



Vernon Electric Cooperative

"Information for our member-owners."

Happy Holidays

Vernon Electric Cooperative's Board and employees would like to thank all our members who helped with toy donations to children this year. We're also thankful to everyone who donated non-perishable food items while attending Norskedalen's Goolies in the Coulees event in October. Vernon Electric helped by delivering a ton (literally) of the donated items to local food pantries after the event.



Add Energy Efficiency to Your Shopping List

If you plan to shop for new appliances or lighting during this time of year, please keep energy efficiency and rebate qualifications in mind.

When out shopping, it can be tempting to pick the best bargain or gear towards the item with the lowest sticker price. However, it's also important to check the consumer guides for the products you're interested in purchasing. Looking beyond the sticker price can help you save money over time through energy efficiency and rebates.

You're probably familiar with the EnergyGuide, the yellow label found on many appliances. This label tells you, the consumer, how much energy the appliance uses, its efficiency compared to the energy use of similar products, and the approximate operating costs.

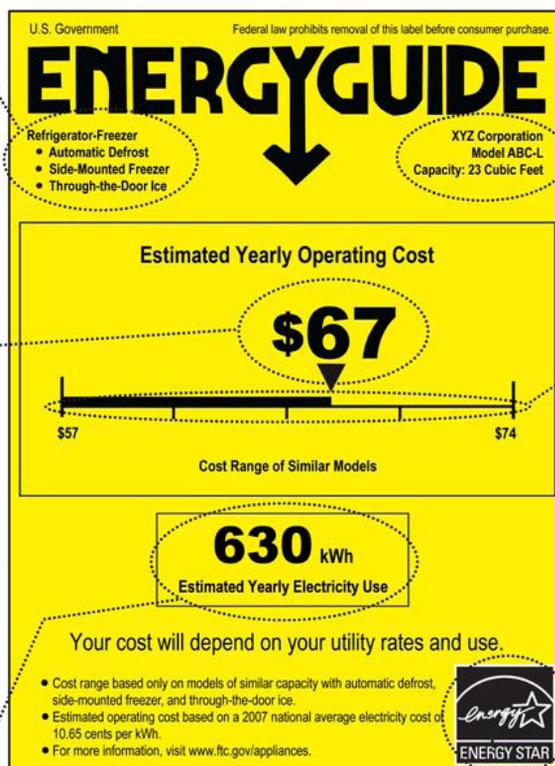
If you're interested in receiving a rebate for your appliance purchase, please note that you must also look for an Energy Star rated appliance. Most of these appliances will have the Energy Star logo printed on the EnergyGuide (see example). The yellow EnergyGuide alone does not qualify you for a rebate. You can also check to see if a particular appliance is Energy Star rated at www.energystar.gov.

When shopping for new LED light bulbs or fixtures, shop by lumens, not watts. Lumens measure how much light you receive from the bulb: the more

Lists key features of the appliance you're looking at and the similar models that make up the cost range below.

What you might pay to run the appliance for a year, based on its electricity use and the national average cost of energy. The cost appears on labels for all models and brands, so you can compare energy use just like you would price or other features.

An estimate of how much electricity the appliance uses in a year based on typical use. Multiply this by your local electricity rate on your utility bill to better judge what your actual operating cost might be.



The maker, model, and size tell you exactly what product this label describes.

The cost range helps you compare the energy use of different models by showing you the range of operating costs for models with similar features.

If you see the ENERGY STAR logo, it means the product is better for the environment because it uses less energy than standard models.

lumens, the brighter the light. Like an EnergyGuide, the Lighting Facts label provides consumers with the lumens, energy cost, lifespan, and light appearance of the product. LED light bulbs use 75 to 80% less energy than traditional bulbs (energy.gov). The purchase of these bulbs qualifies you for Vernon Electric's lighting reward rebate.

To find out if your energy efficient item qualifies for a Vernon Electric rebate, go to www.vernonelectric.org to download an application or contact our office.

VEC now offers American Express as a Payment Option

Along with VISA, Mastercard, and Discover cards, members can use American Express to pay their Vernon Electric bill each month. Credit cards can be used to set up automatic payments, pay online, or pay over the phone.

Keep in mind that starting January 1, all over-the-phone payments to our office will be directed to our call center. Vernon Electric's professional call center has the PCI (Payment Card Industry) security in place to safely make a payment by phone.

To get more details on all payment options, including automatic withdrawal and online, visit the "My Account" tab on the main menu of our website at www.vernonelectric.org, or give our office a call.



Our partner @FOCUS ON ENERGY is offering six energy-saving packs. The hardest part is choosing just one to redeem for FREE! Each pack includes a variety of energy-saving products like @ENERGYSTAR certified LEDs, efficient showerheads and more. Visit focusonenergy.com/free to order your free pack now.



Gift Certificates Available!

Give the gift of power this holiday season. Electricity is something we use every day to help us with chores, health, knowledge, entertainment and much more. It's the perfect gift that anyone can use. If you're looking for that special gift for that special someone, why not give us a call to purchase a gift certificate that any Vernon Electric Co-op member could use toward their next electric bill.

Scholarships available from VEC

In 2021, 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.

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

Of all the seniors, six will be eligible to attend the Youth Leadership Congress (YLC) at UW-River Falls, in July 2021 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 20 and are available from www.vernonelectric.org, by calling our office, or through school counselors.

Application Deadline is January 20

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:
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