



# Tideland Topics

REAL PEOPLE. REAL POWER.

A NEWSLETTER FOR THE MEMBER-OWNERS OF TIDELAND ELECTRIC MEMBERSHIP CORPORATION

## **PAY CHANGE:** Pay stations will become a thing of the past Nov. 1

In recent years Tideland EMC has expanded its menu of member services by offering a variety of ways to pay your electric bill. You can pay in person at one of our four offices, use after-hours payment drop boxes, send by US mail, pay by draft with a bank account or credit card, pay online via the member portal or pay by phone 24 hours a day. However, one payment option has run its course and that is the use of local bank pay stations.

Beginning November 1, Southern Bank and Vantage South Bank branches will no longer accept payments on Tideland EMC electric accounts. We greatly appreciate their willingness over the years to serve as authorized pay stations. While this decision was solely based on the decline in payments made at the local banks, it also allows us to be very clear in our payment messaging going forward.

In particular, you need to know that local check cashing services or remote payment service providers like Walmart are not and never have been authorized Tideland EMC payment agents. If you use one of these services to forward your electric bill payment to Tideland there could be up to a 10-day delay before payment is received by the co-op. If you are past due on your electric bill and the vendor does not get payment to us in a timely manner, you run the risk of service interruption and the addition of costly disconnect and reconnect fees.

With that said, where one payment door closes several new ones will soon open. Next month we will roll out three new payment options with the introduction of e-Check, mobile apps for iPhone and Android, and FlexPay, which will be our new prepaid energy solution. So stay tuned for those exciting details in the November issue of Tideland Topics.

## *Fuel credit decline expected to slow*

As we've noted in previous issues of Tideland Topics, the wholesale power cost adjustment (WPCA) credit has been declining in recent months. During the month of September the credit was 0.264¢ per kilowatt hour (kWh) which equates to a credit of \$2.64 for every 1,000 kWh billed. That's down from an average credit of .489¢ per kWh issued during the first eight months of 2014.

The good news is that the decline is expected to slow through the end of the year. Even better news is that we anticipate no need to collect additional monies by implementing a WPCA charge as opposed to a credit.

November 1 will also mark the start of lower residential rates for the winter season which will apply to bills rendered from November through April. The base kilowatt hour rate will drop from 11.495¢ to 10.58¢ per kilowatt hour. If we factor in the current WPCA credit that lowers the price per winter kWh to 10.316¢.



## Message to our Member-Owners: **ReMEMBER**

**By Paul Spruill**  
General Manager & CEO

### Right-of-Way Maintenance Update

Continued wet weather has put our tree-trimming efforts further behind schedule.

In October, our tree trimming contractors, Lucas Tree Experts, will be working in the Dawson Creek area (Kershaw, Janeiro, China Grove and Camp Jo Jane areas.) If they make adequate progress they will then move into the Silverhill area.

Mowing crews will be working in the area of our Five Points substation in Pinetown.

Please lend your full support to our tree trimming efforts. Trees are the number one cause of power outages.

From time to time, someone will call to ask how they can purchase stock in Tideland EMC. Well, if you receive service from Tideland you already are a member-owner of the cooperative.

October is nationally recognized as Cooperative Month and it's a time to celebrate and reiterate the importance and continuing advantages of the cooperative business model.

For over two centuries, cooperatives have helped ordinary people join together to gain economic power and to improve their lives. Driven by people rather than profit, cooperatives thrive in big cities, small towns, and rural areas — wherever there's a need to be met.

That was exactly the case in 1939 when a local Beaufort County ladies club took up the cause of rural electrification and began the organizational work to create Woodstock EMC originally headquartered in Belhaven. Those wives, mothers and businesswomen wanted for their families what others enjoyed in nearby cities: reliable and affordable electric service. Because electric service to rural areas was denied by for-profit companies the ladies enlisted local residents to form a not-for-profit cooperative that would be owned

and operated by those receiving service. It's a business model that has served us well even decades after Woodstock merged with Pamlico-Beaufort EMC to become Tideland Electric.

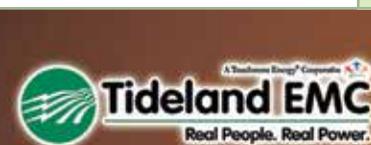
Cooperatives have stood the test of time and remain an innovative and integral economic force, ranging from small buying clubs to Fortune 500 companies.

We've done so by adhering to seven cooperative principles:

1. Voluntary & open membership
2. Democratic member control
3. Equitable economic participation
4. Autonomy & independence (self-help)
5. Education, training & information
6. Cooperation among cooperatives
7. Concern for community

Cooperatives are on the cutting edge, helping meet today's toughest economic challenges: keeping badly needed jobs and financial resources in local communities, empowering workers, teaching students financial skills, helping farmers, and delivering health care options that put people first.

So remember, you're not a customer. You are a Tideland EMC member-owner.



## GET THE POWER OF THE PORTAL.

EXPLORE NEW FUNCTIONS AND IMPROVED APPLICATIONS



➤ **High Energy Usage Alerts**  
Get notified when energy consumption runs higher than what you budgeted for.

➤ **Enhanced Graphing**  
Track daily and hourly energy use with 2-D & 3-D graphs.

➤ **Summary Tables**  
View daily averages, highest cost days, lowest cost days and more!

➤ **Improved Weather Overlays**  
See how temperature, humidity and cloud cover affect your energy use.

➤ **New Usage Notes Feature**  
Insert custom notes on your meter reading history for easy reference.

Login at [www.TidelandEMC.com](http://www.TidelandEMC.com)!



## Telephone survey time:

# How to identify a legitimate co-op call

Every fall, Tideland EMC conducts a member satisfaction telephone survey to ensure that we are meeting the needs of co-op members. Our satisfaction scores are then tabulated as part of the American Customer Satisfaction Index (ACSI).

The ACSI is the only national cross-industry measure of customer satisfaction. The index measures the satisfaction of U.S. household consumers with the quality of products and services offered by both foreign and domestic firms with significant share in U.S. markets. The ACSI ranks customer satisfaction with more than 230 companies in 43 industries and 10 economic sectors.



The resulting data allows Tideland EMC to not only gauge its performance against other electric cooperatives but against investor-owned and municipally operated utilities as well. After all, being small is no excuse for mediocrity and Tideland has a proud track record of outperforming other providers.

Unfortunately telephone scams seem to be at an all time high which can leave one a bit nervous when anyone calls claiming to be a

representative of the co-op. Therefore, we want to issue a few tips that will help you determine if you have received a legitimate survey call.

Legitimate co-op survey interviewers will never ask for your electric account number. They will never ask for any bank account numbers nor will they ask for credit or debit card numbers. They will also not ask for your social security number.

They will ask if you have internet service. If you do they will ask if you participate in social media and do you follow the co-op on Facebook or Twitter. They will ask how often you interact with the co-op and to rate us on 13 service attributes. They will ask if you consider yourself to be a member, owner or customer of Tideland EMC. (We hope you consider yourself to be a member-owner, because that's exactly what you are!). They will ask what age range you fall into but will not ask for your actual date of birth. They will ask how much on average you pay for monthly electric expenses. They will ask about your home's age and construction type. They will ask about your household's income range. If you feel uncomfortable about any question just tell the interviewer you prefer not to answer and move on to the next question.

Most importantly, when in doubt about any caller claiming to represent the co-op just hang up and call us at 1-800-637-1079.

## Time change for time-of-use members

Residential members participating in the time-of-use rate program are reminded that the on-peak hours change on Thursday, October 16. The on-peak hours will be 6 a.m. to 9 a.m., Monday - Friday. The off-peak winter holidays are Thanksgiving Day, the day after Thanksgiving, Christmas Day, New Years Day and Good Friday (April 3, 2015).

Time-of-use members can now track their on-peak demand readings via the member portal. To access the portal go to [www.tidelandemc.com](http://www.tidelandemc.com) and click the "My Account" link.



FUN  
FACTS  
ABOUT  
CO-OPS

1.

THE FIRST U.S. CO-OP WAS FORMED IN PHILADELPHIA BY BENJAMIN FRANKLIN

2.

IN 2013, DAIRY CO-OPS ACCOUNTED FOR 78.1% OF U.S.-MARKETED MILK

3.

WHEN FDR SIGNED THE RURAL ELECTRICIFICATION ACT IN 1936 ONLY 10% OF RURAL AMERICA HAD POWER. BY 1950, 90% OF AMERICAN FARMS HAD POWER.

4.

CREDIT UNIONS ARE CO-OPS AND THE FIRST WAS FORMED IN MANCHESTER, NEW HAMPSHIRE, IN 1909

5.

CO-OP MONTH HAS BEEN A NATIONALLY RECOGNIZED CELEBRATION SINCE 1964 SO HAPPY 50TH ANNIVERSARY CO-OP MONTH!

## Tideland Topics

www.tidelandemc.com

### BOARD OF DIRECTORS

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### Member Service

252.943.3046

800.637.1079

### 24 Hour Outage Reporting

& Automated Services

252.944.2400

800.882.1001

Tideland EMC is an equal

opportunity provider & employer



## How to Use the EnergyGuide Label

Appliance manufacturers are federally required to provide an EnergyGuide label so consumers can compare energy use between different brands and models.

Appliance features that impact cost range

Product make, model, and size

Amount you might pay to run the appliance for a year based on energy use and the national average cost of electricity

Range of operating costs for models with similar features

How much electricity the product uses. Multiply this by your local electricity rate for an idea of your actual operating cost

U.S. Government Federal law prohibits removal of this label before consumer purchase.

# ENERGYGUIDE

Refrigerator-Freezer  
• Automatic Defrost  
• Side-Mounted Freezer  
• Through-the-Door Ice

XYZ Corporation  
Model ABC-L  
Capacity: 23 Cubic Feet

Estimated Yearly Operating Cost

## \$67

Cost Range of Similar Models

57 74

630 kWh  
Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, side-mounted freezer, and through-the-door ice.
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

Source: Federal Trade Commission, [ftc.gov/appliances](http://ftc.gov/appliances)



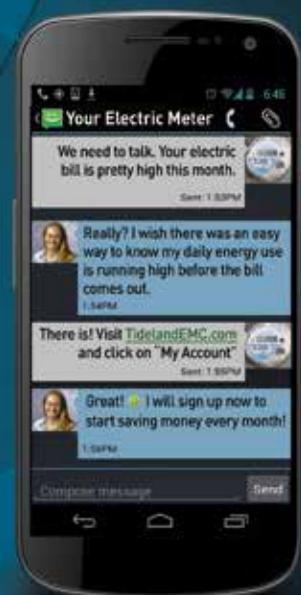
# We Need to Chat!

TEXT ALERTS CAN PREVENT RUNAWAY ELECTRIC BILLS

It happens more often than most realize. Events such as HVAC malfunctions, water heater problems, thermostat errors or fallen ductwork can all lead to unexpectedly high energy use. Unfortunately, many of these events go undetected until the homeowner receives an extremely high electric bill. Now there is a way for Tideland members to safeguard themselves against such occurrences with our new "High Energy Usage Alert" service.

### TO ACTIVATE:

Visit [TidelandEMC.com](http://TidelandEMC.com) and click the "My Account" link. Then, click on the "My Alerts" tab. Type in your email address and/or cell number and select your provider. Customize the dollar amount for your DAILY high energy usage alert and start saving energy AND money!



TDL-SEP2014