

MICHIGAN COUNTRY LINES

Plus!

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- 12 Free "All About Solar" Seminar

Media-Man

O'MALLEY

Joins Country Lines

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Change of Address: Please notify your electric cooperative. See page 4 for contact information.



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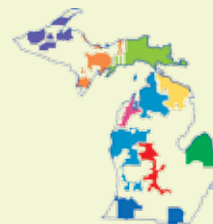
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ON THE COVER*

Jack O'Malley, a Cherryland Electric Co-op member and host of a northern Michigan radio show and TV 9-10 broadcast called "Jack's Journal," is joining Michigan Country Lines magazine as a READERS' PAGE columnist.

Photo Courtesy – Beth Price / bethpricephotography.com

*Some co-op editions have a different cover.



Michigan's Electric Cooperatives
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Been There, Done That On Electric Choice



Tony Anderson
General Manager

What is deregulation? Should I be concerned about ads that talk about “electric choice”? Enron? Brownouts? High prices? Jobs? Competition? Can you tell me what is going on?

These are questions from Cherryland Electric Co-op members that continue to pop up on a regular basis. They are caused by TV ads that appeared because of state legislation.

State Rep. Mike Shirkey, R-Clark Lake, introduced House Bill 5184 a few months ago.

His bill would open electric choice to 100 percent of customers served by Michigan’s large investor-owned utilities—DTE and Consumers Energy. (Electric co-ops like Cherryland were not included in the bill and thus far, have not been added.)

How would “choice” work? In theory, a home or business would choose a participating Alternative Energy Supplier (AES) and buy electricity from them. The customer would still have to pay a “poles and wires” charge to the incumbent utility because the AES would not own any physical facilities. So, the AES essentially “rents” the customers’ present physical, in-the-ground distribution facilities from DTE or Consumers Energy.

Is there money to be saved under this proposition? For the answer, one has to review a little history.

In 2001, the entire state was open to electric choice (including co-ops like Cherryland), but no companies were willing to serve the small residential customer. By 2008, it was decided that choice would only be available to large commercial businesses, and that DTE and Consumers Energy could not lose more than 10 percent of their customers to choice providers. This cap filled by the end of 2009.

Some commercial businesses with the ability to use electricity in large volumes did save money. Small residential users had no value to the AES crowd. Electric choice was a large-volume business. Homeowners saved nothing.

To protect the interests of its member co-ops, Wolverine Power Cooperative formed its own AES, Wolverine Power Marketing (WPM). Today, WPM serves 19 customers, such as East Jordan Iron Works, the Amway Grand Hotel, Herman Miller, Ferris State University, and more. This business generates margins that flow directly back to Cherryland and ultimately to all the members we serve.

Do we support House Bill 5184? No. We support leaving things as they are. While we didn’t support choice in 2001, out of necessity, we have now successfully carved out a small niche in a market with customers we enjoy serving that benefits all our members. Carving

(Continued on page 9)



Lots To Do at 76th Annual Meeting

Incredible Mo's, located just down the street from Cherryland Electric in Grawn, will host the co-op's 76th Annual Meeting on Thursday, June 19.

The gates will open at 4 p.m., the business meeting will run from 5:30 to 6:30 p.m., and the event will last until 8 p.m.

Here is a quick Question & Answer guide to the meeting.

Q. How do we vote for Cherryland directors?

A. There are two ways. Fill out a mail-in ballot in the May issue of *Country Lines* magazine and return it to the cooperative. Your name will be put in a drawing for \$500. The other way to vote is at the annual meeting. The results will be announced during the business portion of the meeting.

Q. What time will Incredible Mo's open on the day of the annual meeting?

A. The gates will open for Cherryland members at 4 p.m. Members can register, vote (if they haven't already), head inside for a meal (pizza, salad, soft drink), then either stay inside for games or go outside to hear entertainment and learn more about what Cherryland has to offer.

Q. What time will the business meeting take place?

A. The business meeting will start at 5:30 p.m.—later than in the past because it allows more people to get out of work and come right to Incredible Mo's in time for the meeting, which will last until 6:30 p.m. We'll offer food, games and entertainment from 4 to 5:30 p.m., and then after the meeting from 6:30 to 8 p.m.

Q. Should we enter Incredible Mo's from U.S.-31?

A. Yes. That would be the easiest way. We will have people who will show you where to park and where to go through registration. After that, you have your choice of things to do until the business meeting starts at 5:30 p.m.

Q. Why did Cherryland switch its Annual Meeting to Incredible Mo's?

A. We wanted to give another member—in this case Incredible Mo's—a chance to host the meeting, too. Cherryland is lucky in that we have several great commercial sites we serve that could host the meeting every year.

Q. What will there be for people to do at the meeting?

A. Lots. In fact, this is the most choices our members and their families have ever had at our annual meeting. They can bowl, play laser tag, or arcade games. They can get their faces painted, listen to live entertainment and learn more about what Cherryland has to offer with our various table setups. Come to think of it, this will entertain "kids" of all ages. ■

76th Annual Meeting

When: Thursday, June 19

Where: Incredible Mo's
in Grawn

Time: 4–8 p.m.

Business Meeting:
5:30–6:30 p.m.



Photos – 831 Creative

GIVE YOUR TASTEBUDS A HAWAIIAN VACATION

These island-inspired recipes are perfect for any Hawaiian luau or just for fun.

Hawaiian Sweet & Sour Meatballs

3/4 lb. ground beef
3/4 c. fine bread crumbs
1/8 c. sesame seeds, toasted
1 small can pineapple chunks
1 small onion, minced
1 egg, beaten
1 t. salt
dash pepper
1 T. salad oil

Sweet and Sour sauce

2 T. cornstarch
1/2 c. sugar
2 T. shoyu sauce (soy sauce)
1/4 c. white vinegar
1/4 c. pineapple juice
1/4 c. water



Combine beef, bread crumbs, onion, egg, sesame seeds, salt and pepper. Shape meat mixture into balls and put a chunk of pineapple in center of each meatball. Heat oil in skillet; sauté meatballs a few at a time, browning well on all

sides. Cover and cook on low heat until meatballs are done. Combine ingredients for Sweet and Sour sauce in small pan. Cook about 5 minutes, stirring constantly till thickened. Pineapple chunks may be added to sauce, if desired. Pour sauce over meatballs and serve. Serves 4. This is a traditional Hawaiian recipe given to me by my daughter-in-law, who is Hawaiian.

Tanya Blackmer, Atlanta

Hawaiian Refrigerator Cake

1 1/3 c. sweetened condensed milk
10 maraschino cherries, quartered
1/4 c. fresh lemon juice
1/2 c. heavy cream, whipped
1 c. miniature marshmallows
Ladyfingers cookies, about 3 dozen
1/2 c. crushed pineapple, undrained



Combine milk and lemon juice; stir until thickened. Add marshmallows, pineapple, maraschino cherries and whipped cream. Line large loaf pan with separated ladyfingers, standing halves around edge and laying them across the pan bottom. Pour in filling and cover with ladyfingers. Chill at least 6 hours. Garnish with additional whipped cream and maraschino cherries, if desired. Serves 8–10. I received this recipe from friends who had just returned from Hawaii.

Janice Harvey, Charlevoix

SUBMIT YOUR RECIPE!

Thanks to all who send in recipes. Please send in your favorite "All About Snacks" recipes by **June 10**.

Mail (handwritten or typed on one side, please) to: Country Lines Recipes, 2859 W. Jolly Rd., Okemos, MI 48864; or email recipes@countrylines.com.

Contributors whose recipes we print in 2014 will be entered in a drawing and Country Lines will pay the winner's January 2015 electric bill (up to \$200)!

Find more of our readers' recipes at countrylines.com

Cool Energy Bills with Metal Roofing

Asphalt shingles are still the norm in most regions, but the next roof over your head could be an energy-saving metal one made of stainless steel and painted to reflect hot sun rays. Thomas Jefferson chose metal roofing to shelter Monticello, his Virginia estate. Centuries later, historians say, Jefferson's "tin" roof "is in fine shape."

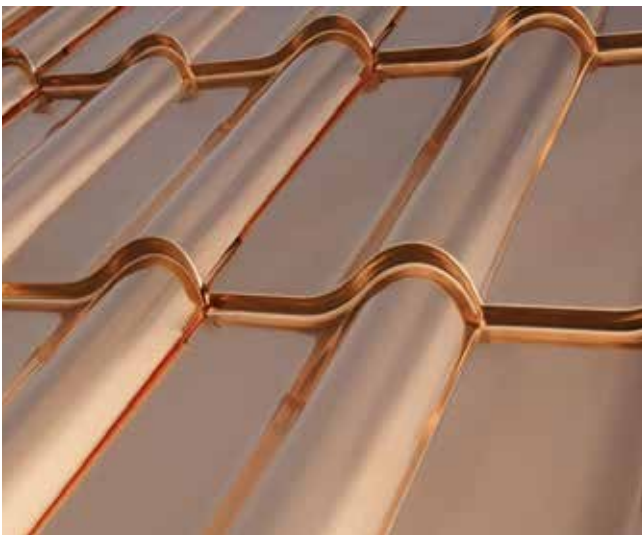
That kind of durability, say metal roofing retailers and manufacturers, is a strong selling point to a growing band of homeowners who want a building material that is not only sustainable, energy efficient, and cost-effective, but more aesthetically pleasing than asphalt. Today, consumers can select metals from copper to zinc, and roofing styles ranging from traditional vertical seams to those resembling wood shake, slate, shingles, and clay tiles. A multi-year study conducted by the Oak Ridge National Laboratory's Building Technology Center suggests that replacing conventional asphalt roofs with metal ones can reduce air conditioning energy use by up to 25 percent.



The metal roof on this log home features a standing seam design that reflects the sun's rays, making it both easier to cool in summer and great for shedding snow.

If you're wondering whether your house should be clad with a metal roof, ENERGY STAR® offers this guidance: homes that are hampered with high air-conditioning bills, have large roof surfaces, lower insulation levels, or located in hot, sunny climates benefit the most from metal roofing. Painted metal roofs, also known as "cool metal roofs," are designed to reflect more sunlight and absorb less heat than a standard roof. Special reflective color pigments make this possible. Whether white or a darker paint color is used, heat will still reflect well and help reduce cooling loads in summer and insulate homes in winter.

With metal roofs, there are additional ways for homeowners to save money over time, but the initial purchase price can be a factor. The cost for using metal roofing systems in home renovations or new residential construction is higher than most other materials, manufacturers say. But compared to traditional, dark gray asphalt shingles and other non-metal roofs that last an average of 17 years and require replacing about every decade or two, metal roofs last longer. A metal roof lifespan is about two to three times longer, says William "Bill" Hippard, chair of the nonprofit Metal Roofing Alliance, a coalition that educates consumers about the benefits of modern metal roofing, and the product is virtually maintenance-free. ■



Gleaming copper that is shaped like barrel tile forms this home's new roof.

Photos – Metal Roofing Alliance



Take Time

How to Help a Kid

One Call

231-486-9214

or

One Click

marathon4kids.com

helps

One Kid

*Big Brothers Big Sisters
of Northwestern Michigan*

WHAT IS IT? Marathon 4 Kids is a fundraiser developed by Cherryland General Manager Tony Anderson to raise money for Big Brothers Big Sisters of Northwestern Michigan.

HOW DOES IT WORK? Tony's goal is to complete 50 marathons, one in each state. So far, he has run marathons in 20 states.

WHERE DOES THE MONEY GO?

100 percent of the money goes towards serving kids in northwest Michigan through Big Brothers Big Sisters.

MORE INFORMATION? Contact Tony at 231-486-9214 or marathon4kids@gmail.com, or visit marathon4kids.com.



Curiosity Creative



Tired of Hearing Excuses



Nick Edson

Two friends of mine were talking a few years ago about everything they were going to do when they weren't "so darn busy."

One was going to volunteer at Munson Hospital, become a Big Brother in the Big Brothers/Big Sisters program, and become a National Cherry Festival ambassador.

I saw him the other day and asked which of those volunteer groups he had undertaken.

He hesitated... never a good sign.

"Well, I retired two years ago and I'm busier than ever," he said with a sheepish smile.

"Good for you, what's keeping you busy?" I asked.

"Well, I like to hunt and fish quite a bit, so that takes up a lot of my time," he said. "And I like to follow the Tigers in the summer and the Lions in the fall. Plus, my wife and I like to head out to the casino every week or so. So we are really busy."

I smiled to myself, knowing that he was always going to be "too darn busy" to help other people.

My other friend went the opposite route. He had never done much volunteer work, but decided to give it a try. He has a family—a wife and three kids—but wanted to "make a difference."

"I always thought that volunteering meant spending a lot of time away from my family," he said. "What I found out is that my family and I can volunteer together. It actually makes us appreciate what we have a little more."

His family was into volunteering at Munson Manor, serving meals to people who had spent the day visiting relatives in the hospital. They took part in the local Relay

"What I found out is that my family and I can volunteer together. It actually makes us appreciate what we have a little more."

for Life, raising money for the American Cancer Society. He helped coach his kids' baseball and soccer teams.

"Before I started volunteering, I thought of it as extra work, something I wouldn't enjoy doing," he said. "What I found out is that it's much more enjoyable being a 'We' person instead of a 'Me' person."

He became what I call a "convert volunteer." All he had to do was try it. And once he did, he found that being a volunteer comes back to reward you so many times over.

Frankly, I get tired of hearing excuses of why people can't or won't help out or volunteer their time.

It simply boils down to making choices.

Some people don't want to even consider volunteering. I get that. But those are the same people who are too busy doing their own thing to even think about helping someone else.

If these people saw what one hour a week could do—helping a senior citizen, lending a listening ear to a kid, or volunteering at one of the many needy nonprofits—I think they would change their tune.

Volunteering can mean just saying something encouraging to someone. It can mean being a good listener. It can mean stuffing envelopes. It's all about trying to make someone else's life a little easier.

Who can be "too busy" for that? ■

Been There, Done That On Electric Choice *(Continued from page 4)*

out a bigger niche in a battle with large investor-owned utilities is not something we believe to be a good use of our time and your money.

Supporters claim HB 5184 will save everyone money. I contend that rates could be lower if we didn't have the state's renewable energy mandate, Energy Optimization mandate, and low-income energy assistance charge. None of these were on your bills 10 years ago. All are a direct result of legislative action.

Bill opponents will talk about blackouts and Enron. In my opinion, these are scare tactics. The better

argument is that new electric generation is needed, and it is costly. Knowing who your customers are going to be makes the decision much easier.

What is best for Michigan? Again, just my opinion, but I believe it is keeping investor-owned utilities under their present regulatory system and letting co-op members continue to govern themselves as they do today.

We've been here and done this before. Let's move on to new, different ideas. ■

Media-Man O'MALLEY

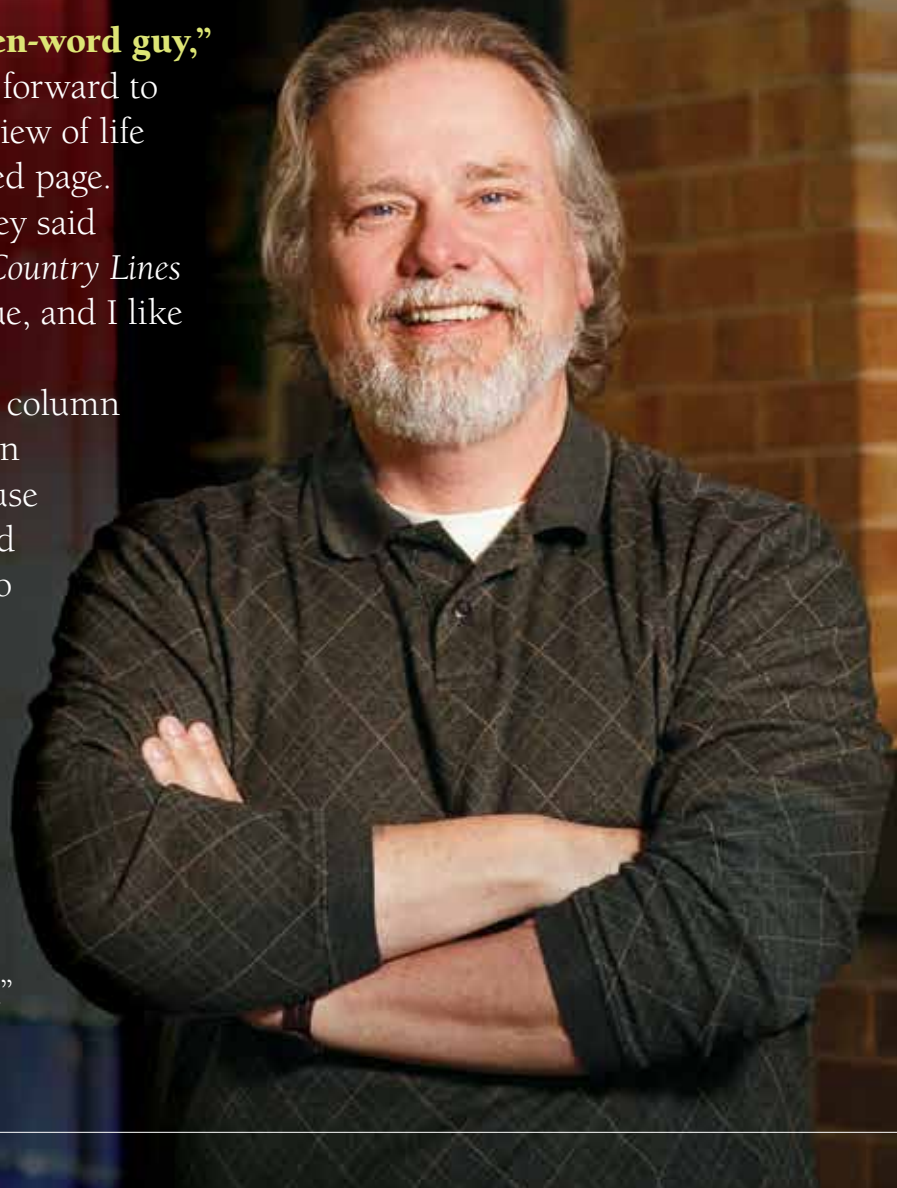
Joins *Country Lines*

A self-proclaimed “spoken-word guy,” Jack O'Malley is looking forward to transferring his upbeat view of life in Michigan to the printed page.

“I’m thrilled about this,” O'Malley said about his new gig with *Michigan Country Lines* magazine. “It’s a whole new avenue, and I like a challenge.”

Beginning with this edition, his column on the Readers’ Page will appear in alternating issues. O'Malley will use the hallowed space, once occupied by Jim Hough, then Mike Buda, to expand on what he already does on northern Michigan radio and TV: celebrate the great and quirky people and places of his home state, filtering the stories through the lens of his buoyant personality.

“People get enough bad news,” he says. “They want a little good news.”



O'Malley, 54, relishes the role of good-news messenger. To Traverse City area people, his voice is as familiar as cherry pie. He's hosted the WTCM Radio Morning Show since 1984, making it the longest-running morning radio show in northern Michigan. O'Malley describes the program, which airs from 5 to 9 a.m. Monday through Friday as "full-service," meaning a complete package of music (country), news, weather, traffic reports—everything listeners need to start their day, except the coffee.

"People waking up want to know the world is still here and that all is well," O'Malley explains. "The idea is to be happy and fun, and keep people informed."

Brief interviews with various guests are also part of his routine—a local librarian offering a glimpse of what Traverse City folks are reading, an outdoor writer discussing what's biting in the Bay, or a city official discussing a development project.

A true multi-media man, O'Malley also turns up every Monday on the northern Michigan CBS affiliate WWTV (TV 9&10), in the form of "Jack's Journal," a 2-minute human-interest feature that airs during the 6 p.m. news.

The subjects?

"Gosh, it's everybody and everything," O'Malley says, tossing out a few recent examples—a hidden gem known as the Manton Military Museum, a one-man band, a funky little "Up North" tavern...

O'Malley describes the drill: "I get a cameraman and travel all over northern Michigan—from Alpena to the eastern Upper Peninsula, to the Ludington area—I follow the subject around, do an interview, put it all together."

Now and then O'Malley spends the 2 minutes musing about one of modern life's marvels—the overwhelming number of options, for example, in a supermarket cookie aisle.

O'Malley gleans ideas from his viewers and listeners, production team members, and his own observations. For *Country Lines*, O'Malley, who grew up in Detroit, will continue working Michigan's fertile human-interest soil, but on a broader, statewide field.



Jack O'Malley says his WTCM Radio Morning Show is a complete package of music, news, weather and everything listeners need to start their day, except the coffee.

"I'm a Michigan boy," he says. "My heart is in Michigan." O'Malley and his wife Robin are, by the way, Cherryland Electric Co-op members. O'Malley has two grown daughters and a 12-year-old son. As this *Country Lines* edition went to press, a first grandchild was also expected.

A veteran hunter of human-interest stories, O'Malley knows that the eyes and ears of his listeners, viewers, and now, readers, are his best bush-beaters. If you have an idea for a column, he wants to hear from you.

"I'm always open to ideas and suggestions," he says.

On column writing, as well as on grandfathering. ■



Free “All About Solar” Seminar

6 p.m., May 20, 2014
Cherryland Electric Cooperative
5930 U.S.-31 S.
Grawn, MI

Are you considering installing solar panels on your home or business? Then you don't want to miss an “All About Solar” seminar that Cherryland Electric Cooperative is hosting with Northern Michigan College (NMC).

Join us on May 20 to discover how solar electric systems convert sunlight into electricity, and to gain an essential understanding of the steps necessary to install a solar electric system at your home. You will also learn about the different systems in use today and what to consider when buying a system.

Bill Queen, an NMC instructor and solar site assessor and consultant, will lead the seminar. He also serves as Michigan's representative to the Midwest Solar Training Network, chairs the Michigan Renewable Energy Program Solar Committee, and is NMC's solar energy training coordinator.

The seminar is *free* to Cherryland members, but space is limited. Please RSVP by May 16 to Tammy Squires at 231-486-9261, or by email to tsquires@cherrylandelectric.com.

Co-op News

Cares Board Awards \$13,150 to Area Nonprofits

At its first 2014 quarterly meeting in March, the Cherryland Cares board awarded \$13,150 in grants to eight nonprofit agencies from the Grand Traverse area.

The grants went to Northwest Michigan Community Action Agency, Traverse Bay Children's Advocacy Center, Women's Resource Center Laundry Project, Leelanau Christian Neighbors, Child & Family Services, Traverse Life Center, and Grand Traverse Dyslexia Association.

Over the last five years, the Cherryland Cares board has given out more than \$160,000 to area nonprofits, an average of \$32,000 a year.

Cherryland Cares Seeks Grant Applications

Area nonprofit agencies who are seeking financial help can apply for a grant through Cherryland Cares.

Cherryland Cares is a five-member board, made up of Cherryland Electric Cooperative members, who distribute money from Operation Roundup to area nonprofits. The next quarterly meeting of Cherryland Cares is **June 16**. The application deadline is **June 6**.

Operation Round Up money comes from Cherryland members who elect to round up their bills to the nearest dollar every month. This amount averages \$6 per year.

To receive a Cherryland Cares grant application or join Operation Round Up, contact Nick Edson at 486-9222 or e-mail nicke@cecelec.com.

Pay Your Electric Bill Online

Want to save money and pay your Cherryland Electric Cooperative bill online?

It's easy. You can set up your accounts to get only an e-mail bill—no more paper bills.

To sign up for this service, access your account on cherrylandelectric.com. It will prompt you immediately after you sign in to decide whether or not you want the paper bill to continue; if you do, check the box. If not, simply press “update.”

Questions about online payment can be answered by Cherryland's Member Service Department at 486-9200.

Visit Cherryland On Facebook

For the latest Cherryland news and events, members can now follow us on Facebook.

Go to cherrylandelectric.com and click “**follow us on facebook**” at the bottom left-hand corner of the home page.

We offer updates on services for our members and regular updates when outages occur. ■

ALWAYS CALL BEFORE YOU DIG



One free, easy call gets your utility lines marked AND helps protect you from injury and expense.

**Safe Digging Is No Accident:
Always Call 811 Before You Dig**

Know what's below. Always call 811 before you dig.
Visit call811.com for more information.

Winter's in the Rear View

Whew! Winter is finally in our rear view mirrors. All of Michigan's 83 counties experienced a humdinger, didn't they? Persistent cold, high accumulations without a traditional mid-season thaw, an abundance of snow days, and the Great Lakes nearing an ice-cover record made the Winter of 2013 one for the books! Yowsers!

I'm as ready for spring as the next guy, but let's be honest about winter in Michigan, too. We all love it! Winter is as much a part of who we are as the DNA that determines our eye and hair color.

We love seeing how southern towns react when hit with an inch or two of snow. Schools close, YouTube videos of garbage trucks pirouetting down the interstate are circulated, and news crews are on the scene! Why do we find such humor in our southern neighbors' response to what we consider a "light dusting"?

Bragging rights, pure and simple. We Michigianians are a tough bunch—enduring months of snow and frigid cold, driving to and from work (uphill both ways), and sending kids to the bus stop on days when the slightest breeze can leave cheeks raw and chapped. And, when warm weather friends call to complain about an inch of snow or temperatures below freezing, we can let loose! "Heck, we got a foot last night! It's minus 8 with wind chills at 35 below and schools have been closed all week!"

Not for the faint of heart, winter gives folks true grit, an identity. Anybody can do sunny and 75, but it takes seasoned Michigianians to handle negative temperatures and snow up to their backsides! Floridians have lawn mowers. A rake or two. But look in any Michigan garage and you will find all that plus an assortment of snow blowers, shovels, ice choppers, snow scoops...an arsenal for the war with winter we secretly enjoy waging year after year.



"Winter gives folks true grit... Anybody can do sunny and 75."

Jack O'Malley pictured using a snowblower during this infamous "Winter of 2013."

Enjoy the warm months ahead. You've earned 'em! And while boating, camping or lazing on the beach this summer, pay attention to the number of times you catch yourself bragging about how you survived the infamous "Winter of 2013." Because you will. And, you should. The seasons make us who we are. And we are from Michigan, home of the real winter!



P.S. I am looking forward to talking with you through this column (every other issue), so if you have a topic idea to share about unique Michigan people, places and things, give me a shout to jack@countrylines.com or write: J. O'Malley, 2859 W. Jolly Rd., Okemos, MI. ■



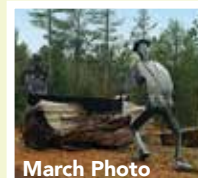
«« Do You Know Where This Is?

Every co-op member who identifies the correct location of the photo at the left by **June 10** will be entered into a drawing for a \$50 credit for electricity from their electric cooperative.

We do not accept Mystery Photo guesses by phone. Enter your guess at countrylines.com; or send by mail to *Country Lines Mystery Photo*, 2859 W. Jolly Rd., Okemos, 48864. Include your name, address, phone number and the name of your co-op. Only those sending complete information

will be entered in the drawing. The winner will be announced in the July–August 2014 issue.

The March contest winner is **Deborah Dunlap**, a Cherryland Electric Cooperative member from Traverse City, who correctly identified the photo as Lakenenland Sculpture Park in Marquette.



March Photo

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As a member-owner of Cherryland Electric Cooperative, you have the privilege of participating in the political affairs of our cooperative. That includes your unique right to make financial contributions to the campaigns of candidates for political office who support our electric cooperative.

The Action Committee for Rural Electrification (ACRE) is the political action committee of the nation's electric cooperatives. ACRE Co-op Owners for Political Action gives you, the member-owner, the opportunity to raise your voice on behalf of the cooperative.



For more information on ACRE Co-op Owners for Political Action, contact Rachel Johnson at rjohnson@cecelec.com • 231-486-9275