

Since 1940

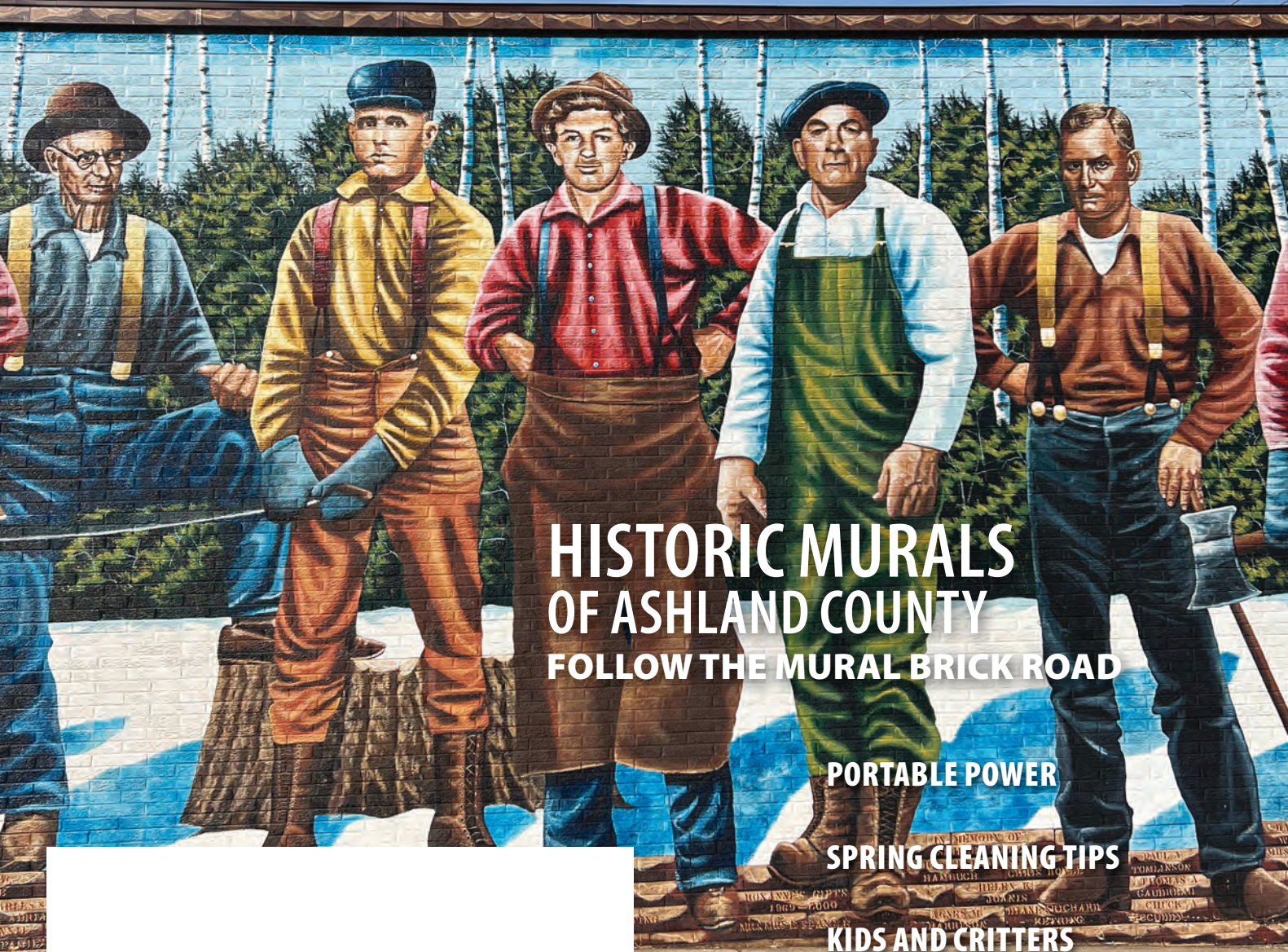
# WISCONSIN ENERGY Cooperative

March 2024

## NEWS

TAYLOR ELECTRIC Cooperative

Your Touchstone Energy® Partner

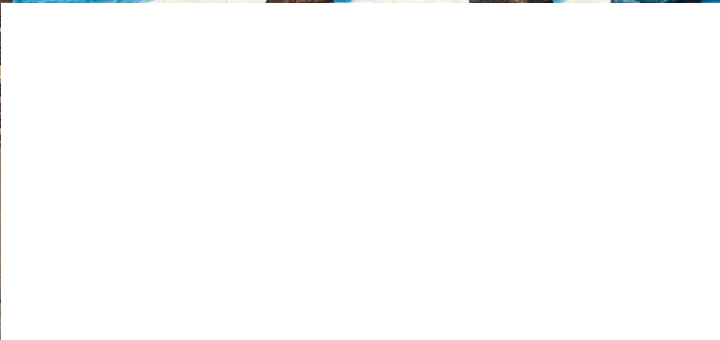


### HISTORIC MURALS OF ASHLAND COUNTY FOLLOW THE MURAL BRICK ROAD

PORTABLE POWER

SPRING CLEANING TIPS

KIDS AND CRITTERS





# WHY DEMAND IS BASED AROUND A TIME OF DAY?

Kenneth Ceagske, President/CEO

The economic rules of supply and demand apply in the electrical world as much as anywhere else. Over the last few months, I've been writing about demand. Every day has high and low usage times, and pricing for energy and capacity varies across those times. Every day presents unique dynamics, and on one of those days demand will be at its highest.

The early afternoon peaks (1–5 p.m.) in the summer are driven by heavy commercial use across the Midcontinent Independent System Operator (MISO) system of which we are a part. This area includes major population centers like Milwaukee, Minneapolis, St. Louis, and on to New Orleans and Houston. Taylor Electric is only 0.01% of MISO, so we are a small fish in a big pond, but what happens in the whole pond, happens to us. Our usage patterns vary a bit since most of our load is residential and dairy. Taylor Electric sees about two-thirds of its monthly system peak between 6 and 8 p.m.

Both of these peaks have cost implications. The MISO peak times drive the need for generation resources and safety reserve (backup) capacity. If the loads go higher or generation resources have issues, it will weigh heavily on power prices. The local peak affects things closer to home like wire and transformer size, both on Taylor Electric's system as well as the transmission system in the area. The higher use times drive the overall cost of power upwards. In

the winter, the two peaks typically happen in the evening and closer together, although we have seen some morning peaks that we manage with load control.

## How you can best manage demand to avoid high peaks at your service and for the co-op?

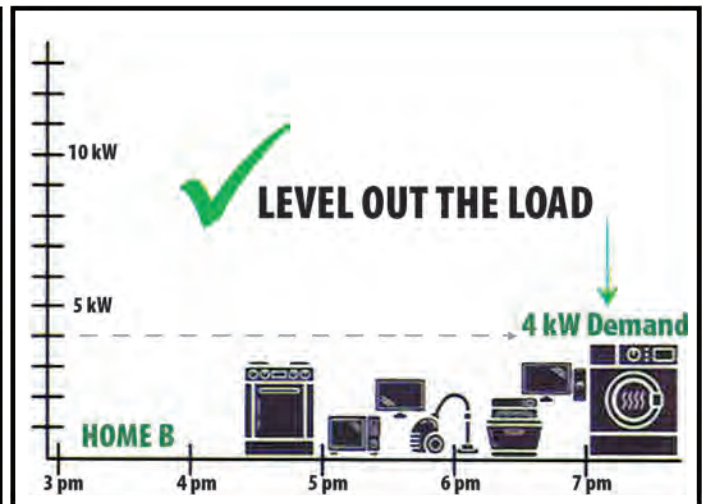
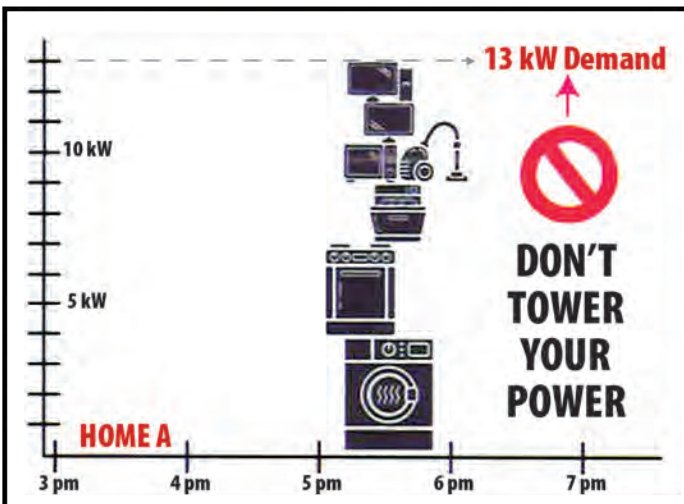
Level your electric load. Instead of running multiple appliances that consume electricity at the same time, stagger their run times across the day and set them to run at staggered times during the late evening or throughout the night, if possible.

## Energy Consumption Vs. Demand

Consumption "energy charge" is measured in kilowatt-hours (kWh). Demand is measured in kilowatts (kW).

If a home were to plug in a single 1,000-watt appliance that ran non-stop for 10 hours, it would consume 10 kWh of energy. The highest demand that took place was 1 kW, since no additional appliances were plugged in or running.

In comparison, a home that uses multiple appliances, say ten 1,000-watt appliances that all run for the same one-hour time frame, consumes the same amount of energy (10 kWh), but creates ten times the demand—10 kW. This requires the generation and transmission provider to produce power in less time to meet the higher demand.



A 4,000W dryer creates 4kW demand. If you add 9,000W of appliances at the same time, you're creating 13 kW demand. Stagger the run times and level out the load.



# Youth Leadership Conference

UW–Stout | July 16–18, 2024



The annual WECA **Youth Leadership Conference** is a dynamic three-day event sponsored by Wisconsin's electric cooperatives and facilitated by WECA. It is a unique opportunity for youth across Wisconsin to develop their **leadership skills** while learning the purpose, operation, and scope of **cooperative businesses**.

## At Youth Leadership Congress, you can...

- See what makes the cooperative business model **different and successful**, then apply this knowledge to fun and challenging cooperative activities.
- Identify and learn how to develop your **leadership skills**.
- Discuss **cooperative careers** with industry professionals.
- Be **entertained and challenged** by highly acclaimed motivational speakers who understand teens and talk about topics that are relevant in your life.
- **Run for a spot on the Youth Board**, which plans the next year's conference and has the opportunity to attend the National Youth Tour in Washington, D.C., in the spring.

This is a **by-teens, for-teens cooperative leadership conference** that is planned and developed by a youth board elected at the previous year's event.

## Who should apply?

High school students with family members who belong to Taylor Electric Cooperative.

## What does it cost?

Nothing to the student! All registration costs are covered by the generous support of sponsoring electric cooperatives.

To learn more, visit [www.weca.coop](http://www.weca.coop) and click on Youth Education under Education in the menu, or contact Taylor Electric Cooperative, 715-678-2411.

**Registration forms are due at  
Taylor Electric Cooperative  
June 1, 2024.**



# DO YOU NEED HELP PAYING FOR YOUR EDUCATION?



Taylor Electric Cooperative is awarding six \$500 scholarships to graduating high school seniors. Funding for the scholarship program comes from unclaimed capital credits.

Students living in households that receive their electric service from Taylor Electric and who will be graduating from high school in 2024 are eligible.

Final selection for the scholarship recipients will be made by the board of directors, with the cooperation of those schools involved. If you are interested, please complete the accompanying request form and return it to our office by April 5, 2024.

*NOTE: The funds for these scholarships are derived from unclaimed capital credit refunds. Chapter 185 of the Wisconsin Statutes provides that unclaimed refunds may be used for educational and charitable purposes. Otherwise, they become unclaimed property and must be paid to the State of Wisconsin as such.*

**Apply by April 5, 2024**

## Taylor Electric College Scholarship Application Request

Name \_\_\_\_\_

Name on Electric Account \_\_\_\_\_

Address \_\_\_\_\_

Phone No. \_\_\_\_\_ TEC Account No. \_\_\_\_\_

High School (or indicate if home-schooled) \_\_\_\_\_

*Return to Taylor Electric Cooperative, N1831 State Highway 13, Medford, WI 54451*



**Taylor Electric Cooperative's office will be closed March 29 for Good Friday.**

*We wish you a happy and blessed Easter.*

# AMAZING SAVINGS AT YOUR FINGERTIPS!

Visit the new **Connections.coop** member benefits site and download the free app to unlock great deals and special promotions.



VISIT [WWW.CONNECTIONS.COOP](http://WWW.CONNECTIONS.COOP) FOR MORE INFORMATION.

**Advance Auto Parts, Medford**  
10% discount on purchases up to \$200.

**Broadway Theater, Medford**  
Purchase any size popcorn and get a matching size soda for free.

**Glass Innovations LLC, Medford**  
5% off in-shop windshield replacement. Buy one Rain-X Wiper Blade, get second blade 1/2 off.

**Jack's Auto Repair LLC, Stetsonville**  
10% off exhaust repairs over \$50, 10% off any brake related parts & labor.

**Life's High Points Photography, Medford**  
10% discount.

**Medford Health Mart Pharmacy, Medford**  
20% off any Health Mart label.

**Meyer Auto Body, Medford**  
5% discount on any body repair over \$500. Up to a \$100 value.

**Meyer Lumber, Dorchester**  
5% discount on discountable items, excluding all sale and clearance items (cash sales only). Cannot be used with any other discounts/promotions. Card must be presented at each purchase.

**Meyer Tire and Service, Medford**  
\$5 off any passenger or light truck tire – not good in conjunction with any other coupons or offers.

**Napa Auto Parts, Medford**  
10% discount on cash & carry items (excludes engines, engine kits, transmissions, oil labor & sale items).

**Northwoods Embroidery, Medford**  
Free digitizing on embroidery. Free set up on first color of screen printing.

**River Country Cooperative**  
Athens, Dorchester, Greenwood, Hamburg, Owen  
10% discount on all dog and cat food.

**Ron's Auto Body Repair, Medford**  
10% off for anyone over 55 or older on labor.

**Schierl Tire & Service Center, Medford**  
\$5 off an oil change. \$10 off parts for service repairs.

**Stetsonville Lumber, Stetsonville**  
5% off single purchase over \$500 – not good in conjunction with other coupons or offers.

**Subway, Medford & Colby**  
50¢ off any sub or salad.

**Tallman Landscaping**  
5% off labor on projects over \$1,000 – free estimates.

**Taylor Credit Union, Medford and Abbotsford**  
Free rental for one year on 3"x5"x22 1/2" safe deposit box – new rentals only. Requires existing savings account or initial savings account with \$5 balance. Limit one per family.

**Turtle Bay Gardens, LLC, Medford**  
10% off purchase.

**Wanke Builders, Medford**  
Free foundation waterproofing on new home purchase.

**Willow Cottage Pet Grooming, Medford**  
\$5 off full groom service.



**Kenneth Ceaglske, President/CEO**

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**Lainie Kellnhofer, Editor**

**TAYLOR ELECTRIC**  
*Cooperative*

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