

Citizens Energy Cooperative

Of Wisconsin

Fall 2006

Issue 4

Solar Mining Company

The Other Utility



Solar Mining Company, a manufacturer of commercial and residential solar thermal systems, is a trailblazer in the renewable energy industry. Founded in 2001 to develop large-scale, cost effective solar thermal solutions; Solar Mining Company has manufactured and installed more square feet of solar hot water systems than any other company in the United States!

Solar Mining is also the leading manufacturer and provider of solar hot water systems in the state of Wisconsin and installs large-scale systems across the country. Founder and managing partner, Richard Lane says, "Over the years we have worked very hard to design and build products that meet our customer's needs, not only for clean, local energy, but for performance, aesthetics and cost."



"We are a vertically integrated solar thermal energy company; we design it, we sell it, we build it, we install it, and we maintain it."

-Richard Lane

Solar Mining has several projects coming up which have broken the mold to provide

renewable energy solutions to customers who may not have otherwise been interested. In the coming months, architect Frank Lloyd Wright's masterpiece convention center, Monona Terrace in Madison, Wisconsin, will become home to a custom built solar hot water system which will cover the domestic hot water needs for the facility.

Solar Mining has installed systems on everything from bed & breakfasts and hotels to utility buildings and correctional facilities. Solar Mining has also spearheaded the effort to increase the amount of renewable energy systems installed on residential homes throughout Wisconsin and is the only company in the world producing large scale solar hot water collectors. Solar Mining is the manufacturer of the residential systems sold through the Citizens Energy Cooperative of Wisconsin. Lane says that the cooperative model made the most sense because, "by purchasing solar energy products and services through the CEC, the customer will benefit beyond the use of solar energy at their home; their participation in the cooperative helps fund other solar energy projects in the public sector building in their communities, thus fueling the renewable energy industry and becoming more environmentally responsible". **(continued on**



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Upcoming Events:

- **October 21st:** Green Building Fair, New London, WI
- **November 4th:** RE 101: UW-Riverfalls- open to the public, learn about renewable energy, Riverfalls, WI
- **November 6th:** Photovoltaic Technology: A Solution to Climate Change, Marriott, Madison West, WI
- **November 8th:** UW-Marshfield CEC Presentation, Marshfield, WI
- **November 11th:** RE 101: UW-Green Bay, learn about renewable energy, Green Bay, WI
- **November 12th:** CEC Presentation: 1704 Roberts Ct, Madison, WI
- **November 16th:** Burlington Area Progressives: CEC Presentation, Burlington, WI
- **November 19th:** Blue Hills Unitarian Universalist Fellowship: CEC Presentation, Rice Lake, WI
- **November 30th:** Solar Decade Conference, Milwaukee, WI
- **December 2nd:** RE 101: UW-Oshkosh, learn about renewable energy, Oshkosh, WI
- **January 18th-21st:** Brown County Home Show, Green Bay, WI

LETTER FROM THE EXECUTIVE DIRECTOR:



Hello Readers,

Fall is here and people are once again becoming concerned about their heating bills. Currently, most of the solar systems being installed by CEC are solar thermal space heating systems. These systems often cover up to 50% of the homeowner's heating needs with energy from the sun. This is a wonderful way to slice heating bills and have greater security by owning your energy. In addition, we are selling solar air systems, which take the energy from the sun and heat the air in your home; this is a simple and affordable way to incorporate renewable energy into your home. If you would like to learn if and how a solar system can be incorporated into your home, please contact the CEC and sign up for a solar site assessment.

The annual CEC membership meeting is just around the corner! This is an opportunity for CEC employees, board members, members and their families to gather and discuss what was accomplished during the past year and go over plans for the coming year. It is a great way to meet other members of the Co-op and discuss how much we love renewable energy! The meeting will take place in February, date to be determined, in Madison, Wisconsin; as more information becomes available it will be posted on the website and mailed to members.

Also, the CEC will have two open seats on the Board of Directors which will need to be filled. Elections will take place during the annual membership meeting for both positions. Anyone interested in running for a position on the Board of Directors should contact the CEC for more information on both of the three year term positions. I would like to thank Jean Marie Riquelme and Bill Uteley for their great service as board members during 2006; their enthusiasm and dedication to renewable energy has been a great asset to CEC.

Thank you to all of those that are working to bring Wisconsin closer to energy independence!

Working for you,

Chamomile Nusz

Executive Director



Solar Mining Company

The Other Utility – Continued



Lane went on to say that the cooperative exists for the benefit of its members and to provide its members access to solar energy products and services at as low a cost as possible, which is

why the CEC offers solar hot water systems at the same price to every cooperative member anywhere in the state. Solar Mining Company's customer list currently includes government facilities, school districts, non-profit organizations and commercial entities. Additionally, Solar Mining provides the equipment for nearly 100 residential installations through the Citizens Energy Cooperative. Solar Mining is proud to be adding Governor Jim Doyle to their customer list; the Governor's Mansion will soon be home to two residential systems, which will provide domestic hot water. Solar Mining is

also working with the state to increase the amount of renewable energy used on UW campuses. Solar Mining has already installed systems on UW-Green Bay and UW-Milwaukee, and later this month UW-Stevens Point will have their third system installed.

SMC is currently providing over thirty Wisconsin jobs in sales, manufacturing, engineering, and installation, and putting Wisconsin at the forefront of the renewable energy industry. For more information on Solar Mining Company and their products and services please visit www.solarminingco.com.



SOLAR MINING
company

WWW.SOLARMININGCO.COM

Site Assessments

Find out if a CEC solar hot water system is right for you & your family by having a site assessment done and learn:

- LOCATIONS & SIZE
- COST
- ENERGY & MONEY SAVINGS PROJECTION
- HOW IT WORKS

Call today!

~ \$50 fee ~

800.504.7331



ON SATURDAY, OCTOBER 21ST, 2006 BOSTONIANS LIT 30,128 PUMPKINS ON BOSTON COMMON, SHATTERING THE WORLD RECORD FOR THE

Member Involvement at Door County

CEC BOARD MEMBER WILLIAM UTLEY TOOK IT UPON HIMSELF TO PROMOTE THE CITIZENS ENERGY COOPERATIVE IN HIS COMMUNITY BY TABLING AT THE DOOR COUNTY FAIR AND PROMOTING THE CEC NEAR HIS HOME. ALONG WITH UTLEY, CEC MEMBER, JODI MILSKE ALSO JOINED THE EFFORT. MILSKE, A DOOR COUNTY RESIDENT HERSELF, VOLUNTEERED AT THE BOOTH THROUGHOUT THE WEEKEND AND HELPED PROMOTE THE CEC ALONG WITH UTLEY. THE FAIR WAS A SUCCESS AND THESE TWO MEMBERS DEMONSTRATED THEIR DEDICATION!



— Launching America into a New Energy Future

Public concern about energy and our nation's dependence on oil is higher than it has been at any time since the 1970's. Americans from across the political spectrum are realizing that long-term economic and foreign policy implications of our over-reliance on oil and the perils of our current energy path. Global warming is adding to the public's sense of urgency about reducing our fossil fuel consumption.

Despite strong public support for clean, renewable energy and conservation measures, our nation's leaders have done almost nothing to put us on a cleaner, more secure energy path. Over the past five years, Congress and the Bush Administration have consistently rejected rational policies to reduce our reliance on oil and to encourage energy conservation and homegrown renewable energy, while protecting the interests of Big Oil and other energy interests.

Americans have a once-in-a-generation opportunity to dramatically shift the direction of our nation's energy policy by demanding that candidates in this November's election support new energy policies.

For the first time in several decades, energy is poised to be one of the defining issues in this election. To make sure that America employs its tools and technological expertise to move us toward a cleaner and more secure energy future, we are calling on all Congressional candidates to support a four point platform to reduce oil consumption, increase renewable energy, save energy, and invest in the next wave of energy-saving and renewable

energy technologies.

We can and must reduce U.S. dependence on oil by reducing our consumption by, at least, seven million barrels per day by 2025. By building cars that go farther on a gallon of gas, giving Americans better transportation choices, and using clean, renewable fuels, we can slash our use of oil, improve our environment, safeguard our energy security and, in many cases, save money.

We can and must harness clean homegrown energy sources by getting 25 percent of our nation's energy from renewable energy sources by 2025. America has virtually limitless potential to take advantage of renewable energy to power our economy. The Great Plains has been called the "Saudi Arabia of wind" for its vast, high quality wind resource. Similarly, solar panels placed on just seven percent of the area currently covered by cities and residences could generate all of America's electricity.

Replacing nearly 25 percent of our energy with renewable sources by 2025 would save more than half of the natural gas per year in 2025 than is currently used in American homes and 40 percent of all the coal America used in 2005.

Virtually every part of the American economy has the potential to use energy more efficiently from the appliances we use in our kitchens, to the windows we use in our office buildings, and the motors we use in our factories. We can get most of the way to this goal with cost-effective technologies that exist today. We can get the rest of the way by investing in tomorrow's technologies such as "zero-energy"

homes that virtually eliminate the need for fossil fuels and "green" commercial buildings that slice demand for energy by 25 to 40 percent or more.

We can and must invest in a new energy future by tripling investments in research and development funding for the energy-saving and renewable technologies. Spending \$3 billion per year on federal clean energy and research and development over the next decade would help us develop the next wave of energy efficiency and renewable energy technologies. Projects could include developing the next wave of improvements in vehicle technology, investigating ways to store the energy created by wind and solar power, and finding the best ways to effectively use bio-fuels.

Achieving the goal of a New Energy Future will not be an easy task, so we need leaders who are up to the challenge. By supporting these goals, candidates in Wisconsin will send a clear message to voters that they are committed to putting American innovation to work in order to break American's dependence on oil and put our nation on a course toward a more economically and environmentally secure tomorrow.

Please contact your candidates and urge them to support the New Energy Future platform, or to get involved in the campaign, contact WISPIRG Field Director, Bruce Speight at (608) 251-9501 or bspeight@wispirg.org.

WISPIRG is a statewide non-partisan, non-profit public interest advocacy organization. www.wispirg.org

Featured Member Installation: Emy J's Restaurant & Janssen

"IT'S THE RIGHT THING TO DO." - GUY JANSSEN

Located in the heart of Stevens Point, Wisconsin, is a quaint café which serves a variety of coffee drinks, ice creams and sandwiches. Emy J's coffee shop and wi-fi hot spot is a charming niche located in the center of the busy college town. Owner Guy Janssen is dedicated to being environmentally responsible and in the spring of 2006 he had over 150 square feet of solar collectors installed on the roof of his restaurant by Solar Mining Company.



JANSSEN FAMILY HOME, STEVENS POINT, WI

It wasn't long after the installation on Emy J's that Guy purchased another renewable energy system, this time for his home. In September of 2006 the Janssen's had a 320 square foot panel ground mounted at the site of their new home in Stevens Point, Wisconsin. The collector which they purchased from the Citizens Energy Cooperative of Wisconsin will be used for both domestic hot water and space heating. The home system that he purchased will be, "heating the hot water and home through the radiant floor system," said Guy.



EMY J'S RESTAURANT

More and more often customers of the Citizens Energy Cooperative are choosing, just like Guy did, to have a larger system installed on their home for space heating as well as their domestic hot water needs. The Janssen's house has a radiant floor system, which is an ideal application for solar hot water. Hot water runs through the system in the floor to heat the house, in conjunction with a solar application— the energy is free from the sun!

"We know that it makes sense economically, but we really did it because we think it's the right thing to do."

-Guy Janssen

If you are interested in receiving more information on the Citizens Energy Cooperative, our products and services or setting up a site assessment, please contact Ashley at 800-504-7331 and take the first step to becoming a satisfied customer like Guy!



GUY JANSSEN

Peace Wreaths, Love & Rock n' Roll!



Demonstrate your hope for peace this holiday season by purchasing a Peace Wreath and contributing to local non-profit groups working for peace and justice around the state. Wreaths are approximately 30" in diameter made from locally grown Fraser boughs.

Waupaca residents can purchase their wreaths from the Waupaca People for Peace by visiting their web site at www.wppf.blogspot.com, order forms can also be found at the Chez Marche Café, 108 S. Main, Waupaca, Wisconsin. Wreaths can also be ordered from the Winnebago Peace and Justice Center at www.wpjic.snizville.com. Wreaths are \$38 before October 30th and \$45 after October 30th. Orders placed before October 30th will be shipped in time for Thanksgiving. Orders placed after October 30th will ship within two weeks after the order is placed.

Start this holiday season with wishes of peace; order a peace wreath today!

Wisconsin Universities to become Energy

Recently, Governor Jim Doyle announced a pilot program to prove that Wisconsin universities are capable of acquiring or producing as much renewable energy as they consume. The universities of Wisconsin- Green Bay, Oshkosh, River Falls and Stevens Point will be part of this exciting new program.



UW- Green Bay Pool

"With ongoing increases in the cost of energy, now is the time for Wisconsin to take control of our energy future," said Governor Doyle, adding that, "by committing four of our campuses to energy independence by 2012 we are tapping into the ingenuity of the UW System and laying the groundwork for a cleaner, more energy independent future in Wisconsin."

Campuses will work with the Department of Administration's Division of State Facilities to identify and implement technologies capable of replacing external power supplies. These options for replacements include solar, wind and biomass. Currently all four schools are using fossil fuels for heating and cooling.



Solar Mining & CEC Employees

It is estimated that converting the four campuses will save at least 260,000 tons of coal over a decade, reducing greenhouse gas emissions by at least 676,000 tons. In addition the campuses will work to run more efficiently, saving taxpayers money.

Kevin Reilly, President of the University of Wisconsin System, commended the project, saying it holds great promise for not only the pilot campuses but also Wisconsin residents. "This is an exciting project because it gives our faculty, students and staff an opportunity to find innovative solutions," said Reilly.

Governor Doyle's proposal, which will be included in his budget next year, is expected to create 17,000 Wisconsin jobs. The plan includes financial incentives for companies to invest in and develop new technologies and renewable energy.

UW Green Bay's Chancellor Bruce Shepard said "in our campus' master planning efforts, from the bottom up, emerge a renewed commitment to sustainable development, to keep guiding this university into the future, to assure that our development is sustainable."



UW-Stevens Point, Pray-Sims Dormitory

Part of the Governor's "Declaration of Energy Independence" is to become a national leader in groundbreaking research that will make alternative energies more affordable and available to all — and to translate those discoveries into new, high paying jobs right here in Wisconsin. Solar Mining Company has already installed systems on UW-Green Bay, UW-Milwaukee, and three systems at UW-Stevens Point, two on dormitories and a third on the school's Olympic size swimming pool.



CITIZENS ENERGY COOPERATIVE

Membership Application

Name: _____

Social Security Number: _____ - _____ - _____

Co-Member Name (optional): _____

Co-Member SS # (optional): _____ - _____ - _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: (____) _____

Alternate Phone: (____) _____

Email Address: _____

Membership \$200.00___ Student \$50.00___

Payment Method: Check___ Visa___ MasterCard___ Other___

Check Number: _____ or

Card Number: _____ Expiration Date: ___/___

Signature: _____ Date: _____

Co-Member Signature: _____ Date: _____

**Mail to: Citizens Energy Cooperative
P.O. Box 438
Waupaca, WI 54981**



By submitting this form for membership you agree to abide by all applicable laws, including articles of incorporation, bylaws and policies of the cooperative.

CEC

Contact Information

800.504.7331

Or

920.884.8672/ 920.362.0251

P.O. Box 438

Waupaca, WI 54981

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Citizens Energy Cooperative of Wisconsin

Job Opportunities

Solar Mining Company of Green Bay, Wisconsin, a producer of large scale residential and commercial solar hot water systems is seeking hard working individuals to fill the following positions. All positions offer competitive salary based on experience with job growth potential. Great work environment with flexible hours. Responsible and reliable people with problem solving skills are encouraged to apply. For more information call 877-619-4051.

Title: SYSTEM INSTALLER

Full time positions available; applicants with plumbing or basic construction skills are encouraged to apply. This position will require field work with the possibility of occasional overnight travel.

Title: PLUMBER

Full time positions available for mechanical plumbers. Desire experience in residential or commercial piping installations. Must have active Wisconsin plumbing license.

Title: HVAC TECHNICIAN

HAVC Technician must have experience with ability to evaluate and troubleshoot residential heating systems. Must be certified to install electric and gas heating systems.

Submit applications to: **Solar Mining Company**

P.O. Box 8234, Green Bay, Wisconsin 54308-8234 or fax to: 920.884.8662

Citizens Energy Cooperative of
Wisconsin

P.O. Box 438

Waupaca, WI 54981

Renewable Energy IS Homeland Security