

20 years of service

You've heard of a diamond in the rough; well maybe Shelby Energy Company was an emerald in the rough as it celebrates its 20 years in business this month. When a locally owned propane business, Thermogas, was purchased by a nationally run propane company Ferrellgas, Shelby Electric Cooperative's interest was peaked. The transaction helped put traction to the wheels already in motion of starting a propane subsidiary.

"We did a survey and found a significant number of members liked the idea of the cooperative getting into the business," said Shelby Electric President/CEO James Coleman. "We explored other options and partnerships with current propane distributors and we couldn't come to any amicable solution, so we felt this was the time to make it happen."

Enter Operations Manager Steve Shoaff, Office Manager Janet Orr and Bulk Truck Driver Wayne Bunch, who were out of a job due to the change of owners, bringing to the new company instant credibility and a solid workforce with their many years in the propane business. Shelby Energy Company officially opened its doors on April 4, 1994. The first customer was Roy Gill of rural Shelbyville. As it quickly grew to 500 customers, Propane Technician and Driver Jason Nohren was hired.

In 2006, in partnership with Shelby Electric Cooperative, Shelby Energy started selling whole house generators. This provided customers peace of mind during outages and also helped the cooperative reduce peak demand through its interruptible rate program. "There are several incentives being offered right



Current Shelby Energy crew pictured left to right: Jason Nohren, Janet Orr, Larry Dannenberger, Steve Shoaff and Jim Miller.

This is the original Shelby Energy Company crew, pictured left to right, Steve Shoaff, Janet Orr and Wayne Bunch.



now, so it is a good time to purchase a generator if you are considering it," says Shoaff. "To date, 750 generators have been installed."

Shelby Energy added Jim Miller in 2002 and Larry Danneberger in 2007 as Propane Technician and Drivers. The addition of Danneberger added bulk oil products. "Until the end of April, we currently have a bulk oil sale going on. Call us for more details," said Danneberger.

"I love the customer service and accounting parts of my job," says Office Manager Janet Orr. "Each day is different and it keeps me busy and I like that." Shoaff agrees and adds, "Providing great, safe service to our 2,000 customers makes this a rewarding job."

This past year the cold temperatures, price peaks, transportation issues and low inventories in the Midwest have thus far been Shelby Energy's biggest challenge. Everyone at Shelby Energy agrees this has been the hardest year on record.

"I've been in the propane business for more than 40 years

and I've never seen anything like what we've experienced this past winter," said Orr. "We've made it through a tough situation but not without our members patience and understanding," Shoaff adds. "We say thank you to each and every one of our customers. Without them, we wouldn't be celebrating our 20th anniversary."

Shelby Energy is like any marriage that has lasted for 20 years or any typical family, it has its ups and downs and needs nurtured and refined to make them stand out in the crowd. In the beginning maybe it was like a diamond in the rough, but now Shelby Energy is exceeding all expectations.

So the next time you're in the office, or see one of the drivers, make sure you wish them a happy 20 years in business.

This story is dedicated to a special friend and employee, Wayne Bunch, whose untimely death in 2007 took him from his co-op family here at Shelby Energy and Shelby Electric Cooperative.

Coop teams up with CRC

Shelby Electric Cooperative made the decision to move to a new call/dispatch center at the end of February. The cooperative has switched to Cooperative Response Center (CRC). The new 24/7 contact center and central station has a much larger operation and has offices in Austin, Minnesota, Dunlap, Tennessee and Abilene, Texas.

“We had no real issues with the call center we were using on a day to day outage and after hours basis. Where we ran into issues was during weather related outages. Our members were having trouble getting through on the phone so we had to make a change,” said cooperative spokesperson Kevin Bernson.

While “live” customer service call handling is CRC’s specialty



with over 50% of all outage calls completed with live agents, the logistics of unplanned outages and infrastructure limitation make it impossible for any entity to answer every outage call with a live person. CRC’s supplemental use of automated call handling integrated with the co-op’s electric distribution platform means an automated call gets reported to crews as quickly and accurately as a call handled by a live customer service representative. “It is important that Shelby Electric Cooperative members embrace these improve-



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ments and utilize automation when a situation necessitates its use, as it delivers valuable data to their crews in the field allowing them to assess problem areas quickly,” said CRC marketing manager Leah Ferch.

“We ask members to make sure they have their map location number handy or at least know the name on the account when calling in an outage. Also, members should use the number 1-800-677-2612 when making after hour and weekend outage calls because this number now goes directly to CRC’s circuits,” said Bernson.



Energy Efficiency
Tip of the Month

These days, it may be easier to trim your refrigerator’s energy use than it is to trim your waistline. Consider this energy-saving and maintenance regimen to keep your refrigerator in shape. Set the refrigerator temperature above 37 degrees Fahrenheit. Make sure door seals are in place and are snug when closed. And keep outside coils unobstructed and clean; dirty ones could overwork the unit’s compressor.

Source: Energy.gov

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CALL TO ACTION



SHELBY ELECTRIC COOPERATIVE MEMBERS—WE NEED YOUR HELP TO KEEP ELECTRIC BILLS AFFORDABLE!

We need your help to keep your electric bills affordable. Please consider filling out the form at the bottom of this letter and sending it to our office. (The information below can also be filled out online at www.action.coop)

Shelby Electric’s Board of Directors is very concerned about the U.S. EPA’s attack on coal. Heightening already-tight regulations on coal will drive up electricity’s cost at a time when consumers are already being hit hard. Shelby Electric Cooperative respectfully suggests that additional regulations are not the answer; **we need a comprehensive energy policy that relies on all our available supplies – coal, natural gas, nuclear and renewable energy.**

As a member/owner of Shelby Electric Cooperative, your electricity is generated by Prairie Power, Inc. and distributed by Shelby Electric. Our flagship resource for generating electricity is the Prairie State power plant located in Washington County, IL. Prairie State is one of the cleanest, most efficient coal plants in the nation. Having ownership in a stable, long term power supply, such as Prairie State, minimizes the price risk and fluctuation of the open market.

The President and the EPA are threatening to heighten regulations on clean coal plants. These regulations, on what is already one of the cleanest power plants in the United States, will only increase costs to the end consumer. We need stability. That stability comes through the path we’ve developed. Should the EPA win in this fight, we fear the worst with regard to electricity costs for you, your family and all cooperative members.

MORE INFORMATION CAN BE FOUND AT

WWW.ACTION.COOP,

on our website (www.shelbyelectric.coop) and on facebook (www.facebook.com/YourCoop).

Join us and the other 42 million cooperative members across the country in sending a message to the President and EPA. Do something today – help us keep electricity prices affordable.

Fill out the form below and return it to our office, mail it in or fill it out electronically at www.action.coop.

Thank you,
Shelby Electric Cooperative Board of Directors and Jim Coleman, President/CEO

Please cut along this line and return the form to our office, mail it in or complete it online at www.action.coop.

SHELBY ELECTRIC COOPERATIVE—PO Box 560—1355 HWY 128—Shelbyville, IL 62565

NAME: _____ LAST NAME: _____

E-MAIL: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

I am a member of Shelby Electric Cooperative. I authorize America’s Electric Cooperatives to communicate on my behalf regarding America’s electricity challenges. America needs an All Of The Above Energy Strategy that includes clean coal, natural gas, nuclear power and renewable energy. The U.S. EPA needs to reconsider its “All-But-Coal” approach.

SIGNATURE: _____

<p style="color: green; font-weight: bold; font-size: 1.2em;">Shelby Energy</p> <p style="font-weight: bold; font-size: 1.2em;">1-217-774-2311</p> <p>24-hours-a-day</p>	<p style="color: green; font-weight: bold; font-size: 1.2em;">PWR-net Internet</p> <p style="font-weight: bold; font-size: 1.2em;">1-877-994-2323</p> <p>weekdays</p>	<p style="color: green; font-weight: bold; font-size: 1.2em;">Shelby Electric Cooperative</p> <p style="font-weight: bold; font-size: 1.2em;">1-800-677-2612</p> <p style="font-weight: bold; font-size: 1.2em;">1-217-774-3986</p> <p>24-hours-a-day</p>
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— Thanks for the —
HIGH
 — MARKS! —

We would like to thank our members for helping us score an “88” in the recent American Customer Satisfaction Index (ACSI). Your feedback puts Shelby Electric Cooperative at the head of the class among all Illinois electric cooperatives, five points higher than the national Touchstone Energy cooperatives’ ACSI score and 11 points above the investor-owned electric utilities’ score.

Even though ACSI recognizes “customer” satisfaction, Shelby Electric Cooperative members are in fact “owners.” That is an important distinction and it’s why we strive to provide a level of service that is second to none. Naturally, we’re honored, but we won’t stop there. We will continue to be the dependable source of electricity our members deserve and never have to think twice about.



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