

October 2010

Public Power Boards: Community Leaders in Challenging Times

On November 2, you will be casting your vote for two directors of Custer Public Power District. The candidates for those two spots are highlighted on the following pages.

When you grow up in Nebraska, you take it for granted that you get to elect the men and women who run your electric utility. In most places, shareholders do that, and the people they elect are bound first and foremost to profit the investors. Nebraska is the only state in which all electric utilities are locally owned and controlled by directors elected by the consumers. Their first duty is not to some far-off shareholders; their first duty is to you.

It makes a big difference.

It means that Nebraska has some of the lowest rates in the U.S. I'd like to think that it also means you get better service, since the owners of the utility and the customers are one in the same – and our employees know it!

The board's job is to set policy at the big picture level, then leave it up to the staff to run the utility according to those policies. When the District promises safe, reliable electricity at an affordable rate, it makes a commitment backed by the best judgment of its board and the management hired by the board to run the District.

Directors bring to the boardroom success in business, financial analysis or operational activities. It is also helpful if they possess an understanding of the special challenges facing public power districts. The business is complex and getting more so every day. We have to balance a growing array of conflicting demands (keep it cheap, make it green, keep the lights on but don't you dare trim the tree by Grandma's house, etc.)

When directors come on board, they have quite an education curve to climb to learn about all of those challenges, what has gone before, and what lies ahead. We invest in training for our directors, sending them to a number of workshops, conferences, and seminars. Yes, it costs money to do that. But the alternative is worse. As one long-time leader in the public power movement put it, "If you think it's expensive to run a utility with a well-trained board, trying running one with an ignorant board for a little while."

Considering the speed at which the environment in the electric utility industry is changing, it's important that directors establish long-range goals. The more difficult the challenges ahead, the more we need a good road-map and a wise set of goals to set our direction. That is the director's job.

Finding men and women who are equal to such challenges is a tall order. Fortunately, here at Custer PPD we've been blessed with an abundance of such leaders. The winners in this election, know they are stepping forward to give of their time and energy to help their neighbors and help build a stronger community.

One good way you can express your appreciation of the special privileges that we as Nebraskans enjoy is to make sure you cast your ballot. There are many places in the U.S. where consumers sure wish they'd had that opportunity.

Husker Harvest Days

You probably don't give a lot of thought to the hundreds of miles of power lines strung along the highways and byways of your region. It is easy to overlook the many poles lining the road while driving along or moving equipment. But power lines can pose serious hazards if forgotten or ignored.

Custer Power employees Jerry Spanel, Gordy Huddle, Steve Pederesen, and Dustin Wycoff demonstrated the dangers of different situations when electricity seeks ground. The safety demonstrations were given throughout the day, during Husker Harvest Days on September 14-16, 2010. The demonstrations were a combined effort of Nebraska Public Power District and local rural electric companies; Custer PPD in Broken Bow, Dawson PPD in Lexington, and Southern Power District in Grand Island.



Which Bulb Should I Choose? CFL or LED?

As the days of the standard incandescent light bulb grow dimmer, many are faced with the dilemma of what to screw into the socket next. In late 2007, Congress passed a law to begin the phase-out of incandescent bulbs beginning with the 100-watt in 2012 and ending in 2014 with the 40-watt. All light bulbs must use 25 percent to 30 percent less electricity by 2014. By 2020, bulbs must be 70 percent more efficient than they are today.

Before you try to figure out which bulb you want to buy, consider what you want to accomplish with that light. Here are a few points to consider:



- Lumens – this term refers to the brightness or how much light a bulb produces – a 40-watt incandescent generates about 450 lumens, a 9 – 13-watt CFL delivers the same amount of light, while a comparable LED uses 5-watts.
- Lifespan- if the bulb is in a hard to reach place and you don't want to replace it frequently, consider one that has a longer life – Energy Star CFL's have a rating of 8,000 hours or more, some LED's are rated for 25,000 to 100,000 hours!
- Bulb price – 4-pack of 40-watt incandescent bulbs for \$1; CFL's around \$2 per bulb; LED that is comparable to a 40-watt incandescent will be about \$20.
- Cost to operate – at 10 cents per kilowatt-hour, running for 50,000 hours (LED lifetime) the incandescent would need to be replaced 50 times and cost you \$200 to operate; a CFL rated at 10,000 would be replaced five times and cost \$65 for energy; the LED would not require replacement and would use \$25 worth of electricity.

In the end, whether you go with CFL or LED, either choice puts you a step further toward being EnergyWise!

MEET THE CANDIDATES



Don Cantrell - Merna



We have a farming operation near Merna which includes dryland and irrigated corn and soybeans, a cow/calf and feedlot operation. My wife Deb and I have two children. Our son

Kyle and his wife Gina have a farm/ranch operation. Our daughter Christie lives in Collinsville, IL and works for State Farm Insurance. We have two grandchildren, Grace and Owen.

The power industry is facing some major challenges from increasing costs on all fronts due to new environmental regulations. I would like to serve on the CPPD board to help insure that we, the electric consumers, get the most "Bang for the Buck".

Brad Howard - Litchfield



My name is Brad Howard and I am seeking re-election for Director of Custer Public Power District. I am co-owner and operator of V.C. Howard Hay Co. and Howard Transportation in Litchfield, NE.

During my 6 year term I have completed all the required NRECA courses for the Credentialed Cooperative Director (CCD) certificate. It has been my privilege to serve as treasurer for the past 3 years. As a director I want to continue to keep rates as low as possible in these hard times while maintaining a good work force and reliable service. I would greatly appreciate your support in the upcoming general election.

Greg Smith - Milburn



I'm Greg Smith and alongside my wife Jodi and my son Luke operate Hilltop Ranch at Milburn. We have three other sons. Mike is in construction in Broken Bow, Jack a second year vet student at Iowa State and Drew a senior at Morningside college.

I have over thirty years experience serving on school, church, township and co-op boards. I think this has prepared me to help preserve the quality of public power we have in our large and diversified district. I would appreciate your support in the November election.

Custer Public Power District directors are elected at-large for a six-year term of office. Customers will be voting for two directors.



See you at the polls on November 2nd!

Apple Cake Recipe

Ingredients

3 tablespoons butter, softened
 1 cup sugar
 1 egg
 1 teaspoon vanilla extract
 1 cup all-purpose flour
 1 teaspoon baking soda
 1/2 teaspoon salt
 1/2 teaspoon ground cinnamon
 1/2 teaspoon ground nutmeg
 3 cups diced peeled apples
 1/4 cup chopped nuts
 Whipped cream or ice cream



Photo by: Taste of Home

Directions

In a large bowl, cream butter and sugar until light and fluffy. Beat in egg and vanilla. Combine the flour, baking soda, salt, cinnamon and nutmeg; add to creamed mixture (batter will be very thick). Stir in the apples, nuts.

Spread into a greased 8-in. square baking pan. Bake at 350° for 35-45 minutes or until a toothpick inserted near the center comes out with just a few crumbs. Serve warm or cold with whipped cream or ice cream.

9 Servings	Prep: 15 min. Bake: 35 min.
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Nutritional Information

1 serving (1 piece) equals 222 calories, 7 g fat (3 g saturated fat), 34 mg cholesterol, 317 mg sodium, 39 g carbohydrate, 1 g fiber, 3 g protein.

Apple Cake published in Reminisce January/February 1993, p47



CUSTER CURRENTS

Newsletter of the
**CUSTER PUBLIC POWER
 DISTRICT**

Broken Bow, NE - Phone 872-2451
www.custerpower.com

Serving Custer, Loup, Blaine, Thomas,
 Hooker, McPherson, Logan and parts of
 Sherman, Garfield, Brown, Cherry,
 Lincoln, and Dawson Counties

Officers & Directors

Wayne V. Licking, Thedford.....President
 Brad Bartak, Merna.....Vice President
 Linda Abel, North Platte.....Secretary
 Brad Howard, Litchfield.....Treasurer
 Margaret Bradley, Brewster.....Asst. Treasurer
 John Blakeman, Merna.....Director
 Lloyd Ramsey, Broken Bow.....Director

Staff

Rick Nelson.....General Manager
 Tom Knott.....Director of Operations
 and Loss Control
 Cheryl Taylor.....Director of Finance and
 Administration

Board Meetings

The regular monthly meeting of the Custer Public Power District Board of Directors is on the last Thursday of each month, beginning at 10:00 a.m. in the main office in Broken Bow on Hwy. 2.

An agenda for each regular meeting of the board is available for public inspection during business hours.

In the event of matters of an emergency nature or conflicts with other meeting dates, the Board of Directors will set changes. Any change in the monthly meeting date will be posted in the legal notice at the main headquarters building at Broken Bow and at each of the District's area service centers located in Callaway, Sargent, Stapleton and Thedford, Nebraska.