



Price Electric  
Cooperative

Your Sustainable Energy Partner 



William L. Caynor Sr.,  
Price Electric  
Cooperative CEO

# A YEAR IN REFLECTION

## Looking back at 2015

**2015 was a year of remembrance and commemoration as your cooperative celebrated its 75th anniversary. Several events were conducted over the course of 12**

**months to express appreciation to our early founders and to you, our members. The annual meeting in June illustrated member enthusiasm where attendance soared to 328 hungry souls enjoying a hearty meal of chicken and mashed potatoes.**

As of this writing, the weather has been mild through the year, resulting in less-than-anticipated energy sales. Within a rural cooperative consisting of 96 percent residential, seasonal and farm accounts, weather is a major contributor to sales. Cold winters and warm summers equate to an upturn in energy consumption. One way to summarize it is, "If the weather is uncomfortable for you, your cooperative is selling more energy. If the weather is comfortable, you are enjoying the outdoors and sales are down."

On the home front, we continued our annual cycle of right-of-way clearing and spraying, pole inspection and replacement, and underground examination and repair in order to enhance reliability to you. PEC also installed more electronic protective devices and established a maintenance program to ensure voltage and protective equipment are functioning as designed and maintenance is performed at required intervals. The largest line project this past year was the replacement of 3.5 miles of old, deteriorated Ammerductor exiting north out of the Glidden substation. The mild weather and few storm-related events also reduced outage occurrences this past year, although we did have more planned outages to perform essential maintenance.

We were able to achieve a milestone of 9,100 members, although membership growth is less than a quarter of 1 percent this past year.

Our largest and newest adventures are a land and office complex assessment and the deployment of a new automatic metering (AMI) solution. We are in the early stages of evaluating available properties in the Phillips region of PEC's service territory for possible purchase. As for the metering solution, we are installing new meters in the Phillips area and are projected to have all 1,909 Phillips substation meters replaced by early January 2016. The last meter on the system

is slated to be installed by the spring of 2017. The new solution provides hourly usage data, voltage detection, and two-way communication with the meter. The solution will assist with outage detection, enhance system reliability, and provide you, the member, with access to better consumption information to conserve energy. This is an enormous improvement from the obsolete metering being removed.

On the national front, there are several legislative issues that could potentially impact your cooperative or the cost of energy. Among them are the Waters of the United States (WOTUS) and Coal Ash regulations. The president's signing of the Clean Power Plan (CPP) has created the largest debate, discussion, and/or concern. The CPP is intended to reduce greenhouse gas emissions and add renewable energy to the generation mix. The Affordable Reliable Energy Now Act (ARENA) and the Ratepayer Protection Act are endeavors to

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safeguard you from the financial impact of the plan. We support reducing the carbon footprint, but are concerned about the pace at which all these changes occur and how that could potentially increase your rates. We also recognize that this approach will not achieve baseload sustainability. Go

to Cooperative Action Network's website to learn more about these issues and others: <https://www.action.coop>.

Furthermore, we realize that the nation and electrical sector are going through evolutionary transition. We have never before experienced these legislative challenges and their proposed impact, pondered the scale of cultivation and development of new employees introduced into an aging and retiring workforce, or come close to the concept of creating procedures and training to protect our employees from a random shooter. The complexity has risen, and it is bequeathed upon us to make the right choices for our future.

The world is rapidly changing, but rest assured that we will do everything within our power to minimize expenses to you, our members, while continuing to increase reliability and safety.



## Summary of 2016 Energy Efficiency Prescriptive Rebates Price Electric Cooperative

Agricultural/Commercial/Industrial			
Commercial Vending Machine Controls		\$25	each
Circulation Fan	Fans under 36" must be $\geq 18$ ft-lbs/kW Fans 36" & over must be $\geq 21$ ft-lbs/kW	\$1	Inch
Exhaust Fan	Fans under 36" must be $\geq 18$ cfm/watt Fans 36" and over must be $\geq 21$ cfm/watt	\$1	Inch
Dairy Plate Cooler / Well Water Pre-Cooler		\$500	each
Dairy Refrigeration Heat Recovery with electric backup		\$300	each
Low/Zero Energy Livestock Waterer	500 watts or less, insulated tank	\$50	each
Scroll Refrigerant Compressor	\$1,000 cap per compressor	\$30	HP
Variable Frequency Drive (VFD)	\$1,000 cap per drive; minimum of 1 HP	\$30	HP
Appliances			
Clothes Dryer	Must be Energy Star	\$25	each
Clothes Dryer – Heat Pump	All heat pump clothes dryers qualify	\$50	each
Clothes Washer	Must be Energy Star	\$25	each
Dishwasher	Must be Energy Star	\$25	each
Refrigerator	Must be Energy Star $\geq 10$ cubic ft.	\$25	each
Recycling - Freezer	Must be working appliance	\$25	each
Recycling - Refrigerator	Must be working appliance	\$25	each
Recycling - Room Air Conditioner	Must be working appliance	\$25	each
Audits/Assessments			
Audit Recommended Improvements	50% of cost of measures implemented, \$500 cap	varies	each
Compressed Air Audit	50% of cost of audit, \$500 cap	varies	each
Conservation			
Flow Restrictor - Faucet	1.5 GPM or less; Capped at 50% of cost	\$1	each
Flow Restrictor - Shower	2.5 GPM or less; Capped at 50% of cost	\$5	each
HVAC			
Central AC & Ductless MiniSplit	SEER 14+ or EER 11.5+	\$40	ton
Central AC & Ductless MiniSplit	SEER 15+ or EER 12.5+	\$60	ton
Central AC & Ductless MiniSplit	SEER 16+ or EER 13.5+	\$80	ton
Commercial AC & PTACs	Less than 20 ton: EER 11.5+ 20 to less than 60 ton: EER 10.5+ Greater than or equal to 60 ton: EER 10+	\$40	ton
Heat Pump - Air Source & MiniSplit	SEER 14+, HSPF 8.2+, or EER 11.5+	\$150	ton
Heat Pump - Commercial Air Source & PTHPs	Less than 20 ton: EER 11.5+ 20 to less than 60 ton: EER 10.5+ Greater than or equal to 60 ton: EER 10+	\$150	ton
Heat Pump - Geothermal		\$300	ton
New Furnace with ECM Blower Motor	Variable speed motor (not multi-speed) "or" AFUE $\geq 95\%$ & Eae $\leq 670$ kWh/year	\$35	unit
Lighting			
CFL Lamp (Residential)	Capped at 50% of cost	\$1	lamp
CFL Lamp (Non-Residential)	Capped at 50% of cost	\$1	lamp
LED Lamp (Residential)	Capped at 50% of cost	\$2	lamp
LED Lamp (Non-Residential)	Capped at 50% of cost	\$2	lamp
CFL or LED Indoor Fixture	Capped at 50% of cost	\$1	per 400 lumens
LED Exit Sign	Capped at 50% of cost	\$5	sign
LED Outdoor Fixture	Minimum 15 watts; Capped at 50% of cost	\$15	fixture
Occupancy Sensor	Capped at 50% of cost	\$5	each
Pulse Start Metal Halide	Retrofit only; Capped at 50% of cost	\$15	fixture
T5 Fixture	Capped at 50% of cost	\$6	lamps/fixture
T8 Fixture	Retrofit only; Capped at 50% of cost	\$4	lamps/fixture
Touchstone Energy Home Program			
New Home	Must meet 1 of 4 program/code requirements	\$500	each
Water Heating			
Residential Water Heater 50-74 gallons	0.90 EF	\$50	each
Residential Water Heater 75-99 gallons	0.90 EF	\$125	each
Residential Water Heater 100+ gallons	0.85 EF	\$200	each
Commercial Water Heater 75-99 gallons		\$125	each
Commercial Water Heater 100+ gallons		\$200	each
Heat Pump Water Heater	Integrated (all-in-one) units, EF 2.00+	\$300	each
Solar Storage Water Heater with electric auxiliary tank		\$300	each

## 2016 REBATES AVAILABLE

A summary of all 2016 energy efficiency rebates offered to Price Electric members is on the facing page. Rebate forms are available at the PEC office or on our website at [www.price-electric.com](http://www.price-electric.com). Please note that all rebates must be submitted within six months of purchase. Call the PEC office if you have questions about any of our rebates!



## THANKSGIVING TURKEY DRAWING

Price Electric would like to thank everyone who read November's *WEC News* and submitted entries to win a Thanksgiving turkey! Nine winners (to represent PEC's nine service districts) were drawn from 318 entries. The winners of turkeys were James Bauman, Arlyne and Tom Frane, Richard Grunwald, Jim and Dawn Kelly, Gladys Mabie, Brian Scullin, Jim Sowatzke, Marci Wiegel, and Paul Wollemann. Congratulations to all of our winners!



## SCAM ALERT

Please be aware that local businesses in PEC's service area have reported receiving calls on a weekend from someone claiming to be representing Price Electric. These businesses were told to send immediate payment via prepaid debit card or wire transfer from a local store, or risk disconnection.

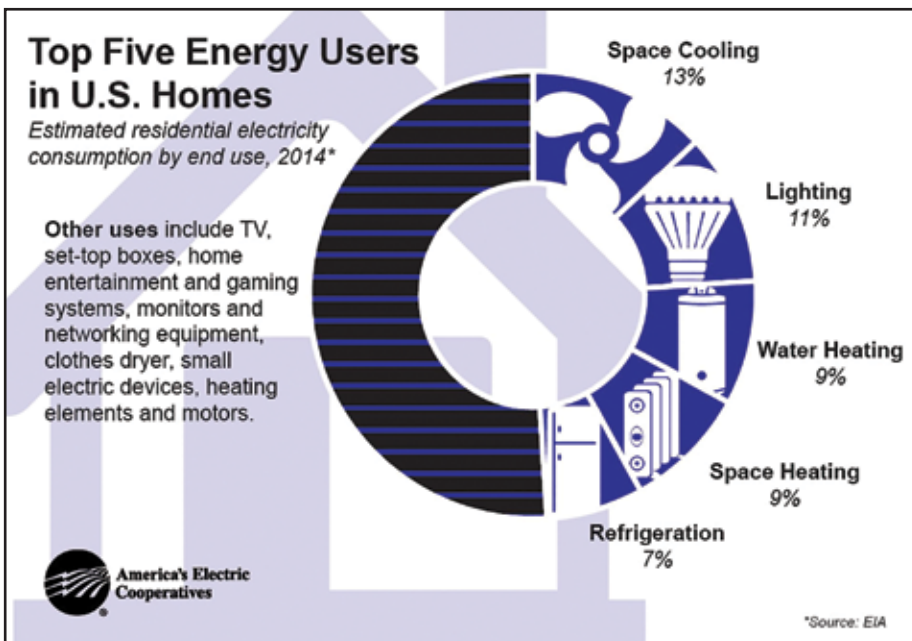
Price Electric does not make collections calls on evenings or weekends, nor do we request financial information over the phone. Payments to Price Electric can be made via our automated pay-by-phone line at 1-888-222-2131, our Smarthub website at [www.price-electric.com](http://www.price-electric.com), or by cash, check, or money order payments submitted to our office in Phillips. We do not request payments via wire transfer or prepaid debit card.



If you are unsure whether a call is coming from Price Electric, please tell the caller that you will call them back at the Price Electric office. Then call Price Electric at 715-339-2155 or 1-800-884-0881. Staff at the office will be able to let you know whether someone from PEC was calling you.

The person on the other end of the phone may try to pressure you into giving out personal or financial information right away while you are on the call, but Price Electric will always allow you to call us back if you question the call's validity.

Please take steps to protect yourself by safeguarding your financial information!



## COLORING CONTEST WINNERS

Thank you to all of the youth who participated in Price Electric's holiday coloring contest! The colorful pictures really brightened up the PEC office during those cold December days.

Congratulations to our winners, Logan Fore-Grant of Phillips and Thomas Monteith of Kennan. Each of the winners received two movie passes and a voucher for treats at the movie.



# Price Electric Puzzler

How closely are you reading your issue of *WEC News*? As a new monthly feature, we will present a question whose answer can be found in the issue. Return the answer, and you could receive a \$25 bill credit!

Please drop off or mail your answer to Price Electric or email [info@price-electric.com](mailto:info@price-electric.com). A winner will be drawn from all correct entries on February 1.

## ***How many meters are served by the Phillips substation?***

Answer: \_\_\_\_\_

Name: \_\_\_\_\_

Account Number: \_\_\_\_\_

Phone: \_\_\_\_\_

Please return to Price Electric Cooperative, 508 N. Lake Ave., P.O. Box 110, Phillips, WI, 54555



## **GIVING TREE**

Price Electric was proud to host a giving tree to benefit the Santa's Elves Foundation during the month of December. Thank you to all of the PEC members, directors, and employees who brought gifts to brighten a local child's holiday!

## **PEC HOLIDAY FOOD DRIVE**

Thank you to all members who donated to the Price Electric Holiday Food Drive in November. Nearly 100 items were donated to the Phillips Food Pantry. All who donated were eligible to enter a drawing for a \$25 bill credit. The winner of the bill credit was Richard Wagner. Congratulations, Richard!

### **William L. Caynor Sr., President/CEO**

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### **Greg Bortz, Editor**



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Your Touchstone Energy® Partner