



2010 Richland Electric Cooperative

From the Manager... Are your interests special?

I write this column knowing that by the time you read it the 2010 elections will be over. As I write this they are still 10 days away.

This election season was different, in part due to a court ruling that changed how campaigns can be financed. Corporate contributions were allowed causing many to view the elections as bought and paid for by special interest groups. This is not the first time that our elections have been viewed as swayed by special interests, but the concern is certainly magnified this time around.

Oddly enough, despite the fact that Richland Electric Cooperative makes no campaign contributions and doesn't endorse any political candidate or party, even we are classified as a special interest group. Some days people view us as an 'energy' special interest, other days we are a 'cooperative' special interest, and at other times we are 'non-profit' or 'rural' special interest. In all those cases, people are correct- we do have

special interests—that's why our founding members took on the task of creating this cooperative.

Richland Electric Cooperative doesn't pretend it isn't a special interest group of one sort or another, indeed we are proud of the fact. Instead of trying to influence elections with money, advertisements and endorsements, our members influence candidates and legislators alike through direct, one on one conversations, letters and phone calls. Grassroots involvement is what we believe legislators will notice and then act accordingly—sometimes we are wrong, but not often.

Occasionally we find ourselves in a position where some of our members, because of their unique interests are opposed to the position of Richland Electric Cooperative as a whole. Those are difficult positions that require clear communication about why we stand for what we do, and why opposing members stand for their position. Sometimes in the end,

CALENDAR *of events*

November

- 4-6 School Musical-Kickapoo High School
- 11 Veteran's Day
- 12-14 "High School Musical"-Richland Center High School
- 20 Shopping Expo & Craft Fair-Richland Middle School
- 25-26 Thanksgiving Day-REC and Genuine Telecom offices closed

December

- 24 Christmas-REC and Genuine Telecom offices closed
- 30 Blood Drive-Richland Hospital
- 31 New Year's-REC and Genuine Telecom offices closed



LED Lighting: Current Opportunities and Future Potential

You may be hearing more about Light Emitting Diode (LED) lighting these days, and with good reason. LEDs have been around for decades, but new adaptations are helping make the energy-efficient lights more mainstream.

LED ABCs

LEDs, often found in electronic equipment for applications such as indicator lights, produce light when electrons flow through a semiconductor (the diode). There are many advantages to LEDs—longer lamp life, capability for dimming and load control, improved color performance—making their future potential in residential and commercial markets exciting.

These small, plastic-encased lights use much less energy than conventional lamps and, with falling costs for component materials, have become more appropriate for additional lighting uses in which multiple LEDs are grouped together.

Go green (and stay out of the red) with LED holiday lights

Want to make your spirits even brighter this holiday season? Save money and energy by investing in LED holiday lights. LEDs use up to 90 percent less energy and last seven times longer than conventional holiday lighting. Because they use so much less electricity, the cost of decorating with these holiday lights is a fraction of standard light strings.



LED lights are available in strings from 20 to 150 bulbs with red, green, blue, white, yellow and multicolored bulbs. There are many styles available including mini-, ball and candle-

shaped bulbs. With all that variety, you can keep your tree twinkling in the style you like... while conserving energy and keeping your wallet "in the green" for holiday giving.



LED holiday lights aren't just for the tree, either. When decorating this season, remember that outdoor "icicle" lights use more energy because they have more bulbs per foot than regular light strands. Consider using regular strands of energy-saving LED lights. They use less electricity and last up to 100,000 hours.

2010 Energy Efficiency and Conservation Incentive Deadline

The deadline for installing qualifying equipment for incentives in 2010 is Dec. 31, 2010. The deadline for all paperwork that **MUST** be submitted to Richland Electric Cooperative (REC) to receive any incentive is Jan. 15, 2011. **Any incentive paperwork received after that date will automatically be denied payment.**

A copy of the form may be viewed at <http://www.rec.coop/energy-safety/rebates.html> and click on the applicable form for your intended incentive. You may then print the form to complete and return to our office.

Rebates and incentives are subject to change each year, and we hope to have the new 2011 rebate and incentive list available next month.

Sources: EPRI, NRECA, Alliance to Save Energy

Continued from cover. . . .

Are your interests special?

one or the other of us changes, but most of the time we respectfully disagree, all the while understanding the opposing viewpoint.

Our position on any particular legislative proposal is communicated to our legislators regularly and consistently, by management, board members, staff and members.

As a rule, you will find Richland Electric Cooperative- your cooperative- advocating for your interests which we believe indeed are special.

Above it all, we will always be there advocating for one particular interest, the country of the United States of America, a very special interest. An interest protected by the current and former men and women of our armed forces. We never forget their service to keep us free to be Americans.

As always, if you have comments or questions, please feel free to give me a call at my office or better yet send me an email to sclark@rec.coop.

COOK'S CORNER



Apple Coffee Cake with Crumble Topping and Brown Sugar Glaze

Ingredients:

Cake:

- 1 stick plus 2 teaspoons unsalted butter
- 1 ½ cups packed light brown sugar
- 2 large eggs
- 2 cups all purpose flour
- 1 teaspoon baking soda
- 1 teaspoon ground cinnamon
- 1/2 teaspoon salt
- 1 cup sour cream
- 1 teaspoon pure vanilla extract
- 2 cups peeled, cored and chopped apples

Crumble Topping:

- 1/2 cup packed light brown sugar
- 1/2 cup all purpose flour
- 1/2 teaspoon ground cinnamon
- 4 tablespoons unsalted butter, softened

Brown Sugar Glaze:

- 1/2 cup packed light brown sugar
- 1/2 teaspoon vanilla extract
- 2 tablespoons water

Instructions:

- Preheat the oven to 350 degrees F. Lightly greased a 13 by 9-inch glass baking dish with teaspoons of the butter.
- In a large bowl, cream together the remaining stick of butter and sugar until light and fluffy. Add the eggs 1 at a time, beating after the addition of each. In a separate bowl or on a piece of parchment, sift together the flour, baking soda, cinnamon, and salt. Add to the wet ingredients, alternating with the sour cream and vanilla. Fold in the apples. Pour into the prepared baking dish, spreading out to the edges.
- To make the topping, in a bowl, combine the sugar, flour, cinnamon, and butter, and mix until it resembles coarse crumbs. Sprinkle the topping over the cake and bake until golden brown and set, 35 to 40 minutes. Remove from the oven and let cool on a wire rack for at least 10 minutes.
- To make the glaze, in a bowl, combine the sugar, vanilla, and water and mix until smooth, drizzle the cake with the glaze and let harden slightly. Serve warm.

Electric Fireplaces

Richland Electric Cooperative is proud to be your local provider of indoor and outdoor electric fireplaces and electric stoves by Dimplex®.

It's easy and affordable to add a fireplace to your home - when it's an electric fireplace. With realistic flames and logs, you can enjoy the beauty of a fire, without the cost and hassle of installing and burning wood or gas. Because you simply plug it into a standard electric outlet, you can easily move your electric fireplace or stove from one wall to another or even from one room to another.

With many styles and sizes to choose from, you're sure to find an electric fireplace or stove to fit your home decorating needs.

Electric fireplaces give you instant ambience with lifelike, patented



Fieldstone



Devon Oak

flame technology. The indoor units operate with or without heat.

Some models have a built in air purifying system to clean the air in the room. All indoor models have a thermostat controlled heater and remote control.

Please visit www.dimplex.com to view their complete line of electric fireplaces and electric stoves.

Plus, now you can even get an electric fireplace or electric stove for your outdoor patio or deck! Some of the outdoor models have built in speakers and an audio jack hookup so you can easily enjoy music from your MP3 device while you relax.

We also invite you to stop in our office to see how realistic the flames and logs look on the floor models we have in stock. You can then look through our brochures to select the electric fireplaces or electric stoves you would like to order.

2010 Richland Electric Cooperative

1027 N. Jefferson Street
P.O. Box 439; Richland Center, WI 53581

www.rec.coop

Office Hours

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

Outages

Call (608) 647-3173; 24 Hours

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Doug Hill
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**Richland Electric
Cooperative**

Happy Holidays ❄️

*from Genuine Telecom and
Richland Electric Cooperative*

Richland Electric Cooperative's Christmas coloring contest page is included, as a separate sheet this year.

Color and send back to Richland Electric Cooperative by Friday, December 17th, 2010.



**Genuine
Telecom**

A Tech Com Company

Genuine Telecom offers local phone, high-speed internet and digital tv.

One package, one price, one bill.
It's that convenient.

**Please call the office
for more details.**

608-647-2345

Coloring Contest Open For Children of All Ages

With holiday time comes our annual coloring contest open to our members and their children. We divide the competition into age groups, so each entry is competing against their own ages. Sharpen your crayons and get your imagination worked up. The best picture in each age category is the winner.

The deadline for entries is Friday, December 17, 2010.

Please mail to:
Coloring Contest
Richland Electric Cooperative
1027 N. Jefferson Street
P.O. Box 439
Richland Center, WI 53581

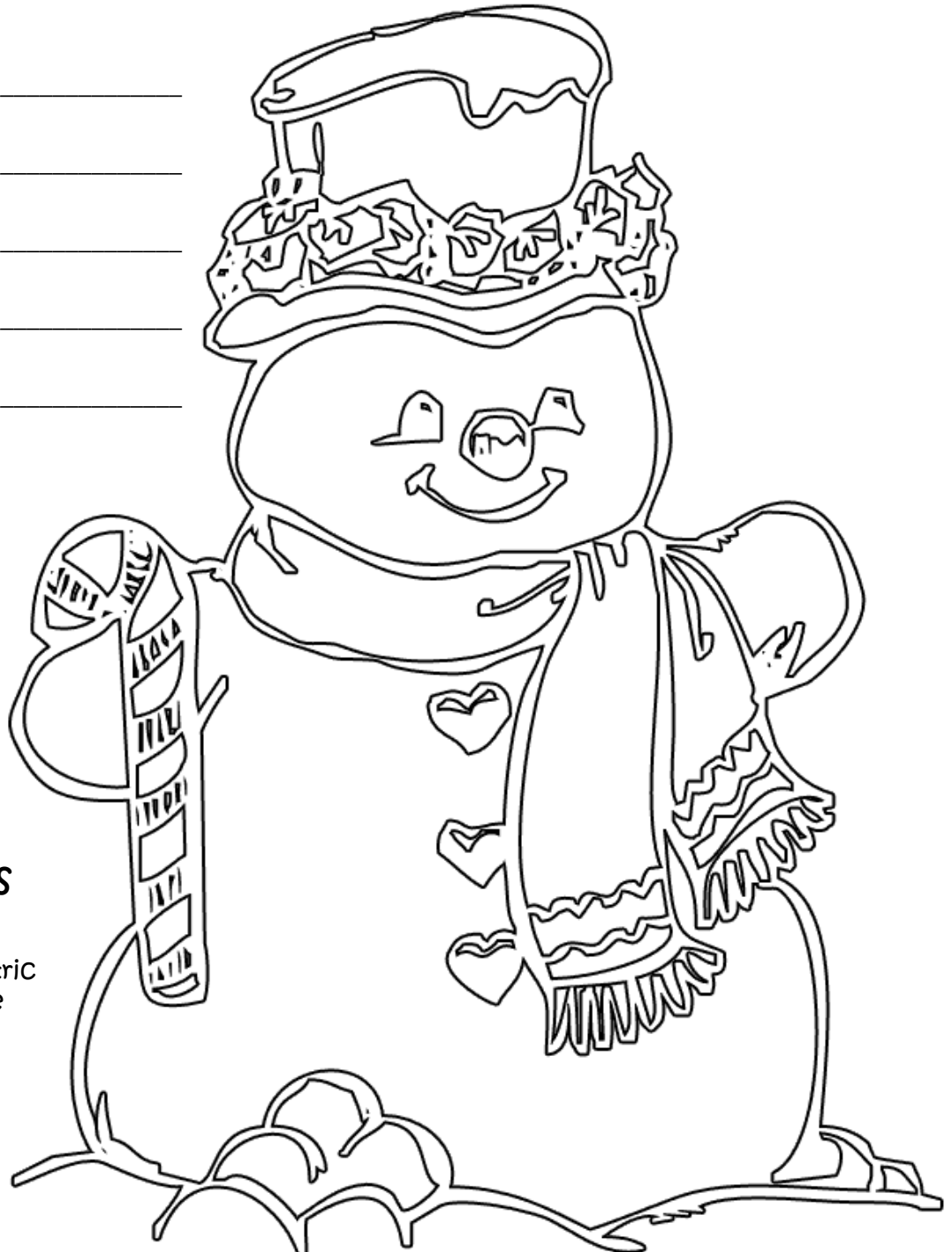
Name: _____

Age: _____

Parent's Name: _____

Address: _____

Phone: _____



**Happy
Holidays**
From
Richland Electric
Cooperative