

If you're not baking, you're wasting energy

Growing up, my sister had an Easy-Bake Oven. It was a miraculous device, baking brownies, sugar cookies and any number of other treats — all with the aid of a 100-watt incandescent lightbulb.

It's nice to know the extra heat given off by inefficient lighting can be put to good (and delicious) use. You're not cooking with the other lightbulbs in your home and traditional incandescent bulbs waste 90 percent of their energy by releasing heat. That's not surprising, since the bulb's design hasn't been updated since it was created 130 years ago.

Just as cars and refrigerators have become more efficient over time, lightbulbs are getting an overhaul. In 2007 Congress passed the Energy Independence and Security Act, calling for incandescent bulbs to be at least 28 percent more efficient starting nationally in January 2012. Each household could save \$50 every year with this change and those savings add up — Americans could save over \$6 billion annually.

You have several efficient lightbulb options. If you don't want to stray too far from the bulbs you're used to, consider halogen incandescent lightbulbs. They cut energy use by about 25 percent and last three times as long as traditional incandescent bulbs.

How are they different? A small capsule holds halogen gas around the filament. This minor addition



The 100-watt bulb may be leaving store shelves, but have no fear—future bakers will still be able to perfect sugary treats with Hasbro's Easy-Bake Ultimate Oven, featuring an alternative heating element due out in late 2011.

Source: Hasbro, Inc.

boosts the bulb's lifespan and efficiency; but everything else—the shape, color range and ability to dim—stays the same as the bulbs you grew up with.

Another distinctive style of bulb should already be familiar to you as Shelby Electric Cooperative has promoted the compact fluorescent lamps (CFLs) for several years. CFLs are the most common and cost-effective efficient bulb on the market. The trademark swirly style is linked to the concept of efficient lighting, but some manufacturers also encase CFLs to diffuse the light and provide the same look and feel as traditional bulbs. CFLs offer 75 percent energy savings over traditional incandescent bulbs and can last up to ten times longer.

The last lighting option holds the most promise for our lighting future. Light-emitting diodes (LEDs) are commonly used in electronics. The bulbs are small — about half the

size of a pencil eraser — but by banding several bulbs together, a bright and dependable light emerges.

LEDs use 75-80 percent less energy than incandescent bulbs and last 25 times longer — by far the longest lifespan yet for lightbulbs. They're expensive, but prices will fall as more folks use the technology.

Ready to start saving? New labels, appearing in January, will help you compare the lumens (light output) from your old bulbs and buy a comparable efficient bulb. You can learn

more at energysavers.gov/lighting.

But what about the Easy-Bake Oven? Have no fear — future bakers will still be able to perfect sugary treats. Hasbro plans to introduce a new Easy-Bake Ultimate Oven in late 2011, featuring an alternative heating element. Rest assured, future chefs can still find inspiration — and you can funnel some of your lighting savings toward culinary school!

To find other ways to save money off your energy bill, visit shelbyelectric.coop and click on the "Together We Save" icon on the front page and take the energy savings home tour today.

— Kevin Bernson, Vice President
Media and Public Relations

Sources: LUMEN Coalition, U.S. Department of Energy, Straight Talk and Hasbro, Inc.



PWR-net
www.pwr-net.coop
Affordable Wireless Broadband Internet
877-994-2323 or 217-774-2323
or e-mail subscriberinterest@pwr-net.coop



BACK TO SCHOOL SPECIAL

Sign up during the month of September and PWR-net will waive the \$99 installation fee!

- fee based on basic installation
- some restrictions may apply

PROMO CODE 4210 when ordering

A service of



Your Touchstone Energy® Partner 

★ ★ ★ ★ ★ ★ ★ ★
Cooperative and subsidiary offices will be closed September 5th for Labor Day.



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



OUTAGE REPORT				
LINE OUTAGES				
DATE	HOURS	SUBSTATION	CAUSE	MEMBERS AFFECTED
7/2/2011	2.05	Lakewood	Vehicle	115
7/3/2011	3.55	Neoga	Lightning	89
7/3/2011	0.45	Richland	Lightning	135
7/7/2011	2.00	Yantisville	Trees	51
7/16/2011	3.44	Wenonah	Vehicle	120
7/17/2011	2.50	Neoga	Unknown	107
7/18/2011	3.50	Richland	Animal/bird	130
SUBSTATION OUTAGES				
DATE	HOURS	SUBSTATION	CAUSE	MEMBERS AFFECTED
7/2/2011	0.50	Shelbyville	Lightning	650
7/6/2011	1.30	Pana	Planned work	570
7/7/2011	0.05	Grove City	Supplier	102
7/7/2011	0.05	Taylorville	Supplier	572
7/13/2011	2.36	Richland	Planned work	588
7/24/2011	1.30	Yantisville	Supplier	758
7/24/2011	1.30	Dunkel	Supplier	303

Come to Lake Shelbyville October 7, 8 & 9 for the 2nd Annual Touchstone Energy Hot Air Balloon Fest to be held in conjunction with Scarecrow Daze.



For more information visit www.lakeshelbyville.com or call 774-3986. More detailed information will be included in the October Shelby News.

REAL LIFE REAL POWER

Getting real with Marla

Have you seen the light with saving electricity? Here are two simple tests for you to perform in your home tonight.

Test 1 – Turn off all the lights in your home after dark. Walk through each room and look for power indicator lights glowing, especially around home entertainment systems and office/computer areas. Those glowing lights mean that electricity is being used. Is anything glowing that you really do not need access to 24-hours a day? Could any of those items be placed on a smart-strip for one-flip on/off accessibility? An Energy Star fact to consider: A typical home has 40 products continuously drawing power.

Test 2 – Turn on the lights in your home after dark. Go outside

and walk around the perimeter of your home. Is light escaping around doors and window frames? If so, be assured the air that you pay to cool and heat your home is also escaping. A free improvement to make is to lock windows in order to help ensure a tighter seal against air infiltration. Caulk and weather stripping are an inexpensive investment to make your home more comfortable and to save money on your energy bills. There is also a free guide for step-by-step instructions for sealing common air leaks and adding insulation at www.energystar.gov. You may also be interested in calculating the value of your energy efficiency improvements at www.togetherwesave.com.

Before you turn out the lights, please consider your safety! If, like

me, you are a little clutzy, you may want to carry a flashlight with you when walking around in the dark.

At my house, that would also require a search for a flashlight and then a search for batteries. However, a working flashlight is a good idea in case of thunderstorms and power outages, so performing these tests has multiple benefits.

– Marla Eversole, Member Services Representative

A typical home has 40 products continuously drawing power.

– source Energy Star

CFL Charlie pays a visit as the cooperative participates in area parades and fairs

A special guest appeared one night at the Shelby County 4-H and Junior Fair. Touchstone Energy's CFL Charlie made the rounds at the Shelby County fairgrounds during the fair held in July. CFL Charlie travels the country visiting various cooperative events throughout the year paying visits to schools, co-op annual meetings, fairs and parades. Shelby Electric Cooperative manages CFL Charlie for Touchstone Energy.

CFL Charlie wasn't the only one

busy this summer. The cooperative linemen stayed busy with work orders and summer storm-related outages. The office employees also had a busy outdoor season participating in area fairs and parades. "We wanted to continue to get the word out about our Internet solution PWR-net and talk about energy efficiency programs. The parades and fairs make a great venue to do this with our members and general public," said Kevin Bernson, speaking on behalf of the cooperative.

PWR-net and cooperative employees participated in some area fairs and events, including but not limited to the Taylorville BBQ, Blues and Cruise and Windsor Picnic. The PWR-net vehicle and PWR-net employees could also be seen in parades such as the one in Stonington to start the season off and will end the season in the Shelbyville Scarecrow Daze parade on October 8th.



CFL Charlie takes a much-deserved break from the heat.



CFL Charlie checks out the show cattle.



CFL Charlie takes a moment to visit the Farmer's Market and chats with the ladies from Shelby Memorial Hospital.



CFL Charlie stops for a refreshing drink sold by Bradi Branyan of the Rural Feeders 4-H Club.

<p>Shelby Energy 1-217-774-2311 24-hours-a-day</p>	<p>PWR-net & WildBlue Internet 1-877-994-2323 weekdays</p>	<p>Shelby Electric Cooperative 1-800-677-2612 1-217-774-3986 24-hours-a-day</p>
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