

## Need a speaker?

Did you know that our power supplier, WPPI Energy, has a Speakers Bureau? If you are part of a community organization and would like to learn more about an energy related topic, the speaker's bureau is a great resource!

Staff is available to speak on a wide variety of subjects including:

- Value of public power: How ownership of a municipal utility or electric cooperative benefits customers and the community
- Power supply planning and generation resources
- Energy efficiency and conservation
- Renewable energy resources and programs
- Plug-in Hybrid Electric Vehicle technology and car display
- Economic development and how your utility can help
- Understanding rate issues and your power bill
- State and federal legislative and regulatory issues

If you're interested in hosting a speaker from WPPI Energy, please contact your energy services representative or WPPI Energy Community Relations Coordinator Kelly Simonsen at (800) 255-9774 or [ksimonsen@wppienergy.org](mailto:ksimonsen@wppienergy.org).

# Public power: An American tradition

Public power today is an important, contemporary American institution. More than 2,000 cities and towns in the United States light up their homes, businesses and streets with electricity that comes from a community-owned and operated utility.

Each public power system is different, reflecting its hometown characteristics and values, but all have a common purpose: to provide reliable and safe electricity at a reasonable price while protecting the environment.

Local control continues to be one of public power's greatest assets as public power utilities are operated by local governments to provide communities with responsive, not-for-profit electric service. Essentially, public power utilities are accountable to the people they serve through local elected or appointed officials.

A public power utility has many distinct characteristics that benefit the consumers of the individual community it serves including:

- Competitive electric rates
- Equal or greater reliability
- Responsiveness to customer concerns
- Emphasis on long-term community goals
- Local employment
- Local control that allows matching local resources to local needs

From small towns to big cities, wherever public power exists, it is an expression of the American ideal of local people working together to meet local needs. Take time to celebrate the fact that you are served by a public power community today!



## Power supplier welcomes new member

The City of Crystal Falls recently joined WPPI Energy, bringing to 51 the number of customer-owned electric utilities served by WPPI Energy.

Crystal Falls' municipally owned electric utility serves more than 1,600 residential and commercial customers, with an electric load of approximately three megawatts.

The city owns the Crystal Falls hydroelectric facility, which provides for approximately one-fourth of the city's power needs. The balance of Crystal Falls' electric needs is supplied through a power supply contract. As of May 1, WPPI Energy assumed Crystal Falls' existing power supply contract and became the community's power supplier.

With the addition of Crystal Falls, WPPI Energy members will supply electricity to more than 192,000 homes and businesses in Wisconsin, Upper Michigan and Iowa.

## Reedsburg Utility Commission

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## Just ask Focus on Energy

Do homes really emit twice the carbon dioxide of cars? In what ways can you save energy and money at home and work? Now you can learn the answers to these questions and more – just ask Focus on Energy!

“Ask Focus on Energy” is an exciting new online service that puts Wisconsin residents and business owners in touch with real-life energy experts. Visitors can search the online database for answers to their questions about energy efficiency and renewable energy – and submit questions of their own. The experts will answer one new question each week to help Wisconsin save energy and money while protecting our environment.

Check it out at [www.askfocusonenergy.com](http://www.askfocusonenergy.com).

## Put LED technology to work

As you decorate your place of business this holiday season, be sure to choose light-emitting diode (LED) holiday lights. There are a variety of advantages to using LED lighting technology compared to standard incandescent holiday lights. LED lights are:

- More energy efficient. They use up to 85% less energy than standard holiday lights.
- Longer lasting. LED lights last up to 200,000 hours when used indoors and some manufacturers also provide a five-year warranty.
- More convenient. They are available in 35 to 100-bulb strings in a variety of colors. Plus, if a bulb burns out, the other bulbs will stay lit for easy replacement.
- Safer. LED lights produce almost no heat and do not have the same components that cause traditional lights to burn out or combust.

## Advance your improvement project

Many businesses delay the replacement or improvement of inefficient equipment and building components because the initial purchase costs are perceived as an obstacle. Despite attractive returns on investment and other long-term benefits of energy efficiency projects, many customers simply cannot pursue energy cost reduction opportunities because of these “first-cost” barriers.

The Shared Savings Program is designed to help commercial customers overcome these initial cost barriers by providing up-front capital, based on estimated energy savings, to advance energy efficiency improvements. Projects may include any new electrical energy-saving or demand-reducing measure that results in lasting impacts for the facility. All projects must meet our minimum energy efficiency requirements for consideration for Shared Savings funding.

Under the program, a customer may receive from \$2,500 up to \$50,000 to implement qualifying projects. The customer then repays the funding through sixty equal installments on their monthly utility bill. A 2% annual fee, compounded monthly, is included in the payments. Often the payments are less than the energy cost savings, resulting in a positive cash flow for the customer.

Customers that have at least a three-year, clean payment history with the utility are eligible for this program. In addition, a full credit review will be performed before Shared Savings funding is provided. Our energy services representative can assist you in determining whether this program would be a good fit for your efficiency project and your business. Call Jim Schieble at (608) 576-9017 for more information.