



BILLING EXPLAINED: WHY YOUR DEMAND MATTERS

By Jesse Singerhouse, General Manager

When most residential members get an electric bill, they check the total amount due and the kilowatt-hours (kWh) used. For years that was the way electric bills were calculated – a fixed monthly charge and a per kWh charge for the energy used – and it mostly reflected how the cooperative was billed by Dairyland Power Cooperative, our power supplier. But this has changed for the cooperative over time and now member billing must reflect that.

Irrigation and larger industrial and farm accounts have been billed on their peak demand as well as the base charge and energy charge for many years. Last year a demand charge was added to almost all 3-phase accounts to gradually make the change in how we bill for energy used.

This change is being considered because the cost the cooperative pays each month to generate, transmit, and distribute electricity to our members includes several

different demand charges. By adding a demand component to the monthly electric bill, the co-op can more accurately recover the cost of serving members. Individual peak demand has been displayed on all electric bills for a while now. Later this spring the cooperative board of directors will consider demand-based billing on all accounts.

What Exactly Is Peak Demand?

Peak demand is the highest energy draw placed on the system in any 15-minute period during the month. While a kilowatt hour is the energy demand over time, peak demand is the highest draw for a moment in time. Peak demand determines how we build the energy grid, including decisions on transformers, wire size, substations, transmission lines, and generation facilities. We are required to build our system to support the peak system demand, not

Continued on page 18

Cooperative Principles and Educational Scholarships: A PERFECT MATCH

While today's world is radically different than it was when Dunn Energy was founded, our cooperative values have stood the test of time and remain just as relevant today. (140021453)

Our top priority is safely providing reliable, affordable, and environmentally responsible energy, but we also want to be a catalyst for good in our community. Because we are your local electric cooperative, we invest in our diverse community base through scholarship programs, charitable giving, educational

programs, and more. We strive to make long-term decisions that improve and enrich the communities we serve.

Each year Dunn Energy provides educational scholarships to 20 high school students who are embarking on higher education, as well as one scholarship specific to a graduating senior who is pursuing a certificate in Electrical Power Distribution at an accredited school. We also offer one non-traditional scholarship for someone going back to school to further their education after being in the workforce a while or raising their family and one scholarship at CVTC in memorial of Todd Bauer, a lineman we lost too early to cancer. His scholarship benefits



a person going into the Electrical Power Distribution Program as well.

We believe in supporting the future generation of leaders in our communities. To make it as convenient as possible, you will find copies of both the youth scholarship application and the non-traditional scholarship application in the following pages of this magazine and on our website at dunnenenergy.com. Applications are due the first week of March.

Working for You



**Dunn Energy
Cooperative**
A Touchstone Energy® Cooperative 

Youth Scholarship Application

Each year Dunn Energy Cooperative awards educational scholarships to local high school students from our membership to promote advanced education. We firmly believe our future lies within these young leaders. Dunn Energy will choose 20 applicants at random as the winners of the \$1,000 scholarships. Applications are due to Dunn Energy Cooperative by the first Friday in March.

Student's Name: _____

Street Address: _____

City/State/Zip: _____

Student Phone Number: _____

Parent or Guardian who is a member of Dunn Energy: _____

Parent/Guardian Phone Number: _____

How do you want your parents/guardians listed in the announcement: _____

High School Attended: _____

Counselor: _____

School you propose to enter: _____

List academic achievements or unique circumstances that aren't reflected in your grades: _____

List any additional community or extracurricular activities: _____

Qualifications:

- Parent or guardian of student must be a member of Dunn Energy Cooperative.
- Student must be a graduating high school senior and plan to begin college or vocational training in the year following their senior year.
- Student must hold a 3.0 GPA or better on a 4.0 scale.
- Complete the basic application and return it before the first Friday in March.
- Checks will be presented to students after Dunn Energy Cooperative receives a copy of your first semester college grades.

Disbursement of scholarships will be awarded after all qualifications are met and with receipt of transcripts and verification of enrollment from eligible recipient.



**Dunn Energy
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Non-traditional Scholarship Application

One \$1,000 scholarship will be awarded to an eligible student returning to a university, vocational, or technical college after spending a minimum of three (3) years in the workplace or raising a family.

Name: _____ DEC Account No. _____

Permanent address: _____

Home phone: _____ E-mail address: _____

Current school and program you are enrolled in: _____

How far along are you in your program? _____

Why did you choose to go back to school? _____

Return application to:
Dunn Energy Cooperative
P.O. Box 220
Menomonie, WI 54751

Or by email to:
jolene@dunnenergy.com

Applications are due the first Friday in March

To be eligible:

1. The applicant or their spouse must be a member of Dunn Energy Cooperative and a bona fide resident of the cooperative's service territory.
2. The applicant must be in "good standing" with Dunn Energy Cooperative.
3. The recipient must have maintained a 2.5 (or better) grade point average during their current quarter or semester of post-secondary education.
4. The recipient must be enrolled in a course of study leading to an associate's or bachelor's degree or certificate.
5. The recipient must be enrolled with a minimum of five (5) credits and be in good standing at the school they are attending.
6. Children of full-time DEC employees or directors are not eligible.
7. The non-traditional scholarship will be limited to a one-time award. After receiving a scholarship, the individual will not be eligible for future awards.
8. The program must be a minimum of one year.

Disbursement of non-traditional scholarships will be awarded after all qualifications are met and with receipt of transcripts and verification of enrollment from eligible recipient.

the average day. For example, Dunn Energy Cooperative's system peak is roughly 45 megawatts (MW) of demand but as I write this in early January, our system demand is 30 MW, or about 66% of our peak. However, our system must be built to handle the 45 MW+ of peak load regardless of how much energy is used. (140020446)

By adding a demand component to the monthly electric bill, the co-op can more accurately recover the cost of serving members.

Over the next few months, we will provide education on what demand is, what costs go into the energy you use, and what you can do to manage your peak in the event we switch to demand billing. In the meantime, take a look at your energy bill to see your peak demand. You can also use your SmartHub account to gain more insight into your energy use. As with any change, we will keep our focus on safely delivering you reliable, affordable, and environmentally responsible energy.

Why Your Demand Matters

The infographic is titled "Why Your Demand Matters" and is divided into several sections. At the top, there's a landscape illustration of a power plant, a factory, and a farm. Below this, the title "Understanding PEAK DEMAND" is displayed, with a subtext "The highest energy use in a short period of time". To the right is a graph titled "15-Minute Usage" showing a jagged line with a sharp peak highlighted by an orange arrow and labeled "Peak Demand". Below the graph, a banner states "Measured in a 15-Minute Interval". The next section, "Why it Matters", lists two points: "Builds the energy grid to meet peak needs" (illustrated with a power line icon) and "Helps manage system costs" (illustrated with a factory and a dollar sign). The final section, "Managing Your Demand", also lists two points: "Stagger appliance use" (illustrated with a washing machine and a television) and "Avoid using too many devices at once" (illustrated with multiple electronic devices). A large call-to-action at the bottom reads "Learn How to Control Your Energy Costs".

Hidden Account Numbers

If you find your account number hidden in the pages of this magazine and you call and tell us before the next issue is mailed, we'll put a **\$50 credit** on your electric bill. Happy hunting!

Last month's winners: Janine Tyler & Damon Delong and Christopher & Mary Smith.

Jesse Singerhouse, Manager

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