

Electric Cooperatives Take On National Issues with 'Revolutionary' Marketing Campaign

Touchstone Energy® Cooperatives, a nationwide alliance of electric cooperatives, announced the unveiling of a "revolutionary" national energy-efficiency campaign, rolled out simultaneously across 46 states, designed to inspire consumers to easily save energy and money.

Hundreds of representatives from electric cooperatives across the nation convened to mark the campaign's debut in downtown St. Louis on August 27-28. It was the first

energy-efficiency communications campaign launched by allied local electric cooperatives on a national scale. There were also over 500 online participants.

The integrated campaign, "Together We Save," features the simultaneous roll-out of television and radio spots, print ads and brochures. There are more than a dozen energy-efficiency interactive web applications linked to a virtual home tour. All are designed to encourage co-op members throughout the country to take energy-saving actions now.

A new website, TogetherWeSave.com, will be the gateway through which



Touchstone Energy®
Cooperatives

TOGETHERWESAVE.COM

consumers will easily learn what to do and the immediate cost-savings impact of those actions.

Downloadable energy-efficiency videos will also be offered on a new Touchstone Energy web-TV portal.

"Touchstone Energy's 'Together We Save' campaign illustrates numerous ways our member-consumers can reduce their energy bills and thereby save themselves money by implementing a variety of changes around their homes and businesses," said Jim Bausell, COO of Touchstone Energy. "Whether it's unplugging unused appliances or adding an extra layer of insulation in the attic, what we are showing is how simple these

energy-saving techniques are, so that the end-use consumer goes from just thinking about changing some of their habits to actually taking action," Bausell said.

The campaign launch allowed cooperative representatives to meet the creative team that developed the campaign and get a behind-the-scenes look at how it was produced. Employees also learned how to use the brand's tools for increasing co-op members' satisfaction, discover how to implement the Touchstone Energy Co-op Connections Card Program, and more.

The Touchstone Energy Cooperatives brand represents a nationwide alliance of nearly 700 local, consumer-owned electric cooperatives in 46 states. Touchstone Energy co-ops collectively deliver power and energy solutions to more than 40 million members every day. Electric cooperatives distribute power for 75 percent of the U.S. landmass over 2.4 million miles of power lines. Shelby Electric Cooperative is a Touchstone Cooperative and you can visit them on line at www.shelbyelectric.coop.

Source: PRWeb.com

Shelby Electric Cooperative

1-800-677-2612

1-217-774-3986

24-hours-a-day

PWR-net & WildBlue Internet

1-877-994-2323

weekdays

Shelby Energy

1-217-774-2311

24-hours-a-day

Spooktacular Will Be Back for a Third Year



Mark your calendar now for the third annual Spooktacular to be held at the Shelby Electric Cooperative headquarters Halloween weekend with the time and date to be determined. "It will be hard to top last year's haunted maze, which was a great success; but we are going to try our best to scare you again," said cooperative employee Vicki Blackwell, one of the event organizers. "We will also have a more friendly themed maze as well," added Blackwell.

The cooperative created their first haunted maze to give area children a fun, safe way to trick or treat. Remember to stop by the cooperative's office for a fright or two. This is a free community event.

2009 Farm Progress Show

Shelby Electric Cooperative and 12 other Illinois cooperatives participated in the 2009 Farm Progress Show by hosting a Touchstone Energy booth at the event, held September 1-3 in Decatur, Ill.

The booth focused on energy efficiency and how co-op members can save money by making energy-smart choices in their home. The centerpiece of the exhibit was the "Energy Efficiency Wall." This 20-foot structure goes behind the scenes in building construction to show visitors – first hand – what should and shouldn't be done when building a home or updating an existing one.

The group also sponsored the Touchstone Energy Hot Air Balloon Team. The team presented the American Flag, during opening ceremonies, by flying it over the show each morning. The national anthem was sung by the Mt. Zion Swingsations.

Safe Electricity, the Energy Education Council and the Touchstone Energy Cooperatives sponsored Kyle Finley's Live Line Safety Demo at the show.

Record crowds of young and old were in attendance for this



year's show. Show officials believe this year's late harvest and cooler temperatures played a big role in the record attendance.

SHELBY News

Your Touchstone Energy® Partner 

P.O. BOX 560
Shelbyville, IL 62565
Phone: 217-774-3986
Fax: 217-774-3330
www.shelbyelectric.coop

Office Hours:
7:30 a.m. - 4:30 p.m.

 **Shelby Electric Cooperative**

Your Touchstone Energy® Partner 



Energy Efficiency

Tip of the Month

Windows provide great views of the outdoors, light, ventilation, and solar heating in the winter. Unfortunately, they also account for 10 percent to 25 percent of your heating bill. High-performance ENERGY STAR-labeled windows can cut your heating and cooling costs by as much as 30 percent.

Sources: U.S. Department of Energy; Alliance to Save Energy

REAL LIFE REAL POWER

We Will "Fall Back" from Daylight Saving Time

Sunday, November 1, 2009. Remember to turn your clocks back one hour.

The sun will set at approximately 4:45 p.m. Sunday, November 1 – forcing us to get used to darker evenings. Shelby Electric Cooperative will help you navigate the dark by providing a FREE LED night light. These night lights only require pennies per year to operate. Ask for your free night light at the Shelby Electric office on Route 128 North (while supplies last).

Energy efficiency is especially im-

portant to remember during the fall and winter months. Daylight Saving Time ends and people tend to be in their homes for longer time periods, using more lighting and electronics. Make sure electronics are completely turned off when not in use



by using a power strip and switch to energy efficient lighting, such as CFLs and LEDs to improve your energy efficiency. For more energy and money saving ideas, pick up a free copy of 101 Low-Cost/No-Cost Home Energy-Saving Measures at the cooperative. You can also click on the "Together We Save" banner on the cooperative's website, www.shelbyelectric.coop.

Can't Keep Up With Energy Bills?

Your local C.E.F.S office may be able to HELP!

Your household may be eligible for help paying your utility bills if you meet the following guidelines:

Family Size	30 Day Income <small>(before tax)</small>
1	\$1,300
2	\$1,750
3	\$2,200
4	\$2,650
5	\$3,100
6	\$3,550
7	\$4,000
8	\$4,450
9	\$4,900
10	\$5,350
11	\$5,800
12	\$6,250

For Help Please Contact
Your Local C.E.F.S. Office at:

Christian 217-824-4712
or 217-562-2311

Clay 618-283-2631
or 618-662-4024

Effingham 217-347-7514

Fayette 618-283-2631

Montgomery 217-532-5971
or 217-324-2367

Moultrie 217-728-7721

Shelby 217-774-4541



Jobs.



Cooperative businesses are run by those who live and work in the community keeping jobs at home.

Lots of businesses talk about growing their communities. For cooperatives, it's not just talk. It's what we're all about.

We're in it for the long haul ... strengthening communities through jobs, service and community involvement.

Maybe that's why we're more trusted than businesses owned by Wall Street investors.

Cooperatives

Owned by Our Members,
Committed to Our Communities



OUTAGE REPORT

MEMBER OUTAGES				
DATE	HOURS	SUBSTATION	CAUSE	MEMBERS AFFECTED
8/2/2009	1.15	Shelbyville	Lightning	51
8/4/2009	3.00	Neoga	Lightning	107
8/4/2009	2.32	Richland	Lightning	52
8/4/2009	1.10	Airport	Lightning	75
8/4/2009	1.10	Richland	Lightning	197
8/4/2009	0.05	Neoga	Lightning	108
8/4/2009	3.00	Neoga	Lightning	165
8/5/2009	1.30	Yantisville	Trees/storm	84
8/6/2009	1.30	Lakewood	Trees/storm	52
8/11/2009	0.50	Neoga	Animal/bird	90
8/19/2009	2.30	Blue Mound	Storm	67
8/19/2009	1.25	Neoga	Storm	66
8/19/2009	2.00	Richland	Storm	70
8/19/2009	1.50	Elwin	Storm	67
8/19/2009	3.00	Neoga	Storm	99
8/19/2009	2.15	Moweaqua	Storm	59
8/22/2009	1.55	Wenonah	Animal/bird	67
8/24/2009	0.50	Lakewood	Miscellaneous	119
8/26/2009	4.15	Pana	Bad underground	104
SUBSTATION OUTAGES				
DATE	HOURS	SUBSTATION	CAUSE	MEMBERS AFFECTED
8/4/2009	1.00	Yantisville	Power supplier	748
8/13/2009	2.00	Richland	Sub fuse	588
8/13/2009	2.00	Dunkel	Broken conductor	303
8/16/2009	4.55	Blue Mound	Supplier	568
8/16/2009	0.30	Elwin	Supplier	516
8/19/2009	2.00	Neoga	Supplier	1269

High Voltage Caution: Energized for a Cure



THANK YOU

Some of the members of Team High Voltage take a moment to pose for a picture during the Relay for Life event in August.

The High Voltage Relay for Life team would like to thank the many individuals, families and businesses that supported our fundraising efforts for the American Cancer Society. Due to the hard work and support of many, we were able to exceed our team goal of \$4,000.

Cancer will affect all of us in one way or another in our lives. We hope our fundraising efforts will make a difference in the lives of the many people affected by cancer.

Congratulations to Shelby County Relay for Life for raising a record \$67,338.22. Everyone involved should be proud of their efforts.

Thank you to everyone who supported the Shelby County Relay for Life.

Team High Voltage was Shelby Electric Cooperative's Relay Team.



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