



Season's Greetings

From the Directors and Employees of Shelby Electric Cooperative, Shelby DirecTV, PWR-net and Shelby Energy.

Safety First In Annual Lineman's Rodeo

Most people think of horses, cowboys, bull riding and steer wrestling when you hear the word rodeo. For the linemen who work at Shelby Electric Cooperative it means something totally different. It means several events revolving around various tasks they do on a day-to-day basis but they are designed with the lineman's safety in mind.

Line personnel from 12 Illinois electric cooperatives competed in five team events and two individual events. Team events included hurt man rescue, egg climb (linemen climbing a 30-foot pole with a raw egg in their mouths), cutout change, transformer banking and practical knot tying.

Shelby Electric Cooperative had two teams represented in this year's rodeo. Foreman Kris Koehler and Lineman Brian Chevalier teamed up with Coles-Moultrie Electric Cooperative Journeyman Lineman Shane Ruppert, for one of the Shelby teams; Linemen Matt Clark and Nick Sloan, along with Apprentice Lineman Jamie Sharp made up the second team.

The team of Chevalier, Ruppert and Koehler finished first in the cut-out change event, and third



Pictured are (l-r) Ken Macken, AIEC's manager of safety and loss control; Jim Miles, AIEC's safety instructor; Shelby Electric Lineman Brian Chevalier; Coles-Moultrie Journeyman Lineman Shane Ruppert; Shelby Electric Foreman Kris Koehler; and Roger Larkin, AIEC's manager of lineworker and apprentice development.

in the mystery event, which was transformer banking. Chevalier finished second in the hurt man rescue event and he finished first in the practical knot tying event. Rupert finished second in the egg climb event and he finished third in the hurt man rescue event.

The 11th Annual Lineman's Safety Rodeo, held at Lincoln

Land Community College (LLCC) in Springfield on Oct. 24, coincided with a series of courses designed to help electric line personnel improve their work skills in safe and efficient ways. Several electric suppliers joined the Association of Illinois Electric Cooperatives (AIEC) and LLCC in co-sponsoring the event.

Spooktacular II a Huge Success



A cast of ghouls, goblins and other Halloween characters were part of the cooperative's Spooktacular II haunted Maze on Halloween night.

Over 600 bags of Halloween treats were handed out to children who stopped by Shelby Electric Cooperative's free, safe, trick-or-treat haunted maze held at its headquarters in Shelbyville on Halloween night.

"We had over 550 children and close to 325 adults who visited our



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two "Spooktacular" mazes," said Vicki Blackwell who organized the event. The cooperative had one scary maze and one not-so-scary maze for people to go through. The non-scary path was set up with a Wizard of Oz theme while the scary one had your typical grave yards, witches, bats, a birthday party gone bad and just plain old scary costumes. When asked about a Spooktacular III, cooperative employees all agreed to mark the calendars now and discuss making it two nights instead of one. "Our biggest challenge will be making it bigger, better and scarier than this year's," said Blackwell.

All cooperative employees had a hand in getting things set up, but here is a listing of the actual cast of characters: Greeters were Donna Stretch and Debbie Carlen. The Wizard of Oz cast included Josh Shallenberger, Marla Eversole, Becky Sloan, Dannette Logue and Jim Miller. The Haunted Maze included Chrissy Grant, Faron Blackwell, Vicki Blackwell, Jeromy Miller, Shane Norris, Kevin Boehm, Laura Culter, Jimmy Cutler, Larry Nohren, Craig Atteberry, Diane Knearem, Toni Blaine and Phoebe Kates. If you were able to make it through, candy was handed out by Christy Biddle and Linda Kessel.

OUTAGE REPORT

DATE	HOURS	SUBSTATION	CAUSE	MEMBERS AFFECTED
10/2/2008	0.45	Lakewood	Animal/bird	112
10/22/2008	0.29	Neoga	Trees/storm	115
10/26/2008	1.5	Blue Mound	Trees	51

Did You Know? Your Old Analog TV can be Recycled

By now you've no doubt seen the commercials warning that without cable, satellite or a converter box, your analog TV set won't work after Feb. 17, 2009. If you decide to buy a new digital TV, Uncle Sam wants you to think about recycling the old one. The Environmental Protection Agency (EPA) has a few leads, including asking retailers if they'll recycle your old set when you buy a new one. Best Buy is among



the stores offering such a service. The EPA also suggests visiting www.mygreenelectronics.org, a service of the Consumer Electronics Association, where you can find recycling opportunities by ZIP code. If you decide you want to keep your analog TV, visit www.shelbyelectric.coop and click on the converter box coupon icon and fill out an application for a \$40 coupon toward the purchase of a converter box.

Information About Space Heaters

As an electric cooperative, our goal is to provide you with safe, reliable and affordable electricity. In addition, we only want to sell you the electricity that you need. To do that, we want to help you make the most efficient choices possible when using electric energy.

In an effort to save on energy costs, many of us are willing to turn

our thermostats down a little, wear an extra sweater, or use another blanket. To beat the cold, there may also be an urge to plug in an electric space heater. Using an electric heater can help you save

on your energy costs as long as you understand how to best use it and how it might affect your energy bill.

A space heater generally uses 1500 watts. Space heaters are designed for temporary use, not long-term usage. If your space heater runs 24/7 for an entire month, your gas bill may be lower but your electric bill should

be expected to be higher. A 1500 watt heater will cost approximately \$0.15 per hour to run continuously. Running that 1500 watt space heater 24 hours a day, 30 days per month, would cost approximately \$108.

How could a person save money while using a space heater? Here is an example of a way to use a space heater to lower your electric or gas

bill. Lower the thermostat on your furnace from 72 degrees to 66 degrees and use the space heater to heat a single, occupied room to a comfortable temperature.

If you are in the market for a space heater there are many makes and models from which to choose. Safety must be a top consideration. The U.S. Consumer Product Safety Commission estimates that more than 25,000 residential fires every year are associated with the use of space heaters. In addition, it is estimated that 6,000

persons receive hospital emergency room care for burn injuries associated with contacting hot surfaces of room heaters.

Consider these guidelines recommended by the U.S. Department of Energy when buying and installing an electric space heater:

- Make sure the heater has the UL (Underwriter's Laboratory) label.
- Choose a heater controlled by a thermostat to avoid the energy waste of overheating a room or area.
- Select a heater of the proper size for the room it will be utilized. Most heaters come with a general sizing table.
- Locate the heater on a level surface away from foot traffic.
- Keep children and pets away from the heater.
- Plug the heater directly into the wall outlet. If an extension cord is absolutely necessary, use a heavy-duty cord of 14-gauge wire or larger.

For a portable unit, be sure it has a tip-over safety switch that will automatically turn the heater off if the unit is tipped over.

Do not operate more than one electric heater on the same household circuit because wiring can overheat.



Paperless Billing

Help your cooperative go green, by going paperless. If you want to do this you simply select an option on the Online Bill Pay to stop having a paper bill sent out each month. This will not only help the environment but it will also decrease the cooperative's postal expenses.

Listed below are the simple steps it takes to go paperless:

- Begin at our website www.shelbyelectric.coop
- Select the icon for Online Bill Pay.
- **If you are a registered user**, enter your email address and password.
- Your Account List will be displayed.



- On the left side of the screen, click on Stop/Start Print Bill
- For each account listed, indicate your choice by clicking on the small box.
- **If you are not a registered user**, select Online Bill Pay and click on the bulleted option that says:
 - If you are a new user [Click Here](#)

[to sign up for online account access](#)

- Complete the New User Registration. You will need your account number to register.
- You may choose Discontinue Mailing My Printed Statements by clicking on the small box. A checkmark should appear in the box after clicking on it.

By signing up for Online Bill Pay, you will also have instant access to your account info before the paper bill arrives in your mail box.

If you need any help please contact the office at 774-3986.

Shelby Energy Holds Customer Appreciation Luncheon

Approximately 300 customers attended Shelby Energy Company's customer appreciation luncheon on Saturday, Nov. 1 and enjoyed a complimentary rope sausage sandwich and bowl of chili. Those who attended learned more about the generator program and the bulk oil products that Shelby Energy is offering to commercial, industrial, farm and home customers. If you have any questions or need one of Shelby Energy's services contact Janet Orr, Steve Shoaff, Jason Nohren, Jim Miller or Larry Danneberger at 774-2311.

Drawings were held for 50 free gallons of propane and the following customers were chosen from all entrants: John Gano of Windsor, Myrna Beyers of Pana, Lula Robertson of Shelbyville, Dave Koons of Tower Hill, Tim McDonald of Mode and Nadine Carlock of Herrick.



Bulk Truck Driver Jim Miller and Oil/LP sales and Driver Larry Danneberger finish setting out the food for Shelby Energy's Customer Appreciation Lunch held on Nov. 1.

Touchstone Energy Balloon Helps Raise \$1,100 for U.S. Wounded Soldiers Fund



Megan Knearem

The Touchstone Energy Balloon and a balloon from St. Louis, seen here touching the water on Lake Shelbyville, were part of tethered rides Saturday night. Money raised went to the U.S. Wounded Soldiers Fund. Both balloons did tethered rides for over 6 hours combined.

The Touchstone Energy Cooperatives Hot Air Balloon recently participated in Halloween Balloon Fest at Eagle Creek Resort in Findlay, Ill. Seven hot air balloons had three successful flights during the three-day event but what drew the largest crowds and created the most buzz was the Saturday evening tethered rides and the trick-or-treat balloon glow.

“Eagle Creek Resort wanted to do balloon tethered rides as part of their family activities but wanted to tie it to a philanthropic cause so they chose to give the proceeds to

the U.S. Wounded Soldiers Fund,” said Kevin Bernson cooperative spokesperson and event organizer. Touchstone Energy Balloon Pilot Dave Champion and St. Louis Pilot Scott Wooge entertained large lines of people eagerly waiting their turn for a tethered ride.

“Tethered rides cost only \$5 per person and was well worth the price to give my family a taste of what it felt like to be in a hot air balloon,” said Tim Bohnhoff, who brought his family up from Dieterich, Illinois. “Plus the money raised went to a great cause,” Bohnhoff added.

“The following sponsors helped make for a great event and the weather was perfect,” said Eagle Creek’s Becky Jones. “I’d like to personally thank RTD Motor Sports of Taylorville & Springfield, Hawkeye Foods, AgriServe, Monicals Pizza of Shelbyville, Touchstone Energy Cooperatives of Illinois, Central Illinois CW23 television located in Decatur, Illinois, Shelby County Democrats and State’s Attorney Al Lolie who helped sponsor a balloon and Shelby Electric Cooperative for all their help in organizing this event,” noted Jones.

Shelby Electric Cooperative Members Will See a Rate Adjustment in 2009

As we move toward the end of another year we often look back at our goals accomplished and expectations for the future. For Shelby Electric Cooperative it is easy to see our accomplishments this past year.

Shelby Electric successfully launched PWR-net, our new wireless broadband product to bring the Internet to those who currently could not utilize high speed Internet. PWR-net is now available through Shelby DirecTV.

In the second year of our new generator/residential interruptible rate program we have over 200 generators installed, through Shelby Energy, and 130 members on the special rate which allows them the opportunity to save 15 percent off the energy portion of their electric bill.

Due to substantial increases in our wholesale power costs, your management team and board of directors have determined a need for a rate adjustment.

On Jan. 1, 2009, Shelby Electric Cooperative will implement our first energy rate adjustment in 16 years.

Shelby Electric, along with nine other electric cooperatives in Illinois, purchases electricity from Prairie Power, Inc. (PPI). For the last six years, concluding the end of this year, they have had a beneficial wholesale power contract. They have been working for the past three years to secure a long-term, economical power supply. PPI has purchased a stake in a new clean-coal power plant located in Lively Grove, Ill. called the Prairie State Energy Campus. PPI had anticipated the power plant being online in time to coincide with our current rate contract that will expire at the end of 2008. Due to unsuccessful environmental challenges, the plant has been delayed until mid

2011. Because of these delays, PPI was forced to purchase base load power on the open market, which will cause our wholesale power to increase by approximately 2 cents per kWh.

“As I mentioned in my report at the June 20 annual meeting, prices for virtually everything have increased, and, despite the cooperative’s efforts to proactively hold down costs as much as possible, a rate adjustment/increase will be implemented in 2009, said President/CEO James Coleman. “We have held energy prices in check for 16 years, but the time has come that we have to make a change. The new three-year wholesale power contract from PPI is much higher than our present contract. This is due to the fact that base-load generation from coal and nuclear power is in short supply and the market forces have driven the price up,” added Coleman.

In looking for a short term bridge to cover the gap between the current wholesale power contract and the Prairie Energy Campus going on line, your management team and board conducted a rate study to determine the best course of action in implementing this rate adjustment due to the new wholesale power contract. It was determined that a rate increase of 19 percent is necessary to meet our lending obligation. To reach this percentage the cooperative has come up with a three-pronged approach on how it will implement this rate adjustment.

- 1) Increase the facility charge from the current \$22 to \$29.

SEC maintains 2,226 miles of energized line. If this were stretched out, the lines would extend from Chicago to San Francisco.

The facility charge is in place to help cover our fixed costs. Stated simply, the costs associated with bringing the power to you through our poles, wire and equipment. Even at \$29 our facility charge is well below where it could be, considering our density relating to members per mile of line.

- 2) The cooperative will increase the energy portion of your bill by 10 percent to 12 percent, which is the first energy increase in 16 years. This is the portion of your bill that reflects your energy consumption in terms of Kilowatt-hours used.
- 3) The cooperative will utilize the line item on your bill called the Wholesale Power Cost Adjustment (WPCA). The WPCA can be adjusted monthly, up or down, to keep the cooperative’s budget in order. It is anticipated that once the new generation facility is in place, barring any major cost overruns and/or carbon legislation, the WPCA will allow flexibility to reflect a reduction in the wholesale power cost when the plant becomes operable. The WPCA has never been utilized by your cooperative although it has always been a line item on your bill.

“We are a cooperative and Shelby Electric is owned by you and is operated as a not-for-profit co-op. There are no investors that we need to make dividends for; therefore there is no reason to raise rates beyond what it costs for us to maintain a reliable energy source and deliver it to you,” said board chairman Darrell Shumard of Stewardson.

“As a board we have looked at every angle to come up with this three-pronged approach and will implement these adjustments on Jan. 1,

2009. As an electric cooperative we are facing the same challenges and economic uncertainties as other utilities nationwide," added Shumard.

What you can expect to see from your cooperative in the future will be continued education on how you can reduce your energy portion of your bill. Watch for energy efficient tips in upcoming issues of your Illinois Country Living Magazine. Also visit your cooperative's website, www.shelbyelectric.coop, for energy efficient tools you can use to see how you can save money on your energy costs.

"We encourage members to manage their usage by sealing the envelope of their structures, upgrading to energy efficient appliances, using CFLs and giving consideration to alternate heating/cooling systems," said Chief Operating Officer Josh Shallenberger. "Utilizing devices to use energy only when necessary, such as programmable thermostats and light timers and simply turning off electronic equipment such as televisions and computers when you are done using them are ways you can help reduce your usage," added Shallenberger.

Your cooperative's power provider, PPI, is also looking to help secure stable future energy prices for its 10 distribution members with its involvement in the Prairie State Energy Campus and by looking to build a 20-unit wind farm in Pittsfield, Ill. This proposed wind farm will help diversify their power supply portfolio.

Your cooperative continues to be a respected leader not only to other Illinois electric cooperatives but also nationally for continually providing programs and services for not only our members but also the communities they work and live in. It has been this way for the past 70 years and will continue to be well into the future.

If you have questions concerning this planned rate adjustment please call the cooperative at 1-800-677-2612 or visit www.shelbyelectric.coop.



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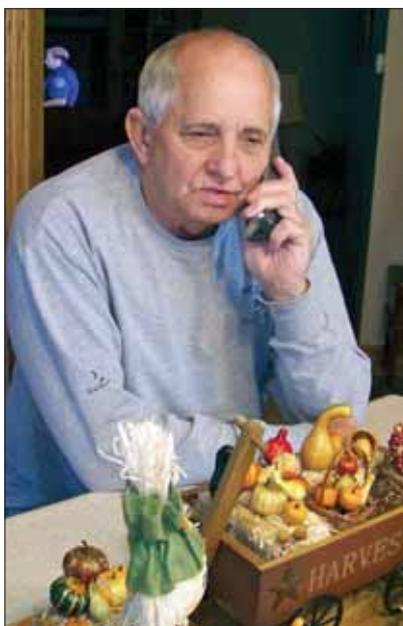
*Offices
Closed*

Your cooperative offices
will be closed on
Dec. 25 and 26
to celebrate Christmas
and on Jan. 1, 2009
to celebrate
New Year's Day.



Phone Security Alert

An electric cooperative's members in Maine started getting phone calls from someone selling prescription medications, and their Caller ID showed that the call was coming from the local co-op. When a member wisely contacted the cooperative to check it out, they found out that the calls weren't coming from the co-op, nor was the co-op connected to the sales company in any way. It's the newest security scam, called "spoofing" or "vishing". Scam artists can now attach anyone's caller ID (including yours) to their outgoing calls. They know we are much more likely to answer the phone if the call is from someone local. They generate a list of local phone numbers, either from actual phone numbers or by randomly generating numbers. They use Voice Over Internet Pro-



ocol (VoIP) systems to attach these numbers to their outgoing calls, making it appear that the call is coming from the "borrowed" phone number.

This is going to be a growing problem, because VoIP is the new industry standard for office telephone systems throughout the nation. Vonage, other cable-phone and Internet-phone systems also use the same protocols. This leads to the new term "vishing," which is being used for a particular scam where a borrowed caller ID appears on a call, and the caller asks the customer to give them their credit card information. It's similar to "phishing," which is identity theft through the use of e-mails. The bottom line is, don't give ANY personal or account information to anyone unless you're assured of his or her identity and integrity.

Give the Gift of Energy Efficiency

When it comes to shopping for and comparing appliances and home electronics, look for the EnergyGuide and ENERGY STAR® labels to ensure the energy efficiency credentials of what's in the box.

The Federal Trade Commission requires yellow EnergyGuide labels on most home appliances (except for ranges and ovens). These labels provide an estimate of the product's energy consumption or energy efficiency, and compare it to the highest and lowest energy consumption or efficiency estimates of similar appliance models. You won't find EnergyGuide labels on home electronics such as computers, televisions, and home audio equipment. Instead, look for blue ENERGY STAR labels on these products, indicating they've met strict energy efficiency criteria established by the U.S. Department of Energy and U.S. Environmental Protection Agency. Ensuring that what you take home is energy efficient can make a big difference in the long run. The average home boasts two TVs, three telephones, and a DVD player. If these items were replaced with ENERGY

STAR qualified models, it would save more than 25 billion pounds of greenhouse gas emissions a year, equivalent to removing more than 2 million cars from the road.

Some home electronic products, like those with clock displays and remote controls, use energy even when they're switched off, costing U.S. households \$100 per year. Products that have earned the ENERGY STAR use less energy to perform "standby" functions, while providing the same performance and features as conventional models.

Using less energy preserves energy resources while saving money on energy bills. An energy-efficient gift is truly a gift that keeps on giving!

For more information, visit www.eere.energy.gov or www.energystar.gov.

Sources: ENERGY STAR, U.S. Department of Energy Office of Energy Efficiency and Renewable Energy

