

Real Electricity

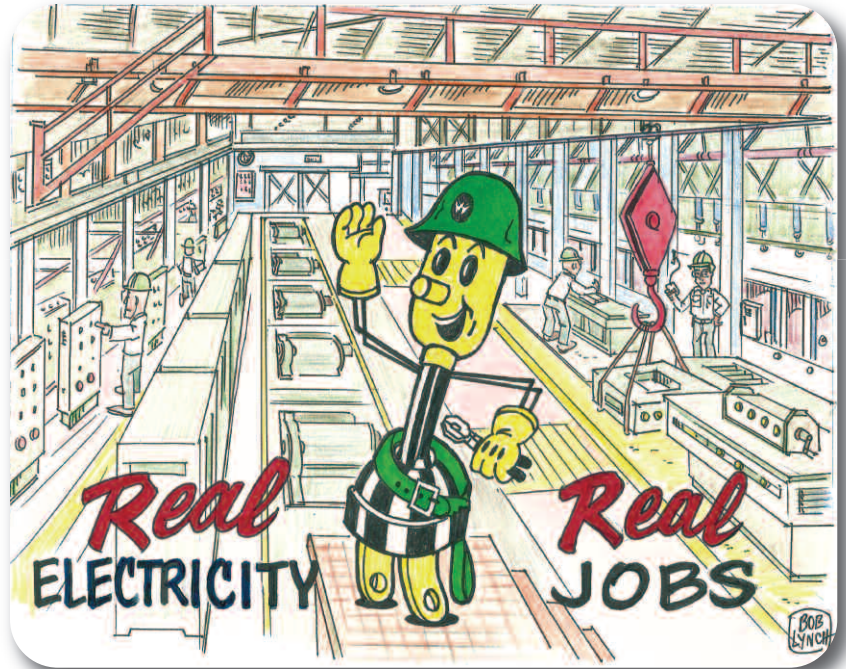
The EMPEROR'S NEW CLOTHES
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General Manager



PART 13 — Getting “Real” About Electricity
When I listen to speeches about our country’s need to embrace the “green energy economy” of the future, I am reminded about the time my son and daughter were teenagers. They often suggested I had been “born 40.” Their not so subtle implication was that I was a relic of the past, possibly only compatible with the European Middle Ages or at best colonial America. Their prescribed remedy was for me to get current with modern times by “getting REAL.”

Now I am enjoying watching my grown son and daughter raise their own kids. They have discovered, as all adults eventually do, that what is REAL is what actually works. And some things are still REAL for that reason, even when some consider them old-fashioned. Take, for example, this month’s cartoon of the friendly rural electric cooperative “spokesplug” Willie Wiredhand. His last name is a play on “hired hand,” since electricity became the farmers’ affordable and reliable “hired hand” on the farm.

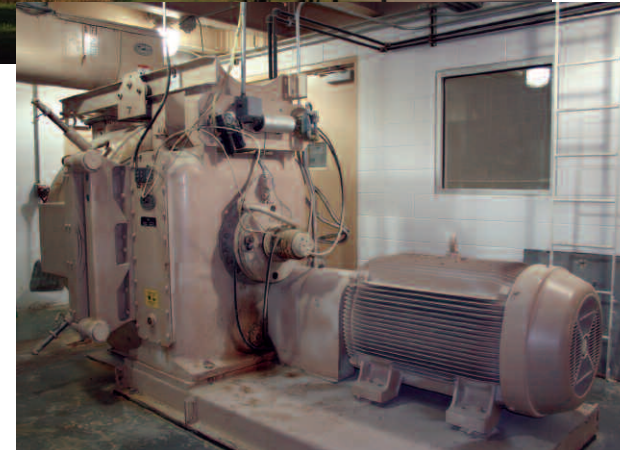
Some cooperatives have abandoned Willie as too old-fashioned (he was adopted in 1951). Willie is still part of your cooperative’s business logo because we are still in the business of providing affordable and reliable electricity that



serves as a “hired hand” not only on the farm, but also in our members’ homes as well as many businesses, including some illustrated this month on these pages. Your cooperative now provides “industrial strength” electricity 24 hours a day — seven days a week. We strive to provide even more reliable delivery of electricity to meet the modern needs of our commercial and industrial members.

Kalmbach Feeds Inc.

Number of Employees: 250
Location: Upper Sandusky
Business Description: Kalmbach Feeds, Inc., is a regional leader in the animal nutrition industry serving Ohio, Indiana, Michigan, Kentucky, West Virginia, Illinois and New York. Founded in Upper Sandusky by Milton and Ruth Kalmbach in 1963, its mission is to produce and meet the needs of every livestock producer from the large commercial farm, the family hobby, the 4-H member and the show competitor.



(Above) The pellet machine is powered by a 500-hp motor. The machine forces feed through holes in a die which is then cut off by knives. This creates the uniform pellet shape.

(Left) To cool down the feed after the pellets are formed, Kalmbach utilizes a 150-hp fan that pulls air through a holding bin.

You can see from these pictures that your cooperative provides REAL electricity to REAL businesses that create REAL jobs. I wonder if the idea of a “green energy economy” can ever be “REAL,” if it’s powered only by that other kind of electricity — you know — the kind that’s only there when the wind blows hard enough or the sun shines. I once asked an industrial member if he thought wind generation could power his plant. He just smiled. Your cooperative is in the business of providing REAL electricity to its members simply because it works reliably and affordably, and is available in the quantities our members want when they need it.

“REAL Electricity” is produced by coal, natural gas and nuclear generation. I agree with *Country Living* magazine’s Director of Communications Steve Oden who recently wrote in a column that “REAL Electric-

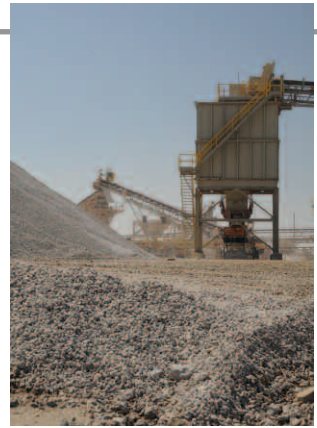
ity” is “a statement that a foundation industry exists — and is not going peacefully into extinction despite what some politicians and the EPA might desire — and it is becoming more efficient and cleaner.

“It’s a 24-hour, seven-day-a-week, get your hands dirty, decent wage, major employer, American industry that helped us win world wars, improve health (that’s correct, and we need to shout this from the cooling towers and flue stacks), ease toil, provide leisure and improve the quality of life in this nation for well over 100 years — and the job is not done yet.”

After nearly a billion dollars of environmental investment at Buckeye Power’s coal-fired plants, we’re doing an even better job of supplying REAL electricity: Affordable, Reliable and Cleaner than ever. That’s as REAL as it gets!

The National Lime and Stone Company

Number of Employees: 70
Location: Carey
Business Description: The National Lime and Stone Company is one of North Central’s largest consumers. Founded in 1903, it produces significant quantities of specialty dolomite-based minerals for the glass and steel industries. Other major uses of its products include pelletized agricultural uses, industrial fillers and sound-deadening products used by the automotive and roofing industries.



The National Lime and Stone Company’s 2.5-megawatt load, includes motors with a combined total of 2,000-hp to pump water, crush stone and move aggregate by conveyors at its facility.

