



[Between the Lines]

COOPERATIVES SEE THE FUTURE

BY REG RUDOLPH || GENERAL MANAGER

Dramatic changes are transforming all aspects of the energy industry. Interest in renewable energy is at an all-time high, and ultimately consumers want greater control over their energy use and payment methods. The prevalence of smartphone apps and smart technology for the home is increasing, and consumers and businesses are showing greater interest in electric vehicles. There's no denying it: Electric utilities need to make changes to the way they provide energy to accommodate these trends. Luckily, San Isabel Electric Association is uniquely positioned to meet these changing energy needs because we are a cooperative.

CO-OPS ARE COMMUNITY-LED

October is National Co-op Month, which is the perfect time to highlight the many ways electric cooperatives are unique. Cooperatives around the world operate according to the same set of core principles and values adopted by the International Co-operative Alliance. Cooperatives can trace the roots of these principles to the first modern cooperative founded in Rochdale, England, in 1844. These principles are a key reason that America's electric cooperatives operate differently from other electric utilities, putting the needs of their Members first.

Cooperatives are locally governed, looking out for the long-term needs and interests of their Members. Electric cooperatives belong to the communities they serve. This heightened community focus allows us to quickly adapt to evolving consumer expectations. Our closeness to the



Reg Rudolph

community and our Members ensures a better response to these needs because we are led by the people we serve.

CO-OPS ARE A CATALYST FOR GOOD

Electric co-ops, like San Isabel, are a catalyst for good in their communities. Co-ops engage their Members to do things that might otherwise be impossible or difficult, such as when residents of Beulah and Rye asked the local investor-owned utility, Southern Colorado Power Company, to provide electric service but were told it was too expensive to expand the system to the small mountain communities. A group of ranchers came together and, on November 25, 1938, San Isabel Electric Association was incorporated. This group of ranchers became the first San Isabel Electric Board of Directors.

Today, it means supporting our communities through volunteering, sponsorships, donations, scholarships and youth programs. These programs help to build social networks and strengthen the sense

of community by connecting a diverse Membership to one another.

Cooperatives exist to meet a need that was previously unmet in the community, and they are continually seeking to anticipate and plan for the future needs of their Members.

The co-op business model is unique — it is pragmatic and mission-oriented and puts Members and people first. Co-ops strive to be a trusted voice in their communities. Co-ops earned that trust because, while not always perfect, they always have their Members' best interest at heart and are determined to enrich the lives of those living and working in the communities they serve — now and in the future.

As San Isabel Electric celebrates 80 years of keeping the lights on in southern Colorado, we are poised to meet the growing demand for electricity for many years to come. We are proud to provide a quality of service that exceeds Member expectations through affordability and reliability, and of our commitment to invest in the development of the sustainable communities that we serve.

Energy Efficiency Tip of the Month

Cooler temps are just around the corner! Is your home's heating system ready? Remember to replace furnace filters once a month or as recommended. If you heat your home with warm-air registers, baseboard heaters or radiators, remember to clean them regularly to increase efficiency.

Source: energy.gov



GROCERY STORES EARN WHOLE 'WATT' OF CASH FOR LED RETROFIT



Valley Market in Colorado City accepts its rebate check.



First Choice Market in Walsenburg accepts its rebate check.

Two grocers burned out on high energy bills received rebates totaling nearly \$30,000 for retrofitting their stores with LED lighting. The grocers' faces lit up when they spoke about how the upgrades and rebates helped them serve their communities.

"It took us from LED being a good idea to a great idea, because we were able to receive that rebate back from San Isabel and utilized that in other areas for other things," said First Choice Market Owner Hugh Brown as he passionately spoke about the importance to the community in having have a sustainable business plan.

"A grocery store is a tool for a community," Brown said. "It builds revenues for a community. It provides a service to a community and it really opens up the opportunity for people to eat more fresh foods. Anytime you have a grocery store in a community, it means the community is viable."

"Everything has a cost and if our lights cost a lot less, we can keep our prices low to match the needs of the community," Valley Market Assistant Manager Levi Swartwood said.

"These bulbs that we were using went out all the time and they were so expensive. To have LEDs put in place of the old-fashioned lightbulbs is saving us a lot of money on our electric bills, plus the lighting on the product is a lot better," added Valley Market co-owner Cindy Swartwood.

The grocers both worked with San Isabel Electric and Titan LED. Titan LED is the American-based lighting manufacturer that retrofitted each store with customized lighting to meet their individual needs.

"We are an American-based manufacturer," Titan LED Regional Sales Manager Steve Hodges said. "We make our products in America by Americans! Nobody in the world produces more light per watt per LED than us. Our LEDs last years longer and are more durable. We lead the industry worldwide on that. We can save our clients tremendous amounts on their electricity and maintenance.

"We're extremely proud to take care of our local grocery stores. I'm a San Isabel member myself. I live in Rye and to be able to share and show other customers what we can do, we are extremely excited to do that," Hodges said.

In October 2017, Titan LED upgraded more than 450 light fixtures to LEDs at First Choice Market in Walsenburg, which earned owner

Hugh Brown a \$17,955 rebate, an average of \$950 monthly savings on his electric bill this spring, and increased the life span of the lights nearly eight times.

San Isabel Electric and Titan LED helped Colorado City's Valley Market switch to LEDs in March 2018. The project earned Swartwood a \$9,674.96 rebate and produced about an average monthly savings of nearly \$650 in the first three months after the upgrade. The project is also anticipated to octuple the life span of their lighting system, which is also saving hundreds of dollars per month in replacement bulbs and ballasts.

Energy savings vary and are dependent on building specifications, scope of the project, energy usage and other factors.

Tri-State Generation and Transmission provided \$20,904.96 of the rebates. San Isabel Electric provided \$6,725 of the rebates to the grocery stores. San Isabel Electric is a power distribution co-op. The co-op buys electricity at a wholesale rate from Tri-State Generation and Transmission, a power generation co-op.

The grocery store owners were turned on to San Isabel Electric's commercial LED rebate program after contacting San Isabel Electric's energy services department.

San Isabel Electric commercial members can earn up to \$22,000 per project per year through the co-op's preapproved lighting rebate program.

Rebate forms and paperwork are all completed by the contractor and San Isabel Electric to ensure members are taking advantage of all available rebates and to guarantee members get rebate checks in a timely manner.

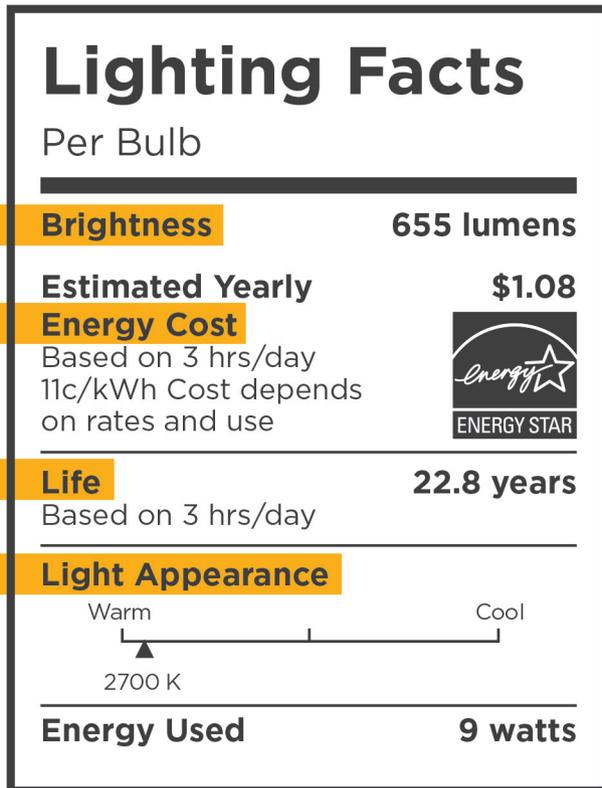
More information about San Isabel Electric's lighting rebate program and other rebates can be found online at www.siea.com/rebates. Members can also call the electric co-op's energy services department at 719-647-6242, email Jack Snell at jack.snell@siea.com or email Benji Clementi at benji.clementi@siea.com.

Consumers who are not members of San Isabel Electric should contact their utility for more information about their utility's LED rebate programs.

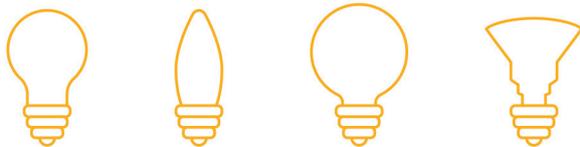
To learn more about how an LED upgrade project could impact your business, contact Titan LED for a free energy audit by Steve Hodges at 719-680-6931 or steve.hodges@titanledus.com.

Lighting Labels and Lingo

These days, consumers have endless options when it comes to purchasing light bulbs, but the labels can be confusing! Use the information below as a helpful guide for browsing bulbs.



Source: U.S. Department of Energy



Read the Label

Under the Energy Labeling Rule, all light bulb manufacturers are required to give consumers key, easy-to-understand information on bulb efficiency. Take advantage of the Lighting Facts label, which gives you the information you need to buy the most energy-efficient bulb to meet your lighting needs. The label includes information on the bulb's **brightness**, **energy cost**, **life**, **light appearance** and **energy used** (wattage).

Save Energy

Bulbs are available in **many shapes and sizes** to fit your home's needs. Choosing more efficient bulbs can help reduce energy consumption and save you money!

- LEDs use 25%-30% of the energy and last eight to 25 times longer than halogen incandescent bulbs.
- Purchase ENERGY STAR-rated bulbs to maximize energy efficiency.

Buy Lumens, not Watts

Lumens measure the amount of light produced by the bulb. Watts measure energy consumption.

Tip: To replace a 100-watt incandescent bulb, look for a bulb that produces about 1,600 lumens.



Incandescent
100 watt
1,600 lumens



LED
14 - 20 watt
1,600 lumens

THE COOPERATIVE DIFFERENCE



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1 VOLUNTARY AND OPEN MEMBERSHIP



Cooperatives are open to all persons able to use our services and willing to accept the responsibilities of Membership, without gender, social, racial, political or religious discrimination.

2 DEMOCRATIC MEMBER CONTROL



Cooperatives are democratic organizations controlled by Member-elected representatives to actively participate in setting policies and making decisions.

3 MEMBERS' ECONOMIC PARTICIPATION



Members contribute equitably to and democratically control the capital of our cooperative. It means that the Members decide where the money goes.

4 AUTONOMY AND INDEPENDENCE



Cooperatives are autonomous, self-help organizations controlled by our Members.

5 EDUCATION, TRAINING & INFORMATION



Cooperatives work to educate and train Members, representatives, managers, and employees so that they can contribute effectively to the development of our cooperative.

6 COOPERATION AMONG COOPERATIVES



Cooperatives serve their Members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.

7 CONCERN FOR COMMUNITY



While focusing on Member needs, cooperatives work for the sustainable development of their communities.