

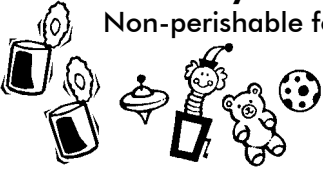
## Vernon Electric Cooperative

"Information for our member-owners."

### Happy Holidays

Vernon Electric is a collection point for toys and canned goods to be distributed by the **Toys for Tots** and **Bethel Butikk Thrift Shop and Food Pantry** this holiday season. Please join us for this great cause.

Non-perishable food items and new toys can be brought to Vernon Electric's front foyer by **December 13**, during business hours on weekdays.



## 31-Year Electric Co-op Career Comes to a Close

**C**EO and General Manager Joe McDonald announced to the board of directors this summer of his plans to retire in February 2019. Joe's successor is expected to be announced in January.

Board President Bernadine Hornby said "Our focus is to hire a leader who will continue to build on the great reputation and successes we have enjoyed under Joe's leadership. The board of directors and Joe have been working in advance of his formal retirement announcement to ensure a smooth CEO transition."

Joe started his career working as the Office Manager for Crawford Electric Cooperative in Gays Mills. He next spent 17 years as the Chief Financial Officer at Adams-Colombia Electric Cooperative in Friendship, WI. Prior to joining VEC, he developed and taught finance, safety, and leadership programs for the National Rural Electric Cooperative Association in Madison. Joe was hired at Vernon Electric Cooperative as CEO and General Manager in 2010.

Throughout his career, Joe has been active locally and nationally in supporting and advancing programs and services for the benefit of Vernon Electric Cooperative members and our communities. He has served on

the boards of several non-profit organizations including the Wisconsin Rural Housing Foundation, Bethel Home and Services, the Bethel Butikk Food Pantry, Couleecap, and the Federated Youth Foundation. In 2017, he received an UW-Richland Outstanding Alumni Award for his co-op and community involvement.



Joe McDonald will be retiring as CEO and General Manager of Vernon Electric Cooperative in February.

Under Joe's leadership, VEC built the first community solar project in the state of Wisconsin to bring a clean and local energy source to our members. Joe said "I am proud of the culture of safety our employees have implemented and of our outstanding safety record. I am thankful to be able to have worked with dedicated, member-focused employees and directors and very supportive members. My wife, Jan, and I will continue to live in the area and be active in our community."

## Concern for Community: The Seventh Co-op Principle

**Vernon Electric recently made donations to two organizations that help make our communities better:**



- Couleecap's Supportive Housing Program helps struggling individuals get into affordable housing. Pictured left to right: Couleecap Executive Director, Hetti Brown; Couleecap Board Chair, George Kruck; and Vernon Electric Board member, Orlan Bakkum.
- The D.A.R.E. (Drug Abuse Resistance Education) Program educates our kids about the dangers of drugs and how to




avoid them. In this picture, Officer and D.A.R.E. Instructor, Jeff Walbrun receives a check from VEC Board President, Bernadine Hornby. They are surrounded by some of the 4th grade students who benefit from D.A.R.E. at Viroqua Elementary School.

# New Look to Billing Statements

We have been working to make your billing statement more attractive and user-friendly. Improvements include:

- Attractive colors and highlighting the most important information
- A more logical progression of information from top to bottom

- A graph showing a direct comparison of this month's use with the same month last year
- Fonts that are easier to read and larger
- The back side of your statement has been redesigned to make it easier to find the information you're looking for



**Vernon Electric Cooperative**  
110 Saugstad Road  
Westby WI 54667-8426

A Touchstone Energy® Cooperative

**Office Hours:** 7:30 am - 4:30 pm Mon - Fri  
**Phone:** (608) 634-3121 or (800) 447-5051  
**Website:** www.vernonelectric.org  
**Email:** info@vernonelectric.org

**MEMBER NAME:** 123 ANY ROAD WESTBY WI 54667-8426

<b>Statement Date</b>	11/02/2018
<b>Account Number</b>	999999999
<b>Due on Receipt 1% Penalty After the 25th</b>	

<b>Account Balance Summary</b>	
Previous Balance	153.38
Payment Received 10/16/2018	153.38 CR
Balance Forward	0.00
Current Charges	113.73
<b>Total Amount Due</b>	<b>113.73</b>

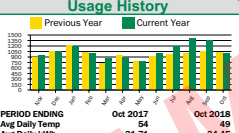
**Message**

If you have ever called our office to pay a bill, you may be interested in SmartHub, our online app that can be accessed by computer, or mobile device. SmartHub gives you the advantage of one-time or automatic payments, tracking your usage history, and much more. It's easy, free, secure, and saves time. Call or stop by our office if you have any questions or need help. You can log in to SmartHub at www.vernonelectric.org or get the mobile app on your iPhone or Android phone through its respective app store.

**Service Address: W1290 RAMROD COULEE LN**

Meter #	Location #	Reading Dates	Days	Previous	Present	Usage
99999999	123456	From 10/01/2018 To 11/01/2018	31	9886	10964	1068

**Usage History**



PERIOD ENDING  
Avg Daily Temp  
Avg Daily kWh

Oct 2017	64	34.45
Oct 2018	69	34.45

**Current Service Detail**

Balance Forward 0.00

FACILITY CHARGE 35.00

ENERGY CHARGES 1,068 kWh @ 0.10900 116.41

**TOTAL ELECTRIC SERVICE 151.41**

WATER HEATER REBATE 0.50 50.00 CR

GENERAL PLANT FUND 0.50 7.70

EVERGREEN 2.00 0.77

5.0% STATE SALES TAX 0.77 1.35

0.5% COUNTY SALES TAX 1.35

**Total Current Charges 113.73**

**Total Amount Due 113.73**

Due on Receipt 1% Penalty After the 25th

**Office Hours**

7:30 a.m. - 4:30 p.m. Monday - Friday  
(except holidays)  
608-634-3121 or 1-800-447-5051  
info@vernonelectric.org | www.vernonelectric.org  
Diggers Hotline: Dial 811

**Power Outages**

- Check your fuses or circuit breakers, including the breaker that may be below your meter
- Check to see if your neighbors have power
- Report the outage promptly: 1-800-447-5051

**Payment Options**

**Vernon Electric Cooperative offers several convenient ways to pay your bill:**

- By mail - please allow 7-10 days for delivery
- A drive-up deposit box is available by the flag pole at our Westby office
- By our website, www.VernonElectric.org using the Pay Now or SmartHub process
- By the SmartHub app using any Android or Apple smartphone or tablet
- Automatic Bank Draft - You will continue to receive your monthly bill, and your payment will be transferred from your checking or savings account on the 20th of every month. This service is free, convenient, and easy to begin. Simply call VEC's office or visit our website for an enrollment form
- Credit card, debit card, or e-check, by visiting our website and click on account services or call our office at any time

**Drop off your payment at the following convenient locations:**

- Farmers State Bank**  
Hillsboro, La Farge, Readstown
- WCCU Credit Union**  
Westby, Viroqua, Cashton, Coon Valley, Reedsburg, Richland Center, Lake Delton
- Peoples State Bank**  
Viroqua
- River Bank**  
Stoddard, Westby, Coon Valley, De Soto, La Crosse

Bill is due upon receipt. Failure to receive a bill does not avoid your obligation for payment. Please indicate on the return portion of your bill any changes in your mailing address or phone number.

**General Information**

**Facility Charge:** A fixed, monthly charge reflecting the cost of having electric facilities in place and available for use by the members. This charge remains the same whether or not any electricity is used. Used to help cover the costs of administration, operations, and the standard maintenance of poles, wires, meters, and other equipment necessary to bring power to you.

**Public Benefits:** As provided by state law, this charge is collected by all Wisconsin electric utilities to be used for energy efficiency, renewable energy, and low-income energy assistance.

**Rates:** A summary of Vernon Electric Co-op's electric rates can be obtained by calling our office, or at www.VernonElectric.org.

*This institution is an equal opportunity provider and employer.*

## New for SmartHub Users

Most of Vernon Electric Co-op members use SmartHub, our online tool for managing your electric account. SmartHub provides regular upgrades to improve your experience.

- You can now manage your notifications from the mobile app. You can choose whether you want notification by email or text message. There are fifteen different notifications to choose from.

- Payment reminders are available to allow you to set a date to send a reminder that your bill is due. You can pick the number of days in advance of your due date.

## Scholarships available from VEC

In 2019, scholarships will be made available to students whose parents or legal guardians are members of Vernon Electric Cooperative. Twenty seniors will each receive a \$750 scholarship for the college or university they decide to attend. Funding for the scholarships comes from unclaimed capital credit checks which are forfeited to the Federated Youth Foundation. This Foundation, in turn, makes this money available for youth scholarships to Vernon Electric Cooperative.

Applicants from the high schools listed below, plus one at-large applicant and three other students, will be chosen in a random drawing at the January Board Meeting from all the completed and verified applications received for the scholarships. Each applicant, or one of the applicant's parents or legal guardians, are welcome to be present during the drawing.

- Aquinas
- La Farge
- Brookwood
- Luther
- Cashton
- Royal
- Cornerstone Christian Academy
- Sparta
- De Soto
- Viroqua
- Hillsboro
- Westby
- Kickapoo
- Wonewoc
- La Crosse Central
- Youth Initiative High School

Of all the seniors, six will be eligible to attend the Youth Leadership Congress (YLC) at UW-River Falls, July 24-26, 2019 on a first come, first serve basis. The YLC is a first-class event put on by the Wisconsin Electric Cooperative Association (WECA), and the students are chaperoned and transported by a Vernon Electric representative. The students who attend the YLC will receive an additional \$250 added to their VEC scholarship. In addition, students will have the option to enter an essay in the WECA's Youth Leadership Congress Essay Contest and win \$1,000 for first place, \$500 for second or \$250 for third. One student from VEC's service territory could potentially win a total of **\$2,000 worth of scholarship money.**

Scholarship applications are due January 23 and are available from [www.vernonelectric.org](http://www.vernonelectric.org), by visiting or calling our office, or through school counselors.

**Watt's New**

The information in this newsletter has been prepared for you by David Maxwell, Marketing and Communications. Comments or questions regarding information contained here should be directed to:

VERNON ELECTRIC COOPERATIVE  
110 Saugstad Rd, Westby, WI 54667  
Call (608) 634-3121 or 1-800-447-5051.

[www.vernonelectric.org](http://www.vernonelectric.org) • E-mail: [info@vernonelectric.org](mailto:info@vernonelectric.org)  
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