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TO SUBMIT A METER READING:

- 1) Call or use our 24-hour touch tone voice-mail hotline, ext. 207
- 2) E-mail your meter reading at: CEC@cherrylandelectric.com
- 3) Fax your meter reading at: 231-486-9404

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AT CHERRYLAND ELECTRIC, our No. 1 goal and clearest mission is simply to *always* keep the lights on for you.

With more than 2,800 miles of line—overhead and underground combined—plus our northern Michigan weather, I believe everyone understands that 100 percent reliability at 32,000-plus homes and businesses may simply never happen. However, it will remain the goal toward which progress is measured in the form of the number 9.

On a monthly basis, we can consistently achieve a 99.99 percent reliability number, which is tantalizingly close to the 100 percent goal. The climb gets much tougher as we try and get more “9s” to the right of the decimal point. But that’s our goal.

My best philosophical view of this quest lies in the quote: “These seemingly small fractions of a number are really the microcosm of our bigger purpose, achieved through attention to detail over the broad brush of every employee’s career.”

What the heck does that mean? Big goals are achieved over long periods of time only through taking care of the little things in great detail.

The little things occur in every department at your electric co-op every day. Reports of blinking lights or trees that could cause potential problems come across the front counter or over the phone to the member services group. They perform the paperwork and followup action necessary to get the job into operations where it is reviewed and handled before an outage occurs. If they don’t take care of details like pole location and meter number, the job may not get done or may be delayed before an outage is prevented.

Engineering employees design the jobs so they are done right in the first place. Pre-planning the route for underground wire or overhead poles that will remain in place for over 30 years is key in preventing future outages. The most direct route over the shortest distance may not always be the most reliable in the future.

The engineering department also works on placement of system fuses and breakers necessary for reducing the size of outages

when they do occur. This work is also important to achieving that next 9 to the right of the decimal point.

Warehouse employees get the proper parts together for each job. Without them, improper or missing materials could lead to poor construction, which will eventually cut a 9 off the goal. They also help determine the quality of the materials used. Cheap is not always better if it leads to more outages and reduced life cycles.

Operations employees put the poles and wires in the ground on a daily basis. Correct placement of the wire in the trench and tightening of hardware on the pole are details that must be taken care of regularly in order to prevent a future outage. We have a dedicated crew that takes the time to do little things necessary to get a job done right and efficiently at the same time.

Maintenance of existing poles and wires also occurs in the operations department. Replacing aging equipment before it fails and checking connections are additional examples of employees making the right choices to keep the lights on.

The meter department’s task is to link up the distribution system to your home. Proper meter placement and inspection of the secondary service are other seemingly routine activities that go a long way towards improving and maintaining reliability. This department also marks the location of underground wire, which prevents accidental dig-ins that can cause power interruptions.

I would be remiss in not mentioning the *managers* and *supervisors* who oversee all these little details each hour of the day. They plan, prioritize and follow up on so many things that it reminds me of juggling.

“Always on” has even more meaning, as none of these employees leaves at the end of the work day without being readily available and willing to do whatever it takes after-hours. “That’s not my job,” is something I never hear, and that says it all.

Keeping the lights “always on” is a big job made of many more details than I mentioned here. Our promise to each member is to continue focusing on these details, reaching one 9 at a time.



By Tony Anderson
General Manager

Talented CFO Values Team Work

Since your electric service comes from a co-op, you are one of its owners. Meet the man who manages your business' money.

GROWING UP THE YOUNGEST of eight children, Mark Wilson has always enjoyed a challenge.

He and his oldest sibling are 15 years apart, yet Cherryland Electric Cooperative's new chief financial officer (CFO) credits his parents, Gail and Anne, with keeping their family close...and grounded.

"One of the things my parents are proudest of is that all eight of us have our college degrees," said Wilson, a 46-year-old graduate of Benzie Central High School and Ferris State University.

"They not only taught us about the value of a good education, but also to be a well-rounded person."

Mission accomplished.

Not only was Mark an All-State basketball player at Benzie under coach Will Lynch, he was a first-chair trombone player in the band.

"I enjoy both sports and music," he said.

Quiet by nature, Wilson has always made a big impact wherever he's been because of something his parents and Lynch taught him early-on.

"They taught me the values of honesty, integrity and working hard," he said. "I also learned about the value of team work."

When Mark was a senior, he was moved to point guard so that Benzie could get another scorer into its lineup. At 6-foot-3, he was the tallest point guard in the Traverse City area.

"I gave up some scoring (he averaged 12 points per game), but it was better for our team because we won our first 25 games before we finally lost in the Class C quarterfinals," he said. "I made All-Region that year and one of the things that pleased me most was a quote from St. Francis coach Jim Rossi that said, 'Wilson is the player that really makes Benzie tick.' Playing for Will Lynch – who was also an outstanding teacher – was a great experience for me."

Wilson went on to Ferris, where he received his degree in accounting in 1982 and accepted a job with the accounting firm Seidman & Seidman. That took him to Oklahoma City for three years and

shorter stints in New York City and Memphis. After successfully completing the CPA examination, he had the opportunity to move back to the local office in Traverse City. He did that in 1985.

A year later, he met his future wife, Laurie, on a blind date at Dill's in Traverse City.

"We just hit it off, we had a lot in common," said Mark. "We both liked music and we both had strong family ties and values."

Now Mark and Laurie have three children: Nate will be a freshman and Alyssa a seventh grader, both at Traverse City West Junior High this fall. Logan will be a second grader at Willow Hill Elementary School.

"We stress the same things to our kids that our parents taught us," said Mark. "That is, hard work and the importance of a good education. As parents, you also want to provide them with the necessary guidance, tools and values so that they will hopefully make good decisions."

Mark's decision to come to Cherryland came in the fall of 2005. He had worked for four different companies in a span of 13 years and was looking for "something

more challenging."

He found it when he started at the cooperative on Nov. 1.

"One of the things that attracted me to Cherryland was how visible it is in the community," he said. "I like working for a company that cares about the people it works with and works for."

"And this is a new, totally different industry for me – full of challenges and opportunities."

What impressed Mark Wilson right off the bat about Cherryland?

"How much the employees care," he said. "We have several employees who have been here more than 30 years. The experienced employees and the new employees are always looking to improve the way they do things to benefit our members."

"That quality impressed me," he said. "I wanted to be part of that."



Mark Wilson

Co-op Teens Tour D.C.



From left, Carson Rose, Marty Mugerian, Andy Schultz, Ryan Wolf and Matt Tomlinson were among 16 high school students representing Michigan during the National Rural Electric Youth Tour, June 9-15. Mugerian, of Traverse City, and Tomlinson, of Grawn, were sponsored by Cherryland Electric Cooperative for the all-expenses-paid trip.

The new friends are pictured in the Museum of Natural History. Other tour stops included Arlington Cemetery, the Smithsonian Air and Space Museum, and the National Cathedral.

Wolverine Co-op Studies Clean Energy Projects

WOLVERINE POWER COOPERATIVE has secured an option to purchase about 400 acres of property near Rogers City to evaluate the site for clean energy projects that could include new base load and renewable generation for Cherryland Electric Cooperative members.

The optioned property is owned by O-N Minerals (Michigan) Company, a subsidiary of Oglebay Norton Company.

Wolverine will explore the feasibility of a base load plant at the site using Circulating Fluidized Bed technology, a clean-coal technology as defined by the United States Department of Energy. A base load power plant provides scale and efficiency, typically operating year-round.

“Our goal is to investigate the potential development of the cleanest coal-fired generating plant in Michigan,” says Eric Baker, Wolverine’s president/CEO.

Other types of coal generation will be studied, as well as the feasibility of

wind generation. A site on O-N Minerals’ property near Adams Point will be looked at for wind power. Wolverine is referring to this initial, exploratory phase as the Wolverine Clean Energy Venture.

Baker said Wolverine is looking forward to working closely with Oglebay Norton Company, the Rogers City community, and the surrounding area throughout the investigatory phase of the projects.

Wolverine has participated in several meetings in the Rogers City area since announcing its plans, sharing information about Wolverine and the Wolverine Clean Energy Venture with local officials.

In addition, community leaders have formed an advisory group that will meet regularly to discuss the projects.

“We are encouraged by the warm reception we have received from Rogers



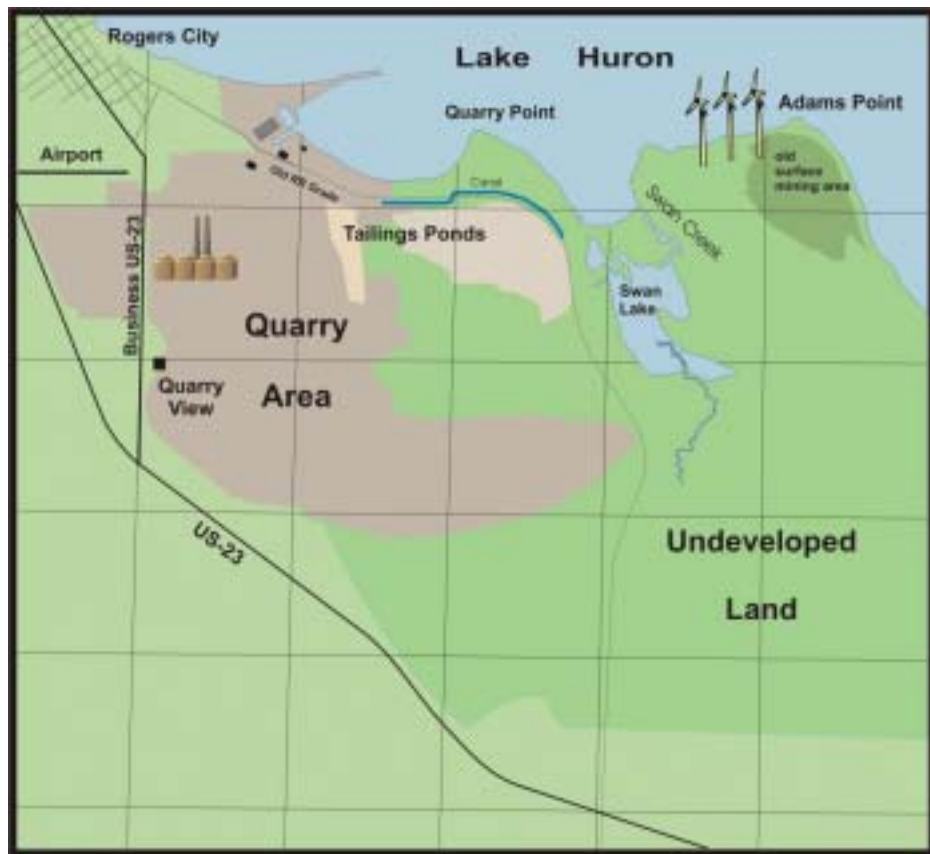
City and Presque Isle County officials,” Baker says. “It’s a testament to the area’s long-standing relationship with Presque Isle Electric & Gas Co-op and the vision of local leaders.”

Wolverine has completed a feasibility study and land survey, and an endangered species study is in progress.

During the summer months, Wolverine will begin extensive engineering analyses and work on obtaining all local approvals. The investigatory phase could require 12 to 24 months. Typical construction time for a base load generating plant is five to eight years.

“There is an extensive amount of preliminary work to be completed before any commitments can be made for further development and construction,” Baker explains. “Wolverine will continue to explore this site and others to obtain a long-term, stable power supply at a competitive cost for its member-cooperatives.”

In addition to Cherryland and Presque Isle Electric & Gas Co-op, Wolverine is owned by and provides wholesale electric power to Great Lakes Energy, HomeWorks Tri-County Electric Cooperative, and Wolverine Power Marketing Cooperative.



New Power Plants Needed In Michigan...

NEW BASE LOAD PLANTS have not been constructed in Michigan in the last 20 years, yet the demand for electricity grows each year.

The Michigan Public Service Commission determined, in its “Capacity Need Forum” issued in January 2006, that one or two new base load generating plants will be needed for the Lower Peninsula, with the first becoming operational in 2011-2012.

Visit the Capacity Need Forum Web site at www.cis.state.mi.us/mpsc/electric/capacity/cnf/ for more information.

Cherryland Bulletin Board

Your Co-op Takes Part in Cherry Festival

Cherryland Electric Cooperative will play a key role in July's National Cherry Festival.

Touchstone Energy, a national marketing arm for Cherryland, will sponsor the Junior Royale Parade on Thursday, July 6, at 6:30 p.m.

On Saturday, July 8, Cherryland will also have its float in the Grand Royale Parade which starts at 11 a.m.

Last year, 54 Cherryland employees and family members were part of the co-op's parade entry.

More Than 5,000 New Meters Installed

More than 5,000 automatic meter readers (AMR) have been installed by Cherryland Electric Cooperative.

These units will automatically report meter readings and help keep track of outages. Once an AMR is installed, a Cherryland member will not have to take meter readings. They will automatically be relayed back to the co-op's office.

Under the direction of Cherryland's Karrie Yanska, AMR will be installed in all 32,000 meters over a three-year period.

Cherryland Holds Annual Meeting

For the first time in its 68-year history, Cherryland Electric Cooperative held its annual meeting on a weeknight.

More than 330 members attended the meeting on Thursday, June 15, at the cooperative and were treated to a dinner, bucket truck rides, hot line demos and health checks.

At the business meeting, incumbents Betty Reynolds-Maciejewski, Terry Lautner and Tom Van Pelt were re-elected to three-year terms. Proposed bylaws were also approved.

Cherryland Raises \$4,000 for Relay for Life

Cherryland Electric Cooperative employees raised more than \$4,000 for the fight against cancer this year.

Cherryland employees took part in Traverse City's Relay for Life event at Timber Ridge Campground on June 3-4 under the direction of team captain Chris Holmes.

Cherryland raised the \$4,000 through lunches, sales of Relay items and three in-house auctions. In the six years that Cherryland has participated in Relay for Life, it has donated more than \$22,000.

Community Caring Makes Two Awards

The Cherryland Electric Cooperative Community Caring Board made two awards at its May meeting.

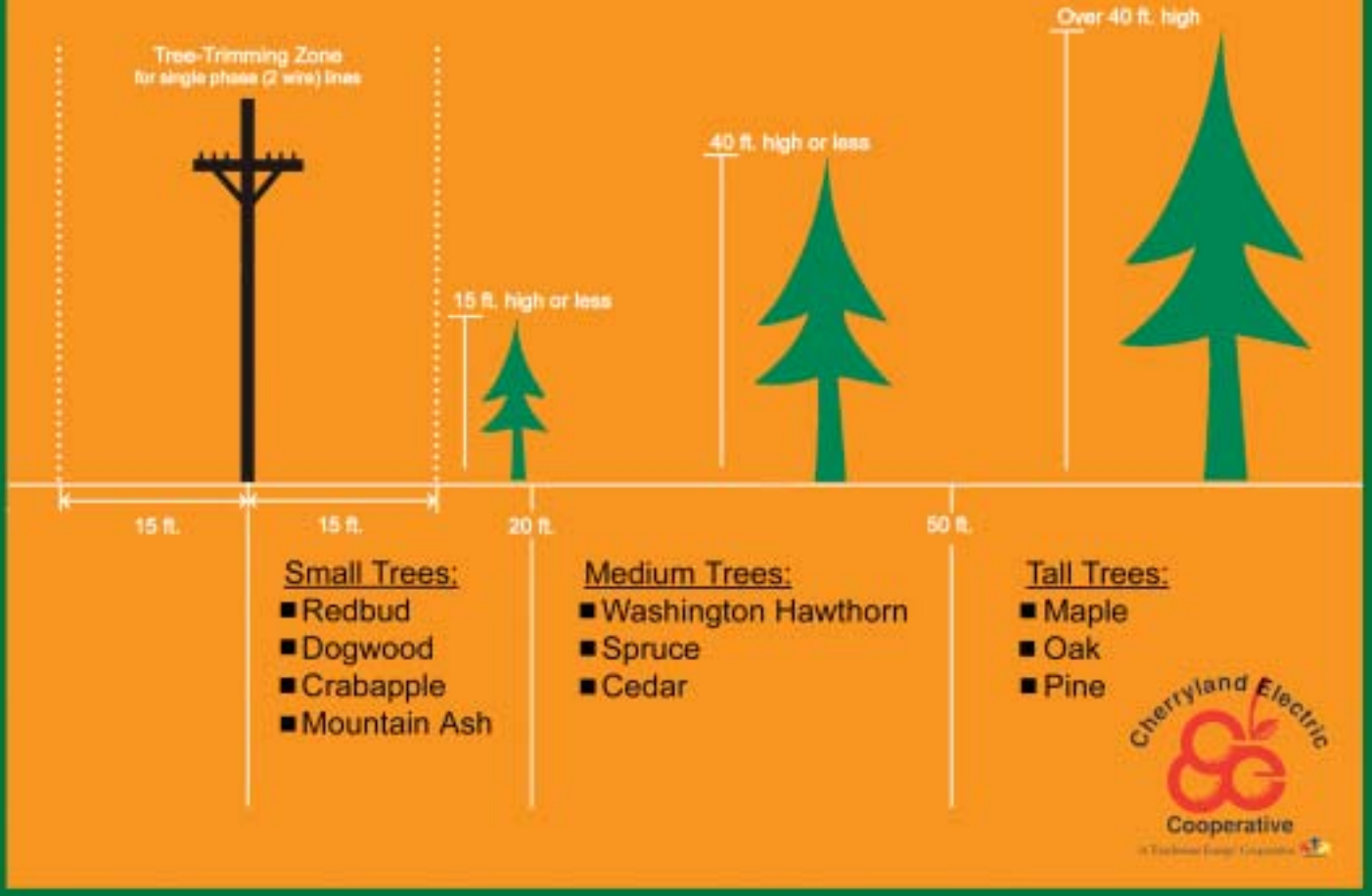
The board awarded \$1,000 to ARC toward scholarships for its summer camp. It also gave \$500 to send students to the Odyssey of the Mind World Finals.

The Community Caring Board oversees Operation Round Up (see related story, page 29), where Cherryland members volunteer to round up their monthly electric bills to the nearest dollar, and the difference goes into a fund where 100 percent of the proceeds are donated to individuals who need assistance, and to charitable organizations in northern Michigan.

For more information on how you can join and help, call Brenda Burrows at 486-9266.

Find The Right Spot In Your Yard For the Right Tree

For Your Safety, Plant Taller Trees Further Away From Overhead Power Lines.



Utility Compatible Trees & Shrubs

Crabapple:

- Flowering • Madonna • Red Jewel
- Sentinel • Sugar Tyme
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Hawthorne:

- Crimson Cloud English
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- Tatarium • Amur • Star Magnolia
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- Service Berry • Bradford Pear

Shrub Species:

- Common Lilac • Rose-of-Sharon
- Burning Bush • Autumn Olive
- Privot Bush • Holly Family

Before You Start Planting, Read This First:

BEFORE YOU PLANT TREES in your yard, find out how tall they will grow and use the guide above to find the right spot for them.

Trees placed too close to overhead power lines pose a threat to your family. They can leave your home without power and become a place where children and grandchildren play—a very dangerous place if the tree limbs grow near an energized 7,200-volt power line.

Falling trees and limbs are the major cause of outages and blinks for Cherryland Electric Cooperative members. The tree type, its location, how it grows, and the voltage size of the power line all determine the amount of trimming required for your cooperative

to maintain adequate line clearance.

Some healthy trees may need to be removed if they pose an immediate threat to your electric service and safety. Also, trees may need to come down if they are weak, diseased, drying or severely damaged. This includes situations where extensive trimming would cause trees to look unsightly or not survive.

Please be aware of underground power lines and other buried utility wires before you start digging, too.

If you have questions about our tree-trimming program along power line rights-of-way, call Tim Keenan, Cherryland's assistant safety director, at (231) 486-9224 or (800) 442-8616, Ext. 224.



A Honeymoon with Kids

SATIN SHEETS and a glass of champagne? My wife and I laughed when we read an article on how couples should celebrate landmark wedding anniversaries.

We are marking our 30th anniversary in July and we have spent 27 of those years raising kids. We agree it's the best thing we've ever done.

We choose to sink our time and money into our kids...with no apologies.

So what if we still use some of the old pillowcases that feature Ghostbusters and Wonder Woman?

It's just that once kids arrive, priorities change. Instead of spending money on a luxury vacation for two, which we did before the kids arrived, we were perfectly content to pile into a car and spend a week making the circle around the Upper Peninsula, Milwaukee and Chicago. We all loved it.

The payoff is that as the kids get into college and beyond, they still have that comfort level with you. And so do their friends.

In the summer, you see, our house is crawling with young adults. While our oldest daughter has her masters degree and a good job, she is married and lives in the Detroit area with her husband. We burn a lot of phone minutes with them.

Our two youngest are still in college. So in the summer, it's not unusual to have 3-4

of their friends at our house at any one time.

It's the way we like it – lots of talking and laughing. We'll sit around and pair off into teams while watching Jeopardy. Or we'll wait for our favorite show on Comedy Central to come on TV. If that doesn't work, we break out the cards. It's always lively.

Some parents put up with their college kids during the summer but don't enjoy spending time with them. What a shame.

My wife and I savor these days because we know what a short window of opportunity these times really are.

So we are old-fashioned in the sense that we love to sit around the living room and just talk with the kids. The key is, we listen more than we talk.

We have learned and we have laughed with them and in the process I think we have forged a very special relationship with them.

I guess my wife and I have one special hobby: Our kids and their friends.

We also like to travel. But it was like the first short trip or our first meal at a restaurant after our daughter was born and we were alone. What do you think we talked about? You're right – our baby.

So when I look back at 30 years of marriage, a lot of thoughts go through my mind. How I met my wife when I was 17 and she was 15. How we dated during high

school but would break up during the summers right through our college years so we could meet other people. But I was always drawn back to my wife because she was the kindest, most beautiful person I've ever known. If they had a Hall of Fame for Wives and Mothers, she would be in it.

We got married on America's Bicentennial - July 4, 1976 - and I'm proud to say our relationship has always been strong. We've needed that strength because there have been rough spots along the way - my wife was diagnosed with M.S. 14 years ago. Our youngest daughter is missing an 'X' chromosome and has Turner's syndrome. Yet she is ready to start her third year in the Ferris State nursing program.

What kind of advice do we have for couples? None. That kind of stuff is for people wiser than we are.

What has been the key to our 30 years of marriage? Laughter, family, close friends, religion, and a deep respect for each other.

Some couples measure their lives by the great trips and vacations they take – the quiet, golden sunsets in the evening.

Very basic things.

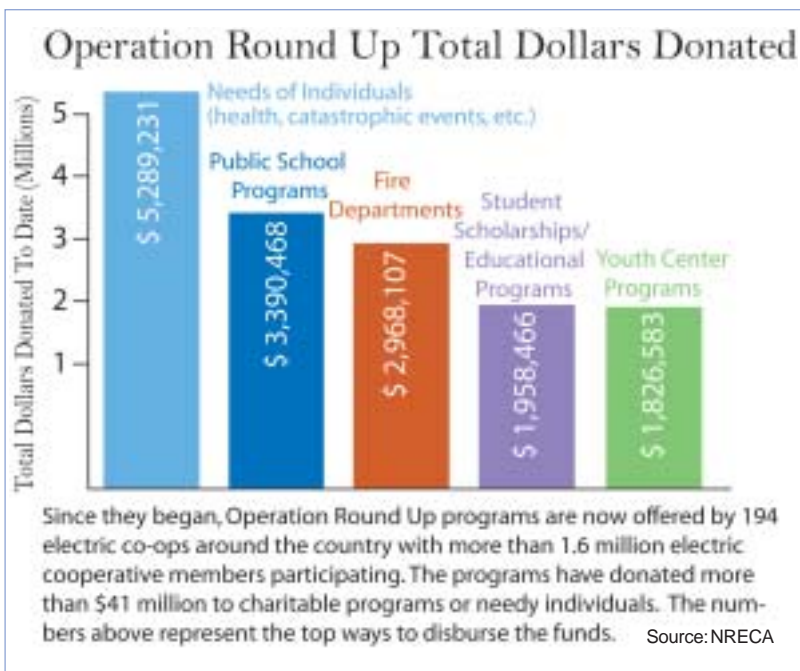
Maybe that day will come for us. But for now, the best moments are those we share, creating living snapshots in our mind that no photo album could ever duplicate.

Operation Round Up Yields Impressive National Numbers

THROUGH A PROGRAM called Operation Round Up (at Cherryland, it's the Community Caring Fund—see page 25) electric co-op members can contribute monthly to a charitable fund by rounding up their electric bills and donating the difference. The program differs in each co-op, but it has generated some impressive national numbers.

In a 2004 survey of 152 electric co-ops, the National Rural Electric Cooperative Association shows:

- On average, 72 percent of Operation Round Up funds are donated to charitable groups and 27 percent to needy (i.e., health or catastrophic events) individuals.
- Co-ops have donated a combined \$41,812,251 to charitable programs or individuals since the program's start.
- About \$5.29 million has been donated to individuals, \$3.39 million to public schools, \$2.97 million to fire departments, \$1.96 million for student scholarships/education, \$1.83 million to youth centers, and \$1.82 million to health and medical needs (see chart).





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Cherryland Electric Cooperative has teamed with **MENARDS** of Traverse City to pass on greater savings to our members!

For more information about the \$200 rebate, call Steve Coger at **231-486-9238** or any member service representative at **1-800-442-8616**.