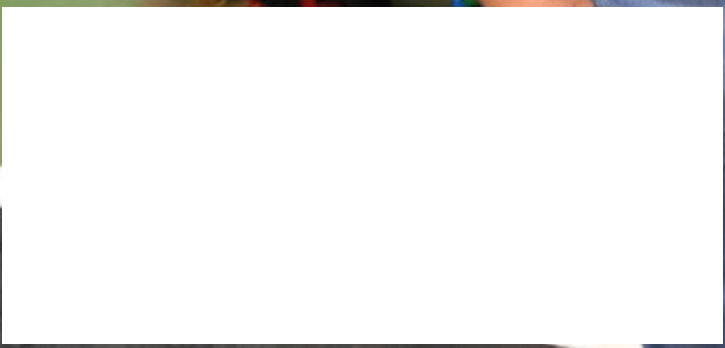


Since 1940

WISCONSIN ENERGY *Cooperative* NEWS

March 2017

Right n Target



TAYLOR ELECTRIC
Cooperative
Your Touchstone Energy® Partner





You're invited
**to Taylor Electric's
 81st Annual Meeting**

Taylor Electric Cooperative's 81st annual meeting will be held at the Medford Area Senior High School in Medford on Saturday, March 25, 2017, starting at 9:30 a.m. Come join your friends and neighbors to learn about your cooperative.

One of the most important duties of the members at this meeting will be to elect members to fill two seats on the board of directors. These seats include those currently held by Charles Zenner

and Patricia Waldhart, both of whom are eligible for reelection. Zenner has completed two three-year terms and is eligible for reelection. Waldhart has completed three three-year terms and is also eligible for reelection.

The nominating committee met on January 12, 2017, and approved the two incumbents. There were no other nominations. Please remember that any other member who wishes to be on the 2017 ballot needs to be nominated by petition,

which involves getting signatures of not less than 25 members and delivering that nomination petition to the co-op not less than seven days prior to the annual meeting (by March 18, 2017, for the upcoming annual meeting).



Your Touchstone Energy® Partner 



MY CO-OP



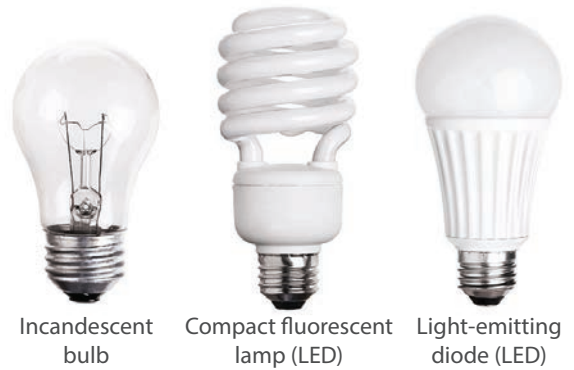
SHEDDING LIGHT ON HOME ENERGY EFFICIENCY

With the flip of a switch, your home is illuminated with light. The ease of lighting a room is routine. In fact, we often do not even give it a second thought. However, the various lighting options that are available are worth a second look as they can help you save both energy and money.

The least efficient type of lightbulb is incandescent, which releases about 90 percent of its energy as heat rather than light. Halogen bulbs are a specific type of incandescent bulb designed to be more efficient, and although they meet the federal minimum for lighting

efficiency, there are more efficient options available.

Compact fluorescent lamps (CFLs) typically pay for themselves in energy savings in less than nine months and use about one third of the energy of a halogen incandescent bulb. They release about 80 percent of their energy as heat, according to the U.S. Department of Energy. When an incandescent bulb is replaced with a CFL, it can boost savings over the course of the bulb's



Incandescent bulb

Compact fluorescent lamp (LED)

Light-emitting diode (LED)

lifetime. When disposing of these bulbs, remember that they should be recycled due to the small amount of mercury they contain.

Light-emitting diode (LED) bulbs release very little energy as heat, and they use only between 25 to 30 percent of the energy of traditional incandescent bulbs. In addition, they usually last between 8 and 24 times longer than incandescent bulbs.

When you are purchasing lightbulbs, check the label. It includes information on bulb brightness (measured in lumens), estimated annual cost, bulb life-span, energy used, and light appearance. Watts measure the energy used, while lumens correspond to the brightness of the bulb. With incandescent bulbs, many people got used to associating brightness with wattage. So if you are looking for the brightness of a 40-watt incandescent bulb, now look for a 450-lumen bulb. For the brightness of a 60-watt incandescent bulb, get an 800-lumen bulb.

Energy Star recommends that when shopping for efficiency, find a bulb with sufficient lumens and the lowest corresponding wattage and temperature.

Regardless of the bulbs that you install, take the extra steps to use your lights efficiently. Turn off lights when rooms are unoccupied. Consider investing in dimmers. Timers or sensors can help save energy. Also, motion-detectors and daylight shut-off devices can help reduce costs on outside lighting.

For more information on energy efficiency, visit EnergyEdCouncil.org.

THERE'S SOMETHING TO BE SAID ABOUT STAYING IN THE SAME NEIGHBORHOOD.

HOUSE	
1936.....	\$3,925
2013.....	\$313,700
INCREASE.....	80X

ELECTRICITY	
1936.....	5¢
2013.....	11¢
INCREASE.....	2X
<small>BASED ON AVERAGE COST PER KILOWATT HOUR</small>	

Over the past 75 years, the price of a home has increased dramatically. But we've helped to ensure that the price of electricity has barely moved. Learn more about the power of your co-op membership at TogetherWeSave.com.

TOGETHERWESAVE.COM

Plant the Right Tree in the Right Place

For more tips on smart tree planting in your community, contact your local electric cooperative or visit www.ArborDay.org.

Trees beautify our neighborhoods, and when planted in the right spot, can even help lower energy bills. But the wrong tree in the wrong place can be a hazard... especially to power lines.

LARGE TREES

Height/spread of more than 40 feet, such as:

- Maple
- Birch
- Oak
- Sweetgum
- Spruce
- Linden
- Pine

MEDIUM TREES

Height/spread of 25 to 40 feet, such as:

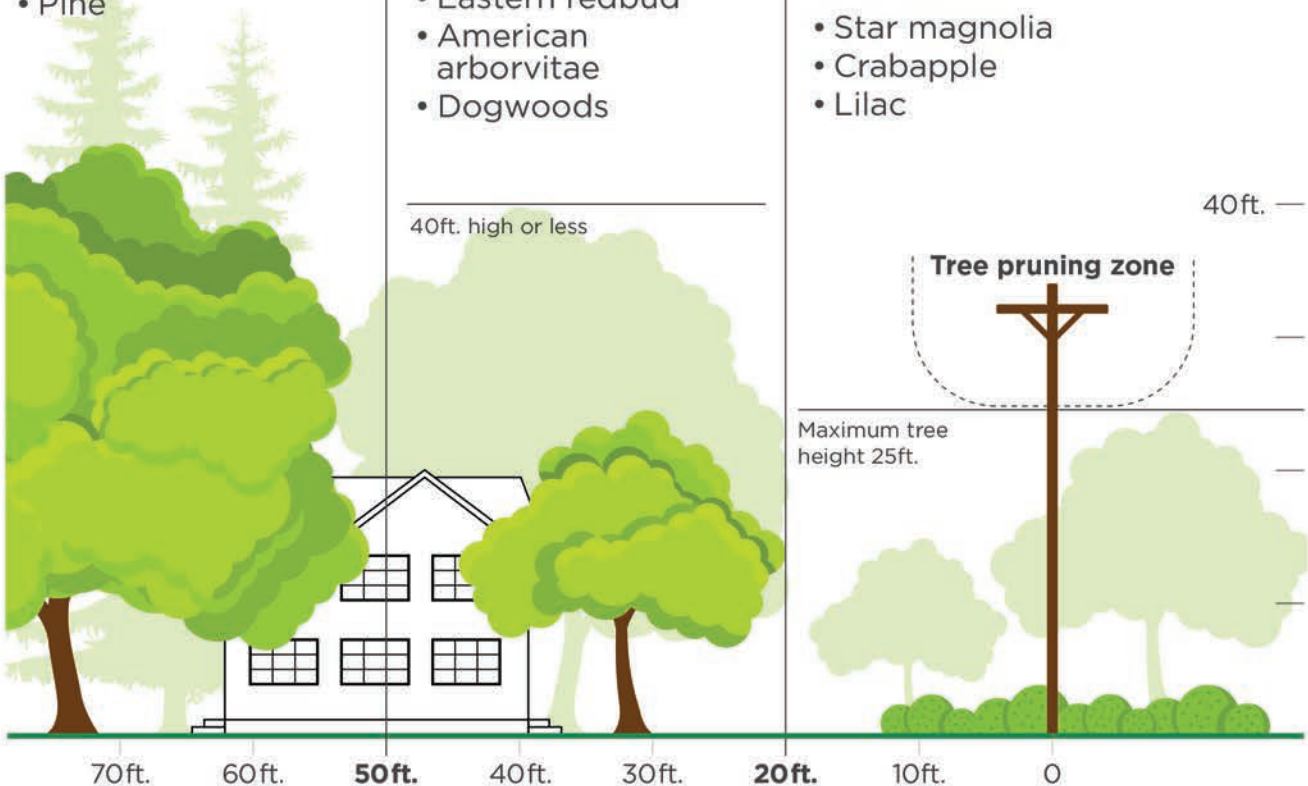
- Washington hawthorn
- Goldenraintree
- Eastern redbud
- American arborvitae
- Dogwoods

SMALL TREES

Avoid planting within 20 feet of power lines. When planting within 20 feet is unavoidable, use only shrubs and small trees.

Height/spread of no more than 25 feet such as:

- Star magnolia
- Crabapple
- Lilac



Be safe! Always call 811 before you dig to locate any buried utility lines.

Source: The Arbor Day Foundation and the National Rural Electric Cooperative Association



VOLUNTARY AND OPEN MEMBERSHIP

Why this principle still applies to electric co-ops

By Adam Schwartz

When electric co-op members look at the seven co-op principles, many may question if they really live up to the first principle: Voluntary & Open Membership. It is a fair question. There is a two-part answer.

First, it is important to remember that when Taylor Electric was first being formed back in 1936, every potential member had the option to refuse service. While it may be hard to believe today, there are numerous stories from electric co-ops throughout the country where the farmer said, “No thanks. We are doing fine with kerosene.” Of course, over time they changed their minds and eventually became members of the co-op.

Due to the incredible cost of offering electric service, the vast majority of people and businesses only have one choice if they want to connect to “the grid” and receive electricity. While that may change in the future due to rooftop solar or other generation sources, the best option for most people for safe, reliable, and affordable power is from your electric cooperative.

Today, electric co-ops focus on the second part of the principle, “Open Membership.” All residents and businesses in the service territory of Taylor Electric are welcome to receive power. Co-ops continually strive to ensure that your membership has value to you not just through the service of electricity but by being an active part of our community.

Co-ops offer and welcome your participation in the

governance of the organization through a democratically elected board of directors. As a locally owned and controlled utility, co-ops are in a better position to understand the needs of their members and can be quicker to react to help ensure the membership receives the best service possible.

Members are welcome to suggest improvements to the co-op’s operations and, unlike large investor-owned utilities often with millions of customers, you can be assured your ideas will actually be read by a real person in real time.

All co-ops, whether it is your credit union, farm co-op, telephone co-op, or any other of the 29,000 co-ops that exist in the United States today, live by these seven co-op principles:

1. Voluntary and Open Membership
2. Democratic Member Control
3. Members’ Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation among Cooperatives
7. Concern for Community

By using all of these principles integrated together, Taylor Electric is able to serve your needs every day.

Adam Schwartz is the founder of The Cooperative Way a consulting firm that helps co-ops succeed. He is an author, speaker and a member-owner of the CDS Consulting Co-op. You can follow him on Twitter @adamcooperative or email him at aschwartz@thecooperativeway.coop.

Michael Schaefer, President/CEO
N1831 State Highway 13, Medford, WI 54451
715-678-2411 • 800-862-2407
email: taylrec@tayloelectric.org
website: www.tayloelectric.org
Lainie Kellnhofer, Editor

TAYLOR ELECTRIC
Cooperative

Your Touchstone Energy® Partner