

REAL PEOPLE. REAL POWER.

# Tideland Topics

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

## \$500 REBATE: Energy Star Manufactured Home Plus

Manufactured housing just got much more affordable. Through December 31, 2011, anyone who purchases an Energy Star-rated manufactured home will receive a \$500 rebate. In addition to the immediate cash back, homebuyers will save about \$74 a month — or \$888 a year — on utility bills compared to similarly sized non-Energy Star-rated homes. Program funding comes from the US Department of Energy and North Carolina's electric utilities. Air conditioners or heat pumps installed on the home must have a minimum cooling efficiency rating of 14 SEER and be properly sized.



When you purchase an Energy Star Plus manufactured home you get more insulation, tighter ducts, advanced windows,



high-efficiency, right-sized cooling equipment, and compact fluorescent light bulbs throughout.

For a list of participating retailers or to use the program's calculator to determine what your first year savings would be please visit: [www.ncplusprogram.org](http://www.ncplusprogram.org).

## Lee named interim manager

On January 7, Cecil Smith, Jr. announced his retirement as chief executive officer and general manager of Tideland Electric Membership Corporation effective January 28.

Smith joined Tideland EMC in 2008 and was tasked with modernizing the co-op's information technology infrastructure. A key part of Smith's mission was to lay the foundation for utility smart grid applications via digital technologies. Smith will now provide similar leadership as a consultant



Jill Lee

to the North Carolina Association of Electric Cooperatives which provides trade association services to the state's 26 electric cooperatives.

"Thanks to Cecil we are ahead of schedule and under budget in our meter replacement program,"

said Tideland EMC board president Ray Hamilton. "This is one of the most important projects we will ever undertake as a cooperative and it will truly revolutionize service and give our members more control over their energy future."

Manager of Finance and Administration Jill Lee will serve as interim manager while Tideland's board of directors conducts a nationwide search to fill the vacancy. Lee has worked for the cooperative since 1975.



## Message to our Member-Owners: Pay it forward with RoundUp

By Jill Lee  
Interim General Manager

### Right-of-Way Maintenance Update

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

In March they will be working between the Pantego Substation and Leechville:

- Beech Ridge Rd
- Hwy 264 from Pro Auto Body to Ponzer
- Hwy 45 from Mt. Olive Church to Hyde Park Canal Rd
- Gum Neck Rd

and all small roads & lanes off of the above listed roads.

We will also be mowing in Hyde County in the areas of Piney Woods, Fairfield, North Lake Rd and Boundary Canal.

Recently Tideland closed out its books on 2010. Some of the statistical data was worrisome.

Kilowatt hour consumption increased nearly 10% in 2010. We'd welcome that increase if it represented the addition of a new large industry on our system. However, all of the increase can be attributed to residential kilowatt hours.

Obviously, weather patterns factored heavily into that increase. According to our degree day data, the need for space heating and cooling in 2010 increased 20% over 2009. Coupled with a depressed economy, that left many eastern North Carolina families struggling to pay energy bills. And relief was nowhere in sight as the New Year rolled around and extreme temperatures continued.

At the same time we've seen a decrease in the availability of energy assistance funds from various government and non-profit agencies.

You can help make a difference by giving to Tideland's Operation RoundUp program. Members who wish to contribute have their electric bill rounded up each month. For example, if your electric bill is \$123.45, it would be rounded up to \$124.00 and the extra 55¢ collected would go to Operation RoundUp. Contributions are tax deductible and average 50¢ per month or \$6.00 a year.

Tideland currently has 2,875 members contributing monthly to the program but quite frankly, until normal weather patterns return, we need more members to contribute.

The maximum amount of any single energy grant issued by Tideland is \$100. And often that grant is supplemented with a home energy audit so we can help needy members identify and fix the conditions that contribute to high energy bills.

There's a reason why Tideland adopted the motto "Real People. Real Power." Operation RoundUp is an extension of our belief that real people have real power to be a force for good in their communities.

I hope you will sign up to give to Operation RoundUp. You can do so at our website ([www.tidelandemc.com/form\\_accountupdate.aspx](http://www.tidelandemc.com/form_accountupdate.aspx)) or check the applicable box on your electric bill.

We promise to be wise stewards of your contributions.

## Give it your best shot

This summer Tideland EMC will provide all-expenses-paid scholarships for one girl to attend the NC State Girls Basketball Camp in Raleigh (July 3-6) and one boy to attend the Roy Williams Basketball Camp in Chapel Hill (June 18-22). The camps will work closely with attendees to develop fundamental skills to help students both on and off the court.



Rising sixth through eighth graders are eligible to apply and Tideland EMC will begin accepting applications on January 3. The deadline to apply is March 31. Applicants will be judged on academics, extra-curricular activities and written essay.

Applications have been mailed to all middle school coaches in Tideland's six county service territory. Students can also download an application at our website: [www.tidelandemc.com](http://www.tidelandemc.com). For more information call program coordinator Heidi Smith at Tideland EMC at 252.944.2410.

# Please let the groundhog be right

The groundhog has an abysmal track record when it comes to weather prediction, but we're hoping he's right about 2011 because we sure could use an early spring. As we went to press in early February, things were looking up with the number of heating degree days down 35% compared to the same period in 2010.

While January 2011 required slightly less home heating than the month before (December 2010), January was still colder than the

historical average. Despite virtually similar degree day statistics for January 2010 and January 2011, Tideland's residential kilowatt hour sales increased 19% for the same time period.

Based on dozens of phone calls received from members, we believe much of that increase is attributed to electric space heater use. Tideland EMC is not an advocate of electric resistance space heaters because they are twice as expensive to operate than

an air source heat pump. However, once propane reaches \$2.28 per gallon, electric space heaters become a less expensive form of heat.

Tideland has made the Department of Energy's heating fuel comparison spreadsheet available on our home page: [www.tidelandemc.com](http://www.tidelandemc.com). You can insert your own rates for propane, electricity, fuel oil, wood or kerosene and compare costs per million Btu.



REASONS TO EXPLORE TIDELAND'S WEBSITE

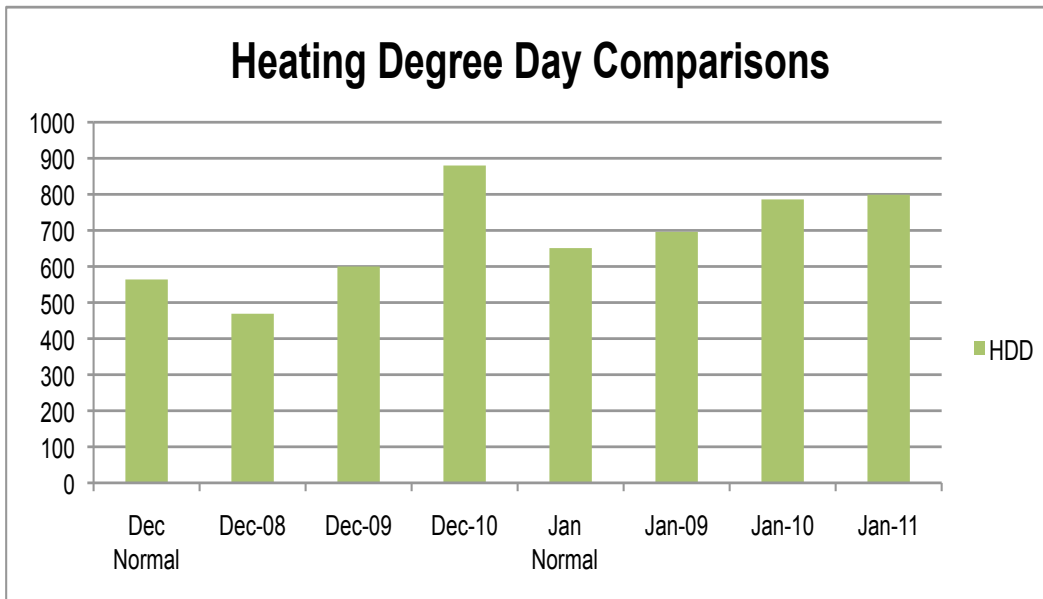
1. Touchstone Energy Savers do it yourself energy audit
2. CFL savings calculator
3. Safety videos on our YouTube channel



4. Explore your savings potential with the Together We Save Home Tour

5. Monthly heating and cooling degree day reports

6. Energy Federation Conservation Products Store (Tideland members receive a 20% discount on all purchases)



## Your Gift

**To:** One Lucky E-Bill Subscriber

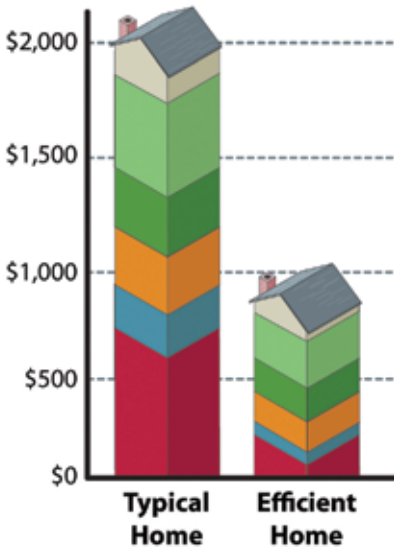
**From:** Tideland EMC

**Message:** Sign up for Tideland's free E-Bill service by March 31 and you could win a one year subscription to Netflix!  
Sign up at [www.tidelandemc.com](http://www.tidelandemc.com)

# How does your home stack up?

- Lighting
- Small Appliances
- Large Appliances
- Water Heating
- Cooling
- Heating

**Annual Energy Bill for a Typical versus an Efficient Home**



**50 gallon**  
**\$57.60**  
 a month  
 with approved credit\*

\*No down payment required for qualifying members  
**Call Tideland for details**

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

### 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

### INTERIM GENERAL MANAGER

Jill Lee

### EDITOR

Heidi Jernigan Smith

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 800.637.1079

24 Hour Outage Reporting  
 & Automated Services  
 252.944.2400  
 800.882.1001

**FINAL CALL FOR COLLEGE SCHOLARSHIP APPLICATIONS: THE DEADLINE FOR SUBMISSIONS IS MARCH 4. SEE TIDELANDEMC.COM FOR AN APPLICATION**

# Feeling Drafty?

The typical house has enough air leaks to equal two open windows year round. However, most air leaks aren't attributed to windows. Here's what contributes to whole house air leakage:

- Floors, walls and ceilings 31%
- Heating/cooling ducts 15%
- Fireplaces 14%
- Plumbing penetrations 13%
- Doors 11%
- Windows 10%
- Fans and vents 4%
- Electrical outlets 2%

Home improvement priorities should begin with adding insulation, air sealing ductwork, closing fireplace dampers and spraying inexpensive expanding foam to seal plumbing penetrations.