

MICHIGAN COUNTRY LINES



MIXING IT UP AT
*Short's
Brewing*

Plus!

8 Fall Discounts
For You

9 Take Our Co-op
Member Survey

13 Receive An
Energy-saving Gift!



WATERFURNACE HAS A SMARTER WAY TO
LOWER YOUR BILLS
 THIS WINTER

You don't have to lower the thermostat to control your heating bills. WaterFurnace geothermal systems use the **clean, renewable energy** in your own backyard to **provide savings of up to 70% on heating, cooling and hot water.** And because WaterFurnace units don't use any fossil fuels or combustion, **the EPA calls it *the most environmentally friendly and cost effective way to condition our homes.**** Call your local WaterFurnace dealer to learn how WaterFurnace is good for the environment, your budget and the feeling in your toes.

YOUR LOCAL WATERFURNACE DEALERS

Bad Axe
 B & D Htg
 (989) 269-5280

Berrien Springs
 WaterFurnace
 Michiana
 (269) 473-5667

Big Rapids
 Stratz Htg & Clg
 (231) 796-3717

Caro
 AllTemp Comfort, Inc.
 (866) 844-HEAT
 4328

Carsonville
 Certified Temperature
 Innovations
 (810) 300-7748

Clifford
 Orton Refrig & Htg
 (989) 761-7691

DeWitt
 S & J Htg & Clg
 (517) 669-3705

Grand Rapids
 Total Comfort
 Resource, LLC
 (616) 406-3182

Hart/Ludington
 Adams Htg & Clg
 (231) 873-2665

Indian River
 M & M Plbg & Htg
 (231) 238-7201

Ionia
 Home Experts
 (800) 457-4554

Jackson
 Comfort 1 Htg/
 Lenawee Htg
 (517) 764-1500

Kalkaska
 Kalkaska Plbg & Htg
 (231) 258-3588

Lapeer
 Porter & Heckman
 (800) 445-4328

Mount Pleasant
 Walton's Htg & Clg
 (989) 772-4822

Muskegon
 Adams Htg & Clg
 (231) 873-2665

Muskegon
 Kiessel Geothermal
 Htg & Clg
 (231) 747-7509

Onaway
 Standard Htg
 (989) 733-8309

Palms
 Lakeshore
 Improvements
 (989) 864-3833

Portland
 ESI Htg & Clg
 (517) 647-6906

Traverse City
 Geofurnace Htg
 & Clg
 (231) 943-1000

Traverse City
 D&W Mechanical
 (231) 941-1215

UPPER PENINSULA
Manistique
 Hoholik Enterprises
 (906) 341-5065

Marquette
 J Goods Plbg & Htg
 (906) 235-5788

Marquette
 Swick Plbg & Htg
 (906) 228-3400

**Sault Ste Marie/
 Kinross**
 Great Lakes
 Services Inc.
 (906) 632-5543



visit us at waterfurnace.com



October 2014
Vol. 34, No. 9

Executive Editor
Casey Clark

Editor
Gail Knudtson

Publisher
Michigan Electric
Cooperative Association

Design and Layout
Ciesa Design

Michigan Country Lines, USPS-591-710, is published monthly, except August and December, with periodicals postage paid at Okemos, MI, and additional offices. It is the official publication of the Michigan Electric Cooperative Association, 2859 W. Jolly Rd., Okemos, MI 48864.

Subscriptions are authorized for members of Alger Delta, Cherryland, Cloverland, Great Lakes, HomeWorks Tri-County, Midwest Energy, Ontonagon, Presque Isle, and Thumb electric cooperatives by their boards of directors. Subscriptions for nonmembers are \$6 per year.

POSTMASTER: SEND ALL UAA TO CFS.

Letters to the editor should be sent to Country Lines, 2859 W. Jolly Rd., Okemos, MI 48864. Phone 517-913-3531. Email: gknudtson@meca.coop.

Association officers are **Ken Swope**, Midwest Energy, chairman; **Robert Schallip**, Cloverland, 1st vice chairman; **Jon Zickert**, Cherryland, 2nd vice chairman; **Eric Baker**, Wolverine Power, secretary-treasurer; and **Tony Anderson**, Cherryland, past chairman. **Craig Borr** is president and CEO.

Unsolicited letters, photos and manuscripts are welcome. *Country Lines*, however, will not be responsible for their safe keeping or return.

The appearance of advertising does not constitute an endorsement of the products or services advertised.

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



IN THIS ISSUE



6 HOME COOKING
Our Readers' Best Original Recipes
Christin McKamey & Our Readers



7 OUR ENERGY
When Do Appliance Upgrades Make Sense?
James Dullely



10 FEATURE
Mixing It Up At Short's Brewing Company
Howard Meyerson



13 SAFETY
Teaching Kids Electrical Safety



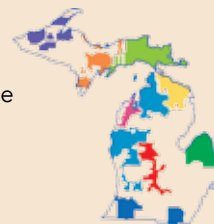
14 READERS' PAGE
Co-op Careers: There May Be A Job For You

ON THE COVER*

Joe Short is the founder of Short's Brewing Company, in Bellaire, MI, and likens brewing to being a chef. The beers he mixes up are creative in both their ingredients—from spruce tips to marshmallows—and names, like "Dr. Zeus" and "Stache Bender," whose artsy label depicts his mustachio.

Photo Courtesy—Michael Murphy IV Photography

*Some co-op editions have a different cover.



Michigan's Electric
Cooperatives
countrylines.com



Board of Directors

Richard Walsworth *Chairman*
3701 N. 48th Ave., Mears, MI 49436
231-873-2418 • rwalsworth@glenergy.com

Mark Carson *Vice-Chairman*
01950 Anderson Rd., Boyne City, MI 49712
231-582-0688 • mcarson@glenergy.com

Larry Monshor *Treasurer*
1541 Thumm Rd., Gaylord, MI 49735
989-705-1778 • lmonshor@glenergy.com

Paul Byl *Secretary*
9941 W. Buchanan Rd., Shelby, MI 49455
231-861-5911 • pbyl@glenergy.com

Richard Evans *Director*
11195 Essex Rd.
Ellsworth, MI 49729
231-588-7114 • revans@glenergy.com

Dale Farrier *Director*
1561 N. Selkirk Lake Road,
Kalkaska, MI 49646
231-564-0853 • dfarrier@glenergy.com

Robert Kran *Director*
7380 N. Tuttle Rd., Free Soil, MI 49411
231-464-5889 • bkran@glenergy.com

Paul Schemanski *Director*
5974 Stolt Rd., Petoskey, MI 49770
231-439-9079 • paul.schemanski@glenergy.com

Robert Thurow *Director*
819 W. Chauvez Rd., Scottville, MI 49454
231-757-3430 • rthurow@glenergy.com

President/CEO: Steve Boeckman
888-485-2537

Communications
Director/Editor: Dave Guzniczak
231-487-1316

Boyne City Headquarters:
1323 Boyne Ave.
Boyne City, MI 49712
Hours: 8 a.m.–5 p.m. M–F
Phone: 888-485-2537

To report an outage, call:
1-800-678-0411

gtlakes.com

Great Lakes Energy is an equal opportunity provider and employer.



Find us on Facebook.
facebook.com/greatlakesenergy



from Great Lakes Energy

Looking Out for You This Fall



Steve Boeckman
Great Lakes Energy
President/CEO

The colorful arrival of fall draws us outside, except when storms roll in.

But when there's a big storm, that's exactly where our lineworkers and other field staff will be—outdoors working to get your power back on as quickly as possible.

We often take power—and the men and women who provide it—for granted. Let's take a moment to stand in their boots. Lineworkers have to work safely, smart, and efficiently—all while they are 40 feet in the air wearing sturdy, thick rubber gloves.

On a typical day, lineworkers maintain electrical distribution lines or build service to new homes and businesses. Every day, their work is focused on maintaining and improving one of the largest power line distribution systems among all the electric co-ops in the country. But when our dispatch center calls crews with a problem, everything else takes a backseat.

Providing reliable electric service requires co-op employees to be prepared at all times for storms. Plans are in place that allow us to quickly mobilize as many crews as possible when a big storm hits. And, since most outages stem from tree-related damage to power lines, that's why re-clearing trees and limbs within our many miles of right-of-way is a priority. New technologies, including the automated meter at your home, are also used to get your power back on more quickly.

You can help, too. Besides keeping non-perishable food, water, a first aid kit, and other emergency supplies at-hand, you need to update us on any changes to your phone number. When you dial 1-800-678-0411 to report an outage, our automated phone system attempts to recognize your number and location, so having your current, primary number in our records means we can get your outage location information faster.

Great Lakes Energy exists to provide value to its members, so our first priority is to deliver safe, reliable and affordable electric service, because that's what you value most from your member-owned co-op.

You can look forward to the cooler seasons, knowing that when dark clouds roll in, we'll be looking out for you. ■

It's a Good Thing That We're Different

Whether it's a neighbor, friend or someone on TV, we tend to compare ourselves to others for many reasons. Sometimes the comparisons are helpful, and other times far-fetched. Businesses, like Great Lakes Energy, do the same thing.

Great Lakes Energy uses comparisons with other electric co-ops as benchmarks for making improvements. We don't normally compare ourselves to utilities that aren't electric co-ops, such as an investor-owned or municipal utility, because as a co-op we're different in many ways.

One way we're different is that we serve fewer consumers per mile. As you drive through rural Michigan, and then through a town or city, you'll easily spot this difference. This means the amount of revenue collected per mile of power line is much less for electric co-op than investor-owned or municipal utilities. Great Lakes Energy collects an average of \$12,933 in revenue-per-mile with an average of 8.7 members per mile, which is well below investor-owned and municipal utilities (see related graph). In fact,

electric co-ops got their start because other utilities didn't want to risk extending miles of line to serve sparsely populated rural areas.

The cooperative difference also means doing more with less. We repeatedly meet our annual goal to control costs, which is based on measuring our cooperative's performance against other electric cooperatives. Our average percent increase in costs in 2013 was well below the average increase of other electric co-ops nationwide.

We do more to keep the lights on for our members. In the last 10 years, major investments in our power line distribution system have allowed us to regularly meet our annual reliability goal. If successful in 2014, we will have met that goal of reducing average outage minutes in seven of the last nine years.

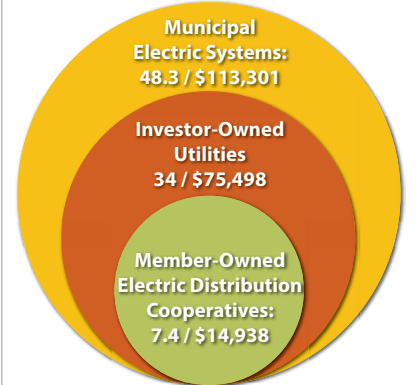
The addition of more line protection devices, use of new technologies, improvements to major power line circuits, and ongoing vegetation management to limit tree damage to power lines are all helping to get the lights back on safely and more quickly during storms.

Cooperatives serve their members most effectively and strengthen

Revenue in Review

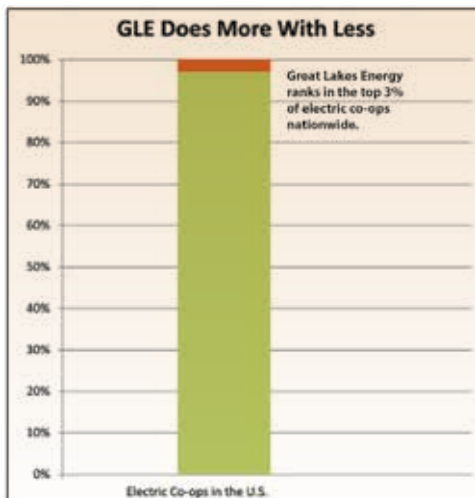
Because of higher population densities (more consumers served per mile of line), municipal electric systems and investor-owned utilities receive more revenue per mile of line than electric cooperatives.

Consumers served/revenue per mile of line for different utilities:



the cooperative movement by working together. One important way we practice this principle of "Cooperation among Cooperatives" is by working with other electric co-ops when big storms cause widespread damage and leave thousands without power. By working together with other co-op crews, we restore power more quickly.

The cooperative difference means members, not profits, come first. ■



Great Lakes Energy is 24th out of 815 electric co-ops for number of members per employee, which is a measure of productivity.

Scam Alert Reminder

Great Lakes Energy (GLE) members are reminded to be aware of impostors who may call them claiming to be from Great Lakes Energy.

Any GLE member who receives a call from someone claiming to be from Great Lakes Energy and feels pressured for immediate payment or personal information is advised to hang up the phone and call their electric cooperative. Great Lakes Energy members can call 1-888-485-2537 and speak to any GLE member service representative. Co-op members, or any consumer, should never give out personal information, including financial account numbers or social security numbers, over the phone or internet to someone they do not know.

Members should also report the incident to local law enforcement authorities.

KITCHEN CREATIVITY

Looking to try something new? Co-op cooks share their custom creations.

Artichoke & Spinach Dip



2 8-oz. pkgs. light cream cheese
8 oz. pkg. light sour cream
1 c. parmesan cheese
2 small cans artichokes, diced
10 oz. pkg. frozen spinach
2 T. olive oil
1 T. marjoram flakes
½ T. red pepper flakes (dry)

Mix all ingredients and put into a 2 qt. crock pot on low. Stir often as it heats. Serve with tortilla chips.

Paula Miles, Lawton

Fiesta Lasagna (pictured)

1 lb. burger, browned
1 can corn
1 can black beans
1 16-oz. can tomato sauce
1 can diced tomatoes
1 16-oz. can salsa
1 small can sliced black olives
1 envelope taco seasoning
3 T. fresh cilantro
8 oz. sour cream
8 oz. cream cheese, softened
1 pkg. lasagna noodles, tortillas or zucchini
1 egg, lightly beaten
8 oz. shredded mozzarella cheese
16 oz. shredded cheddar cheese
Shredded lettuce

Brown burger. Add corn, black beans, tomatoes and tomato sauce, salsa, olives, taco seasoning and cilantro. Stir. In another bowl, mix together sour cream, egg, mozzarella, and cream cheese. Layer like lasagna in a 9"x13" pan, ending with cheddar cheese on top. Bake 30 minutes at 375°. Take out of oven, and add lettuce. Set for 10 minutes. Serve with sour cream.

Patsy Miller, Pickford

Golden Honey Glazed Chicken

3 ½ to 4 lbs. chicken, cut up
½ c. Worcestershire®
3 T. honey

Rinse chicken and pat dry. Place in a shallow pan, lined with foil. Mix Worcestershire® with honey. Baste chicken. Bake at 350° for 40 minutes, basting often.

Peggy Krentz, Alpena

Chocolate Mousse Cheesecake



1½ c. chocolate wafer crumbs, crushed
⅓ c. melted butter
¾ c. sugar, divided
16 oz. cream cheese
1 t. vanilla
3 eggs, unbeaten
2 squares dark baking chocolate, melted

Chocolate Mousse Topping:

½ c. butter
8 oz. cream cheese, softened
¾ c. sugar
1 t. vanilla
1 square dark baking chocolate, melted
1 c. heavy cream, whipped

Grease a 9" cheesecake pan. Mix crumbs with butter and ¼ c. sugar until crumbly; pack firmly onto bottom and up sides of pan. On low speed of mixer, beat cheese until smooth and fluffy. Gradually add vanilla, ½ c. sugar, eggs and melted chocolate, continuing to beat until creamy. Pour over crumb crust in pan. Bake at 325° for 45 minutes. Cool to room temperature. For mousse topping, cream butter and cheese together until fluffy; add sugar gradually, mixing well. Add melted chocolate and vanilla, and beat at high speed until fluffy. Fold in whipped cream; spread over chocolate cheesecake and chill at least 2 hours. Serves 10–12.

Janice Harvey, Charlevoix

SUBMIT YOUR RECIPE!

Thanks to all who send in recipes. Please send in your favorite "Ethnic" recipes by **Oct. 10** and your favorite "Sandwiches" recipes by **Nov. 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

Photos—831 Creative



When Do Appliance Upgrades Make Sense?

For major appliances, comparing the EnergyGuide label is the best way to find the cost of using them. Based on the purchase price, you can calculate which one provides the best return.

The most efficient one is not always the best buy from a payback standpoint, but there are other factors to consider. Some people are concerned about the environmental impact of appliances, so they are willing to spend extra for the most efficient models. Choosing an Energy Star® model is a good choice.

To do a proper payback analysis, you must determine the annual operating cost of using an appliance. You may have the old EnergyGuide label, or you may find it on the internet. But remember, these are only averages. If you are already energy conscious, your operating costs are likely on the low side, so savings from installing a new appliance will be lower than Guide figures.

The easiest way to calculate this cost is to download the “Save Energy, Save Money” app from TogetherWeSave.com, which offers several home appliance calculators to help compare the cost of different appliances sizes, styles and ages, and a “Home Tour” to learn about saving energy.

Another way is to find the wattage rating on the nameplate. Divide it by 1,000 and multiply the result by your \$/kwh electric rate to get the operating cost-per-hour. If the nameplate lists amperage, multiply it by 120 to figure the watts. For appliances with a thermostat, reduce the operating cost by about 50 percent.

The rate of efficiency improvements and meaningful new features in major appliances is slowing, so don't wait if you really need a new one. An exception is TVs, as their prices are constantly dropping, and features and quality improving.

In general though, keep older appliances about 10 years, or until they need expensive repairs. If you use them as seldom and as efficiently as possible, they will not cost a lot more to use than a newer one. Even for a refrigerator, which runs constantly, your usage habits can really influence electricity consumption.

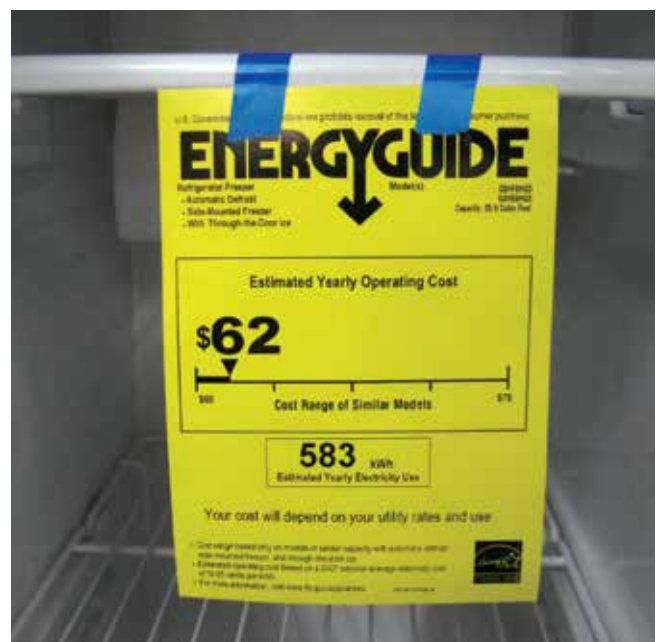
If you have a large family and do much laundry, that cost includes the water cost, and heating it. Upgrading your water heater, to perhaps a heat pump model, will reduce your dishwashing, bathing *and* laundry costs.

New front-loading washers are more energy efficient than top-loaders since they require less heated water (and less detergent). They also have a faster spin cycle, which extracts more water, so the dryer runs less.

For a new dishwasher, make sure it has a built-in water “pre-heater.” This allows you to set your water heater temperature lower without sacrificing the cleaning power of hotter water. Select a model with many cycles, so you can target the cycle length to each load's requirements.

Just like a house, a smaller refrigerator has less interior space to cool, so uses less electricity. Don't go to extremes on the small size, though. If you have to keep the door open to hunt for what you want, more energy is wasted than saved. Energy Star refrigerators use about one-half the energy of 10-year old models.

In new ranges, the energy efficiency of various models doesn't vary much. Convection ovens bake faster, so they use less electricity for some foods. Induction units lose less heat to the room air, so electricity use is somewhat less. The best way to save is to use the microwave or other small countertop appliances whenever possible. ■



Photos—James Dulley

Enjoy Fall Colors, Discounts Too



Take advantage of local recreational opportunities and receive discounts, too, with the Co-op Connections® card available free to Great Lakes Energy members.

Enjoy the fall colors and your Co-op Connections discount card at these participating businesses to receive:

- **Hawk's Eye Golf Resort, Bellaire** – 15 percent off rack rate for lodging, and \$5 off per-round on the regular rate.
- **Pleasantview Vineyards, Harbor Springs** – 10 percent off winery purchases over \$20. Cannot be combined with other discounts.
- **Drifters Guide Service, Reed City** – \$20 off half-day trip or \$50 off all-day trip on the Big Manistee, White or Little Manistee rivers.

These and many other discounts are available through the Co-op Connections program, online or at participating businesses that offer savings on dining, auto repair, fast food takeouts, baked goods, hotels, gifts, car rentals, and more. Valuable offers from national merchants are also available.

Savings of up to 85 percent on prescription drugs and refills at participating retailers, and other healthy savings discounts are available, too. Visit healthysavings.coop for more information.

Review the discounts by visiting gtlakes.com and clicking on the Co-op Connections discount card, or use the Co-op Connections mobile app (visit the App Store and search for “Co-op Connections”).

Don't have a card or internet access to the list of discounts? Simply call us at 888-485-2537, ext. 8957, and start saving today. ■

Business Owners Benefit, Too

Local business owners are invited to join Great Lakes Energy in the Co-op Connections® program. It's your opportunity to offer valuable discounts to our co-op's members. In exchange for your participation, we will promote your business and discount offers to our members at no cost in our magazine, bill inserts, website and other advertising. The program is designed to benefit your business and offer added benefits to our members. Visit gtlakes.com/products-services/co-opconnections/ for more details.

YOUR SMALL CHANGE MAKES A BIG DIFFERENCE



Meals on Wheels
Friendship Centers of Emmet County

Can you give a few cents a month to help your community? The People Fund program works because there is power in numbers. A contribution of less than \$1 each month adds up fast when thousands of Great Lakes Energy members get involved.

The needs of our local communities continue to grow, and you have the power to give the People Fund a bigger role in meeting those needs. We round up your electric bill to the next dollar and the amount, which averaged just 44 cents a month in 2013, goes into the People Fund. There are no administrative costs. All donations are returned to our local communities.

We Need Your Help!

Enroll in the People Fund today.

1-888-485-2537 • gtlakes.com



Manage Your Electric Account Online

Create your own Great Lakes Energy (GLE) online account and discover that doing business with your electric co-op has never been easier.

Online account features include graphs and tables that show your monthly and daily kilowatt-hour (kWh) use, high and low daily temperatures, as well as payment history. The usage history graph allows you to click on any month and see the daily breakdown for that month. Find information easily and download usage history to your computer.

You can also access your GLE account with mobile devices like an iPad®.

Take advantage of e-billing and receive an electronic billing statement rather than a paper copy. Make online payments with a check or credit card without a service fee. We also offer other convenient payment options, such as automatic bill payment that eliminates the need to write and mail checks.

Online account access is particularly handy for members who are frequently away from home. By regularly checking your account, you will know whether power is being used in your home (and shouldn't be) or is not being used in the home (and should be).

Find current news about GLE programs, services, and outage information. There is also a bill calculator.

To open an online account, have your account number ready and then visit gtlakes.com and click on "Account Log-in" at the top, and click again on "Sign Up." ■

How Are We Doing?

The annual survey of Great Lakes Energy members will be made this fall through a random sample of residential and seasonal members who will be contacted by phone.

Members are asked a variety of questions on topics such as overall satisfaction, levels of satisfaction with specific aspects of service, interest in our products, and more. Seven demographic questions are also included.

The survey questions are asked by phone over the course of approximately two weeks. Each call can take 15–20 minutes to complete.

Once all the calls are completed, the results are tabulated and a detailed report is provided to Great Lakes Energy. The results offer valuable insight on what our members value, how we can improve, and what services they may use or may be interested in.

The survey results are also used internally to help GLE measure how well the cooperative meets its annual member service goal, which is to always provide members with courteous, prompt and efficient service.

Members will not be asked for personal or financial information by survey representatives, and should always take caution when asked for such information.

Thank-you to all members who take the time to participate in the survey and provide us with the valuable information we need to better serve you.



Hot Water for Life.

Saving is easy as 1-2-3:

When you purchase and install a new Marathon electric water heater through Great Lakes Energy, you can save three ways:

1. Unit rebates from \$250-\$500
2. \$50 rebate for a model rated with a .93 EF or higher
3. Up to \$8 (80 cents/ft.) for pipe wrap used to insulate the water outlet

Marathon is not regulated by the Michigan Public Service Commission

Call Today! 888-GT-LAKES ext. 8957 • gtlakes.com

SHORT'S BREWING COMPANY

MIXING IT UP AT

Short's Brewing



Joe Short thinks of beer brewing as a “noble profession”—one rooted in ancient history. The drink of royalty and the common man, beer and pubs have long brought people together.

“Beer has a fantastic history,” exclaims Short, the 35-year-old, mustachioed CEO and founder of Short’s Brewing Company, one of Michigan’s leading craft beer companies. “It’s a story that has been left out of most history books. Pubs have been meeting houses and where court has been held; their role has shaped our culture.”

Short’s Brewing now shapes the culture of Bellaire, a scenic northern village near Torch Lake. Its story begins with a 22-year-old Joe Short, a young man with a passion for brewing inventive beers and the courage to convert a 120-year-old hardware store into a brewhouse and restaurant, later building a production facility in Elk Rapids, all of which has made Bellaire a destination for craft beer lovers.

The company celebrated its 10th anniversary in April, and is the third largest craft beer producer in the state. Michigan’s beer sector generates over 64,000 jobs, ranking the state 10th nationally in related jobs, notes the National Beer Wholesalers Association and the Beer Institute. Beer distribution alone generates 5,000 jobs and \$1.9 billion in economic activity.

“Bells and Founders are number one and two in Michigan for beer sales, but they distribute to other states,” notes Short, who lives in Elk Rapids with his wife, Leah, and their two young sons. “We produced 193 barrels our first year, 23,000 barrels in 2013, and we will do 34,000 to 38,000 barrels this year.”

Short’s beers are known for unusual ingredients, from spruce tips to marshmallows, coffee and chocolate, or fruits and spices. It is distributed only in Michigan, an approach that allows Short and his staff to be creative and develop 30 to 40 different beers each year. National distribution, he says, would require narrowing the selection, a distasteful option for the Kalkaska County native who likens brewing to being a chef.

“It’s a form of cooking with limitless creative potential,” offers Short, who brewed his first batch at 19 years old



while living at his mother’s rural Rapid City home, where he grew up. It was an unsuccessful experiment, but it would lead him to learn more.

“That first batch was really bad,” Short says. “It was brown ale. But, I became a proficient home brewer and brewed a lot of beer while in college.”

Short got his first professional job brewing beer at age 21, while working at the former Traverse Brewing Company in Elk Rapids. That led to brewing for other Michigan companies and eventually back to the region where he grew up and longed to settle.

“I realized once I went to school (at Western Michigan University) that I wasn’t a city type. I need the woods and water, and Torch Lake is one of the most beautiful places you can live [near],” Short says.

His company makes over 200 beers (visit shortsbrewing.com). Most have wacky, clever names like Dirty Sturks, a double imperial stout, and Dr. Zeus, an India pale ale. Bellaire Brown is named for its home town. The brewery offers two “stache” beers as well, Hopstache and Stache Bender—a double-strength recipe. Both have bold citrus flavors and artsy labels depicting Short’s trademark mustache.

“The names for our beers come from all the people in the company,” Short explains. “Some refer to music or food or are experience-related. ‘Night Wheeler’ (a dark black lager) comes from when we go wakeboarding at midnight when the moon is out.

“We’re the Willy Wonka of the beer world. If you can dream it, there is a good chance we can make it.” ■

EO Rebate Helps GLE Member Save Energy



By replacing high-pressure sodium lights with LED fixtures in their multi-purpose room, the Gaylord E Free Church is expected to save \$4,800 per year in electricity costs.

The church received a \$3,456 rebate from Great Lakes Energy's Energy Optimization (EO) program that helped make the project possible. Pictured (L-R) are Great Lakes Energy's Thomas Mann, church members Chris Olds and Deb Harlukowicz, and EO program consultant Kevin Phillips. The EO program is funded by a surcharge that GLE members pay on their electric bills. Visit michigan-energy.org to find savings tips and rebates for residential members, too. ■



Think LED bulbs are too expensive?

It pays to check again. In recent months the price of LED bulbs has decreased 50%. And with automatic, in-store **Energy Optimization rebates**, you'll save even more. For a list of participating LED retailers visit michigan-energy.org. Cash in today!

ENERGY TIP: ENERGY STAR® LED bulbs use 90% less energy than incandescents and last 20 times longer.

ONLINE: michigan-energy.org PHONE: 877.296.4319



Energy Optimization programs and incentives are applicable to Michigan service locations only. Other restrictions may apply. For a complete list of participating utilities, visit michigan-energy.org.

Teach Kids Well About Electrical Safety

Electricity is a dynamic power source. We live surrounded by it, but sometimes forget how dangerous it can be. Many electrical fires, injuries and electrocutions can be prevented when we understand and practice electrical safety. This is especially true for our youngest electric co-op members.

Throughout the year, Great Lakes Energy offers safety demonstrations at local schools to help teach kids about electricity. But, as your child's first and most important teacher, you can help reinforce those lessons.

Start at an early age, teaching them about the physical dangers associated with electrical components and how to handle electrical plugs, outlets, switches and other devices. Keep in mind, talking to your children about electrical safety should also include fun activities and facts about the basics—what is electricity, the need to respect its power and how to use it efficiently as they study, work and play.

Getting kids to show interest in these lessons isn't easy. Just remember that what your kids learn from you today can be a lifesaver later when they encounter potential hazards, like downed power lines, in their path, play hide-and-seek behind the big metal electrical boxes in the neighborhood, or are tempted to clamber up a utility pole.

Gather your kids around the kitchen table—some of the best teachable moments about electrical safety can

occur in and around your home. Look around. There are plenty of opportunities to demonstrate safety that are as close as the electrical outlet on your living room wall. For example, show kids how plugs work, and let them know that even if they are curious about the slits of an electrical outlet, *nothing* else should be placed inside. Each year about 2,400 children end up in the emergency room after suffering injuries caused by inserting objects—paper clips, pens, screws, nails, forks, hair pins, coins and more—into electrical outlets. That's about seven kids per day who sustain injuries ranging from electric shock to burns.

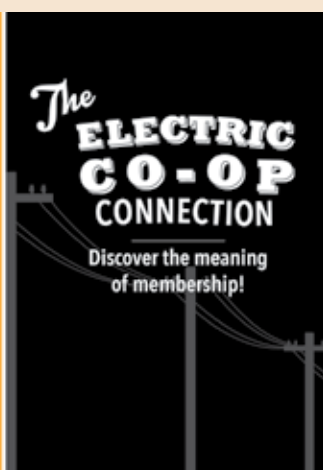
But this isn't the only electrical mishap that impacts kids. Our reliance on electronics and gadgets has left families at risk when they overcrowd electrical outlets, continue using frayed wires, place devices near liquids, or leave electronics on for long periods of time. Some of the same guidelines offer to help protect both kids and adults. We should all set good examples for our youngsters.

Supplement your lessons at home with resources. The Electrical Safety Foundational International (esfi.org) is also among the many national organizations offering free kits, videos and interactive online tools that make learning and practicing electrical safety fun for you and your children. And as they grow older, remember to keep teaching them about the power of electricity and how to use it safely. ■

**OCTOBER IS
NATIONAL
CO-OP
MONTH**



**Great Lakes
ENERGY**
Your Neighbors' Energy Cooperative



We're Celebrating Our Members!

October is National Cooperative Month and we're celebrating with free gifts for our members, plus a chance to win an LED TV. Stop into our one of our offices during October and you'll receive a free energy efficiency savings wheel, a magnetic clip, and Energy Optimization program information. You can also sign up to win one of three great prizes:

1st prize: LED TV

2nd prize: \$100 worth of LED lights for your home

3rd prize: \$50 worth of LED lights/holiday lights

One giveaway and one entry per account.

Giveaways available while supplies last.

Jobs Are Opening in the ELECTRIC CO-OP NETWORK

October is National Cooperative Month, and this year, Michigan Country Lines is showcasing careers at electric co-ops. Read on to learn how these jobs vary and touch every aspect of business—and how you can find yourself in one of them.

The men and women who climb poles to work on power lines are the most visible electric utility employees, but it takes many others to keep the power flowing. From accounting to communications, engineering, human resources, and customer/member service, job opportunities are numerous and will increase as Baby Boomers retire in waves.

By 2017, 55 percent of electric co-op CEOs will be eligible for retirement, and that jumps to 75 percent in 10 years. Workers in other categories are also leaving in the next five years: 37 percent—senior managers, 31 percent—supervisors, 26 percent—system operations staff, 24 percent—engineers, 16 percent—skilled trades (lineworkers, equipment operators), 14 percent—information technology (IT).

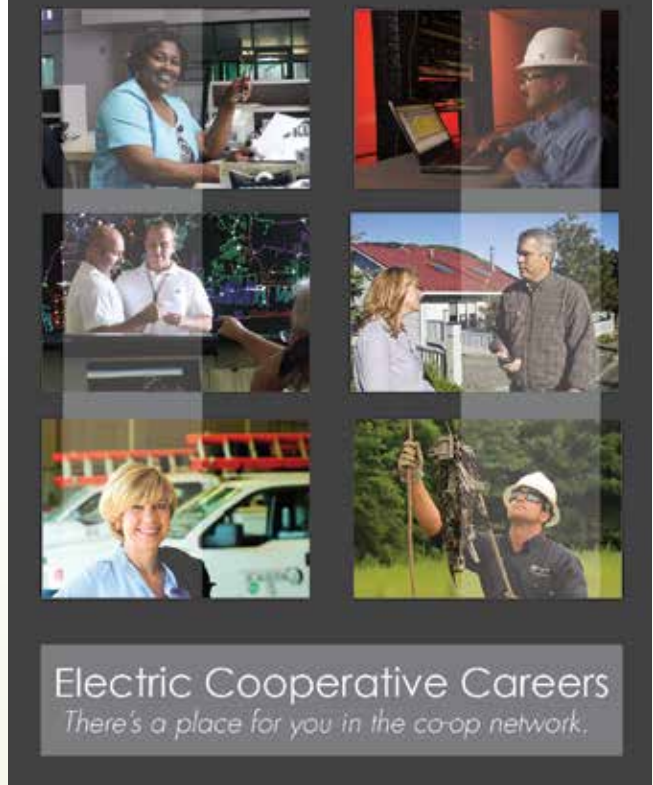
This means new positions may be opening at a co-op near you. Co-ops are generally considered great places to work because people are valued over profits. Electric co-ops, specifically, are nonprofit businesses, which means they have to generate money in order to operate and meet financial lending requirements, but any extra revenue above expenses is returned to their member-owners as patronage “capital credits.”

It's common for employees to stay with a co-op (and in this industry) for 30 or 40 years because of its stability and good benefit offerings. Co-op employees often wear many hats within a single job description, and this gives them a real opportunity to build long-lasting relationships within the co-op and its network.

Preparing for the Tide to Turn

Retirements have already begun in earnest, and electric co-ops are planning to ensure that new employees are equipped to offer top-notch service. Decades of knowledge can't be replaced, but training provides a solid foundation.

To that end, training programs for lineworkers and other employees sponsored by or partnered with electric co-ops have popped up nationwide. In Michigan, there are at least six line technician programs. This means workers get proper training and start their new careers on solid footing, and co-ops get employees with a head start. And, it's one more venue for technical job training. The Michigan Electric Cooperative Association also offers in-state training for electric co-op employees.



Electric Cooperative Careers
There's a place for you in the co-op network.

It's also common to see new employees who spent time interning at their local electric co-op.

Electric Co-ops By the Numbers

The unique aspect about U.S. electric co-ops is that each one is an independent business, but they're all connected to a vast network serving 42 million people in 47 states. They serve 19 million businesses, homes, schools, churches, farms and other establishments in 2,500 of America's 3,141 counties. This means 900 electric co-ops nationwide employ 70,000 workers.

Much more goes on at these co-ops than just keeping the system running. Member services employees take phone calls and bill payments, and offer programs and services, such as home energy audits and scholarships for high school grads. Staking technicians and engineers plot where new power lines will be built, while purchasing employees keep equipment inventory and negotiate contracts. And, IT professionals are increasingly part of the landscape, as more digital technologies are integrated.

How to Find Co-op Jobs

Interested in joining the co-op family? National electric co-op career opportunities are available at TouchstoneEnergy.jobs, at cooperative.com, or by visiting Michigan co-op websites at countrylines.com and clicking on “Your Co-op” and choosing a co-op's name. ■

Manufacturer's Authorized Rebate

up to

\$5000 off*

your new American Metal Roof



Praying for a mild winter?



Insure lower energy costs for your CHURCH or home with an American Metal Roof

- Permanent/Lifetime Guarantee
- Many colors/styles to choose from
- Year round statewide installation
- Add beauty & value



Visit our showrooms:

FLINT

- 6140 Taylor Dr.
CHARLOTTE

- 1875 Lansing Rd.

*Order in the month of October and receive a Manufacturer's Authorized Rebate of up to \$5000 off your new American Metal Roof.

Ask about our
Do-It-Yourself
SEMINARS



Call today! 844.638.2576

844.METAL.ROOFS




facebook.com/AMRmichigan


Financing Available

AmericanMetalRoofs.com



Your Touchstone Energy® Cooperative 

gtlakes.com

 facebook.com/greatlakesenergy



Affordable Heating Solutions

For • Chilly Bathrooms • Cold Rooms
• Cold Floors • Noisy Heaters



Choose Convectair heaters for your home!

Plug-in and hard-wired units available only from your electric co-op

Discover North America's most innovative line of electric space heaters. Convectair heaters use convection to evenly and silently distribute heat into your rooms.

Call today or visit our website for more information & pricing.

888-485-2537 gtlakes.com

Not regulated by the MPSC