

ness to their livestock operations and their businesses. Equipment that heats and cools space, and water heaters, whether located in a home, livestock operation or business, are eligible for the program. Irrigation systems also can be part of the program.

Will I run out of hot water?

If your water heater is sized properly for your family's needs and well maintained, you won't even be aware that it has been off. We will be glad to help you choose the proper size for your home.



When members on the program do experience cold water, often the cause is a faulty heating element. Replacing the element cures the problem.

What about rates and rebates?

We offer rebates to assist you with the purchase of new electric equipment. You save money because special rates or credits are available on all equipment connected to the Switch Makes Cents system.

How do I decide which type of equipment is best for me?

Our Touchstone Energy cooperative energy advisors are well qualified to provide the information and advice you need to make the right decision about the kind of system to install. We provide this information to our members at no charge. Please call your cooperative for an appointment.



Touchstone Energy® Cooperatives
of Western Iowa 
The power of human connections

**Conserve
electricity
and save
money
with**



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Make your heating, cooling and water heating systems work efficiently for you!

Enjoy the clean comfort of electric heating, cooling and water heating in your home and buildings, and save money and energy in the process.

Your local Touchstone Energy® cooperative offers you the opportunity to participate in Switch Makes Cents, a program that can save you money on your electric rate and on the purchase of qualifying new equipment. Since the early 1980s, your Touchstone Energy cooperatives of western Iowa have provided members this special opportunity to save both energy and money.

Switch Makes Cents participants agree to have radio-controlled switches installed on qualifying equipment. When electric demand grows to certain levels, the switches cycle the equipment off and on to control electric demand, thus saving electricity and helping decrease electric costs. The equipment automatically returns to normal operation when the cooperative's electric demand decreases. Most Switch Makes Cents participants agree that comfort levels are maintained in the home even when the equipment is switched off periodically during high demand times.

Be more energy efficient and get more for your electric dollar. Join the 15,000 electric cooperative members in western Iowa who have made the switch, saving money every month on their electric bills.

Contact your electric cooperative for more information on Switch Makes Cents!

Will I be uncomfortable?



Special strategies are in place to assure members' satisfaction with the Switch Makes Cents program when operation of heating and cooling equipment and water heaters is controlled. It's important that equipment is sized properly and well maintained to assure your optimum comfort.

A cooperative representative can help you determine which equipment will meet your needs.

Once installed, set your electric heating and cooling equipment to a seasonally comfortable level and resist the temptation to adjust for time of day. That way your home will stay comfortable should a control period start. Call your cooperative energy advisor for more information about thermostat settings.

How does Switch Makes Cents save money?

An electric utility system works best when electric load remains steady 24 hours a day. But because of our lifestyles and activities, demand for electricity varies from hour to hour. At certain times of day — usually meal times — demand is high. Electric use drops off dramatically after 11 p.m. This creates peaks and valleys in the electric load pattern.

By managing the electric load through programs such as Switch Makes Cents, electric utilities can level those peak demands and operate the system more efficiently and cost effectively. Certain equipment such as water heaters, air conditioners and space heaters may be cycled off and on and still maintain

adequate comfort levels. These energy efficiency savings are passed on to participating members.

How does the switch work?

The Switch Makes Cents load management control switch is installed at your home to control participating equipment. During peak load conditions, a radio signal is sent to the switch from the control center at Northwest Iowa Power Cooperative, our power supplier. The signal interrupts power to the connected equipment. When the signal ends, the equipment automatically returns to normal operation. During a prolonged period of peak demand, the equipment may cycle on periodically to maintain your comfort level.

Does Switch Makes Cents apply only to my home?

Many members are using the Switch Makes Cents program to bring energy efficiency and cost effective-

