fans and provide diagrams and tips on how to make energy-efficiency upgrades around your home.

For example, did you know that a well-insulated attic keeps warm air out during the summer and inside during the winter?

Fortunately, attics are one of the easiest places in the house to insulate.

The attic insulation guide also includes recommendations for homes in Kentucky and how much insula-



Simple Savings
easy energy tips

tion is needed to meet those recommendations.

The goal in Kentucky is to achieve an R-38, which is a measurement of the insulation's effectiveness. The bigger the number, the more effective it is at doing its job.

There are two basic types of insulation: loose-fill and batt. Costs vary, but loose-fill insulation is generally less expensive to install. It takes about 12 inches of loose-fill insulation to achieve an R-38.

If R-19 batt insulation is installed, place a second unfaced layer of R-19 batts on top of the first layer at right angles to cover the ceiling joists. This will bring the insulation level to R-38.

Proper insulation also plays a role in the effectiveness of your heating system. For example, even if you installed a high-efficient heat pump in your home, if it was not properly insulated, your electric bills could still be higher than they should be because the heated air is escaping from the uninsulated walls, floors, and ceilings. Jackson Energy also offers a rebate for adding insulation to your home.

For more Simple Savings tips, click on the Simple Savings logo on the Jackson Energy Web site, www.jacksonenergy.com.

OUR VISION

A premier and progressive cooperative committed to integrity, accountability and innovation, with concern for our customers and the communities we serve.

SPOTLIGHT

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MAIN OFFICE ADDRESS

115 Jackson Energy Lane
McKee, Kentucky 40447

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www.jacksonenergy.com

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The economics of electricity

January is usually a month that brings with it colder temperatures, and because most of us use electric heat, that also means we use more electricity, resulting in higher electric bills.

Our employees also hear this question a lot this time of year, “Why are your rates higher than those charged by Kentucky Utilities?”

There are many factors that affect the answer to that question, but the overriding reason is that they have more customers than we do.

Kentucky Utilities (KU) has around 500,000 customers in Kentucky and about 18,000 miles of electric line. That means they are receiving revenue from 27 customers for every mile of line.

Jackson Energy, on the other hand, has about 51,000 customers and 5,600 miles of electric line. That means we are receiving revenue from nine customers for each mile of line we serve—that’s only one-third of the revenue KU receives

from their electric customers per mile of line. And because KU’s customers are more compact and closer together, they have less overhead per mile of line.

At Jackson Energy, we are working every day to look for ways to streamline our costs and provide our members with quality service. We also look for ways to help our members save on their energy bills. This month, our newsletter features Simple Savings ideas that can help make your home more energy efficient.

Our Web site offers even more energy-saving tips and an on-line energy audit that can help you pinpoint energy-efficiency upgrades that can make an impact on your monthly bill. For more information, log on to www.jacksonenergy.com.



Don Schaefer
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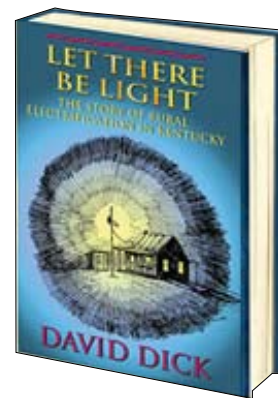
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Let There Be Light— the story of rural electrification

LET THERE BE Light was written by award-winning author David Dick and tells the story of rural electrification in Kentucky.



With dozens of historic photographs and as many remembrances of how it was when the lights first went on in rural Kentucky, David Dick, author and columnist for *Kentucky Living* magazine, has brought to life many stories of the electrification of farms and homesteads in *Let There Be Light—The Story of Rural Electrification in Kentucky*.

It's the story of humble beginnings, the early struggles, and the ultimate triumph of the electric cooperative movement in Kentucky. Much of the story is told by the individuals who lived it—men and women who recall the years of work to create the electric companies, and others who remember vividly the day the lights came on in their own home...and the first electric washing machine that arrived to end the drudgery of former days.

“Mother washed on a tub and board. She'd put back so many of Daddy's overalls where he had sheared sheep and cut tobacco (that) when we got our first wringer washer, Daddy had enough clean overalls to last two or three years,” Betty Shelton Laurence, New Columbus, Kentucky.

Most of today's rural Kentuckians take electric power for granted, but in the 1930s and '40s, it took individuals with vision and energy to get the cooperative idea off the ground.

Let There Be Light features 32 chapters that highlight each of Kentucky's electric cooperatives. With text and many historical photographs, the story is told through the experiences and memories of the people whose lives were changed forever by the coming of electricity and by those who provide the services of the co-ops today.

About the author

After 19 years with CBS News, and 11 years as a professor of journalism at the University of Kentucky (six years as director of the School of Journalism and Telecommunications), Dick retired a second time and in 1992 became president of Plum Lick Publishing Inc., a company he established with his wife, Lalie. Since that time he has produced 13 works of fiction and nonfiction.

For a decade, Dick has been a featured speaker with the Kentucky Humanities Council, and for 20 years, a featured columnist for *Kentucky Living* magazine, the widest distributed periodical in the Commonwealth.

Let There Be Light is available from Plum Lick Publishing Inc. For more information, log on to www.plumlickpublishing.com.

Lord's Gym receives Round-Up grant

Lord's Gym has \$2,000 more to meet operating expenses, thanks to a Jackson Energy Operation Round-Up grant. The gym, which will provide recreational programs, is located in McKee.

“Operation Round-Up is an easy way for co-op members to give a small amount each month to deserving individuals and organizations in their local communities, like Lord's Gym,” said Jackson Energy Vice President of Customer Service Rodney Chrisman.

Accepting the funds was Neal Broaddus, who said the money will go a long way to help the group meet operating and renovation expenses for the gym.



NEAL BROADDUS, right, accepts a \$2,000 Operation Round-Up grant from Jackson Energy's Vice President of Customer Service Rodney Chrisman.

Operation Round-Up works when co-op members voluntarily have their electric bill rounded up to an even dollar amount. For example, if a bill was \$94.62 and the

member had volunteered to participate in Round-Up, it would automatically be rounded up to \$95. The additional 38¢ would go directly into the Round-Up account.



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