



MAY ■ 2010



# REAL PEOPLE. REAL POWER. Tideland Topics

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

## MEMBER REPRESENTATION: Incumbents return to provide continued leadership



Ray Hamilton  
District 1



Leon Bryant  
District 3



J. Douglas Brinson  
District 9



Rudy Austin  
District 11

Tideland Electric's nominating committee met on February 25 to consider candidates for director districts 1, 3, 9 and 11.

The following candidates were nominated in their respective districts: Ray Hamilton, Leon Bryant, J. Douglas Brinson and Rudy Austin. No candidates were nominated by written petition.

In accordance with the cooperative's bylaws, unopposed candidates are deemed elected to the board of directors for a three-year term.

The directors will retake their oaths at the cooperative's May board meeting.

**Tideland EMC's Annual Meeting of Members**  
**Friday, May 21, 2010**  
**Registration 6:30 pm • Meeting 7 pm**  
**Beaufort County Community College**

## *National Electrical Safety Month*

May marks National Electrical Safety Month.

"Eliminating electrical hazards begins with education and awareness," says Tideland safety director, Wayne Brackin. "National Electrical Safety Month is a time for all of us to reexamine our surroundings and determine what steps we can take to prevent the hundreds of deaths, thousands of injuries, and billions of dollars in economic losses that occur each year because of electrical hazards."

Electricity is the cause of over 140,000 fires each year, resulting in more than 500 deaths, 4,000 injuries, and \$1.6 billion

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## Message to our Member-Owners: Returning to D.C. to state our case

by Cecil O. Smith, Jr. • CEO & General Manager

in property damage in the United States. In the workplace, more than 300 workplace fatalities and approximately 4,000 injuries occur each year due to electrical hazards, according to a study published by the Itasca, Ill.-based National Safety Council.

To schedule Brackin for a high voltage safety demo call 800.637.1079, ext. 4323.

**As voters return to the polls this month to participate in primaries leading up to November elections, co-op leaders will return to the nation's capital to lobby on our members' behalf.**

At the top of our legislative agenda will be the administration's proposal to switch horses mid-race if climate change legislation fails to pass Congress. The Environmental Protection Agency, emboldened by a 2007 Supreme Court ruling, is poised to regulate greenhouse gases emitted from stationary sources including power plants.

Electric co-ops believe a legislative solution can produce better results because consumer groups are better represented

in the process. Regulation, in and of itself, tends to focus on narrowly defined, isolated goals without ample regard for the consequences that exist outside those goals. Consumer energy costs do matter but quite frankly they carry more weight in a process defined by consensus building than mere rule making. Congress needs to stay in the race and develop policies that put consumers first.

We do believe the nation can benefit from a sound energy policy. Richard Nixon first called for one in 1974 when he said "Let this be our national goal: At the end of this decade, in the year 1980, the United States will not be dependent on any other country for the energy we need to provide our jobs,

to heat our homes, and to keep our transportation moving."

Nearly four decades later the ball hasn't moved forward and legislative ambiguity has in fact stymied domestic energy progress. Establishing a pathway to energy exploration off the North Carolina coast, while a good start, is far from a comprehensive energy framework.

We will also impress upon elected officials our concerns related to the impact of health insurance reform on business operating costs, including the cooperative's. Again, ambiguity tends to stall rather than fuel economic growth.

We will report back to you shortly on our grassroots lobbying trip.

## News from our statewide annual meeting

### Brinson Elected Vice President of NCAEC

Arapahoe resident J. Douglas Brinson was elected vice president of the board of directors for the North Carolina Association of Electric Cooperatives (NCAEC) during the organization's annual meeting in Raleigh. Brinson previously held the position of secretary-treasurer of the NCAEC board.



J. Douglas Brinson

NCAEC is a statewide trade association that provides training, safety, education and legislative advocacy services for the state's twenty-six electric cooperatives. Brinson is vice president of Tideland EMC's board of directors.

### Directors Bryant and Carawan Reach Service Milestones

Tideland directors Leon Bryant and Mark Carawan were honored for their years of service during the annual meeting of the North Carolina Electric Membership Corporation.

Bryant has been a member of Tideland's board 15 years. Carawan has been a member 20 years.



Tideland directors Leon Bryant (left) and Mark Carawan (right)

**SORTING FACT FROM FICTION:**

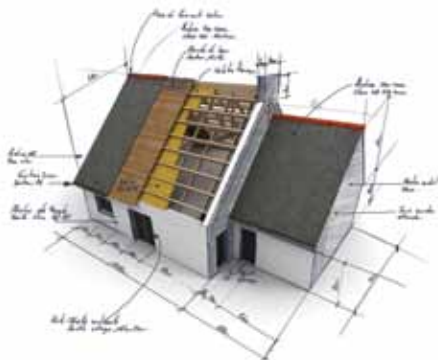
# Do radiant attic barriers live up to the energy saving sales pitch?

From time to time, Tideland members report receiving marketing materials touting the abilities of radiant attic barriers to substantially reduce energy bills. Some of the advertisements suggest savings up to 40% of annual heating and cooling costs. So do these claims hold up?

Well, it is true that radiant barriers do save cooling energy, therefore, marketers typically target homeowners in the south. To determine the veracity of energy saving claims, the Florida Solar Energy Center (FSEC) tracked various radiant barrier installations and found that savings fell well below the 40% mark. On average, a homeowner could expect to reduce air conditioning costs by 4 to 8% with certain radiant barriers. If your ductwork is in the attic you could expect to save slightly more (8 to 12%).

The FSEC did confirm the barrier's ability to reflect up to 95% of sun radiation. However, the radiant barrier has no ability to block heat from convection, conduction

or heat transferred from other surfaces. Attic and duct heat gains together only account for 22% of the typical cooling load. So even if a radiant barrier could completely negate attic and duct gains, the best you could hope for would be a 22% decrease in cooling costs. If you already have R-30 insulation or better in your attic, savings from the installation of a radiant barrier will further decline.



The less expensive and wiser investment would be to air seal the attic to stop the transfer of air from the conditioned space below. This can be accomplished with caulk, foam, additional attic insulation and limiting the use of recessed light fixtures. Furthermore, do not use powered attic fans which simply speed up the transfer of air from the conditioned space.

Before making any energy improvement purchases remember to consult a co-op energy advisor. We're here to help!



**ENTRY DEADLINE: SEPTEMBER 17**

## *Motivation for Classroom Innovation*

Sponsored by Tideland EMC and the state's electric cooperatives, Bright Ideas grants provide funding for a variety of hands-on educational projects. Awards up to \$2,000 are made to K-12 teachers to improve classroom instruction and encourage innovative teaching methods.

Grant proposals that involve the study of energy are highly encouraged including renewable energy or energy efficiency.

Since 1994, the state's electric co-ops have awarded \$7.1 million to fund 6,500 Bright Ideas projects reaching more than 1.2 million students. Tideland applications may be submitted online at [www.ncbrightideas.com](http://www.ncbrightideas.com). Deadline for entries is September 17.

For more information call program coordinator Heidi Smith at 252.944.2410 or 1.800.637.1079, ext. 1140.

5  
SPRING  
SAFETY TIPS

1.

**NEVER USE INDOOR EXTENSION CORDS OUTSIDE**

2.

**CHECK FOR OVERHEAD POWER LINES BEFORE EXTENDING LADDERS**

3.

**INSPECT POWER TOOLS FOR NICKED OR FRAYED CORDS**

4.

**DIAL 811 TO HAVE UTILITY LINES IDENTIFIED BEFORE YOU DIG; THERE IS NO FEE FOR THIS SERVICE**

5.

**CALL TIDELAND BEFORE YOU CUT OR TRIM TREES THAT ARE IN CONTACT WITH POWER LINES**

# ALLOCATION OF 2009 MEMBER MARGINS

REAL PEOPLE.  
REAL POWER.

## Tideland Topics

[www.tidelandemc.com](http://www.tidelandemc.com)

As a not-for-profit, member owned cooperative, Tideland EMC's year-end margins are allocated to each member-owner's account for future refund. This is in keeping with our mandate to deliver electric service at cost. Margins represent those dollars remaining after all our expenses have been paid.

The total amount allocated to an individual member's account is based on the amount of energy you purchased from the cooperative during 2009. For 2009 margins, the allocation factor is 10.73¢ per \$1 of revenue received. The following table illustrates allocations based on typical residential energy use:

2009 Member Margins Allocated to Members			
If you paid this much for energy in 2009:	\$1200	\$1800	\$2400
Your share of 2009 member margins is:	\$128.82	\$193.23	\$257.63

Allocated margins appear as an entry on Tideland's permanent financial records and reflect your equity or ownership in Tideland. When margins are retired, a check or electric bill credit is issued and your equity in Tideland is reduced. The timing of margin retirements is dictated by the cooperative's overall financial picture and capital requirements and is subject to the approval of the federal government's Rural Utilities Service.

### BOARD OF DIRECTORS

Ray Hamilton, President  
J. Douglas Brinson, Vice President  
Clifton Paul, Secretary  
Paul Sasnett, Treasurer  
Rudy Austin, Leon Bryant,  
Jimmy Burbage, Mark Carawan,  
David Ipock, Garry Jordan,  
& Wayne Sawyer

### GENERAL MANAGER & CEO

Cecil O. Smith, Jr.

### EDITOR

Heidi Jernigan Smith

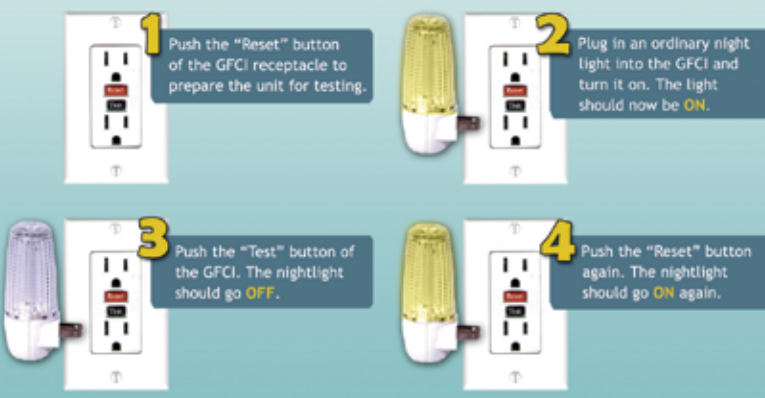
24-Hour Customer Service  
252.943.3046  
800.637.1079  
Outage Reporting &  
Automated Services  
252.944.2400  
800.882.1001

WWW.TIDELANDEMC.COM YOUR ONLINE CONNECTION TO STAYING CONNECTED

## How to test electrical outlets

Since the 1970s ground fault circuit interrupters (GFCIs) have saved thousands of lives, helping cut the number of home electrocutions in half. The safety devices prevent deadly shock by quickly shutting off power to the circuit if the electricity flowing into the circuit differs from the amount returning. The safety devices should be used in any indoor or outdoor area where water may come into contact with electrical products.

GFCIs should be tested once a month to make sure they're working properly. To test a device, follow these four steps:



## Tree Trimming Schedule

Tideland has contracted with Lewis Tree Service to trim trees in our right of way.

They will soon be working in the following areas:

- Manns Harbor
- East Lake
- Stumpy Point

and all right-of-way areas in between.



# TIDELAND EMC

## 2009 ANNUAL REPORT TO MEMBERS NOTICE OF 2010 ANNUAL MEETING

### *Official Notice of Annual Meeting*

#### **Official Notice of 2010 Annual Meeting**

You are hereby notified that the 2010 Annual Meeting of Members of Tideland Electric Membership Corporation will be held at Beaufort County Community College in Washington, NC, on Friday, May 21, at 7:00 p.m. to take action upon the following:

The reports of officers, directors and committees;  
The confirmation and/or election of 4 directors of the cooperative to serve 3-year terms; and  
The transaction of such other and further business which may come before the meeting, or any adjournment thereof.  
In accordance with the Cooperative's bylaws, the nominating committee nominated the following members as candidates for seats on the Board of Directors:

District 1: William Ray Hamilton

District 3: Leon Bryant

District 9: J. Douglas Brinson

District 11: Rudy Austin

Meeting registration will begin at 6:30 p.m.

**FIRST 100  
REGISTERED  
MEMBERS  
RECEIVE A  
FREE L.E.D.  
FLASHLIGHT**





What can you do?	
Install CFLs	\$0.00
Adjust the blinds	\$0.00
Adjust your water heater	\$0.00
Turn off the lights	\$0.00
Plug the plug	\$0.00
Add insulation	\$0.00
Adjust your thermostat	\$0.00
Upgrade washing machine	\$0.00
Seal the cracks	\$0.00
Upgrade your HVAC	\$0.00
Upgrade your refrigerator	\$0.00

## Executive Report to Members

**No year is without its challenges, however 2009 was also ripe with opportunity.**

While the state passed a renewable energy and energy efficiency mandate, Tideland EMC's conservative, grassroots approach to solutions reaped cost effective benefits with discounted pricing on energy saving water heater kits, a refrigerator/freezer turn in rebate and other programs that were embraced by co-op members. In 2009, members increasingly turned to the cooperative for cost saving solutions and last year we conducted 179 home energy audits. Likewise, a large portion of our membership mobilized to actively engage in a conversation with elected officials to emphasize the importance of economic and environmental balance when developing energy and climate policy.



**Cecil O. Smith, Jr.**  
General Manager  
& CEO

While new housing starts dropped off dramatically in 2009, the lull in construction activity has given us the opportunity to focus on technological improvements. We set the stage for the shape of things to come when we installed our first "smart meter" on December 1 which allows for remote meter reading. The two way communications capabilities of the new meters will serve as a platform for enhanced system reliability and an expansion of member services in the years ahead. Systemwide installation will be completed during 2012.

While Tideland was not immune to rising costs, we did lower winter rates in November, in conjunction with a new rate study and a return to summer and winter rates. That decision proved helpful to members during what was a historically cold winter. Year end margins ended higher than anticipated when the cooperative was issued credits by our generation and transmission and hydroelectric power suppliers. As a result a generating fuels expense credit of \$5 per 1,000 kilowatt hours was implemented in April 2010.

In many ways we ended 2009 the same way we started: uncertain about the regulatory and legislative environments and long term power costs. However, we clearly advanced our messages regarding conservation and energy efficiency, and we also continued implementing operational efficiencies. Both of these efforts help keep energy costs affordable for Tideland EMC's member-owners.



**Our Energy, Our Future**  
A Dialogue With America



## The Year In Review



**2009 Timeline** • January 17: Tideland set a new system demand record of 93 megawatt hours • April: 1,800 Tideland members return “Our Energy, Our Future” legislative action postcards • June: Co-op awards \$8,000 in college scholarships to 8 local high school seniors • July: Co-op rolls out the sale of energy saving water heater kits • September: Tideland offers old refrigerator/freezer turn in program rounding up more than 300 of the energy guzzlers • October: New rate schedules are approved, returning to summer and winter rates • November: Members take advantage of co-op sponsored Energy Star appliance rebates • November: Area teachers receive \$14,233 in Bright Ideas grant funding • December: Members receive capital credit refunds totaling \$375,000 • December 1: Tideland installs its first smart meter

## Board of Directors



Ray Hamilton  
President



Doug Brinson  
Vice President



Clifton Paul  
Secretary



Paul Sasnett  
Treasurer



Rudy Austin



Leon Bryant



Jimmy Burbage



Mark Carawan



David Ipock



Garry Jordan



Wayne Sawyer



## > Statement of Finances

### ASSETS

	2008	2009
Electric Plant	\$93,111,557	\$96,432,952
Less Depreciation	(15,571,251)	(15,797,709)
Net Electric Plant	77,540,306	80,635,243
Cash & Investments	6,534,020	7,164,932
Accounts Receivable	5,689,694	6,036,756
Materials & Supplies	4,147,301	4,130,521
Prepayments	30,328	52,883
<b>TOTAL</b>	<b>\$93,941,649</b>	<b>\$98,020,335</b>

### LIABILITIES

Long Term Debt	\$52,043,382	\$53,590,718
Security Deposits	1,011,457	1,033,111
Accounts Payable	4,444,517	3,451,097
Other Liabilities & Credits	8,823,478	9,107,622
Patronage Capital & Other Equities	27,618,815	30,837,787
<b>TOTAL</b>	<b>\$93,941,649</b>	<b>\$98,020,335</b>

### INCOME

Electric Sales	\$39,722,534	\$41,896,421
Misc. Revenue, Interest & Dividends	935,614	239,872
<b>TOTAL</b>	<b>\$40,658,148</b>	<b>\$42,136,293</b>

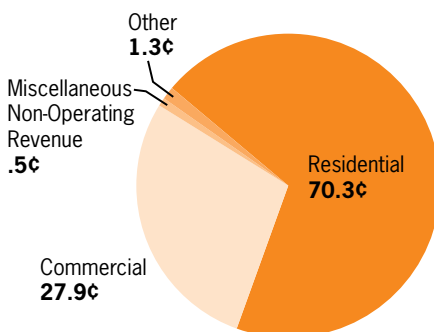
### EXPENSE

Purchased Power	\$22,244,559	\$22,928,754
Operations & Maintenance	3,586,625	3,346,336
Administrative & General	4,881,371	5,248,467
Fixed Expenses (Taxes, Interest & Depreciation)	6,887,481	6,875,323
<b>TOTAL</b>	<b>\$37,600,036</b>	<b>\$38,398,880</b>

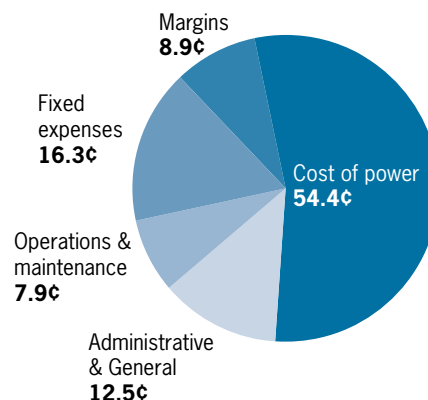
### NET MARGINS

<b>\$3,058,112</b>	<b>\$3,737,413</b>
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### HOW EACH DOLLAR CAME IN



### HOW EACH DOLLAR WAS SPENT



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