

# TAKE ADVANTAGE OF 2021 ENERGY EFFICIENCY INCENTIVES



By Dave Maxwell, Dir.,  
Marketing & Communications

Vernon Electric Cooperative has a robust energy efficiency incentive program and partners with others to offer extraordinary savings to you when purchasing energy efficient products:

- **Do Watt’s Right** – these are incentives directly from Vernon Electric
  - [www.vernonelectric.org/rebates](http://www.vernonelectric.org/rebates)
  - 800-447-5051
- **ElectricSense** – these incentives come from our wholesale power supplier, Dairyland Power Cooperative and are combined with the Do Watt’s Right program
- **Focus on Energy** – these state incentives are separate from Vernon Electric’s, but you as a co-op member qualify for these incentives. Some Focus on Energy incentives require your natural gas provider to also be a Focus on Energy partner. For liquid propane (LP) users, there still may be incentives available through Focus on Energy.
  - [www.focusonenergy/VernonElectric](http://www.focusonenergy/VernonElectric)
  - 800-762-7077
- **Federal Tax Credits** – some energy efficiency improvements may allow you to take a tax credit on your 2021 federal tax return
  - [www.energystar.gov](http://www.energystar.gov)
  - Or, consult your tax advisor

## Summary of Vernon Electric Do Watt\$ Right and ElectricSense incentives for 2021:

### ENERGY STAR Appliances

Clothes dryer – electric .....	\$25
Clothes dryer – heat pump.....	\$50
Clothes washer.....	\$25
Dehumidifier.....	\$25
Dishwasher.....	\$25
Freezer.....	\$25
Inductive range.....	\$25
Refrigerator .....	\$25
Recycling a freezer.....	\$25
Recycling a refrigerator.....	\$25
Recycling a room air conditioner .....	\$25

### Energy Audits

Implementing recommended improvements ..	\$500 cap
Compressed air audit.....	\$500 cap

### Miscellaneous

Controlled electric vehicle charging station .....	\$400
Flow restrictor for faucet .....	\$1
Flow restrictor for shower .....	\$5
Smart power strip/bar.....	\$5
Touchstone Energy New Home Program .....	\$500

### Heating, Ventilation, & Air Conditioning (HVAC)

Heat pump – air source & mini-split.....	\$250/ton
Heat pump – geothermal .....	\$500/ton
ECM variable speed blower.....	\$35

### Lighting

LED bulb .....	\$0.50
LED fixture – per 800 lumens.....	\$0.50
LED exit sign.....	\$5
Occupancy sensor .....	\$5

### Ag/Commercial/Industrial

Commercial vending machine controls.....	\$25
Circulation or exhaust fan.....	\$1/inch
Electric forklift battery charger .....	\$200
Dairy plate cooler/well water pre-cooler .....	\$500
Dairy refrigeration heat recovery.....	\$300
Low/zero energy livestock waterer.....	\$50
Scroll refrigerant compressor .....	\$30
Variable frequency drive .....	\$30

### Electric Water Heaters

Load management control is required on all water heaters except heat pump water heaters.

Standard 50-74 gallon.....	\$75
Standard 75-99 gallon.....	\$150
75-99 gallon with .90+ Energy Factor (EF) .....	\$275
100+ gallon with .85+ EF.....	\$400
Integrated heat pump water heater .....	\$300
Solar 75-99 gallon water heater.....	\$150
Solar 100+ gallon water heater.....	\$300
Commercial 75-99 gallon.....	\$275
Commercial 100+ gallon .....	\$400

### Electric Heat

Electric heat must be enrolled in an off-peak program on a separate meter.

Electric Thermal Storage.....	\$450 cap
Electric plenum heater.....	\$5/Kw

Conditions apply. See our website or give us a call for details. Be sure to look for additional incentives through Focus on Energy.

MY CO-OP



# TAKE A HIKE AT

## *Norskedalen*

By Leah Call

**N**orskedalen Nature and Heritage Center in Coon Valley, 20 miles south of La Crosse, celebrates the area's Norwegian heritage with year-round recreational and educational opportunities. At this 400-acre nature preserve and open-air museum in the Vernon Electric Cooperative service territory, visitors step back in time and step out in nature through the center's heritage programming, historic homestead, arboretum, and nine miles of trails for hiking, birding, cross country skiing, and snowshoeing.

Norskedalen, which translates to Norwegian Valley, draws some 15,000 visitors annually [in non-COVID times] from throughout the state and beyond. The center hosts a variety of special events, including the Candlelight Snowshoe Hike, which takes place on February 12.

“We’re still planning to have it,” said Norskedalen Executive Director Lori Dubczak. “But we will adapt it to whatever is needed at that time.”

There will be a couple trail options, including a shorter trail for those with young children. The event, which typically draws around 200 people, ends with s’mores and hot chocolate, though that may not happen this year due to COVID restrictions. What will happen is family fun under the light of the winter moon—masks and social distancing required.

“We’ve done what we can to accommodate and to adapt and still stay true to our mission and purpose,” said Dubczak of the changes she has implemented to this and other events and programming at Norskedalen.

### Making adjustments

After Norskedalen was featured on Discover Wisconsin in 2019, staff geared up for a banner year in 2020. The virus changed everything.

“Under normal circumstances, we would serve about

1,700 school-age students on a yearly basis in our on-site programming,” noted Dubczak.

As a privately held, non-profit organization receiving no state or federal funding, Norskedalen relies on programming fees along with membership and entry fees. When the pandemic halted in-person learning, Dubczak and her staff found a way to offer the programming virtually.

School-age programming such as the Letters from Anne course, which targets third- through fifth-grade students, was quickly converted to a virtual format. Instead of visiting Norskedalen to learn about life as a Norwegian immigrant, students can now learn through videos, slideshows, and printable documents.

“We base the entire program on Wisconsin Department of Public Instruction standards,” added Dubczak, who offers the virtual course to schools throughout the region.

Plans are underway to convert other programming. “We received a wonderful grant from the American Scandinavian Foundation that is going to allow us to create our heritage classes in a virtual setting,” said Dubczak. “That would be the traditional skills of rosemaling, needlework, Norwegian baking, and weaving.”

Those online classes are expected to be available through Norskedalen’s website in April 2021.

While they can’t make the nature trails virtual, they have made them COVID-safe and offer self-led tours. For those tours, hikers receive a brochure with designated stops at numbered signs along the trail.

“The brochure details everything that you can see within



Lori Dubczak  
Norskedalen  
Executive Director





360 degrees of the sign, whether it is small game trails, moss on a tree, a type of tree, or a unique type of foliage,” explained Dubczak. “It was hugely popular over the summer.”

Dubczak encourages people to take the same tour in the winter to experience the seasonal changes in the environment and habitat. Another scavenger hunt-type self-led tour offers fun and folklore for kids of all ages as they discover trolls and nissa along the way.

## Events in 2021

As life gets back to normal, Norskedalen will continue to offer events and make adjustments as needed. Additional upcoming events include a Treats and Treasures sale. Typically held in March, this event [unless canceled due to COVID] will take place in May at Norskedalen’s Thrunegaarden site west of Coon Valley. The Midsummer Fest in June also kicks off the Music in the Valley series, held Wednesday evenings beginning June 23 and ending August 11. “Those are concerts by a wonderful eclectic mix of musicians,” noted Dubczak. “And we don’t charge admission for those evenings.”

Dubczak hopes the center’s popular Ghoules in the Coulees event in October can be executed as usual in 2021. Participants of the 2020 event encountered ghouls and goblins in a drive-through version, instead of hiking the haunted trail.

“We didn’t know what to expect, but oh, my goodness, people had so much fun,” said Dubczak.

Attendees of the drive-through event were encouraged to make donations of money or non-perishable food items. Vernon Electric helped to distribute the food items collected at



that event. “We asked them to help us and they really stepped up,” said Dubczak. “That was tremendous.”

Community support from businesses and individuals ensures Norskedalen will continue to inspire an appreciation of heritage and nature for years to come.

Check [norskedalen.org](http://norskedalen.org) for event dates and details.

## Fees and Memberships

Daily entry fees at Norskedalen are \$6 for adults, \$3 for children. Yearly membership costs are \$35 for individuals and \$50 for a family of four. Membership includes free entry, year-round use of the trails and a variety of additional benefits.

## Reasons why it’s important to keep your contact information up to date...



- To check on your power status during, or after, a power outage in your area
- To notify you of planned outages during system maintenance
- To notify you of capital credit dollars owed to you, even after you move off Vernon Electric lines
- To warn you of sudden and possibly unexpected, dramatic increases in your electric usage
- To contact you about general billing issues and power delivery equipment on your property

You can update your contact information on our website ([www.vernonelectric.org](http://www.vernonelectric.org)), send us an email ([info@vernonelectric.org](mailto:info@vernonelectric.org)), or give us a call (1-800-447-5051).

### Craig Buros, CEO & General Manager

110 Saugstad Road, Westby, WI 54667  
608-634-3121 • 608-447-5051  
email: [info@vernonelectric.org](mailto:info@vernonelectric.org)  
website: [www.vernonelectric.org](http://www.vernonelectric.org)

### David Maxwell, Editor

