



William L. Caynor Sr.,
Price Electric
Cooperative CEO

DISSECTING YOUR ELECTRIC BILL

Have you ever looked at your electric bill and questioned what you were actually paying for or what some of

the charges represented? Well, let's talk about it for a moment, and hopefully those questions will be answered. To make it easier I will concentrate on a residential or seasonal account, which is 96 percent of Price Electric's membership base. The first item listed on the bill is the customer charge (#1 in the sample bill pictured). This is a fixed charge, which represents the

Other than the PCA adjustment, your energy rates from Price Electric haven't increased since 2013.

cost of the infrastructure (lines, poles, transformers, substations) as well as the cost of maintaining that infrastructure. Essentially, this is the cost to bring electricity to your meter. If you have a dual fuel account, there is a lesser fixed fee charge attached; this is for the second meter (#2 in the sample bill pictured).

The next component is the Electric kWh Charge (#3 in the sample bill pictured), which is the energy rate times your electrical usage for the month. This is based on a unit of measure of a kilowatt-hour (kWh), which equates to 1,000 watt hours and will power a 100-watt light bulb for 10 hours. This is somewhat controllable, as opposed to the fixed expense, and is driven by your needs and lifestyle, and sometimes by your children. Hence, the common phrase, "turn off the lights." One 60-watt incandescent bulb used for six hours a day costs almost \$18 a year.

Now magnify that by more hours or light bulbs in your home and it can be significant. Hopefully most of you have already converted to Compact Fluorescent Lights (CFL) or better yet, Light Emitting Diode (LED) bulbs, which can save as much as six times the expense per year. But all is de minimis when 15 minutes of daily use of a hair dryer costs just as much. Electric heat, water heaters, and dryers are your big consumers. Understanding energy consumption is key to conservation and savings.

Back to your electric bill. If you have a dual fuel meter, you will have another energy rate that is less than the regular rate as a value for participating in the load management program (#4 in the sample bill pictured). If you're interested in learning more about the dual fuel



Price Electric
Cooperative

Your Touchstone Energy® Partner

program, please contact our Member Services Manager, Greg Bortz, at our office number. The next line item is the Power Cost Adjustment (PCA—#5 in the sample bill pictured). This is the rate adjustment of .003 per kWh approved by the board in 2015, with the addition of your power supplier, Dairyland Power Cooperative's (DPC), monthly credit or debit. DPC's PCA is derived from its monthly expense-to-budget comparison on every given month. All expenses above or below 10 percent of the monthly budget are given back or charged to Dairyland's cooperative members. These credits or debits are a direct pass through to you, the member. Just a side note worthy of mentioning, other than the PCA adjustment, your energy rates from Price Electric haven't increased since 2013.▶

0000000000 **SAMPLE ONLY—NOT AN ACTUAL BILL**

PRICE ELECTRIC COOPERATIVE
PO BOX 110
PHILLIPS, WI 54555-0110

Phone: 715-339-2155 or 1-800-884-0881
Pay by Phone: 1-888-222-2135
www.price-electric.com

1234 E AV 0.373 4 2514
MILLIE WIERHARD C-B 9-11
LED LUCY
W9999 ELECTRIC AVE
PHILLIPS WI
54555-9999

|||
INVOICE DATE: 07/06/2016

Account No.	Service Location	Map Location	Service From	To	Days	
9999900	W9999 ELECTRIC AVE	123W4567	06/01/2016	06/30/2016	28	
Meter Number	Pres Read	Prev Read	Mult	KWH Used	Dem Rdg	Rate Schedule / Reference
T9999	26263	24422	0001	638	0.000	30 / FARM/HOME, SM COMM(TAX MAY-OCT)
T9999	69268	69065	0001	203	0.000	23 / DUAL FUEL (TAX MAY-OCT)

Activity Since Last Bill	\$ Amount	Current Bill Information	\$ Amount
Previous Balance	209.71	1- Customer Charge - Electric	30.00
Payment	-209.71	2- Customer Charge - Heat	5.00
Late Charge	0.00	3- Electric KWH Charge	95.38
Adjustments	0.00	638 KWH @ 0.149500	
Balance Prior to this Billing	0.00	4- Heat KWH Charge	18.27
		203 KWH @ 0.090000	
		5- PCA (0.00300)	1.91
		PCA (0.00300)	0.61
		6- State Sales Tax	7.55
		County Tax	0.76
		7- Public Benefit	1.45
		Current Month Charges	160.93
		Due Date	07/20/2016
		Amount Due	160.93
		Pay This Amount After Due Date	160.93

Pay online at www.price-electric.com or call 1-888-222-2135. We proudly accept Visa or Mastercard. The June 2016 Power Cost Adjustment (PCA)=\$.003

Retain this copy for your records.

MY CO-OP



Unless it's during the annual moratorium from November 1 to April 15, you will find both the state tax of 5 percent and the county tax of .5 percent, which is calculated at the bottom of your bill (#6 in the sample bill pictured).

The Public Benefit (#7 in the sample bill pictured) cited on your bill is a monthly fee required under WI Reliability 2000 legislation. This fee must be 3 percent of the monthly electric bill, not to exceed \$1.67. The revenue is allocated with a fifty-fifty split between the Wisconsin Home Energy Assistance Program (WHEAP) and Focus on Energy (FOE) program. Last year, Price Electric members paid \$72,000 into WHEAP and received almost \$130,000 in benefits. The FOE program was created to provide incentives and promotion of energy

conservation. If you are interested in more information related to this program, please contact Greg Bortz.

Other items to call your attention to are your kWh usage history so that you can compare 13 months of consumption, to include that month, one year ago, to verify patterns and trends. If your meter has been exchanged during the previous 12-month period, the month that the meter was exchanged will be represented twice in the graph (once with usage from the old meter for that month and once with usage from the new meter). The usage per day and cost represents only the consumption at the energy rate and not the other components mentioned in this article. You should also recognize that there might be more days within a billing cycle than the prior month, which

would accumulate more expense. The billing days represented on the bill are a standard auto placement, but do not reflect the actual billing days that could be adjusted. This could occur because of an automated meter reading problem or a delayed read, which could require a monthly estimate or the utilization of a read from a previous day. Any days not read that month would be added to the following month. The new metering solution that is presently being deployed will eliminate many of the old meter reading issues and will assist to provide timely and accurate readings.

That's it in a nutshell. I hope you found this detailed rendering of your electric bill beneficial, as we continue to inform and serve you, our member/owners, to the best of our ability.

Join Price Electric Cooperative for **BREAKFAST IN THE NORTHLAND!**

**Mark your calendar for
Saturday, October 15!**



Price Electric will be hosting the fourth annual Breakfast in the Northland, a free breakfast for PEC members.

This year's breakfast will be held at the Butternut Park Pavilion (one block west of Highway 13 on Michigan Street in Butternut) from 7–10 a.m. and will feature pancakes, sausage links, applesauce, biscuits and gravy, juice, milk, and coffee. Members who attend can enter a door prize drawing.

As part of the breakfast, PEC will also be holding a food drive for a local food pantry. Attendees are asked to bring non-perishable food items to donate to the food pantry.



Bring the whole family!

PREPARE TO STAY SAFE AFTER A NATURAL DISASTER

Each September, the Federal Emergency Management Agency (FEMA) sponsors National Preparedness Month to help Americans be prepared for and able to respond to a variety of emergencies—including those Mother Nature brings to our doorsteps. From tornadoes to floods, it is important to be prepared for such natural disasters with needed supplies, a plan, and safety knowledge.

“Storms can cause power outages and leave behind hidden hazards,” said Natalie Hemmer, Safe Electricity Advisory Board member. “Look out for your family’s safety by doing all that you can to be as prepared as possible.”

Put together an emergency preparedness kit. This kit should contain the essentials, including a first aid kit as well as enough food, water, and other supplies to last for at least 72 hours. Keep in mind that you should also include items, such as flashlights and batteries, to help you manage in case the power is out. Keep your kit somewhere handy in case you have to evacuate your home in a hurry. Also be sure to collect your critical documents in one area so that they are accessible during the course of an emergency.

Get a weather radio to stay up to date on changes in the weather. Sign up for alerts to know if storms are coming your way. It is a good idea to utilize different forms of media,

including following local news stations on social media. Some stations may even have an app that can be downloaded.

Also, make sure you are aware of the different weather terminology, such as the difference between a severe thunderstorm watch and a warning. In a 2013 survey by FEMA, only 55 percent of the respondents were familiar with local warning systems. A watch means there is the possibility of storms, and a warning means a storm has been reported and you should take cover.

From tornadoes to floods, it is important to be prepared for such natural disasters...

with local warning systems. A watch means there is the possibility of storms, and a warning means a storm has been reported and you should take cover.

Create a family plan. Identify the responsibilities of each member of the family and places to meet in case you are separated during an emergency. Ensure that everyone knows what they need to in order to stay safe.

Also be armed with important electrical safety knowledge should a severe storm or flooding occur:

- Do not step into a flooded basement or room if the water is covering electrical outlets, appliances, or cords.
- Never attempt to turn off power at the breaker box or touch an electrical appliance if you are wet or in standing water. Call your electric utility to shut off power at the meter.
- If an electrical appliance has been in contact with water, have a professional check it out before it is used. It may need to be repaired or replaced.
- If the smell of gas is apparent or if there is a suspected leak in your house, leave immediately and call your gas utility.
- If power lines are on the ground, stay far away from them and warn others to stay away. Contact the local electric utility because the lines could still be live.
- If driving, never get out of the car if there is a downed power line, and never drive over one.
- There are many hazards that remain in the aftermath of a storm. Make sure that children are closely supervised when they are outdoors following a storm. Utilities crews, police, and others may not have been able to get to the area yet to make it safe.

For more safety information, visit SafeElectricity.org.

When it comes to severe weather... hope for the best, but prepare for the worst.



You can begin your preparation by assembling an emergency preparedness kit, which includes items to help keep your family safe and comfortable during a power outage. Your kit should include items such as water, non-perishable food, flashlight, batteries, blankets, and a first aid kit.

Safe
Electricity.org®



The Price Electric office in Phillips will be closed on Monday, September 5, for the Labor Day holiday.



Price Electric Puzzler

How closely are you reading your issue of *WEC News*? Each month, 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 your answer to info@price-electric.com. A winner will be drawn from all correct entries on September 30.

The winner of the July PEC Puzzler was Dan Nelson. Congratulations!

Where will this year's Breakfast in the Northland member appreciation event be held?

Answer

Name

Account Number

Phone

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

LOCAL STUDENTS ATTEND YOUTH LEADERSHIP CONGRESS

Each summer, high school students from around the state converge on UW–River Falls for three days of fun and learning at the Youth Leadership Congress (YLC) sponsored by the Federated Youth Foundation and electric cooperatives from around Wisconsin. The students learn about cooperative principles, make new friends, hear inspirational speakers, and hone their leadership skills. The session is capped off with a formal dinner and a dance. This year's YLC was held from July 13–15, 2016.

This year, Price Electric sent five local students to the Youth Leadership Congress. The students who attended were Michaela Ericksen (Phillips High School), Matthew Griesel (Chequamegon High School), Hariharan Jayaprakash (Phillips), Emilee Kress (Phillips), and Mitchell Roberts (Phillips).

The local students stated that they enjoyed meeting other students from around the state and enjoyed the high energy and enthusiasm that everyone brought to the congress. One thing that surprised the students was that, in addition to being educational, the conference was also a lot of fun.

Leadership is a central theme of the congress. The congress equips and motivates students to take on leadership roles in their schools and communities. A highlight for many of the attendees was motivational speaker Craig Hillier, who encouraged the students to find their own personal leadership style. "I learned what makes a good leader and how to be a better leader," said Jayaprakash.

The students also learned about cooperative principles, and were interested to learn the role that cooperatives play in local communities. "I learned that co-ops are made to benefit members instead of investors," remarked Roberts.

Local high school students are encouraged to apply to attend the 2017 Youth Leadership Congress. Information will be available at area high schools in the spring of 2017.



Price Electric's delegates to the YLC included (back row, L–R): Hariharan Jayaprakash, Mitchell Roberts, Matthew Griesel, Emilee Kress, and (front row) Michaela Ericksen.

William L. Caynor Sr., President/CEO

508 N. Lake Ave., P.O. Box 110, Phillips, WI 54555
715-339-2155 • 800-884-0881
www.price-electric.com

Office Hours: Monday–Friday, 7:30 a.m.–4 p.m.

Greg Bortz, Editor



Price Electric
Cooperative

Your Touchstone Energy® Partner