

MANAGER'S MESSAGE:

# Liberty and a Better Life For All



Brian Heithoff, CEO/General Manager

Every July, we take time to reflect on our country's history and remember how the actions of a few helped shape the way we live today. I think back on the rich history of the electric cooperative movement and how a small group of determined individuals were able to improve their quality of life and the quality of life for all those who would come after them.

Every day, High West Energy members and employees pay homage to the

legacy of our cooperative founders. And, because we are a part of a cooperative, we know we have the power to impact our present and shape the future, just like those who came before us.

Through grassroots advocacy efforts, we help influence policy decisions that will affect our communities now and for years to come. We are a catalyst for change in our communities. We leverage our collective power to get things done.

We work together, partnering with other co-ops, local businesses and community organizers to achieve economic development goals. Creating better opportunities and increasing the quality of life for our families and communities – just as our founding co-op members did.

We understand that the decisions we make today could greatly affect how future generations live, so we invest in energy efficiency programs that protect our future generations while still providing safe, reliable and competitively-priced electric power.

Cooperatives are helping to build the next generation of leadership through

our Youth Tour Programs; sending high school students to Washington, D.C. to meet with law makers and get an up-close view of how our government functions. Youth Tour participants leave our nation's capital feeling energized. It inspires them to make a difference in their communities and gives them a new perspective. Youth Tour provides young people from our communities with an opportunity they may otherwise have never known.

All of these things, plus so much more, are what make-up the cooperative difference. This Fourth of July, as we think about the future of cooperatives and how we will continue to shape our country and our society, High West Energy remembers what it took to bring power to our communities and let the determination of those who came before us, guide us.

[www.highwestenergy.com](http://www.highwestenergy.com)

HIGH WEST ENERGY, INC. • PO BOX 519 • PINE BLUFFS, WY 82082-0519 • LARAMIE COUNTY (307) 245-3261 • TOLL FREE (888) 834-1657 OUTAGE CALLS 24 HOURS A DAY

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#### BOARD OF DIRECTORS

Board meetings are typically held on the fourth Monday of each month.

**District 11 – Troy Freeburg**  
Bushnell, NE (308) 673-5336

**District 12 – Don Wisroth**  
Pine Bluffs, WY (307) 245-3454

**District 13 – Ed Prosser**  
Cheyenne, WY (307) 632-6068

**District 14 – Jerry Burnett**  
Hereford, CO (970) 895-3386

**District 15 – Dan Acheson**  
Kimball, NE (308) 235-2300

**District 16 – Jamie Fowler**  
Cheyenne, WY (307) 214-9191

**District 17 – Russ Nielsen**  
Potter, NE (308) 250-4262

#### MANAGEMENT TEAM

Brian Heithoff, CEO/General Manager

Lloyd Sisson, Engineering Manager

Carol Macy, Chief Financial Officer

Jeff Bruckner, Operations Manager

Konnie Rask, Energy Services Manager

Lorrell Walter, Public Relations Manager

#### OFFICE HOURS

Monday – Friday  
7:30 a.m. – 5:00 p.m.  
Closed weekends & holidays

#### CHEYENNE SERVICE CENTER

8302 I-80 Service Road  
Cheyenne, WY 82007  
Open Monday – Friday  
10:00 a.m. – 5:30 p.m.

JULY 2014

# SPARKS

*Focused on people. Built on power.*

HIGH WEST ENERGY



## Electric Co-op Members Cannot Afford Price Increases, Job Losses from Carbon Regulations

In June, National Rural Electric Cooperative Association (NRECA) CEO Jo Ann Emerson commented on the latest round of Environmental Protection Agency (EPA) regulations limiting carbon dioxide emissions for power plants.

"Americans count on affordable and reliable energy to power our communities, promote job and economic growth, and keep costs in line for the basic necessities in our family budgets. New

EPA regulations that add to the price of electricity have serious consequences for our communities, jobs and families.

"It's very disappointing and disturbing that the EPA proposed a regulation that goes further than the Clean Air Act allows by taking an 'outside the fence' approach to setting the emissions reduction requirements that states must accomplish..."

"...Electric co-ops require independence and flexibility to choose solutions based on the needs of the communities they serve, which thoughtfully take into account balanced consideration of affordability, reliability and environmental responsibility..."

**Get involved! Join the Cooperative Action Network. Sign up at [www.highwestenergy.com/action](http://www.highwestenergy.com/action). For more information, visit [www.action.coop](http://www.action.coop).**

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# SUMMER ENERGY EFFICIENCY: *Myth vs. Fact*

**Myth #1:** When I'm not home, keeping my air conditioner at a lower temperature throughout the day means it doesn't have to run harder to cool my home when I return.

**FACT:** To save energy, set your thermostat to a higher temperature during the day, and lower it when you return home.

**Myth #2:** Closing vents on my central air conditioning system will boost efficiency.

**FACT:** Closing vents can cause the compressor to cycle too frequently and the heat pump to overload. You'll also use more energy.

**Myth #3:** Time of day doesn't matter when it comes to running my appliances.

**FACT:** Time of day does matter when running electrical loads. For example, take advantage of the delay setting and run your dishwasher at night to avoid peak times of use and save energy.

**Myth #4:** Bigger is always better when it comes to cooling equipment.

**FACT:** Too often, cooling equipment isn't sized properly and leads to higher electric bills. A unit that's too large for your home will not cool evenly and might produce higher humidity indoors.

**Myth #5:** If a house is big enough, one open window won't impact its energy efficiency.

**FACT:** Having one window open in a giant, air-conditioned house won't make a huge difference in its overall energy efficiency success. However, if one person doesn't realize that other people also have their windows open -- and one window is left open during a long weekend -- energy (and money) used to power the home's AC systems goes to waste.

**Myth #6:** Cranking the thermostat up or down will make your home get warmer or cooler faster.

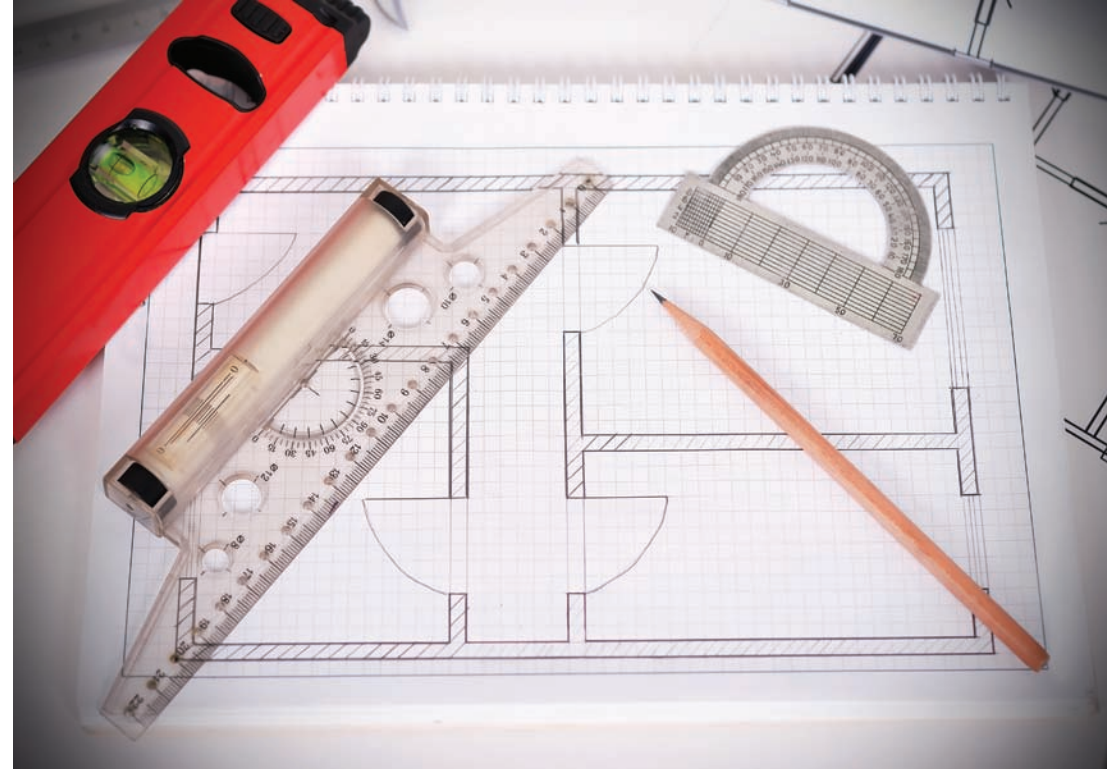
**FACT:** Thermostats are simple devices that direct the heating or cooling unit to turn "on" until a specific temperature is reached, at which time they direct the unit to turn "off." The danger with cranking the thermostat is the possibility of forgetting to reset the temperature and therefore wasting energy. Instead, just set the thermostat to your ideal temperature.

**Myth #7:** Leaving a ceiling fan on will help cool the room.

**FACT:** Fans cool people, not rooms. So if a ceiling fan runs in an empty room, no one will feel its benefits. A fan works by circulating the air in the space; when the breeze moves across the skin, we feel cooler, even though the temperature in the room is still the same. So when you leave the room, save energy by turning off the ceiling fan.

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If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at [program.intake@usda.gov](mailto:program.intake@usda.gov).



FEATURED PERSON

**John Childress**  
Staff Engineer

Have you ever wondered what it takes to build new power lines? You may have seen linemen setting new poles and installing new line, but have you ever considered what takes place behind the scenes so that process can move forward? John Childress, a seven-year veteran of High West Energy's engineering department, is part of the team that makes it happen.

John spends a considerable amount of time working on right-of-way issues. In order for High West Energy to build new line, the cooperative must receive permission from landowners to be on their property. He also secures permits from the different entities that require them (county, highway department and the railroad, for example) and surveys and stakes the land to identify where new poles will be set.

In his spare time, John enjoys camping, woodworking and building furniture, riding his motorcycle and working on cars. He has been married to his wife, Deb, for seven years. John has a grown son and daughter, and four grandchildren.

## High West Energy to Expand Pine Bluffs Facility

High West Energy is taking steps to enhance its Pine Bluffs, Wyo. office, warehouse and vehicle storage facility to better serve its members. Additional office space and a vehicle storage will be constructed on the east side of the original structure. Modifications to a portion of the original building began in April and are nearly complete.

"High West Energy, along with its sister companies, High West Wiring and High West Digital Solutions, is experiencing tremendous growth," said Brian Heithoff, CEO/general manager. "The oil and gas industry, coupled with the residential growth near Cheyenne, will result in a net positive for the cooperative and our members in the long-term. In the near-term, however, we've outgrown our existing building."

The two-story addition is approximately 10,000 square-feet. Upon completion in late 2014/early 2015, the first floor will provide office space for

several departments, including all member-service representatives. It will feature a drive-up window, which will allow members to make payments from their cars, if they so choose.

"Wyoming weather is not always pleasant," said Konnie Rask, energy services manager. "We are thrilled to be able to offer our members who like to make payments in person a convenient way to do so without having to brave the elements."

The cooperative has held off expanding its facilities for as long as possible. Fortunately, the costs associated with the expansion will be more than offset by the added revenues from the recent growth.

"This new building will facilitate better service to our members," said Heithoff. "It is our intention that all our members will be proud of what it stands for."

**SAVE THE DATE!**

**Member Appreciation Event**

**August 19 | 5-7 p.m. | Cheyenne Service Center**

**Join us for some good family fun.**

**We'll have activities and games for the kids to enjoy  
and dinner for everyone!**