

WH

Wright-Hennepin
Cooperative Electric Association

A Touchstone Energy® Cooperative 

Wright-Hennepin Cooperative Electric Association's

Hotline Update

August 2012

Households save energy to win prizes

Wright-Hennepin's (WH) The Littlest User 2 contest got off to a hot start on July 1 with temperatures venturing into the upper 90s for the majority of the week. However, in spite of the sweltering heat, the contestants have made remarkable strides with some teams reducing their energy use by more than 40 percent!

"It hasn't been hard," said Craig Anderson, Otsego, Minn., whose family has reduced their energy use by 54.7 percent. "It's just a matter of changing your habits."

Thirty-one of WH's member households are battling it out to see who can reduce their energy use by the largest percent compared to their use during the same time frame last year.

"Since the beginning of the competition, we've definitely learned that we can get by with using less," said Greta Anderson, Cokato, Minn., whose family has reduced their energy use by 37.5 percent. "We're in this for the long haul."



The teams were not allowed to make any significant changes to their homes within the last year or during the contest that would drastically affect their energy use. WH hopes the contest will show how making small changes like shutting off lights, reducing dryer use and unplugging phantom loads can make a big difference on your energy bills.

"We have a saying around the house: Leave the light off and win," said Craig. Even his five and two-year-old children have adopted the phrase.

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Craig Anderson's kids Levi and Alexandra have adopted the phrase, "Leave the light off and win" to help remind them to save energy.

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Save on chiropractic, vision and hearing services with the new Co-op Connections card

The Co-op Connections card can save you money locally and across the nation on a variety of products and services, and all Wright-Hennepin (WH) members are enrolled in the program for free!

More than 200 local and 115 national businesses offer savings to Co-op Connections cardholders, saving you money on everything from your next set of tires to meals at local restaurants. Check out the Co-op Connections insert included in this newsletter for a complete listing of local business' discounts, and visit www.connections.coop for national discounts.

In addition to the great discounts this program has provided in the past, you can now save on chiropractic, vision and hearing services through the program.


You can also save on prescriptions by using your Co-op Connections card. In fact, WH members have saved more than \$20,000 at the pharmacy since 2009 by using their Co-op Connections card.

You don't even have to visit the pharmacy to receive savings on your medications. There's a

unique mail order program for extra convenience. Because most long term medications are purchased in 90-day supplies, you can maximize savings and have the convenience of home delivery (at no additional charge) by ordering through the mail order option. For more information on this option, visit www.connections.coop and click on "Pharmacy Discounts."

All WH members received these cards in November 2007's Hotline Update issue or when their electric service was first established. However, in order to receive the latest and greatest Co-op Connections discounts, you'll need to download the new card from the Co-op Connections website.

To download the card, go to www.connections.coop, scroll to the bottom of the page and click on the "Print Your Card Now" banner. Then fill out your name and co-op, and click submit.

If you'd prefer to have a card mailed to you, call customer service at (763) 477-3000. 



CEO's Memo

MARK VOGT WH President & CEO

READ MORE!

from CEO Mark Vogt on his new blog: <http://goo.gl/awkmm>

Board Report

June board meeting highlights:

The monthly meeting of the board of directors was conducted June 13, 2012. A quorum of directors was present.

At the meeting, the board:

- Was informed that WH received a 91 on its first quarter American Customer Satisfaction Index survey, putting WH within the top 10 percent of all utilities in the nation.
- Approved annual dues for the National Rural Electric Cooperative Association.
- Approved the remodeling of the dispatch area to provide immediate space needs for the rapid growth of the security monitoring business, while still preserving the existing footprint of the building.

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WH's board of directors

Chris Lantto, board chair District 5
 Thomas Mach, vice chair District 6
 Dale Jans, secretary-treasurer District 4
 Timothy Young District 1
 Butch Lindenfelser District 2
 Burton Horsch District 3
 Kenneth Hiebel District 7
 Donald Lucas District 8
 Erick Heinz District 9

The board of directors meets monthly at the cooperative's office in Rockford. Regular meetings are generally scheduled the second Tuesday of each month for 2012. Members with items of interest are encouraged to contact the president and CEO to confirm meeting date and time.

WH & WH Holding LLC's Management Team

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ROD NIKULA
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Vice President, WH International Response Center
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Odds and ends, and other things

Thank you Off-Peak air conditioning participants!

Many people desire to make a difference, but there are often few ways for people to do that. That's why I want to recognize the 22,000 WH members (more than 50 percent of the membership) who participate in our Off-Peak air conditioning program. Not only are these members saving a minimum of 15 percent on their summer electric bills – many are saving much more than that – but your cooperative would be in a real price predicament this summer without their involvement.

I want to thank the 22,000 WH members who participate in our Off-Peak air conditioning program. Your cooperative would be in a real price predicament this summer without their involvement.

Because we have been able to "cycle" those air conditioners on and off during expensive peak times caused by this summer's extreme heat, WH has trimmed hundreds of thousands of dollars from our wholesale power bill. The benefits gained in using our power plants and natural resources more efficiently is truly making a difference in keeping electric rates affordable and competitive for all members. We couldn't do that without the help of our Off-Peak air conditioning participants. From all of us at WH, thank you!

The recent heat wave caused questions about how many hours we have cycled air conditioners so far this summer. From May through July this year, we have cycled 56.5 hours. That's less than the same period last year when we had cycled 72.25 hours, and that's about 2.5 percent of the time that's passed since May 1. Also, you should know we are trying to cycle only during the most critical peak times.

WH's Solar Community gets a big boost

Regarding renewable energy, our philosophy here is to help bring those technologies into the mainstream. We've chosen to do that through demonstrating various renewable

technologies at our business campus in Rockford, Minn., and posting the findings for you on our website, our social media pages and in this newsletter.

Since 2007, we have built a home-sized wind generator and two different residential-sized solar arrays that test conventional and new photovoltaic technology. WH Holding Company has even invested in a battery storage company to help promote that technology into widespread use. For wind and solar to be truly credible and reliable sources of generation, battery storage has to be available at an affordable cost to store the power that the sun and wind make. That's because they unfortunately produce the most power when it's not needed. An affordable battery storage medium will solve that downfall of renewable energy, and we are proud to be working on a viable solution on behalf of our members.

Our latest effort to help bring renewable energy into the mainstream has been to facilitate the development of a solar community at our campus in Rockford. We're working with Clean Energy Collective in Colorado to build a solar time share of sorts, making it easier, cheaper and more convenient for members to own solar panels. Here's how it will work:

WH will install 216 180-watt solar panels at our campus in Rockford, Minn. You can purchase any number of panels you like, at a much lower price than if you installed a panel at your home.

We'll finance the purchase for you and maintain the panels to ensure their top performance. You'll also receive tax credits, a monthly credit to your electric bill from the power produced by the panels and a hedge against the increasing cost of power in the future.

This is a great, easy way to use solar power. I was surprised to learn that only 20 percent of residences are suited for solar panels because of shading, orientation or lack of space. And if you are a renter, this is the only way for you to be involved with renewable energy.

Another unique advantage of the WH Solar Community is that we plan to interconnect the entire array to a Silent Power battery storage system. Silent Power, Inc. is a renewable energy company located in Baxter, Minn. and is partially owned by WH Holding Company. The batteries will store solar energy

and release it during expensive peak demand times. In that way, we believe more solar energy can be used, and because we'll release it during peak times, this method will reduce overall energy costs for all of WH's members.

We think enough members have given verbal commitments so that construction of the first solar community could start very soon. If you are interested, check our Web page about the project at <http://goo.gl/ipxaF>, or contact Rod Nikula at (763) 477-3106 (rnikula@whe.org).

Thank you, thank you!

The results from our latest customer satisfaction survey are in, and you honored us with an extremely high score of 91, which our colleagues at Touchstone Energy called "rarified air." This score is not only among the very highest in the entire electric utility industry, but also among the highest for all industry segments.

We use the respected American Customer Satisfaction Index to measure our members' satisfaction. This survey is conducted by the University of Michigan School of Business. The ACSI reports scores on a scale of 0 to 100 and produces indices for 10 economic sectors, 47 different industries and hundreds of individual companies (including many Fortune 500 companies) and government agencies. This survey is a great tool because so many companies and industries use it, making for easy apples to apples comparisons.

It was gratifying to see that our score of 91 tops perennial ACSI leaders such as Amazon, Apple, Toyota, Heinz and Hershey.

Our 91 beats every electric, gas, and telecommunications company in this area.

Thank you for this vote of confidence. While we are gratified, we will scour the details of this survey to see how we can better serve you in the future.

I hope you enjoy the rest of your summer.

Mark Vogt

Greniger attends youth tour

Ian Greniger, Maple Lake, Minn., was one of 1,500 students from across the nation selected to attend the annual Electric Cooperative Youth Tour in Washington, D.C. from June 15-22. This tour was established to help educate youth about political processes and give students the opportunity to interact with U.S. government, while also showing the role electric cooperatives play in the nation's rural areas.

As a part of the tour, Greniger visited historical sites, met politicians and learned about American history. More than 40,000 students from rural areas and small towns across America have participated in this unique program since its inception in the late 1950s.

For Greniger, the trip not only offered an opportunity to see Washington, D.C. – which he had never been to before – but gave him a chance to learn more about electric cooperatives. Greniger especially looked forward to that aspect of the trip because he plans to pursue a career as a line worker.

"I was really excited to learn more about cooperatives on the trip," said Greniger. "I didn't know much about them before I went."

The participants kept busy with a variety of activities, including viewing historical monuments, visiting the Smithsonian Museum and listening to speeches. Greniger said visiting all of the museums was his favorite part of the trip.

"The Holocaust museum was really interesting," said Greniger. "I got to see so many things that I had learned about in school."

Greniger felt the trip was a great experience and encourages other students to apply for next year's youth tour.

"I met so many people and had a lot of fun," said Greniger. "It's a great experience."

Juniors interested in applying for the Electric Cooperative Youth Tour can fill out an application at <http://goo.gl/IJjpP>. 



Ian Greniger, Maple Lake, Minn., was one of 1,500 students from across the nation selected to attend the annual Electric Cooperative Youth Tour in Washington, D.C.

WH offers electric safety education

In an effort to keep kids informed about electric safety, Wright-Hennepin (WH) gives hotline demonstrations to thousands of children each year. These demonstrations include a discussion regarding the importance of safe behavior near electrical equipment in and around the home.

Hotline demonstrations are given at a number of venues, including schools, community events and science club meetings. Through the use of a demonstration panel, participants are shown a variety of common circumstances that could lead to electrocution – like flying a kite near power lines – and are taught how to stay safe around electricity. The presentations keep the kids' attention by using "zapping" noises and bright lights to emphasize dangerous situations. When the presentations are given at schools, the students often have the opportunity to "stump the teacher" by asking their teacher questions about the presentation.

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Students who see the presentation receive take-home information that lists steps for a home-safety walk through, including checking to make sure electrical cords are in good condition (free of cracks and frays) and that all outlets have wall plates over them.



A partnership with Dairy Queen has helped make WH's safety presentations even more enjoyable by distributing free Blizzard coupons to participants.

Industry News

The problem with wind turbines

In today's world, we are always looking for new innovative ways to solve problems. We see a problem, and we start working on a solution. As a society, we need great ideas and people who can turn them into great inventions. Some ideas sound really great, but don't pan out in reality. Wind energy for generating regular electricity falls into this category.

Industrial wind turbines (IWTs) have been a hotly contested issue in my district. Here's why: Wind energy is a solution to a nonexistent problem. Windmills are extremely inefficient and costly.

Some people claim these windmills generate 1.5 megawatts per hour. That is assuming that the wind blows all day and night. That's just silly. In fact, they only make electricity about five hours out of 24 on good days.

How can these even be profitable? They aren't. Without electric users supporting them with higher rates and electric bills, direct tax subsidies, huge tax write offs and mandates requiring them, they wouldn't exist. They are a very costly way to make electricity.

Wind energy may seem like a great idea in theory, because the wind is free! The problem is, wind energy isn't.

Source: Editorial by Sen. Frank Lasee, Eau Claire Journal

New light bulb rules go into effect

The standard fluorescent tubes that light homes, offices, schools and warehouses soon will no longer be made. New U.S. Department of Energy (DOE) regulations outlaw the manufacturing of traditional T12 tubes, the most common fluorescent bulbs in the country.

According to a DOE report, American homes in 2010 used more than 330 million old-fashioned fluorescent bulbs. An additional 410 million were lighting offices and shops. Joe Krashin, vice president of marketing at Western Extralite Co. in Kansas City, said the government is mandating the end of the T12 "in order to save energy and help the environment."

Businesses and consumers have three options. The best, Krashin said, is for people to change their fixtures and switch to new LED bulbs. Though that might require shelling out more money up front, he said, in the long run, the LED bulbs will save consumers more on their electricity bills. Businesses and homes that want to keep fluorescent lighting will have to switch their T12s to the new T8 tubes, which are skinnier and use less energy. The third option, Krashin said, is to buy a newer version of the T12 tubes. But those will cost at least double what they do now, he said.

Source: Kansas City Star

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WH Services offers the following:

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- Lot clearing
- Emerald ash borer treatment

WH Appliance Repair provides a “quick and courteous” fix

James and Diane Whitehead of Long Lake, Minn. couldn't be happier with the service that WH Appliance Repair provided when their furnace needed to be fixed in February of this year.

“We'll never call anyone else again,” said Diane. “They were quick and courteous and did a great job with the repair.”


The Whiteheads noticed that their furnace wasn't adequately heating their home in February. They initially called a different contractor to check into the issue.

“They had fixed one thing on the furnace, but it still wasn't heating very well,” said Diane. “That's when we decided to call Wright-Hennepin.”

The Whiteheads have been enrolled in the WH Appliance Repair program for a number of years. By paying a low monthly fee of \$17.99, participants in this program are protected from large, unexpected repair bills when maintenance needs to be done on their refrigerators, clothes dryers, heating systems, ranges and water heaters. Other appliances can also be added onto the program for an additional fee.

“It's so nice to have a program like this that's so close by,” said Diane. “Wright-Hennepin is always coming out with great local programs for its members.”

Diane was also impressed with the professionalism of the service providers.

“They were very honest about what needed to be fixed on the furnace and had our best interests in mind,” said Diane. “I'd definitely recommend this service to anyone who's looking for an appliance repair plan.” 



James and Diane Whitehead of Long Lake, Minn. couldn't be happier with the service that WH Appliance Repair provided for their furnace.

Thank you, Off-Peak air members!

Thank you to the member households that participate in Off-Peak air! The members on this program made a measurable difference in helping to reduce peak demand during this summer's hot weather, ultimately lowering Wright-Hennepin's (WH) operating costs, while benefitting the environment.

Frequent air conditioner use during the summer usually causes a higher demand for electricity than during other seasons. Due to this high demand, energy during the months of June, July and August can be as much as three times the cost of energy during the winter months.

Approximately 22,000 households participate in Off-Peak air. In exchange for receiving a credit on their energy bills, these members allow WH to cycle their air conditioners on and off in 15 minute cycles, which helps WH conserve electricity on high use days.

By allowing us to cycle their air conditioners, WH members on Off-Peak have saved WH \$900,000 in power supply costs in June alone. This allows the co-op to maintain our competitive rates.

If you'd like to sign up for Off-Peak air and be ready to save for next summer, call (763) 477-3000. 




WH's Off-Peak air conditioning program saved WH \$900,000 in power supply costs in June 2012 alone. Thank you to all members who participate! This is just one more way we are all working together to keep electric rates as low as possible.

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Electric safety education

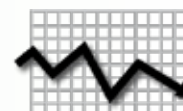
list of tips to help their families save energy is also provided, including using power strips, not leaving the refrigerator door open for long and shutting down the computer when it's not in use.

A partnership with Dairy Queen has helped to make the presentations even more enjoyable by distributing free Blizzard coupons to participants as a part of its community education program, which was established to encourage students to continually strive for excellence.

If you're interested in having a hotline demonstration at an event, please contact WH at (763) 477-3000. Fourth and fifth-graders are the best audiences for the presentation, as they usually have studied electricity as a part of their science curriculum. 



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With MyMeter you can:

- » View daily and monthly home energy use
- » Compare your energy use to the average for your neighborhood
- » Take an “energy challenge” and set an energy-saving goal
- » Access energy saving tips

This is a free service to help you understand how you are using energy.



WH members have opportunity to own solar panels through the new WH Solar Community

Solar energy has become more popular in recent years as more people are looking for cleaner, renewable sources of energy. To give its members the opportunity to have their own solar panels without having to install equipment on their property, Wright-Hennepin (WH) is developing a solar community project.

Nearly 40 interested members attended an informational meeting about the project on July 10, where WH and its partners provided an overview of the project and answered members' questions about the community. The presentation can be viewed on the WH website here: <http://goo.gl/OcLC4>.

A solar community offers several advantages to members who are interested in using solar energy, as many households are unable to install solar panels on their property due to trees, house style or orientation, or other factors. Cost of solar panels, maintenance and long-term return on investment also impact solar panel ownership decisions. This larger scale project – designed for multiple members – can provide lower expenses for members who would like to install

solar panels, but are looking for a more cost-effective solution.

WH is working with tenKsolar – a company based in Minneapolis, Minn. – to install a 39,000 watt solar panel array at the cooperative's headquarters in Rockford, Minn. A unique aspect of this project is the addition of a battery storage system manufactured by Silent Power – a company in Baxter, Minn. Some of the energy collected from the solar panels will be stored in these batteries and used during times of WH's system peak energy demand. Solar panels' production peaks in the mid to late afternoon while peak energy use occurs during the early evening hours. The batteries will help shift the energy that the panels produce during the day to times when it is needed most, helping to reduce overall energy costs.

WH plans to use tenKsolar's innovative solar panel design, which is significantly more efficient than traditional solar panels. The panels' design is less affected by shading than other types of panels. They also have special reflector panels that



increase their total energy production by up to 30 percent. WH installed a small 2,000 watt array of these panels at our Rockford headquarters as a demonstration project for the members and the general public. This was later combined with battery storage to find a workable solution for cost reduction issues at the cooperative.

Members will be able to purchase individual panels out of the 39,000 watt system and will in turn have their proportionate share of the kilowatt-hour output of those panels deducted from their monthly bills.

If you're interested in participating in this program, go to <http://goo.gl/Vx0YT>, or call (800) 646-0323.

Continued from Cover

Households save energy to win prizes

Leaving the light off is one of many ways Craig's family has been able to shed nearly half of their monthly energy use. They've also been running the dishwasher less and raising the temperature on their thermostat.

Greta's family has been unplugging electronics when they're not in use, using their pool to cool down instead of the air conditioner and shutting shades during the day to prevent solar heating.

In addition to saving significantly on their energy costs, the winning household will receive a \$1,000

travel voucher. Members of the second-place household will be rewarded with passes for an overnight stay at a water park, and third place will receive a gift certificate for a household pizza night. Additionally, everyone who saves energy "wins" by having lower energy bills.

The contest seemed like an obvious decision for Craig: "We saw the prizes, and thought, 'We can win one of those and save money!' It seemed like a good opportunity."

Greta's family agrees: "The prizes are great, but even if we don't win,

we're still lowering our electric bills," said Greta.

Participants are tracking their daily energy-conserving efforts by using MyMeter. MyMeter is an energy-use tracking Web portal that allows its users to view daily and monthly energy-use data in a simple graphic format. This allows the participants to view how changes they've made around their homes directly affect their energy use.

"We check our standings every day," said Craig. "If we're close to the other teams, we bump our thermostat up

another degree and look for other things we can unplug."

To track the contestants' progress, visit mymeterchallenge.com. The contest will run through September 30.

As for after the competition, both Greta and Craig said their families plan to continue with their energy-saving habits.

"It's becoming a habit that I don't think we'll change," said Greta.

Do your part, and SAVE A TREE! E-billing is paperless and FREE!

When you sign up for E-billing you will receive an electronic notification in your email, eliminating the need for a paper bill.

But why stop there?

Take it a step further and sign-up for EZ Pay and have your monthly payment automatically deducted from a checking account or credit card.

To enroll in E-billing or EZ Pay, please contact a customer service representative:
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Save money through safety

Having a home monitoring or security system can translate into significant savings on your home insurance policy.

Keeping your home and family safe with a security system is always a good idea. It's an even smarter idea when you can get a significant reduction on your homeowner's insurance because of it.

Most insurance companies reward homeowners that take steps to secure their property by reducing the premiums they pay on their policies. Take advantage of these discounts by choosing a home security system that best fits your needs.*

Many insurance agencies have online quote forms that will calculate the cost of your policy based on the type of home alarm or home monitoring systems


you are considering for installation. Check with your insurance company to find out what discounts are available to you.



Simple things like installing deadbolts on all of your main entrances can save you money on your homeowner's insurance.

Simple ways to potentially reduce your homeowner's insurance, while keeping your home safe:

- **Get a deadbolt lock.** It's as simple as that. Installing deadbolts on all of your main entrances is a cheap, easy and effective way to bolster the security of your home, and many insurance companies offer discounts on home insurance policies for homes that contain these secure locks.
- **Invest in motion lights.** Having lights in your front and back yards that detect motion and turn on when people are on your property at night could provide you extra savings on your insurance policy from some insurance companies.
- **Install a security system.** Even a basic alarm that is tripped when a door is broken into can save you money on your insurance payments. If you're willing to invest more in the safety of your home, a more sophisticated home alarm and monitoring system that includes motion detectors, surveillance and window alarms can make you eligible for even higher discounts on your insurance premium, depending on your insurance company.
- **Home insurance companies are all about risk assessment.** If you are a policy holder who has taken steps to secure and protect your home, you may be rewarded with a lower premium. It's possible that the savings you receive on your homeowner's insurance policy will more than pay for the cost of your home alarm system. That's peace of mind for your finances and your safety.

If you'd like more information about installing a security system in your home, call WH Security at (763) 477-3664. 

**Not all insurance companies offer these discounts. Contact your insurance company for potential discounts specific to your policy.*

WH Security and WH International Response Center receive "Member Company of the Year" award

WH Security and the WH International Response Center (WHIRC) recently received a Company of the Year award from the Minnesota Electronic Security and Technology Association (MNESTA).

MNESTA – an association that represents 62 home security companies in the state that install, service and monitor electronic security systems – selected WH Security and the WHIRC for their service and leadership to the association.

MNESTA closely monitors all legislative activities and current issues that may affect security customers and the security industry. The organization also offers training sessions to ensure members stay current with industry changes and trends. Through the WHIRC and WH Security's joint membership in the organization,


the companies are able to stay better informed about industry practices, allowing them to provide superior service to their customers.

Wendy Youngren, vice president in charge of the WHIRC, accepted the award for both companies.

"We're committed to providing the best protection and response services in the industry," said Youngren. "Participating with industry leaders in legislative, licensing and alarm response management benefits both our industry and our customers."

Youngren also serves as the chair of MNESTA's Alarm Response Management Committee, which discusses current issues in the security industry, works with local municipalities and companies to assure

efficient future alarm response, finds ways to reduce the occurrence of false alarms, and helps consumers better understand how to operate their security systems.

WHIRC is a leading national central-station monitoring company for residential and commercial security, alarm and personal emergency/medical response system dealers in 28 states and three provinces of Canada. This Rockford based UL-listed central-station monitoring center exceeds requirements for redundancy, equipment, alarm processing and training to provide consistent monitoring all day, every day, while giving its customers superior service. 

Protect your home with a WH Security system and save!



Did you know...

Most insurance companies give a discount on homeowners' insurance premiums when your home includes a monitored security system.

Call (763) 477-3664 or email info@wh-security to take advantage of this special offer!

Limited time offer:
FREE smoke sensor
A \$120 value!

Offer expires 9/14/12

*Certain restrictions apply. Must be in good credit standing. Special offer available with new three-year monitoring agreements only. Promotion can not be combined with any other offers.

WH Security
The Power to Protect

A wholly owned subsidiary of Wright-Hennepin Cooperative Electric Association

www.wh-security.com

WH Appliance

Repair

Eliminate concerns about unexpected repair bills by knowing repairs will be taken care of with WH Appliance Repair.



Sign up for one year and receive two months free!

For just \$17.99 per month, parts, labor and most repairs on the following appliances are covered:

- Refrigerator • Clothes dryer
- Heating system • Range
- Water heater

Call for more information.




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www.whe.org

National bill payment scam takes advantage of hard economic times

Wright-Hennepin (WH) would like to make its members and the surrounding area aware of a new, nationwide bill scam that's taking advantage of the hot weather and hard economic times.

Solicitors are calling utility customers claiming that the Obama administration will pay utility bills in exchange for personal information. This scam has hit Minnesota, and some of WH's customers have called the cooperative to inquire about the phony program.

According to the Better Business Bureau, utility customers are being asked to provide their social security numbers and bank routing numbers in order to apply for a federal government program that pays utility bills on a one-time basis. In turn for this information, customers are given a fake Federal Reserve Bank routing number to use for future online bill payments. Customers who use this number are led to believe that their utility bills have been paid.

If you receive a phone call about this program, hang up immediately. WH recommends that you always use caution when giving out personal information over the phone. If you ever question of the validity of a phone conversation where you are asked to give out personal information, hang up, and call the soliciting business back through the company's listed phone number found on a trusted website or through directory assistance. 

Customer service and office hours change

Wright-Hennepin will be switching to fall/winter office and customer service hours on Tuesday, September 4.

Customer service representatives will be available from 7:30 a.m. to 6 p.m. Monday through Friday. Office hours will be changed to 8 a.m. to 4:30 p.m. Monday through Friday. If you have any questions or concerns about this, please call (763) 477-3000.

Hotline Update Staff

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Marketing Coordinator

JERRY KRANZ jkranz@whe.org
Production Manager

Office Hours:

8 a.m. to 4:30 p.m. Monday- Friday

Customer Call Center Hours:

7:30 a.m. to 6 p.m. Monday - Friday
Call: (763) 477-3000 or (800) 943-2667

To report an outage:

Electric dispatchers are available 24/7
Call: (763) 477-3100 or (888) 399-1845

WH Security monitoring:

Security dispatchers are available 24/7
Call: (763) 477-4275 or (800) 858-7811



Printed on partially recycled paper.

Board Report

Continued from Page 2

- Approved the Energy Resources Conversation Agreement and resolution for the Rural Utilities Services' energy conservation loan program.
- Approved resolution to refinance five notes, taking advantage of low fixed interest rates and shorter terms.
- Approved insurance renewal with Federated Rural Electric Insurance Exchange.
- Approved moving forward with the WH Solar Community project in conjunction with Clean Energy Collective, noting that WH is not involved in selling the shares and members should be aware of the risks and rewards.
- Reviewed and filed the monthly CEO, financial, legal and other operating reports.
- Directors provided an update on meetings attended on behalf of the Cooperative.
- Held the regular quarterly executive session.

Guests included:

- Minnesota Rural Electric Association's (MREA) Manager Mark Glaess gave a legislative recap and business update.
- Silent Power's CEO Todd Headlee joined the meeting by teleconference to provide a business update.
- Senior Director of Home and Energy Management at Best Buy Kris Bowring briefed the board on big box retail's perspective on the convergence of home energy management, home security, home automation and home health care.
- Heartland Security Services' (HSS) Manager Guy Adams presented the board with a dividend check for its investment in HSS.

July board meeting highlights:

The monthly meeting of the board of directors was conducted July 16, 2012. A quorum of directors was present.

At the meeting, the board:

- Directors reported on industry meetings that they attended on behalf of the cooperative.
- Reviewed and filed the monthly CEO, financial, legal and other operating reports.
- Selected a director to represent the cooperative at a Wright County function.

Guests included:

- Minnesota Representative King Banaian (District 15B, St. Cloud) briefed the board on emerging demographic issues for central Minnesota.
- Minnesota Rural Electric Association's Director of Government Affairs Joel Johnson provided a legislative and election update for directors and employees.
- Jeff Carlson of Interlogix, and Dudley Goodwin and Craig Nadeau of Alarm.com provided their vision of the convergence of home energy management, home security, home automation and home health care.



Solar Winner

GLORIA NORBY of Maple Grove wins a credit for 275 kWh, July's output from WH's solar panels.



Wind Winner

FRAN BOGEMA of Maple Plain wins a credit for 505 kWh, July's output from WH's wind generator.

Average monthly energy output:
Wind generator: 673 kWh
Solar panels: 214 kWh

To enter the monthly contest to win the output from WH's wind generator or solar panels, go to: <http://goo.gl/QjyTM>.



Protect your roof with a roof deicing system

Do icicles or ice dams form on your roof in the winter? Ice dams, icicles and frozen gutters can cause extensive damage to a home. If you plan to re-shingle your home in the near future, now is the perfect time to prevent future winter damage with a roof deicing system designed by HeatMyFloors.com.

The unfreezing and refreezing of water on your roof can cause moisture to catch under the roof covering and leak into the attic or along exterior walls, which could cause considerable damage and cost a significant amount of money to repair. Ice dams can be prevented by adding insulation or air sealing the attic space. However, the pitch of some roofs makes it difficult to add insulation.

A roof deicing system is one of the best ways to prevent ice dams and icicles from forming on roofs when insulation is not enough. Whether you are looking to place a product on top of your existing roof to melt the ice, or if you plan on having a new roof installed before winter arrives, HeatMyFloors.com

has a variety of options to suit your needs. In order to protect your roof all winter long, these systems should be installed before the first snowfall.

STEP Warmfloor roof deicing systems are ideal for new construction or existing homes that are being re-roofed. The energy-efficient element is a unique, non-visible solution that works under asphalt or steel roofs.



STEP Warmfloor roof deicing systems are a non-visible solution for ice dams that work under asphalt or steel roofs.

It operates on 24 AC or DC volts, and is energy efficient. The mat is easy to install under shingles, in roof valleys and gutters. The product is so durable that shingles can be nailed or stapled directly through the element to the roof.

The Danfoss product is an electric heating cable that can be placed on top of shingles, making it a perfect option for existing roofs that do not need to be replaced in the near future. Because the product can be installed on top of shingles, it can be easily removed for the summer months when the cables are not needed or left on all-year long. These cables are easy to install and do a great job melting snow.

To learn more about roof deicing applications or to find a qualified contractor to install these systems, call (763) 477-3000 or visit www.HeatMyFloors.com. 

2012 designated “International Year of Cooperatives”

As many electric cooperatives around the nation are nearing their 75th anniversaries – much like Wright-Hennepin (WH), which turned 75 on March 29 – the year 2012 has been set aside for electric and other cooperatives across the nation to celebrate the concept of member ownership.

2012 has been designated the International Year of Cooperatives to help educate the public about what cooperatives are, how they came about and how they benefit the members they serve.

WH was created in 1937 when residents in rural Wright and Hennepin counties banded together to bring electricity to their homes in order to better their lives. The first meter was installed at a farm outside of Cokato, Minn., in 1938. Seventy-five years later, WH is bringing power to more than 47,000 retail accounts, but keeps the founding principles of the cooperative in mind as it continues to grow.

The International Year of Cooperatives’ theme, “Cooperative Enterprises Build a Better World,” was created not only to celebrate electric cooperatives, but also cooperatives in the banking, food, retail, housing and marketing arenas.

“No matter what kind of cooperative you belong to, two things are clear: We put people first, and we are innovators,” said Glenn English, CEO of the National Rural Electric Cooperative Association (NRECA), the national service organization for more than 900 not-for-profit electric cooperatives and public power districts. “By getting neighbors and communities to work together, cooperative members build a better world.”

What are cooperatives?

Cooperatives are a global network of independent, local businesses owned by those they serve.

“We share a common set of business principles and values like self-help and democracy,” explains English. “Each

cooperative exists to meet the needs of its members.”

According to the Washington, D.C.-based National Cooperative Business Association (NCBA), more than 29,200 cooperatives nationally employ 2 million Americans. One in every four Americans is a cooperative member, but the scope of the cooperative network doesn’t stop at the border.

“Cooperatives are a major economic force in industrialized countries and provide a powerful business model for developing nations,” notes Paul Hazen, NCBA president & CEO.

More than 1 billion cooperative members exist worldwide, and cooperatives generate 100 million jobs globally. Cooperatives strive for sustainable development of communities through member-driven policies, with cooperative leaders elected by members.

“As a member, you have a voice in how your cooperative operates. That keeps the cooperative’s focus on you and how best to meet your needs,” notes English.



The innovative practices of cooperatives provide consumer-focused solutions that can adapt quickly to change. Unlike competitive, profit-driven businesses, cooperatives cooperate with each other to fashion programs that improve service. For example, food cooperatives introduced food nutrition labels long before they were federally required in 1994. Credit unions (another form of cooperatives) fought the predatory practices of payday lenders by introducing salary advance loans that double as savings accounts.

Electric cooperatives – like Wright-Hennepin – are leading the way nationally in deploying technologies that enhance service reliability.

“You can find cooperatives for all walks of life,” says English. “When people unite with a common goal, the cooperative business model comes into play.” 



It’s not too late to save on your summer electric bills!

Join Wright-Hennepin’s Cool Cash energy-saving air conditioning program today, and receive a **15% discount on your summer electric bills.**

- No cost to join.
- One phone call signs you up.
- 15% off June, July and August usage.

Wright-Hennepin’s Cool Cash energy-saving central air conditioning program will put money in your pocket, and help the environment by saving energy.

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