

POWERLINE Press

A Monthly Publication of:



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RURAL
MISSOURI

SEMO Electric asks its members to speak out

Before the summer recess, the U.S. House of Representatives passed a piece of legislation commonly referred to as “Cap and Trade”. This piece of legislation is meant to force power plants and other manufacturing facilities, to reduce emissions that might be harmful to the environment. In the process of forcing these companies to make sweeping changes, the economic impact of this legislation could be devastating.

Earlier this year, our national organization, NRECA, conducted a study on how this would impact electric cooperative consumers. According to the NRECA study, consumers can expect at least a \$50.00 a month increase on their electric bill under the “Cap and Trade” legislation, in its current form. Shortly after NRECA released its findings, the Tax Foundation, a bi-partisan Washington watchdog organization, released its own study that found consumers electric bills would go up another \$100.00 a month. Double the findings of NRECA’s study.

Electric Cooperatives around the country have invested time and money into research to become more environmentally friendly. Associated Electric Cooperative Inc. or AECI, generator of the electricity you consume on a day to day basis, has become a leader in alternative energy in the United States.

For instance, AECI has taken an aggressive approach to improving air quality. Since 1994, AECI has reduced its system wide sulfur dioxide emissions rate 90 percent. The cooperative has reduced its nitrogen oxides emissions rate 80 percent during the ozone season, when the Environmental Protection Agency has determined NOx contributes to ozone formation.

AECI is working to further improve air quality. Construction of \$424 million in new and upgraded environmental controls was completed in January 2009 at Thomas Hill Energy Center. The new controls will enable AECI to achieve a NOx emissions rate system wide that is nearly 90 percent below its emissions rate in 1994.

AECI also is the only electric utility system in Missouri with wind on its system. AECI’s commitment to buy all the power from three wind farms in northwest Missouri for 20 years and system cooperatives’ vast transmission system made the wind farms possible.

Electric cooperatives around the country, including SEMO Electric Cooperative, spend time and money in educating consumers on how to become more energy efficient. This month, Cooperatives from around the state will be at the start and finish lines of the Missouri Bike Tour. Cooperatives will have displays and material on hand, to help educate consumers on the importance of energy efficiency and more importantly, we’ll show them how to be more energy efficient.

So as you can see, electric cooperatives have a desire to be environmentally friendly. The challenge that we see, is that the government wants us to be friendly as well, but at an even higher cost, one that will be passed on to the consumer, you, our member.

On the last page of this newsletter, you will see two postcards. One for Senator Bond, and one for Senator McCaskill. We are asking all of our members to please detach these two cards, fill them out and then mail them to each Senator. As the Senate begins to debate this important piece of legislation, our voice needs to be heard. As they discuss the environmental impact, we want them to think about the economical impact as well.

Please do not feel like your one voice cannot be heard. When people band together for the common good of the nation and they sound off in unity, those individual voices become one large voice that can ring loud and clear through the halls of congress. We urge you to help today with this grassroots initiative.

If you would like more information or if you would like to send an e-mail to the senator’s instead of a postcard, then visit www.ourenenergy.coop. There you will find more information about this pivotal issue and you can learn more about how to contact your senator or representative.

POWERLINE Press

Youth and Cycle Tour info to be released this month

While people gear up for the Tour of Missouri bike race, high school sophomores and juniors are gearing up for a different type of tour. Area students are looking forward to the chance to win a trip to Jefferson City or Washington D.C. “We’re very excited to once again offer these two great trips to high school students in our area,” said Glen Cantrell, communications manager for SEMO Electric Cooperative.

Different this year is that sophomore’s have been added to the competition. In the past, the CYCLE Tour was open to Juniors only, now the sophomore’s will compete for the Jefferson City trip, while junior’s will compete in the Youth Tour, which is for a trip to Washington D.C. Cantrell says, “we just felt like we were leaving out the sophomores, so we wanted to provide something to them.”

Also different this year is the release date of the information, September 8th.

“Last year we heard from some students who were going to write an essay, but then the ice storm hit and their priorities changed,” Cantrell said.

So to avoid any major storms, the information will be released September 8th, with the essays due November 24th. Cantrell also urges juniors and sophomores to find the SEMO Electric Youth and Cycle Tour pages on Facebook. These pages contain pictures from past trips and updated information will also be on the site.

If you need more information, you can contact Cantrell at the SEMO Electric office at 1-800-813-5230.



From left to right, Kelly Crites, Alicia Slagley and LaGena Strobel stand in front of the Missouri area at the WWII Memorial in Washington D.C.

The race is on!

After a few weeks of uncertainty, the race is back on in Missouri. Governor Jay Nixon finally agreed to release the funds for the Tour of Missouri bike race, which has become the number 2 bike race in the United States and is gaining popularity with bike racers all over the world. Seven of the top teams from the Tour De France will be in Missouri and speculation is Lance Armstrong might be a participant as well. The second leg of the race will hit Southeast Missouri on Tuesday, September 8th, when the tour will begin in St. Genevieve and make its way south on I-55 to Cape Girardeau. SEMO Electric Cooperative, along with other Cooperatives from the area, will be at the start and finish lines for this leg of the race. Come find our tent and sign up for prizes. You could win a race jersey or even a bicycle. Plus, you can learn more about energy efficiency and learn more about the Our Energy, Our Future campaign, which addresses climate change legislation.



Employee Anniversaries

The Cooperative would like to say a special thanks to the following employees who have September anniversaries.



Celebrating 21 years with the Cooperative is Rick Choate, Journeyman Lineman.



Tony Powell, Line Superintendent has served the Cooperative for 18 years.



Serving the members of the Cooperative for 12 years is Line Superintendent, Chris Freed.

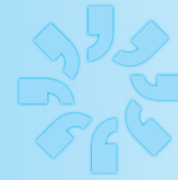


Dispatcher Vickie Kemp has been with the Cooperative for 11 years.



Celebrating 5 years of service is Journeyman Lineman, Thomas Hunter.

WE NEED YOUR HELP.



Our Energy, Our Future™
A Dialogue With America

Senators are drafting climate change legislation
NOW, and you can impact the outcome.
Climate Change legislation should be:


Our Energy, Our Future™
A Dialogue With America
www.ourenergy.coop



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Fair

Affordable

Achievable

*Please complete the
information on the
reverse side of the
postage-paid cards,
detach the cards and
drop them in the mail.*

WE NEED YOUR HELP.



Our Energy, Our Future™
A Dialogue With America

Dear SEMO Electric Cooperative Member,

We need your help. Congress is considering climate change legislation that could significantly increase your monthly electric bill if not done right. As electricity prices go up, it impacts the cost of nearly everything – affecting your household budget.

You can do something about it. Attached are two postcards; one to each of our U.S. senators. Please tell them that climate change legislation must be done in a way that protects you.

This legislation creates new government policy for energy use and production. It charges you for the greenhouse gases emitted when electricity is produced.

Fill out and detach the postage-paid cards below and mail as soon as possible.

Some want to force consumers to pay more than their fair share because of where they live — that's unfair! We can make sure climate change goals are achievable and affordable, protecting you from electricity price shock, if our elected officials work with us.

Our senators need to fight for a bill that is:

FAIR – Climate change legislation needs to recognize regional differences in how electricity is produced. I should not be penalized because of where I live.

AFFORDABLE – Any climate change plan must keep electric bills affordable for all Americans.

ACHIEVABLE – Climate change mandates must be realistic to ensure long-term success.

Please take the time right now to sign and return these cards. They will be sent to the National Rural Electric Cooperative Association, our national advocacy group, and they will hand deliver them directly to our senators. This is the “Our Energy, Our Future” campaign – our grassroots effort to make our voices heard in the halls of Congress.

Our job at the electric cooperative is to keep your electric bills affordable. Please help by sending these postcards today. Thank you very much.

Sincerely,

Reuben Jeane
General Manager
SEMO Electric Cooperative

Our Energy, Our Future™
A Dialogue With America

Our Energy, Our Future™
A Dialogue With America

Dear Senator Bond :

I urge you to work with the electric cooperatives as you craft climate change and energy legislation. As the U.S. Senate debates this issue, I am asking you to fight for a bill that is:

- **FAIR** – Climate change legislation needs to recognize regional differences in how electricity is produced. I should not be penalized because of where I live.
- **AFFORDABLE** – Any climate change plan must keep electric bills affordable for all Americans.
- **ACHIEVABLE** – Climate change mandates must be realistic to ensure long-term success.

Given these tough economic times, keeping electric bills affordable must be a high priority. Please insist on legislation that's fair and affordable.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SIGNATURE _____

I authorize the Our Energy, Our Future™ campaign to deliver this message to Congress on my behalf.
For our privacy policy, please visit www.ourenergy.coop.

Dear Senator McCaskill :

I urge you to work with the electric cooperatives as you craft climate change and energy legislation. As the U.S. Senate debates this issue, I am asking you to fight for a bill that is:

- **FAIR** – Climate change legislation needs to recognize regional differences in how electricity is produced. I should not be penalized because of where I live.
- **AFFORDABLE** – Any climate change plan must keep electric bills affordable for all Americans.
- **ACHIEVABLE** – Climate change mandates must be realistic to ensure long-term success.

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