

## Scholarship winners announced

**M**atthew Durbin of Shelbyville was one of seven winners of this year's Illinois Electric Cooperatives Memorial Scholarships. He is the son of Shelby Electric Cooperative members Larry and Ginger Durbin.

Durbin competed for the scholarship with a record number of 216 students from across the state. The \$1,250 awards are given each year to six sons or daughters of electric co-op members and one to the son or daughter of a co-op employee or director.

Candidates were judged on grade-point average, college entrance exam scores, work and volunteer experience, school and civic activities and a short essay demonstrating their knowledge of energy cooperatives.

Durbin will be attending pharmacy school at Saint Louis College of Pharmacy.

James Coleman, President/CEO said, "The employees and board members of Shelby Electric Cooperative have always been involved in our local schools and communities. We live here too and, like our members, have a vested interest in the future of our children. This scholarship is just one small way we can help make a difference for a student like Matthew Durbin."

Shelby Electric Cooperative is a member of Touchstone Energy® — an alliance of more than 735 local, consumer-owned electric utilities around the country. Shelby Electric is committed to providing superior service based on four core principles: integrity, accountability, innovation and commitment to community. The co-op serves more than 9,918 meters



*Matthew Durbin was one of seven recipients of the 2011 Illinois Electric Cooperatives Memorial Scholarships. Durbin received a plaque acknowledging his scholarship from Shelby Electric Cooperative's Chief Operating Officer, Josh Shallenberger, during the Shelbyville High School Senior Awards banquet in May.*

over 2,244 miles of line in parts of Christian, Cumberland, Effingham, Fayette, Macon, Montgomery, Moultrie, Sangamon and Shelby

counties. For more information visit [www.shelbyelectric.coop](http://www.shelbyelectric.coop). Follow the cooperative on facebook and like our page, [facebook.com/YourCoop](https://www.facebook.com/YourCoop).



**Shelby Electric Cooperative's offices will be closed on Monday, July 4th in observance of Independence Day.**

The **POWER** of Green

# Recycler appreciation day

July 9, 2011 at Shelby Electric Cooperative's PWR-net Internet building on East Route 16 in Shelbyville.

Shelby Electric Cooperative's Power of Green recycling program is holding a recycler appreciation day on July 9, 2011 from 8 a.m. to noon to celebrate one year of recycling! "It's just a small cel-



*On July 9 at its east building on Route 16, Shelby Electric will be giving away a Power of Green recycling tote to recyclers (while supplies last) and serving pizza slices generously donated by Shelbyville Monical's pizza, a proud recycler, from 11 a.m. to noon!*

bration to acknowledge the accomplishments and efforts that have been made by everyone associated with this program," said Monica Tomblin, Power of Green Coordinator. "We truly have been honored to host a program that has brought recycling back to Shelbyville and its surrounding areas. We have had such positive feedback, and everyone has been very respectful and supportive of the program."

Since our opening day of July 10, 2010, Shelby Electric's Power of Green has collected over 30 tons of material to be recycled. "We are so proud of that number and know this next year will be even bigger," noted Tomblin. Shelby Electric collects the material at its building on East Route 16. Collection hours are 8 a.m. - noon on Tuesdays and Saturdays and 1 p.m. - 4:30 p.m. on Thursdays. Shelby Electric then takes the material to MidState Salvage in Taylorville to be processed.

"This program would not have been possible without the grant money we received last year from the Illinois Department of Commerce and Economic Opportunity," adds Tomblin. "They paid the upfront costs for the recycling trailers and bins, fencing and security cameras located on site."

**Shelby Electric Power of Green collects the following materials:**

- Aluminum
- Corrugated Cardboard
- Magazines and Newspapers
- Office Paper
- Plastics #1 and #2
- Tin and Steel Cans

For more information on this program, please visit [www.shelbyelectric.coop](http://www.shelbyelectric.coop). Please remember, this program is not just available to Shelby Electric members. So, join us in making a difference, and thank you to all who have contributed to our success!

**SHELBY** News

Your Touchstone Energy® Partner 

**P.O. BOX 560**  
**Shelbyville, IL 62565**  
**Phone: 217-774-3986**  
**Fax: 217-774-3330**  
**[www.shelbyelectric.coop](http://www.shelbyelectric.coop)**  
**[twitter.com/YourCoop](https://twitter.com/YourCoop)**  
**[facebook.com/YourCoop](https://facebook.com/YourCoop)**

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



## OUTAGE REPORT

### LINE OUTAGES

DATE	HOURS	SUBSTATION	CAUSE	MEMBERS AFFECTED
5/2/2011	2.10	Moweaqua	Animal/bird	48
5/9/2011	1.40	Wenonah	Vehicles	84
5/18/2011	1.30	Neoga	Broken pole	80
5/25/2011	1.20	Dunkel	Lightning	70
5/25/2011	5.30	Pana	Lightning	60
5/26/2011	0.20	Richland	Planned work	383
5/26/2011	0.55	Taylorville	Lightning	51
5/26/2011	1.15	Lakewood	Storm	50
5/28/2011	2.42	Taylorville	Animal/bird	56

## PWR-net A taste above the rest

Nestled in a rural setting, Willow Ridge Vineyards and Winery is situated on a sesquicentennial farm just west of Westervelt, Illinois. Owner operators Louie and Tina Donnel turned a hobby into a complete winery to include a 3½ acre vineyard and a banquet and tasting room.

“We like wine and I thought this would be a neat hobby to make wine in a one gallon kit. Today, we produce 5,000 gallons per year,” said Louie who is also a grain farmer with 750 acres. Tina, who is in charge of the winery, said, “When we decided to grow this hobby into a business, our goal was 5,000 gallons a year, and in four years of being in business we’ve met that goal.”

For any business to grow and remain successful you need a good product and loyal customers. You also have to be able to utilize technology, and for Willow Ridge, dial-up Internet was getting in the way.

“People use and want to use their credit and bank debit cards and dial-up seemed like it took forever for the transactions to go through. Not only was it frustrating for us but also our customers,” said Louie.

“We also use the Internet to order supplies and do other transactions so we needed to look into a broadband solution and PWR-net was the answer,” said Tina. The winery isn’t on the cooperative’s lines but its farming operation is. The fact the cooperative was behind PWR-net was one of the reasons the owners chose to go with PWR-net as their broadband Internet service.

“Since Shelby Electric Cooperative has been around for over 70 years serving the needs of its rural member-owners, and has a solid, local name supporting this business, we decided to go with PWR-net,” said Louie. “Not only has it met our needs but it has exceeded our expect-



*Owners Louie and Tina Donnel's winery and vineyard is located just west of Westervelt, Illinois.*

*Willow Ridge Wines have won several awards including the 2007 Governor's Cup for their Harvest White.*



tations, which is important to the success of a small business like ours,” added the Donnels.

With PWR-net, business transactions are smoother and faster, ordering supplies has improved and Willow Ridge uses its Internet connection to provide music in the building and can offer its customers Wi-Fi access. “We’d rather they come up here, enjoy the peaceful setting and enjoy a glass of wine or two with their friends and leave the rest of the world behind, but if they feel the need to connect to the Internet while they are here we do allow them access to our Wi-Fi,” said Tina.

Willow Ridge produces about 12 different varieties of award-winning wine and has enough room to accommodate 190 guests in its banquet room plus an additional

40 people in its tasting room. So not only is the winery a great place to enjoy a glass of wine among friends, but it can handle your next office gathering, wedding reception, class reunion, special birthday gathering or any other reason you could come up with.

To find out Willow Ridge Vineyards and Winery’s hours of operation visit them on line at [www.willowridgewinery.com](http://www.willowridgewinery.com) or call them at 217.738.2323. For more information about PWR-net visit [www.pwr-net.coop](http://www.pwr-net.coop), call 217.774.2323 or Email [subscriberinterest@pwr-net.coop](mailto:subscriberinterest@pwr-net.coop).

Willow Ridge’s success and growth has definitely come from hard work and sweat equity; and with the addition of PWR-net, they are truly a taste above the rest.

**REAL LIFE REAL POWER**

**Getting real with Marla**

**W**hy is my electric bill higher than my neighbor's? Summer heat and the use of air conditioning often lead to higher electric bills. Neighbors start comparing bills. The owner of the highest bill then calls me and asks why that has happened. Many people are convinced that something is wrong with their meter.

Comparing Mr. Energy Hog's bill to Mrs. Slim Picken's bill does not work for many reasons. Here are a few questions to consider:

- Do the homes have the exact amount and type of insulation and caulking?
- Do the homes have the exact same number of windows, doors, shade trees and windbreaks?
- Do both homes have the same size heating and air conditioning systems with the thermostats on the same setting?
- Are all appliances and electronics the same make, model and year? Are they used for the exact same amount of time?
- Are the numbers of occupants and guests the same? Do they enter and exit the home the same number of times?
- Does everyone in the homes take the same number of showers for the same length of time? Does laundry use vary?

Summer is often the peak of electricity use. Air conditioning is often the culprit. However, there may be

other energy vacuums in your home. Are the kids home from school? Are televisions, computers and electronics being used more? Do anyone else's teenagers besides mine leave every light on in the house as a welcome sign to moths and June bugs? Does anyone in your home use the open refrigerator as a means of cooling down after mowing the yard? Do you have a refrigerator in a hot garage in order to have cold drinks?

Electricity is consumed just like gasoline. Drive your car and it uses fuel. Ride your bike or walk and you spend less on gasoline.

I looked at my home's kWh use for a day when we did not have the heat or air conditioning turned on. For \$5.72 we had hot water for laundry, dishes and showers, televisions, game systems and the computer, lights, refrigeration and access to the wonders of the kitchen. Surely, I made my family a good dinner that night? Well, dinner, anyway. For \$5.72 I could buy my lunch, but not a large pizza. I could not buy two gallons of gasoline. I could not buy a book of stamps. I could not go out of town to an evening movie.

If you want help learning about how your home and its occupants use electricity, give me a call at 1.800.677.2612. You may also visit [www.togetherwesave.com](http://www.togetherwesave.com).

— Marla Eversole

Member Services Representative



**Touchstone Energy Night at the Races – July 16**

**M**acon Speedway is proud to welcome Touchstone Energy Cooperatives from across east Central Illinois to its racing event on Saturday, July 16. The Touchstone Energy Sportsman class will kick off the night's races.

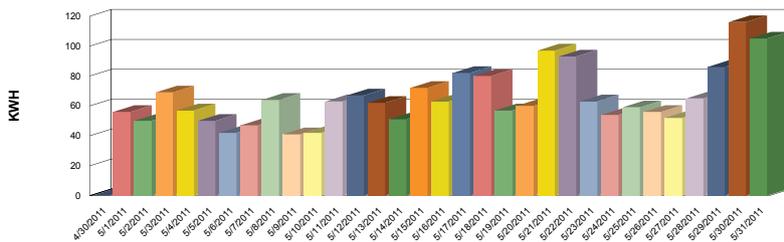
Macon Speedway is a 1/5 mile high-banked dirt oval located in Macon, Illinois, only nine miles south of Decatur on US Highway 51.

Macon Speedway has been in operation since 1946 and is currently racing six action-packed classes every Saturday night: UMP Late Model, UMP Modified, UMP Sportsman, UMP Street Stock, UMP Pro 4-cyl Hornets and UMP Amateur 4-cyl Hornets. Northern All-Star Late Models, UMP Summer Nationals and IL Mini Sprint Nationals are key events on an action-packed schedule that runs from the end of March through mid-September. Macon Speedway hosts three special nights of NASCAR Stars, which offer fans the opportunity to meet NASCAR Stars and see them compete side by side with their local favorites.

Present your Touchstone Energy Co-op Connections Card any race night and get \$2 off the price of admission.

To see a complete schedule or to learn more about Macon Speedway go to [www.maconracing.com](http://www.maconracing.com). For more information about Touchstone Energy visit [www.touchstoneenergy.coop](http://www.touchstoneenergy.coop).

**Adjusted Consumption**



*A look at a month of my home's electricity consumption – can you tell when the teenagers came home from college and got out of high school? Air conditioning use is also demonstrated.*