

NEWS LINE

Citizens Electric Corporation's monthly publication

877-876-3511/www.CECMO.com



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Why is demand so important?

While everyone uses electricity, and most have an understanding of kilowatt hours and how they are billed, kilowatt demand is becoming more and more important.

In the electric industry demand is similar to rush hour. It is when the most electricity is being consumed at one time.

Since there is no adequate battery technology, power plants must operate when power is needed. As more power is used by our members, more generation plants must be in operation to meet electric needs. In order to ensure power is available, certain plants must run all the time; other plants must be turned on and off to meet fluctuating power needs.

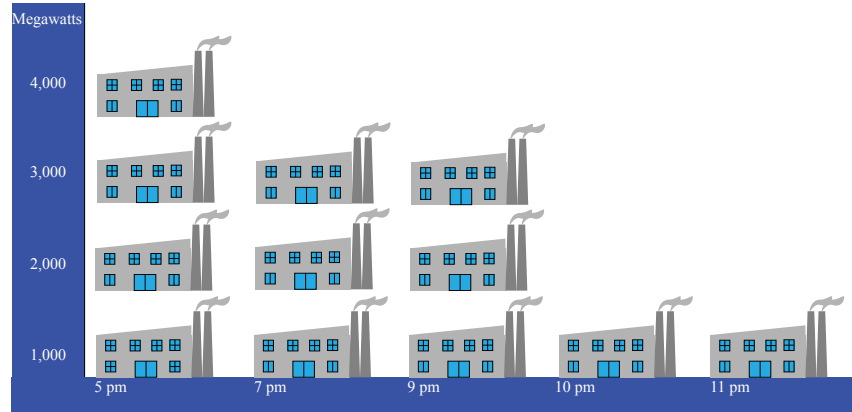
It is easier to think of this as you would our highway system. During peak demand more lanes are needed to meet the needs of traffic. However, at times of low demand only a few lanes are necessary. Now, think of each lane as a power plant. When demand is high more plants must produce electricity to meet member needs. Late at night, when demand is low, fewer plants need to be in operation. (Table 1)

In order to decrease expensive capital investment, we need to decrease demand.

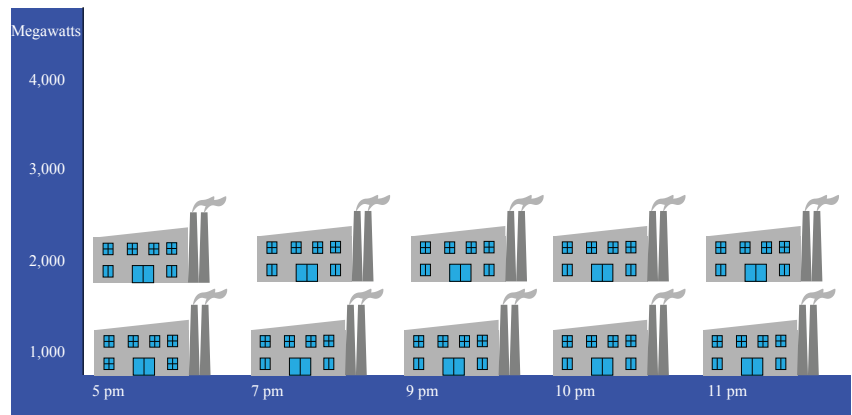
Similar to highways, building power plants is the most expensive part of electric generation. So, by reducing the number of generation plants we would reduce the price of investment.

The simplest way to decrease demand is to stagger time of use. Imagine if companies staggered times of opening and closing. Instead of a rush each morning to get to work by 8 am, some individuals would go to work much earlier while others go later. This would reduce the need for the number of lanes as it reduces the amount of traffic at any one time.

Likewise, by staggering the times we do laundry, run dishwashers, cook meals and use hot water we can reduce demand and still meet electrical needs. By leveling demand, we reduce the need for



When demand is higher, more power plants must be in operation. (Table 1)



By leveling or reducing demand, few plants must be built. (Table 2)

Graphs are not actual representations

additional investment in power generation plants that will only be used a few hours a day. (Table 2)

By lowering demand the electric industry can better manage and predict consumption. This translates into lower costs for the cooperative and its member-owners.

Turn your rebates in today!

The end of one year and the beginning of another is always a busy time. Family, friends and the holidays seem to keep everyone running from one place to another, but don't forget about Citizens Electric and Power Moves rebates!

Some rebates will be changing in 2017; most notably those for LED lighting. If you plan to purchase Energy Star LED bulbs, it would be best to do so prior to January 1, 2017.

All Power Moves applications from 2016 are due by February 1, 2017, but why wait? Send in your rebate applications now and avoid the rush. You can mail your application or submit it electronically.

'Tis the season of giving, but it is also the season of saving! Save with Power Moves when you make selected energy efficient upgrades. Visit www.PowerMoves.com today!



2017 Youth Tour and Scholarships

Citizens Electric is currently accepting applications for Youth Tour and scholarships. Applications can be found at www.CECMO.com. The application process for Youth Tour and scholarships has changed slightly.

Trips

The National Rural Electric Cooperative Association's Youth Tour is an opportunity for students, currently in their Junior year, to spend one week on an all expenses paid trip to Washington D.C. This once in a lifetime experience brings students from 47 states together for one week. While in Washington, students will visit the capital, meet with their representatives and tour historic locations and monuments.

The Missouri Association of Electric Cooperatives also offers the Cooperative Youth Conference and Leadership Experience for students currently in their Junior year. This three day conference in Jefferson City, MO offers students the chance to learn about electric cooperatives, visit the state capitol and debate a bill of their choosing on the floor of the Missouri House of Representatives.

Citizens Electric will select two students

to attend each trip. Applications can be found at www.CECMO.com.

Scholarships

In the past, area schools have selected scholarship recipients. However, Citizens Electric has changed this for the class of 2017. Applications will be submitted to CEC for review.

Finalists will also be asked to meet with CEC's Scholarship Board for a formal interview.

Citizens will continue to offer one additional scholarship for a student that is going into the electrical field.

All scholarship applications can be found at www.CECMO.com or by contacting your



2016 Youth Tour attendees. (left) Hannah Aufdenberg, Jackson and Phoebe Pohlman, Perryville.

school guidance counselor.

Starting in 2018, special attention will be given to applicants that have also applied for Youth Tour the previous year.

If you have any questions about these changes, please contact Shawn at 877-876-3511.

CEC Calendar Photo Contest

We are looking for photos taken by our members to be used in our 2018 calendar. Submissions are open until January 31, 2017. Photos should be appropriate for different seasons/months, and prizes will be awarded for the cover, 1st, 2nd and 3rd place for both adults and youth.

Photos should be from the areas we serve in Cape Girardeau, Perry and Ste. Genevieve counties.

The calendar will go to print in early 2017 and will be issued starting November 1, 2017. Images must be horizontal and submitted as a high-resolution digital file

accompanied by an 8" x 10" print on photo quality paper. Entry forms are available by request, at our Perryville office or at cecmo.com.

Find out more at CECMO.com or call Shawn at 877-876-3511.

We don't charge for Convenience

Have you ever been charged to make a payment over the phone or with a credit card? Some businesses call it a convenience fee even when there is nothing convenient about being charged extra. This is one difference between Citizens Electric and a lot of for-profit companies.

At CEC we are in the convenience business. We offer our member-owners a better quality of life by providing light, heat, motion and information. We also offer a

variety of convenient ways to pay, and we don't charge you extra.

When you make a payment at any of Citizens Electric's Authorized Payment Locations your account is updated in real-time. There are no additional fees or charges.

Don't be fooled by so-called payment services offered at big box stores, only Citizens Electric Authorized Payment Locations apply your payment directly to your account and in real-time with no extra charges!

Authorized Payment Locations:

- Country Mart in Ste. Genevieve
- Bloomsdale Bank in Bloomsdale
- Bloomsdale Bank in Ste. Genevieve
- Belgrade State Bank in Farmington
- Rozier's Food Centre in Perryville
- Cape Regional Credit Union in Fruitland

Citizens Electric Corporation is an equal opportunity provider and employer.