

ENERGYLINES

News from Hoosier Energy for members and employees. | OCTOBER 2015 | Vol. 38, No. 10

SOLAR POWER

Two of 10 solar arrays installed in
distribution cooperative territories.
SEE STORY, PAGE 5



A CONVERSATION
WITH JERRY Hoosier Energy Board
Director for 10 years.

SEE STORY, PAGE 7



EPRI plant manager forum provides co-op value

On Sept. 15 - 16 plant managers from across the country attended a two-day forum at Hoosier Energy headquarters. Topics included chemistry challenges, operational flexibility and equipment maintenance strategies.

The Hoosier Energy facility set a new standard for the Plant Manager's Forum, according to one of the EPRI officials in attendance.

"The technology for visual and verbal communications in the board room made for an effective meeting," said Merom Station Plant Manager Karl Back.

Attendance was strong with five G&T electric cooperatives represented.

"The forum gives us the opportunity to ask questions about our operational issues and get feedback from a wide variety of utilities," said Back.



HE photo

VALUE ADD: Vice President of Power Production Rob Horton kicks off the meeting by discussing Hoosier Energy facilities and the value the forum brings to G&Ts.



HE photo

Cooperative program helps guide future leaders

Participants in the first Cooperative Accelerated Leadership Development Program class presented their capstone projects to the Managers' Association last month.

This first class of 17 presented team projects that ranged from a process improvement plan based on the cooper-

ative culture, an inventory management decision-making toolkit and a decision model for fiber-to-the-home distribution.

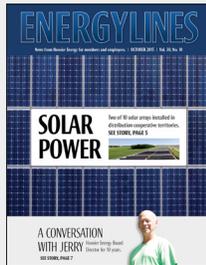
The program for Hoosier Energy's member cooperatives brings together academia and industry with an emphasis on the cooperative busi-

ness model. Member managers select employees to attend the classes at Hoosier Energy's headquarters in Bloomington. Faculty from the I.U. Kelley School of Business teach the coursework, which includes formal learning with an emphasis on projects directly related to the co-ops.

EnergyLines is published monthly by Hoosier Energy's Communication Department for members, employees and retirees of Hoosier Energy.

ON THE COVER

Recently completed solar arrays are two of 10 that Hoosier Energy is investing in to support renewable energy with our 18 member distribution co-ops in central and southern Indiana and southeastern Illinois.



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Clean Power Plan to require utility coordination

Rule might force states to adopt more stringent renewable portfolio standards, efficiency requirements and other programs

On Aug. 3, 2015, the EPA released the final version of its Clean Power Plan (CPP), one of the most aggressive and controversial regulations in our nation's history. It governs greenhouse gas emissions from new, existing and modified or reconstructed power plants. Agency and news accounts project that the rule will be published in the Federal Register in mid- to late October.

The CPP sets state emissions reduction targets that result in a 32 percent reduction of CO₂ from 2005 levels nationwide by 2030. Each state reduction target is different, and Indiana's is a 39 percent reduction that requires compliance to begin in 2022.

This extremely complex rule will require unprecedented coordination among utilities, state and federal regulators, and consumers. It likely will force states to adopt more stringent renewable portfolio standards, energy efficiency requirements and possibly cap and trade programs to comply. NRECA and Hoosier Energy remain very concerned that the rule will cost consumers more, will challenge the reliability of the grid, result in premature plant closures, and significantly exceeds the authority granted to EPA under the Clean Air Act. On behalf of electric cooperatives nationwide, NRECA is pursuing all legislative, administrative and legal options. [E](#)

Interactive table provides state-of-the-art touch

Hoosier Energy's headquarters has an interactive kiosk in the lobby. The display allows visitors and employees an easy way to search for information on Hoosier Energy and its member systems as well as transfer content to an iPad.



In celebration of National Cooperative Month

The seven cooperative principles

Cooperatives across the country follow seven key principles. Applying these principles, co-ops provide an efficient consumer resource focused on service, not profit.

Hoosier Energy employees have spent the last year applying co-op values in central and

southern Indiana and southeastern Illinois.

From training conducted at the Franklin Training Center to building hope for families in need through Habitat for Humanity, Hoosier Energy employees embody the essence of the cooperative model. [E1](#)

OPEN MEMBERSHIP



The 18 member cooperatives that own Hoosier Energy are a reminder of our roots and the responsibility entrusted to Hoosier Energy every day. The cooperative spirit takes form through the “Commitment Stands Tall” statue in front of Hoosier Energy’s headquarters.

DEMOCRATIC MEMBER CONTROL



The Hoosier Energy Board of Directors represents the Hoosier Energy power network. The Board works to keep rates affordable and electricity reliable.

MEMBER ECONOMIC PARTICIPATION



During annual member meetings, President and CEO Steve Smith presents patronage capital checks to eligible cooperatives, as member owners of Hoosier Energy.

AUTONOMY AND INDEPENDENCE



The Hoosier Energy Board of Directors voluntarily elected to increase the renewable energy portion of the generation portfolio to 10 percent by 2025. The best balance for reliability, affordability and environmental stewardship includes an “all-of-the-above” power supply mix.

EDUCATION, TRAINING AND INFORMATION



The Hoosier Energy Franklin Training Center provides a variety of skill training for Hoosier Energy and member co-op employees. Sessions help line specialists and other electric cooperative employees who are charged with maintaining reliable service for consumers.

COOPERATION AMONG CO-OPS

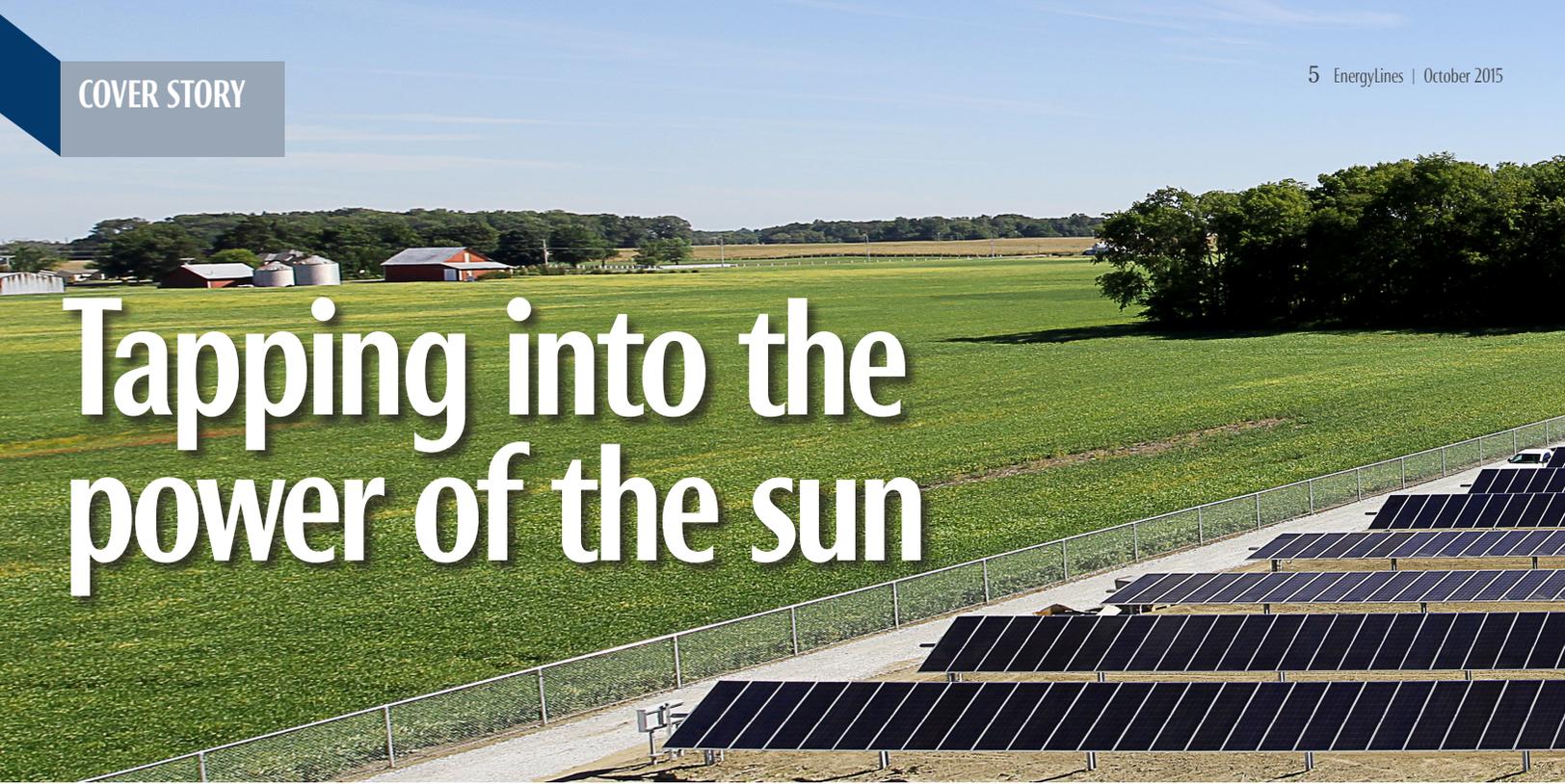


The Cooperative Accelerated Leadership Development Program brings together employees from the member distribution cooperatives. The leadership training focuses on formal learning specific to co-ops and the electric industry. Participants are selected by REMC managers.

CONCERN FOR COMMUNITY



For 14 years Hoosier Energy women have helped frame and raise walls on homes in Monroe County. The homes they work on, combined with a monetary donation to the organization, help build hope for families in need. This commitment to community is part of the cooperative difference.



Tapping into the power of the sun

Two solar arrays add to energy resources benefiting member systems

Under bright sunny skies, local officials, REMC directors and representatives from Henry County REMC, RushShelby Energy and Whitewater Valley REMC dedicated a new, cooperative-owned, solar farm on Wednesday, Sept. 16.

Almost two weeks later, the Utilities District of Western Indiana REMC and Daviess-Martin County REMC hosted an “open house” despite overcast skies and a steady drizzle to celebrate another solar array that borders Greene and Daviess counties in southern Indiana.

The solar arrays are two of 10 that Hoosier Energy is investing in to support renewable energy with the G&T’s 18 member distribution co-ops in central and eastern Indiana and southeastern Illinois.

“We are used to bringing power to our members through transmission and distribution lines,” said Shannon Thom, CEO of Henry County REMC. “Bringing this solar generation directly into the communities we serve is a bit different

“This project will benefit the members of the REMCs and the communities of east-central Indiana.”

Shannon Thom,
CEO of Henry County REMC

“(This site) puts us in a better position to give advice to our member-consumers on the operational issues, costs and benefits of solar as a renewable energy resource.”

Terry Jobe, CEO of RushShelby Energy

for us. This project will benefit the members of the REMCs and the communities of east-central Indiana.”

At one megawatt, each array’s total energy capacity is relatively small, but their highly visible locations along Interstate 70 and Interstate 69 send a powerful message to electric cooperative consumers. Each array contains 4,320 panels mounted on racks secured to 720 posts and spread across 10 acres, easily

seen by thousands of commuters.

The solar farms serve as a learning lab for cooperatives, providing real-world data on how solar works, said Terry Jobe, CEO of RushShelby Energy. “It puts us in a better position to give advice to our member-consumers on the operational issues, costs and benefits of solar as a renewable energy resource.”

Hoosier Energy is working with member co-ops to install eight more arrays in the next 18 months. The program is part of the power supplier’s commitment to provide reliable and affordable power to member systems and co-op consumers.

“We think the best way to meet that commitment is through an ‘all-of-the-above’ power supply mix that includes coal, natural gas, energy efficiency and, of course, renewables,” said Steve Smith, President and CEO of Hoosier Energy. “Taken together, these resources provide the best balance for reliability, affordability and environmental stewardship.” [E1](#)



HE photos



Representatives of Hoosier Energy and three of its member co-ops joined local officials at the dedication of a new solar array in New Castle.

Pictured here:

Front row: Terry Jobe, Mary Jo Thomas, Shannon Thom, Steve Smith, Bob Stroup, Jodi Creek, Don Sloan, Terry Hillman, Larry Brayton
 Second row: Ann Sipes, Rodney West, Myron Moyer, Ron Chew, Don Shaw, Gary Stokes,
 Back row: Darin Duncan, Joe Nocton, Brian Becker, Randy Maloyed, Wayne Jester



State, county and electric cooperative officials gather to pay tribute to a solar farm located in Green and Daviess counties in Southern Indiana.

Front Row: Ronald Thompson, UDWI Director; Jack Benham, retired UDWI Director; Bill Watkins, UDWI Director; John Edwards, Daviess-Martin REMC Director, David Sutter, General Manager, Daviess-Martin REMC; Jerry Parkinson, Regional Director, office of U.S. Sen. Joe Donnelly
 Back row: David Stone, UDWI Director; James A. Jackson, UDWI Director; Roger Shake, UDWI Director; Jack Norris, UDWI Director; Jack Knust, UDWI Director; Jim Weimer, UDWI Director and Hoosier Energy Director; Darin Duncan, Director of Harrison County REMC and Chairman of the Hoosier Energy Board of Directors; Mike Rampley, Sr. Vice President of Marketing and Business Development, Hoosier Energy; Brian Sparks, CEO of UDWI REMC, and Ed Michael, Greene County Board of Commissioners.

Out of the Board Room

JERRY PHEIFER

Tall, broad-shouldered and thin, Jerry Pheifer looks the part of the basketball coach and former player he was in previous years. In fact, he's devoted a large part of his life to the sport. His love for the game, however, cannot overshadow his devotion and love to family. Indeed, he's spent many an hour bouncing children on his knees.

Jerry and his wife, Patty – sweethearts since childhood – are the proud parents of eight adult children and 17 grandchildren. On this mid-September day, the couple stroll their serene property in rural Monrovia, picking up chestnuts and talking about the many adventures they've lived.

To hear the story of Jerry's life without Patty's interpretive take would be an injustice. Both are former school teachers and they are one of those so-called couples who complete each other. One starts the story; the other finishes it. The path to this kindred connection started in eighth grade, albeit a rough start.

"I asked him to go to the eighth grade dance," Patty says, "but he was no fun at all. He wouldn't dance." Sitting across the kitchen table in the log home he built 40 years ago, Jerry listens and just smiles. It wasn't until Jerry's senior year that he asked Patty on a second date. "His coach said he finally got interested in something other than Sammy Terry (local TV horror host) movies," she adds. Beyond dates, their newfound relationship



HE photo

Who was your biggest influence in life?

I have to say my dad. He worked hard, 88 hours a week and took two days off a year. My grandmother had all of her laundry on the line (before electric dryers) by 6 a.m. That's probably why I go to bed early. It's a lifetime habit.

paid benefits in the classroom. Or so it seemed.

"Jerry asked me if I could write his English paper," Patty recalls and Jerry confesses: "I can halfway spell, but I still don't like English. I had more important things to do." The teacher recognized Jerry's half-hearted commitment and approached Patty: "If you write another paper for Jerry, you should learn to spell his name right." Busted, as the saying goes. Jerry laughs again, cementing his "Smiley" nickname.

The pair graduated from Monrovia schools, but before marrying in 1970 they learned some life lessons. Patty went to Purdue University and studied in France for a year, while Jerry enlisted in the U.S. Army. His early aspirations were to become a pilot, but he and six other guys who qualified for pilot training had a change of heart after a short introduction.

"They said we should be prepared, that four of the seven of us would die in combat. They offered us the opportunity to leave. None of us stayed," he says. The alternative was pretty sweet and would set him on an unexpected career path. "I mostly toured and played basketball. Isn't that awful?" he shrugs, the feeling of guilt apparent on his face. As part of his duty, he coached a girls' basketball team for

About the series

This is the third in a series featuring Hoosier Energy Board Directors in an "Out of the Board Room" series in EnergyLines. These personal stories are intended to build stronger relationships among us. A different Director from each of the 18 member systems will appear each month.

families living on the base, and won the battalion championship.

While Jerry humbly reflects on his military service, his grandson Tucker is proud of grandpa, writing a paper called "Thank You, Hero." In it, he uses an abundance of adjectives to describe the Jerry he loves, including: fierce, strong, loyal and intelligent.

Apparently, Tucker's gratitude for grandpa is mirrored by residents of Monrovia, a town with a population around 1,000 people, just north of Martinsville in Morgan County. Important to note, among the 1,000 are more than 400 Pfeiffer cousins. Jerry says in reference to the relatives, "You don't say anything about anybody around here because everybody

is related."

Jerry and Patty have a "likeability" factor – evidenced by their appointment as Grand Marshals of the Monrovia Festival and Civic Association, an annual event now in its 31st year. Jerry attempts to dispel the popularity factor: "I had to mow every yard in Monrovia to become Grand Marshal," he says.

The couple has a litany of accomplishments. Both earned their Master's degrees in secondary education from Indiana State University in Terre Haute. Not surprising, Patty focused on English and French, while Jerry turned to industrial arts with an endorsement on driver's education. Both taught at Lawrence Central for a time and Eminence High School.

Jerry conjures up a funny story from his teaching days, one in which he learned more than the student. "It was during a driving lesson and a student made a mistake. I yelled at her and she wet her pants. Her jeans and the seat were soaked. Needless to say, I never yelled during driver's training again ... and I'm very easy going now," he says with a grin.

Among Jerry's accomplishments is 25 years on the SCI REMC Board of Directors. He also serves on the Hoosier Energy Board of Directors with >>

17 other member directors. While modest in his demeanor, Jerry is friends with RushShelby Board Director Robert “Bob” Stroup, featured in the previous issue of EnergyLines. Jestering frequently, he says his personal story – the third in the publication series on directors – “must be better than Bob’s” – a friendly jab at his long-time buddy.

Moving along in conversation, he mentions his close affiliation to fame. As it turns out, his natural athletic ability is likely a bloodline gift. His uncle is the renowned Branch McCracken, beloved by Indiana University basketball fans as “Doc.” McCracken served as head coach at Ball State University from 1930-1938, then at I.U. from 1938-1943 and again from 1946-1965.

Like his uncle, Jerry took up sports, coaching a major part of his life then served as Athletic Director at Monrovia High School for 25 years. The number of games he’s coached is too great to count, and the 100s of students he’s influenced, both on and off the court, is equally daunting in number.

Teaching and coaching aren’t his only games. His talents in woodworking and his bent toward industrial arts prompted him to buy out a Stihl dealership years ago. Pheifer’s Saw Shop, just yards from the house, is proof of his lucrative investment and his passion. He continues to service and sell Stihl equipment.

As a teacher, Jerry wanted to spread his entrepreneurial spirit among the students. So, he helped the kids in his class start their own company building mini-barns. The students were required to buy all the stock – 400 shares at \$1 each. Whoever bought the most shares was the president and vice president. The venture was successful. At the end of the year, the barns were sold and each share paid off at \$3.90 – a real win for a low-cost investment.

“The students worked; it was great and they didn’t waste money,” he says. “It taught them to be responsible and to know the value of a dollar. It helped them understand the great American way.”

Patty says she supported his commitment to the students, but the 16-hour days, whether coaching basketball, baseball, track or

Q: What other activities keep you busy these days?

A: We like to go out and eat. Little Zagreb’s in Bloomington is probably our favorite. They have excellent steak there; we also like Cracker Barrel and Bob Evans ... wherever. I also like sweets. I always say, “I’ll eat a cookie with anybody.”



HE photos

HOME SWEET HOME: Jerry and Patty Pheifer enjoy the comforts of their rural Monrovia log home. The SCI Board Director, who has served on Hoosier Energy’s Board of Directors for 10 years, is a familiar face in his territory. He has served as a coach and athletic director for much of his life and the two served in September as Grand Marshals of the Monrovia Festival and Civic Association.

supervising the business, created havoc around the house.

“It was a circus,” she says. “There was always something going on and everybody wanted to go with dad. That reminds me. We left one of our kids at the gym one night. We had just crawled in bed and were taking head count when we realized our daughter, a junior high cheerleader was missing.” They jumped from bed and headed over to the school; she was sitting on a table in the gym, confident they would eventually return to get her.

Days around the Pheifer’s household have shifted a bit in retirement. The home, built of red pine, hand-peeled logs from Connecticut supported by quarried stone, is still the foundation for the family. While most days begin with Jerry, Patty and their three beloved Maltese Poodles – Teddy, Fifi and Pixie – the couple’s relatives and offspring drop in for regular visits and come home for the holidays.

The home has an aura about it, similar to a Charles Peterson art print whose faint images reflect happy times. A popcorn machine downstairs is a family favorite and roasting hot dogs in the fireplace is commonplace. Making those memories – past, present and future – continue to inspire Jerry.

“Family motivates me. The great American dream is to achieve. Whether I have or haven’t is a moot point. Life is about people and how they look at you once you’re gone.” **E**

What's trending in electricity usage

Research helps power supplier meet consumer needs

Understanding how consumers use electricity helps an electric cooperative serve their member consumers' current and future energy needs and create programs to better communicate with member consumers.

The biennial residential end-use survey conducted by an independent research firm also helps power supplier Hoosier Energy and its 18 member cooperatives identify emerging trends as well as project future

power supply needs.

"The survey is one of many primary building blocks used to understand the member systems' end-consumer characteristics and profiles, enabling a better forecast of their future power requirements," said Don Rahke, Manager of Billing and Forecasting at Hoosier Energy.

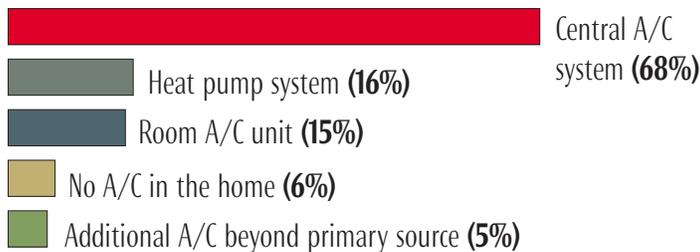
The 2015 residential end-use survey research focuses on current and histori-

cal energy patterns pertaining to home heating and cooling and appliance usage. In addition, several new questions were added to explore adoption of newer technologies such as electric cars, LED lighting, generators, mobile technology and social media.

"Through the survey, detailed information on energy usage trends is collected for each member cooperative while maintaining full confidentiality of individual consumers' responses," said Senior Forecasting Analyst Tina Elliott. [E](#)

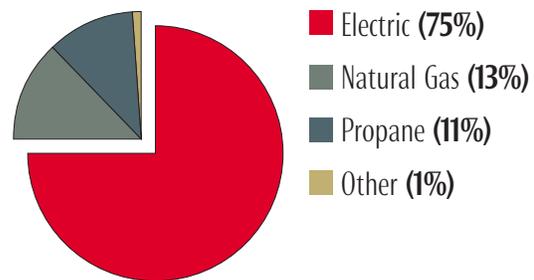
Homes with air conditioning

The majority of member-consumers cool their home using central air conditioning systems.



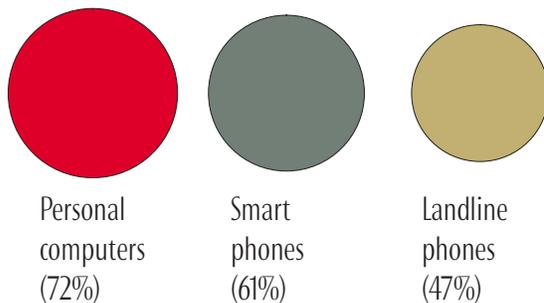
Primary water heating fuels used

Survey results show that electric water heaters are in use the most.



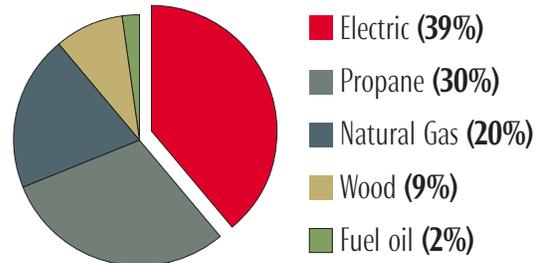
Communication technology in use

Trends in communication equipment used shows that the majority of member-consumers use personal computers to gather information. The use of smartphones increased by 30 percent.



Primary home heating fuels used

The fuel used for heating homes is led by electricity followed by propane.





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RENEWABLES, SOCIAL MEDIA HIGHLIGHT ANNUAL EVENT

More than 60 marketing and member services representatives attended the annual two-day fall Marketing and Member Services Conference in French Lick, hosted by Hoosier Energy. The packed agenda included presentations on changes and challenges facing member cooperatives as well as real-world tips on consumer engagement.

**Caleb Steiner, Manager
of Corporate Strategy**

“This rule (Clean Power Plan) certainly isn’t final even though we call it the final rule. It still has to survive the legal process.”

Clean Power Plan Update

Caleb Steiner, Manager of Corporate Strategy for Hoosier Energy, opened the conference with an overview of the U.S. Environmental Protection Agency’s “extremely complex” final ruling on the Clean Power Plan. Significantly, the 3,700-page final rule increased carbon emissions limits in Indiana to 39 percent and 44 percent in Illinois.

For member systems, that’s significant. “If anyone asks you, the final rule is certainly more onerous for states in the Midwest,” he said. Legal questions abound, and numerous lawsuits are expected once the final rules are published later this fall in the Federal Register.

“This rule certainly isn’t final even though we call it the final rule. It still has to survive the legal process.”

Hoosier Energy is participating with the NRECA in a united front on how to approach this issue.

Social Media

When Casey Hollins, Communications Specialist for Rappahannock Electric Cooperative in Virginia and a self-proclaimed social media junkie, jumped into social media at her co-op, she did so spurred on by Mother Nature. An earthquake in 2011, followed by Hurricane Irene five days later underscored the co-op’s communication vulnerabilities. No traditional form of communication worked. With her help, the co-op quickly launched a Facebook page. When the page’s “likes” went from zero to 1,353 within the first 10 minutes, everyone at the REC took notice. “It was a real eye opener about how powerful social media is,” she said.

During the crisis, members were kept

abreast of restoration efforts. After the crisis, Hollins and her team continued to build an online community of engagement through Facebook, Twitter, YouTube and Instagram.

She offered tips for newbies, suggesting newcomers start with Instagram, where a picture is worth a thousand words. Establishing an editorial plan helps make postings manageable, she added. Encourage members to comment, post and interact with you, and above all, stay engaged. The result is both rewarding and surprising.

“Now members come to our defense. They send us pictures and comments. They know we’re real live persons – their neighbors. Yes, some complain if their power is out, but the point is they are communicating with us and we are reacting and they appreciate that open line of communication.”

Energy storage and emerging technologies

Andrew Cotter, Cooperative Research Network, NRECA, provided an overview of home energy management trends as well as energy storage applications.

With consumers taking a more active role in their energy management, the role and application of energy storage systems is front and center in the industry. “Tesla

is setting benchmarks for residential systems with a back-up power system that could offer potential new product offerings for cooperatives to offer their consumers,” Cotter said.

Other promising storage trends: storing excess renewables output for use later on the grid and non-battery storage technologies such as compressed air for large-scale applications at the G&T level, he added. As products and services roll out in the marketplace, NRECA will continue to analyze their implications for electric cooperatives and their consumers. “With data, we can go to the marketplace and say: ‘here’s what we have; here’s what we need,’ ” Cotter said. “The goal is to make co-ops the center of the energy storage business.”

Residential End-Use Survey

Don Rahke, Manager of Billing and Forecasting for Hoosier Energy, and Tina Elliott, Sr. Forecasting Analyst, provided an overview of the 2015 independent residential end-use customer survey. The survey is conducted every two years on behalf of Hoosier Energy and its 18 member systems. They emphasized the care taken to statistically validate the data at the member distribution level.

“We make sure the data is statistically valid at the member system level so the data each member receives truly represents the end consumers on the member system,” Rahke said. Rahke and Elliott kicked off the session with an exercise that demonstrated how to interpret the data. Participants learned how to analyze the data to make the best decision on programs that could potentially benefit the entire system. >>

Nick Romeo, Touchstone Energy Home Builder

What goes into the basic structure of a home makes all the difference when building an energy efficient home, said Nick Romeo, a Touchstone Energy Home builder who set the bar on energy efficient homes in the state of Indiana, achieving a 29 HERS Index rating on two homes – the lowest ever in the state.

The Home Energy Rating System (HERS) Index is the nationally recognized scoring system for measuring a home's energy performance. According to the U.S. Department of Energy, most resale homes score about a 130 on the scale and most new homes score 100.

"When a homeowner comes to me and asks about energy efficiency, I tell them go after the box first. Start with the envelope," Romeo said. He's a huge fan of foam insulation, but also advises customers that a little elbow grease goes a long way in getting a house as tight as possible. Caulk the plates, spray foam behind exterior outlets – all the basics really help, he said.

He became interested in the Touchstone Energy Home Program after attending a cooperative seminar on energy efficiency. Now his homes – regardless of size or price range – meet or exceed Touchstone standards. "Everything about a Touchstone home has an acceptable payback. I can take you to a 29 HERS score and tell you it's worth it."

Marketing Rebates for 2016

Jeremy Spillman with Direct Technology, now known as ESG, unveiled a new collaboration platform that will help co-ops manage their energy efficiency programs. Training on the secure, web-based program begins in October. For more information visit <http://www.directapps.com/Utilities/EECP.aspx>

Nick Romeo, Touchstone Energy Home builder

"When a homeowner comes to me and asks about energy efficiency, I tell them to go after the box first. Start with the envelope."



Economic Development

Three panelists – Thayr Richey of the Strategic Development Group, Carol Rogers of the Indiana Business Research Center and Chris Blunk of Hoosier Energy's Human Resources department – provided an overview of job trends in southern Indiana.

Qualified candidates are increasingly hard to find – a persistent problem since the recession ended in 2011, with skilled trades the hardest jobs to fill, Richey said.

An aging workforce contributes to the problem, but small, multi-county work-

force development programs can help turn the tide. Programs such as lineman training school, two-year manufacturing certifications and partnering with local high schools can give areas a leg up on attracting younger workers. "Droves of young folks are going to lineman training school boot camp. When they apply for a job at an electric company, it's like having an apprentice on silver platter," Blunk noted.

Solar Install Panel

Panelists from Whitewater Valley REMC, RushShelby Energy, Utilities District of Western Indiana and Daviess-Martin REMC provided an overview of two solar installation events celebrating the solar arrays that Hoosier Energy is installing across its 18-member system. Planning and execution for the events drew positive media coverage and reflected well on the communities, the panelists said.

Solar Commercial Installations

John Jackson, Vice President of Inovateus, solar panel installer for the Hoosier Energy program, said interest in solar is rising, with the focus on affordability. "Demand will be growing, but solar is not for everyone. The investment has to make sense. In this case, Hoosier Energy is a trailblazer."

Heat Pump 101: Calculating SEER Savings

Understanding how an air conditioner works helps anyone know how to calculate SEER savings, said William Fenton Jr., chairman of Ivy Tech Community College's HVAC and Energy Technology program. The concept is simple. The lower the pressure of a substance, the lower its temperature.

SEER, or seasonal energy efficiency

William Fenton Jr., Ivy Tech

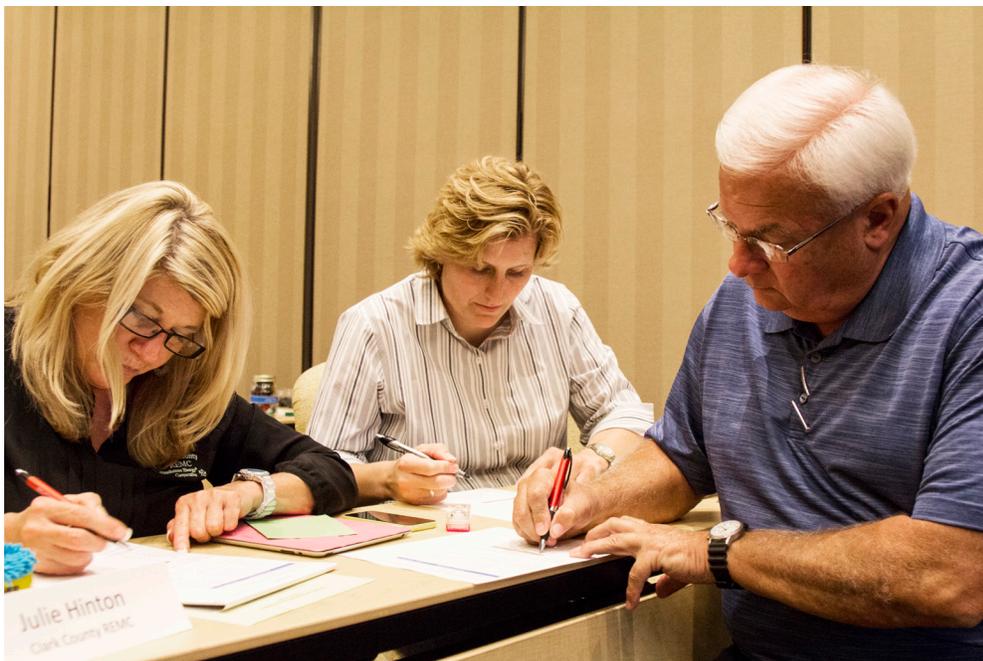
“What SEER tells us, is that bigger coils in volume give more surface area to dissipate heat in the coil. . . That equals electrical energy savings,”



ratio, is simply the air conditioning unit's BTUs divided by the total watts in the heating season. The higher the rating, the more energy efficient is the unit.

“What SEER tells us, is that bigger coils in volume give more surface area to dissipate heat in the coil. Dissipating more heat lowers the heat content on the compressor – the heart of the system. That equals electrical energy savings,” Fenton said.

He cautioned, however, that the size of the unit, insulation and proper ductwork are key factors for optimizing an air conditioner's SEER rating. “If you don't have proper ductwork and sizing, you are not going to get heat and air to where it needs to go effectively. Airflow issues are approximately 30 percent of all problems in air conditioning and heating.” **EL**



HE photo

CO-OP COOPERATION: Julie Hinton of Clark County REMC, Tracey Weaver and Bob Geswein of Harrison REMC work together on an exercise during the Marketing and Member Service Conference.



HE photo

EFFICIENT DISCUSSION At left, Hoosier Energy Manager of Marketing Wes McFarland talks with Randy Olson of Wayne-White Counties Electric Cooperative during the Marketing and Member Services Conference.

ENERGYLINES

Hoosier Energy
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Landscaping part of LEED Gold certification

The landscaping at Hoosier Energy's Headquarters in Bloomington is part of the Leadership in Energy and Environmental Design (LEED) Gold certification. Plants used are native to Indiana and do not need an irrigation system to thrive. This helped earn water conservation credits for the certification.