



**ELECTRIC POWER MARKETING
AND ENERGY UTILIZATION**
Policy No. 303

I. OBJECTIVE

To identify those energy needs of Cass County Electric Cooperative Inc.'s (hereafter referred to as the cooperative) members, to establish rates and service policies which make electric service available on a fair and equitable basis consistent with the financial requirements of the cooperative and to provide such information, education and other services as are required to permit the cooperative's members to make wise and beneficial use of electricity to meet their power and energy requirements.

II. POLICY

A. Rates and Service Policies

There shall be consistent application of retail rates and service policies that have been approved by the board of directors. Rates will be designed, in the aggregate, to provide revenues adequate to meet the anticipated financial requirements of the cooperative.

B. New Load Acquisition

There shall be an established and maintained program for advising and assisting present and potential members of the availability of electric service from the cooperative. The program will outline the costs/benefits of providing that service. The nature and location of all new or added loads shall be evaluated to assure that adequate and timely facilities can be provided and that the proposed new load is within the cooperative's designated service area.

C. Energy UseEfficiency and Conservation

Programs and services shall be made available to the members of the cooperative which are designed to inform them of energy useefficiency and conservation practices/equipment which will result in the ~~maximum~~ effective use of energy, particularly electrical energy. Information and recommendations from the cooperative on energy use or energy producing equipment shall clearly reflect the availability and reliability of such equipment, as well as economic considerations resulting from its purchase and application.

D. Education, Advice and Assistance

Programs shall be developed which are designed to provide education, advice and assistance to members regarding their total energy requirements and those portions of their energy requirements that can most efficiently be met by the use of electricity. These programs shall be evaluated periodically to assure their consistency with the needs of the members and the cooperative's electric power marketing objective.

Exhibit 2

E. Merchandising and Services for Hire

The cooperative shall establish and maintain certain merchandising and other services for hire which are designed to meet a previously determined need. All such merchandising programs and services shall be provided at prices which are sufficient to recover appropriate costs incurred by the cooperative. Provision shall be made for regular evaluation of the continuing need for such programs and services, for determining the competitive nature of prices charged and the extent to which incurred costs are being recovered.

F. Research and Development

The cooperative's role in research and development activities shall be to maintain a current awareness of alternative energy sources and new product developments that have potential application for meeting members' energy needs, to keep aware of the results of research and development activities by others and to make contributions to approved research and demonstration projects deemed to have specific application to the cooperative or its members.

III. RESPONSIBILITY

The president/CEO shall be accountable for the interpretation and implementation of this policy consistent with approved work plans and budgets and other legal and contractual limitations.

Effective Date: February 22, 1988
Revised: May 27, 2003

Reviewed by Committee: RA&F 5/13/03
Reviewed by Committee: May 9, 2006

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