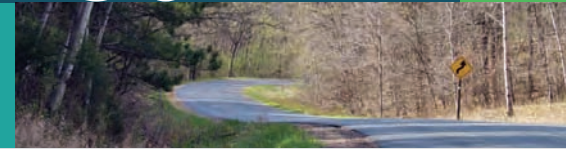


ENERGY lifestyles

Our power for your choices!



Director Bill Findlay:



Walking the Talk

Take it from a guy who has spent his life dealing with electricity; it all comes down to energy conservation and energy conservation is all about people. “When it comes right down to it,” explains Findlay, “conservation is basically about behavior change. When people exchange bad energy habits for good energy habits, conservation starts to happen. Then the next part is to make the habits permanent. When the behavior changes for good, then you’ve really got it.”

Cooperative members living in district five elected Findlay to the cooperative’s board of directors in 2006 and again 2009. He and wife Ann Findlay, a registered nurse at Baldwin Area Medical Center, have lived in the Town of Rush River

since 1974. His credentials include holding a Minnesota Class A Master Electrician’s license, graduation from the United States Coast Guard as an electronic technician and in basic engineering and being a State of Wisconsin Professional Engineer Candidate since 1987. He was an electrical superintendent, project engineer and project manager at Xcel Energy’s Prairie Island Nuclear Generating Plant for over 20 years and continues to work at the Prairie Island facility as a consultant. Findlay also performs energy audits on a consulting basis with Focus on Energy, working with schools and businesses to improve facility energy efficiency.

“One of the most satisfying aspects of my work is helping maximize efficiencies,” says Findlay. “People should be able to reach the maximum efficiency for their purchases, so I enjoy the energy audits. It’s the same kind of thing with generating facilities. They also need to achieve their maximum efficiencies in order to be at their most

productive. Here again, it comes down to people. Whether I am working with a school district or a generating facility, there is usually a small group of individuals coming together to as a team to improve energy efficiency.”

According to Findlay, there is a fundamental step many people forget to take when working to conserve energy. “The first thing people need to do is understand the equipment they have and how to use it well. You want to maximize the efficiency of what you already own so that you can start saving right away. Just like your family car, you try to get the most out of it for several years instead of buying a new, more efficient car each year. You figure out how to get the best mileage you can until you can afford to replace it. Your home is the

continued page 5

You asked, we’re answering

Part of a continuing series devoted to responding to member comments and questions

You said: “The cooperative should be a member of Focus on Energy because they offer larger rebates for installing renewable energy sources.”

We’re answering: Cooperative employees and the board of directors thoroughly evaluate the Focus on Energy program each year. We analyze the components of the Focus on Energy program, the components of our own customized program, the cost of each, the return on investment of each and the benefit to the majority of our members. The consensus of the board after each evaluation has been that more cooperative members benefit by maintaining our own program than would benefit by joining Focus on Energy.

Focus on Energy is not a mandated program for electric cooperatives. In fact, only 12 of Wisconsin’s 24 electric cooperatives are members. The cooperatives that do not belong to Focus on Energy meet energy efficiency and conservation requirements through their own customized Commitment to Community programs. The approximate cost for St. Croix Electric to join Focus on Energy is \$72,000 per year.

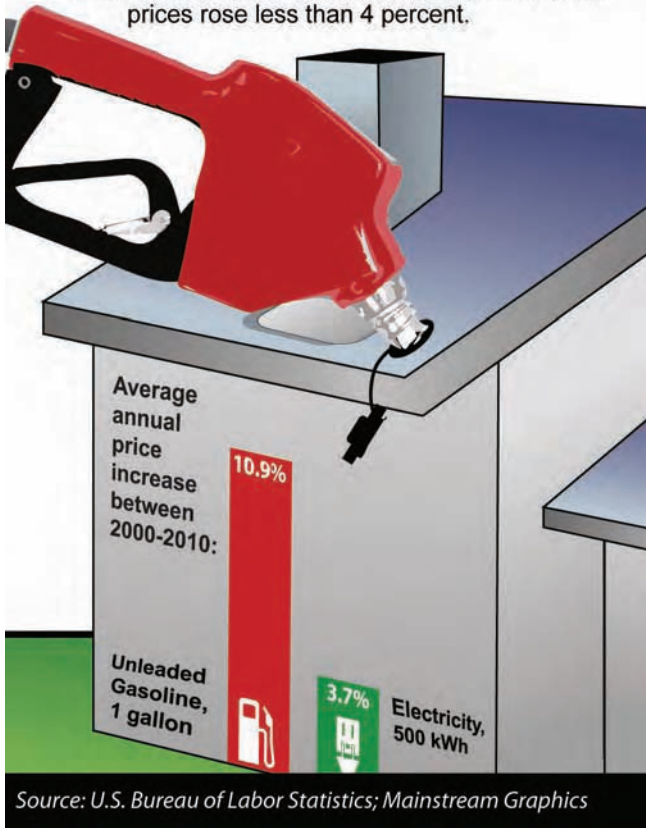
The members of St. Croix Electric already invest heavily in renewable energy sources through Dairyland Power Cooperative,

continued page 3

Your lower winter energy rate has been extended one month, saving you money! See page two for the good news about the bill for your May energy use.

Filling Up on VALUE

Electricity continues to be a bargain, especially when compared to other consumer goods. Imagine if your electric bill fluctuated as much as prices at the pump. On average, over the past decade gas prices have risen almost 11 percent annually, while electricity prices rose less than 4 percent.



Lower winter rates extended one month

Mother Nature wasn't the only one who decided to extend winter this year; the board of directors did, also. At their monthly meeting on May 2, the board took action to extend your lower winter rate for one extra month. The rate structure featuring different kilowatt hour (kWh) charges for winter and summer months was implemented in 2004 and applies to nearly all rate classes. The rate structure more accurately reflects the actual price of purchasing power, which increases in May and falls in October.

The cooperative's single phase residential rate is 11.2 cents per kWh during the months of May through September. It is 9.8 cents per kWh during the months of October through April. President and CEO

Mark Pendergast said the board's decision was based on several factors including allowing members to pay less for electricity at a time when they were being hit hard by skyrocketing gas prices. A member on the single phase residential rate will save \$14 for every 1,000 kilowatt hours they used in May. Commercial accounts will also realize a savings.

According to Pendergast, this one-time extension is possible because of several factors. The cooperative continues to reduce local operating expenses. Adding to that savings, sales are slightly ahead of budget for our commercial accounts and the future outlook for those sales appears favorable. All of these factors help boost the bottom line.

The extension of lower winter rates demonstrates one of the benefits of conducting business with a cooperative. We are not for profit and member owned, so savings are shared with members if conditions allow and the board of directors approves the action. In an investor owned utility, the profits realized from cost reductions and sales increases could instead go to stockholders.

Your comments

"I had a choice in the sixties for my electric company. I chose St. Croix and never regretted it. I go to the annual meeting and they have strong long range plans. Also, I like how they are involved in the community, especially the schools."

Notices to members

Youth Leadership Congress July 13 - 15

Spots for this year's Youth Leadership Congress are filling up quickly! The three-day seminar will be held July 13 – 15 at the University of Wisconsin, River Falls. The program is open to high school students who are dependents of St. Croix Electric members.

Students: It's fun, informational and three days away from your families.

Parents: There is no charge to you for the program; it's a great experience in teamwork and leadership; and it teaches the difference between the cooperative business model and other business structures.

Call us at 715-796-7000 or email disam@scecn.net today if you are interested in attending.

American Red Cross Blood Drive June 27

The cooperative, in cooperation with the American Red Cross, will be holding our fourth annual blood drive on Monday, June 27 at our office in Hammond. The blood drive begins at 10:00 a.m. and ends at 3:00 p.m. and is being held in a mobile donation center in the front parking lot. Call the cooperative at 715-796-7000 to schedule an appointment. Online appointments are also accepted. To use the online system, log on to www.redcrossblood.org. Search by zip code 54015 (Hammond) then follow the screen prompts. Not sure what time you will be able to stop by? No problem, we will be able to accommodate drop-ins, also. Sixteen year olds are eligible to donate. Call the office at the number above to get a parental consent form.

Member listening sessions A randomly selected group of cooperative members received invitations to participate in moderated listening sessions. The purpose of the sessions is to help us understand member opinions on a variety of topics. An independent moderator will be conducting the sessions and will supply the cooperative with a written report of the results. Do you have something to say but weren't selected for a session? You can drop us an email with your comments to scec@scecn.net, call the office at 715-796-7000 or write us a letter. Each member has a voice in this cooperative, so don't be afraid to speak up. After all, you are the owner as well as the customer.

There's no such thing as a free lunch

The economic recovery is slow. The cost of almost everything is rising. Job growth is progressing with fits and starts. Tough times bring many challenges and also many people and organizations trying to make an easy dollar. These days it's smart to be especially leery of scams offering to save you money.

An organization claiming to have energy saving products has been working in our area. Exercise your common sense muscle and look at any too-good-to-be-true promises with a critical eye. In many instances, organizations will target a specific area, pique the interest of anyone interested in lowering their energy bill, then apply a high pressure sales pitch at a separate meeting.

Energy conservation is an effective way to reduce the amount of electricity you use. However, not all products on the market today live up to their energy-savings claims. Two of them are radiant films and capacitor boxes. The films are purported to improve efficiency by adding a foil barrier to cover attic insulation. The boxes are supposed to control alternating current power and therefore save you money. Engineers at the University of Texas – Austin and the Electric Power Research Institute both have tested boxes like these and found that none lived up to their claims of reducing power use by 30 percent.

How do you know a scam? Products that claim too-good-to-be-true results frequently are just that. Any claim that flies in the face of physics and science is suspect. Any legitimate equipment will have been tested by an independent laboratory or organization. Finally, do an internet search on the company name and consumer forums to see if there are any claims of false advertising, shady practices or poor equipment and service.



Don't be
fooled!

Mailings from
the cooperative
will have our
logo, address or
phone number
prominently
displayed.

Questions?
Call us at
715-796-7000.

We're answering *continued from page 1*

our wholesale power provider. In 2010, Dairyland provided two and a half times as much electricity from renewable sources as is required under Wisconsin law. Included in Dairyland's renewable energy portfolio are 43 megawatts (MW) of wind power, 24 MW of hydropower, 14 MW of landfill gas-to-energy and 3 MW of animal-waste-to-energy manure digesters. The cost to our cooperative for this renewable energy was \$785,400 in higher power costs, which is the difference between purchasing power generated by fossil fuels and the cost of purchasing power generated with renewable sources. A cooperative member using 1,000 kilowatt hours (kWh) of electricity per month paid an extra \$49.44 last year due to renewable energy production and purchases. Each member also pays \$8 each month to fund our Commitment to Community conservation and efficiency program.

While it may seem at first glance that the cooperative is not supportive of renewable energy because we do not participate in Focus on Energy, that simply isn't true. Renewable energy is already present in the power we supply every day to our members. Those choosing to install residential systems are supported and are eligible for our rebate plus the 30 percent Federal tax credit. To wit, seven renewable energy systems are interconnected

with our utility system and four more are in the planning stages. We encourage members considering the installation of renewable systems to invest in an independent site assessment and to solicit competitive bids.

The Focus on Energy rebates for renewable systems are indeed higher than the cooperative's rebates. We have chosen to offer production incentives instead of large rebates. The more electricity the residential system produces for the distribution system, the more the owner earns. Interconnected renewable energy sources on the cooperative's system earn the full retail rate of 11.2 cents per kWh for their energy production. State law mandates only 3.5 cents per kWh. During the winter, the retail rate is 9.8 cents per kWh.

Large purchase rebates benefit one member at a cost to all the other cooperative members whose rates help pay for the rebate program. Offering a production incentive encourages the owner to supply as much energy onto the distribution system as possible, benefitting everyone because supply has increased. Finally, the owner receives the incentive repeatedly instead of getting only a one-time rebate offer.

The cooperative's Cash for Conserving rebate

program offers members rebate opportunities for a wide variety of items. Renewable energy systems eligible for rebates include wind, solar voltaic systems and solar water heaters. The amount of the rebate is dependent upon the size of the system. The maximum rebate for a solar water heater is \$750, for a photovoltaic system it is \$1,000 and for a wind system it is \$2,000. Site assessments for wind and solar systems may be eligible for rebates of up to \$300. Energy efficient lighting, Energy Star rated appliances, central air conditioning, geo-thermal heat pumps, air source heat pumps, furnace blower fans and electric water heaters may be eligible for rebates. Rebates for agricultural and commercial operations are also available. Focus on Energy no longer offers rebates for most of these.

The board of directors believes that a larger number of members use and benefit from our customized program than would use Focus on Energy's renewable energy system rebates. Plainly speaking, more people buy CFL bulbs than buy wind turbines, so rebates on CFL bulbs directly benefit a larger number of our members.

For more information about the dozens of rebates available through the cooperative, call the office or visit our website at www.scecn.net.

The August 13, 2007 severe summer storm broke poles and took down power lines through much of St. Croix County. Restoration of power took several days for some accounts due to the heavy damage. Developing a plan for summer storm related outages will help ensure that you have what you need should a prolonged outage occur.



Prepare now for summer outages

The grueling marathon winter of 2010 is finally behind us, but don't let summer's higher temperatures persuade you to lower your storm preparations. Rain, wind and lightning all have the potential to disrupt your power supply. For example, a single lightning strike along an overhead distribution line can trip a fuse on the lines, interrupting the flow of electricity and causing an outage. High winds can break lines and poles or can take down trees and branches which then fall onto the lines or poles.

The cooperative dispatches line workers to repair storm damage as soon as it is safely possible. The work is often completed within a few hours, but extensive damage to a substation or replacing several broken poles may take much longer. Extremely destructive storms like the one on August 13, 2007 may create outages lasting several days. Developing a plan for what to do in case a lengthy outage does occur is a great idea because you will be able to devote time to storm clean up instead of scrambling around getting basic supplies in order.

The cooperative plans ahead for storm related outages

Unlike Old Mother Hubbard, the cooperative's equipment cupboards are kept well stocked. We have a supply of replacement poles,

fuses, breakers and other components at hand so that we can begin restoring power quickly.

We also have the support of cooperatives around the state through the ROPE (Restoration of Power during an Emergency) system. In the event of a large outage event, an electric cooperative can activate ROPE, sending out a request for assistance to other co-ops. Responding cooperatives send line crews, staff, equipment and whatever else may be needed to the area, helping out in true cooperative fashion to get the lights back on as quickly as possible.

"Storm preparation begins the minute severe weather is forecast," explains Rob Dooley, line superintendent. "We monitor the storm at the co-op and the Cooperative Response Center does, too. CRC is responsible for handling our outage calls during severe weather as well as taking our after-hours

calls. They start watching storms when they are several states away and make sure the call center is fully staffed when the weather hits. Because CRC provides call center service to many co-ops, they usually have a good idea of the storm's progression. Their phones start ringing as each new area is hit by the storm because people's power goes out. At the co-op, I make sure the lineworkers are ready in case we have to call them in the middle of the night. The equipment is always geared up and ready to go and I make sure I have plenty of Mountain Dew at my desk."

The cooperative's inspection and maintenance programs help prevent storm related outages. Poles, overhead lines and underground equipment are systematically inspected. The inspections identify pieces that need replacement before they fail. Overhead line poles, for example, may develop cracks over the course of their five or six decade lifespan. Replacing an aging pole before it breaks from high winds prevents an outage.

The utility right of way maintenance program also helps avoid storm related outages. Trees and vegetation coming into contact with overhead lines can cause blinking lights, outages and even fires. St. Croix Electric's policy of keeping the area around cooperative equipment free of vegetation helps ensure safe and reliable electricity for all members. In general, the area that is kept free of trees, branches and vegetation extends ten feet out from the outermost wire on each side and runs from ground to sky. Specific details regarding the cooperative's policy are available by calling the office at 715-796-7000.

A new outage management system has been installed on the network and computers at the cooperative. The system, called Pyxis, provides a wealth of dispatching, mapping and reporting tools. During a large outage, it will evaluate the locations of the outage calls, predict the location of the problem and identify the households that are likely to be without power. Pyxis is expected to make operations more efficient because of it can supply precise data during an outage, enhancing the dispatching of crews and reducing the amount of time spent looking for an outage source in the field.

You can plan ahead for summer outages

Taking just a few minutes now to prepare for an unplanned outage will help you after severe weather hits. Develop a plan and share it with the others in your household. You can use these tips as a starting point.

Director Bill Findlay and energy conservation

continued from page 1

1. Keep flashlights, a portable radio and spare batteries in an easily accessible location.
2. Have at least one phone that does not require electricity to operate. Cordless phones, internet phones and cell phones require electricity to operate or recharge. An old-fashioned dial phone that does not need a power cord to work should be kept in a convenient location just in case it is needed.
3. Keep a list of emergency numbers near the telephone. Include on the list your insurance company or agent's number and your policy numbers.
4. Keep St. Croix Electric's phone number (800-924-3407) and your account number by the phone. Make sure we have your most current phone numbers by visiting our website and completing an account information update form. Simply go to www.scecn.net, click on the Quick Links button at the top of the screen and select Find A Form. The form is called Update or Change Member Information.
5. Invest in a weather radio to keep you updated during severe weather. Televisions and computers may not function during extreme weather.
6. Keep a first aid kit on hand.
7. Develop a plan to care for any livestock you may have. Lengthy outages do occur. If you rely on electricity for farm operations, purchase a generator or make arrangements to share a generator with a neighbor.
8. If you rely on electricity for life-sustaining medical equipment, your name can be placed on an alert list so we understand your circumstances. Call the cooperative office for information or visit our website for the medical alert verification form. Following the instructions in number four above, go to the Find A Form page on our website. The medical alert form is at the bottom of the page.

same way. Try to get the best efficiency out of what you already have." After maximizing the efficiency and conservation opportunities with the existing facilities, Findlay explains, the next step is to evaluate what you need and see what your financial resources can support.

"Of all the work the board of directors does, I enjoy setting the policy and agenda for conservation measures," said Findlay. "Conveying to members the programs and services that are available for conservation and efficiency is rewarding. They need to know what is available for them to use in their own settings. The interesting thing is that in this economy conservation is important for everyone from families to government to businesses. We all have to do the same

things to try to save some money. When I am doing audits, I always tell people that conservation is really very easy and nothing to be afraid of. It comes down to this; turn off the lights and shut the door."

Several different types of energy audits are available through the cooperative. You can conduct an on-line home energy audit at www.touchstoneenergy.com under the Energy Efficiency tab. Energy efficiency tips and resources are also available online at www.togetherwesave.com. Cooperative staff members are available to help you troubleshoot high energy use problems by calling the office at 715-796-7000. The cooperative also offers a professional, independent energy audit at a reduced price for members.

Energy saving tools that work

Energy conservation tools and gadgets are readily available at hardware and electronics stores. Many are reasonably priced and will immediately help you reduce the amount of electricity you use. The most important thing to understand about tools is that they are just that: tools. You have to use them appropriately to get the benefit. Consider purchasing a few of these items to help you trim your energy use.

<h3>Smart strips</h3>	<p>These multiple outlet power strips are designed to supply power to several components of a system, like a computer, printer and scanner. One outlet is the master outlet. When the item plugged into that outlet is off, the other outlets on the strip are automatically turned off. So if your computer is plugged into the master outlet, you can turn off the computer and the scanner and printer automatically turn off. Smart strips help eliminate the problem of forgetting to turn off electronics when they are not in use.</p>
<h3>Motion detector light switches</h3>	<p>These light switches automatically turn on the lights when someone enters the room and turns them back off when there is no motion present. They are a great solution for the oops-I-left-the-lights-on person. Carefully consider which rooms are appropriate for these switches. Any room where you will be motionless for an extended period of time may not be a good choice. These switches work well in rooms like offices and kitchens.</p>
<h3>Energy use monitors - whole house</h3>	<p>For the truly analytical person, a home energy use monitor is a great tool. It connects to the electrical system close to the fuse or circuit panel. Once in place, it monitors the electric use in the household. The data it gathers can help pinpoint times of day when use is too high and also can help identify appliances that use a lot of electricity when they turn on because usage jumps.</p>
<h3>Energy use monitors - appliance</h3>	<p>Single outlet energy use monitors such as the Kill-A-Watt monitor plug into a wall outlet. An appliance is plugged into an outlet that is on the face of the monitor. The monitor then tracks how much electricity an appliance is actually using each day. This handy gadget helps you evaluate how much it costs to run an appliance, like that old refrigerator, so that you can decide if it's time to replace it with a more efficient model.</p>

Monitor major outages

Severe weather and other disasters can take out power for extended periods. In the event of a large outage, we will be posting outage updates to our website at www.scecn.net, to our Twitter account and to our Facebook page. Link to Twitter and Facebook from our home page by clicking on the buttons. We will also provide updates to the media including local newspaper and radio stations.



Ad Connections: reuse, recycle, resell

For sale:

Bosch 4000 10" contractors table saw, with stand. \$300 651-491-7780

Two: 5 drawer steel flat drafting cabinets, New: \$1220 each, selling now \$550 each or \$1000 for pair. 651-491-7780

14' Alumacraft fishing boat, 9.9 hp Mercury motor with trailer. \$950 651-491-7780

Heavy, teak colored dining room table with rounded corners, 64" long with an additional 18" leaf, 44" wide, made in Denmark. \$100. 715-441-9225

Cedar wishing well, beautiful, hand crafted, 5' tall, 3' wide, made this spring, a must see! \$400 715-977-2475

2004 Yamaha YZ 250, never raced, mostly stock, new handgrips and fork seals, higher handlebars, newer chain and sprockets. \$1,800 firm. 715-749-3096, leave message

Rain Catcher 6000 rain barrel, 75 gallon capacity, used only for one season. \$50 715-386-5989

Small square hay bales, call for availability and price. 715-698-4995

Tecumseh 5.0 HP Chore King gas engine, horizontal shaft, less than 10 hours of use. \$95. 715-684-3901

Handmade bean bag game boards, tailgate, tournament, or custom. Natural, stain or paint to your specs. Laser-etch or screen print available for logo or personalization. \$90 per set and up, bags are \$12 for set of four. www.billy-boards.com

612-860-1649 or billy@billy-boards.com

Electric grill, great for apartments with deck because there is no flame, standing thermal electric grill, vacuum insulated lid and waterproof cover, super safe! \$50 715-684-2491 (after 5:00 p.m.)

Mobile home, 12' x 68' with attached family room on beautiful lake in Hayward Lakes area. Call for info: 715-246-5416

Garage sale! Lots of kid and baby items, clothes for boys to 4T, girls to 12 mo and maternity. Baby gear and toys. Friday June 10 and Saturday June 11, 7 a.m. open. 2277 140th Avenue, Emerald

Wine colored tulle, 54" wide, two full 40 yard bolts \$15 each, one 22 yard piece \$5, 17 yard and 25 yard pieces used as ceiling decor \$10 each, assorted wine and silver ribbon \$5. 715-684-5577

Fresh eggs, XL brown, farm fresh, laid daily, \$3 per dozen, two dozen for \$5. Also beautiful Arabian horses, bring the kids along to see the farm! Laying hens and fancy Banty chickens are also for sale. 715-977-2501

3 point hitch, 2 wheel windrow turner, \$150 715-698-2688

Emerald Spa, 2 - 4 person, redwood cabinet with brown cover, 11 years old. \$399 715-778-4303

Wanted:

Kodak Transvue 80 slide trays, call 715-425-9472

Free:

Firewood, you cut and haul. Trees are down, just need to be cut. 715-386-6155

Services:

Handgun safety and handgun basics training or Minnesota Permit to Carry a Pistol training for new or renewal of the MN multi-state permit for WI & MN residents. Classroom and range instruction held in the Hudson, WI., & Woodbury, MN area. AACFI and multiple NRA Instructor ratings. 612-325-7836, or bmaravel@aol.com

Horse boarding available, Plainview Stables indoor stalls, heated arena, tons of trails. 715-377-0958

Septic service, Apostle Septic, will go anywhere in St. Croix County, call for info. 715-497-5929 or apostleseptic.com

Advertisements may be submitted for publication by calling the office during normal business hours or by sending an e-mail to disam@scecn.net. Advertisements must be submitted by the 20th of the month in order to appear in the following month's edition.

*Save money! Use your
Co-op Connections Card!*

Burkhardt Convenience Store
1088 County Road A
Hudson

10 percent off large pizza order, not valid with any other discount

Kinnickinnic Natives
715-425-7605

235 State Road 65
River Falls

www.kinninatives.com

10 percent discount on all plant purchases excluding ladyslippers

Pine Ridge Ceramics
715-772-4225

3039 20th Avenue
Wilson

Open Tuesday, Wednesday and
Thursday 10 a.m. to 10 p.m.

www.pineridgeceramics.com

10 percent off greenware, excludes personalized pieces

Green Touch Lawn
715-684-2242

1069 245th Street
Woodville

www.greentouchlawn.com

\$10 off one application of weed control and fertilizer, new customers only, cannot be combined with other offers

Find additional details on these offers and more by visiting our website at www.scecn.net. Click on the Co-op Connections button on the bottom left of your screen.

How to reach us:

To report an outage:

To send us an email:

To sign up for on-line bill pay or fill out a form:

To receive notification of outages:

To sign up for text messages about peak alerts:

To contact the co-op President/CEO:

Major outage updates:

715-796-7000 or 800-924-3407

scec@scecn.net

www.scecn.net

www.twitter.com name:stcroixelectric

disam@scecn.net

markp@scecn.net

www.scecn.net, twitter, WEVR radio 106 FM, 1550 AM



Sue Vrieze


Accounts Payable and
Member Transfer Clerk

Start saving with your Co-op Connections Card!

Co-op ConnectionsSM Card



St. Croix ELECTRIC

A Touchstone Energy[®] Cooperative 



This free-to-members card is the key to unlocking savings at local businesses and around the country. One of the most widely used discounts is the pharmacy discount. The back of your card carries group and member numbers. It's not insurance, but entitles you to discounted prescriptions that may be lower than what you pay out of pocket with your insurance.

Many pharmacies honor the card. You can access the participating pharmacies list at www.connections.coop. Click on the line that says Pharmacy Discount. Manufacturer coupons are also available on the Co-op Connections site. Click on the line that says Coupons and you will be linked to the appropriate site. Just print them and use them. Need a card? They are free, just call us at 715-796-7000 and request one.



Conservation Tips:

Give your home an energy vacation while you're on vacation

- 1. Turn down the temperature on your water heater or turn it off completely. Refer to your owner's manual for instructions.**
- 2. Adjust your thermostat to a warmer setting in the summer or cooler in the winter so the air conditioning or furnace runs less frequently than normal.**
- 3. Set your refrigerator at 38 degrees. Set the freezer at -5 and fill up any empty spaces with water-filled bottles.**
- 4. Make sure all lights are turned off. Install timers on one or two lights for security in the evening hours.**
- 5. Unplug all electronics including computers, monitors, peripherals, televisions, cable boxes, microwaves and digital clocks. Make sure all chargers are unplugged.**

Outage report:

We strive to provide a reliable supply of electricity to all customers. Outages last month included:

Cause:	Incidents/accts affected:
Accident: vehicle	1/18
Animal	3/8
Co-op equip. failure	3/62
Fuse	5/14
House fire	1/3
Lightning	2/10
Other	1/1
Power supplier	1/260
Primary wire down	1/10
Trees	2/66
Unknown	1/1
Underground line	5/6
Vandalism	1/1

Touchstone Energy affiliation brings benefits to members

St. Croix Electric is a member of Touchstone Energy. Touchstone is a network of electric cooperatives and associated businesses that pool resources and expertise for the benefit of the consumer. Touchstone Energy member cooperatives supply electricity to over 16 million customers each day. In a 2010 national survey, customers of Touchstone Energy member cooperatives reported outstanding customer satisfaction, garnering an American Consumer Satisfaction Index score of 83 out of 100. Customers of investor owned utilities report a satisfaction score of 74.

Touchstone Energy cooperatives share common core values that include commitment to community, integrity, accountability and innovation. They also routinely share knowledge and best practices for the benefit of all other member cooperatives.

Members of St. Croix Electric can directly access Touchstone Energy for online energy saving tips, audits and advice. Simply visit

togetherwesave.com or touchstoneenergy.com. Children can visit the website touchstoneenergykids.com for interactive games and for information about conserving energy and staying safe around electricity. Classroom kits are also available for elementary and middle schools.

The Co-op Connections Card distributed to all cooperative members is a Touchstone Energy initiative. The card gives members access to money saving offers from local and national businesses. The card also brings savings on prescriptions and packaged goods coupons. For an additional low cost, the card can also carry dental and vision discounts.

Touchstone Energy supports our efforts to bring you reliable energy as affordably as possible and it brings you tools to use that energy wisely. Visit their websites to see all of the energy and money-saving tools at your fingertips. There's no charge to you for using the sites.

St. Croix Valley PRCA June 17 & 18 - Father's Day Weekend

The St. Croix Valley PRCA Rodeo is less than a month away. Besides the awesome Barnes Rodeo Stock Company, this year's Ram Rodeo will feature Tommie Turvey, Equine Extremist. Check out Tommie's web site at www.tommieturvey.com. This year's Rodeo promises to be better than ever with a lot of fun for the entire family. Mutton busting for young wranglers will continue to be a crowd pleaser. Back by popular demand are calf, nickel & boot (Saturday only) scrambles. Saturday June 18th will feature sheep dog trials during the day and fantasy corral in the evening as part of Family Night. Visit www.gorodeo.org to get additional details, discount ticket locations or to buy tickets on line.



A Touchstone Energy® Cooperative 
The power of human connections

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St. Croix Electric Cooperative provides electricity to over 10,000 locations in and around St. Croix County Wisconsin.

The 40 foot tall red pine poles along 70th Avenue are from Wisconsin-grown trees. Lineworkers report that the new poles accept staples, drill holes and equipment more easily than southern yellow pine poles.

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Lower winter rates

Energy conservation is a key concept for Director Bill Findlay

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Red pine poles being installed

Aging overhead lines on 70th Avenue just west of the cooperative's office in Hammond are being replaced and the electric service upgraded. The stretch of line includes an exciting change from southern yellow pine poles to red pine poles.

Utility poles may be made of yellow pine, red pine, cedar, Douglas Fir or Jack Pine, to name just a few varieties. Red pine poles have several qualities making them attractive for us right now. Red pine trees grow very straight, so they make poles that are also straight. They are relatively free from defects and come in a variety of lengths.

The average red pine tree grows up to 80 feet tall, with some trees reaching 150 feet.

Red pine trunks grow with a very hard center layer and a softer outer layer. The center gives the pole strength. The softer outer layer works nicely for utility poles because the "climbers" lineworkers strap onto their feet can get a fast, firm grip on the pole. Finally, the red pine poles the cooperative is using come from trees grown in Wisconsin, so shipping costs are lower.

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