



JULY ■ 2008



# REAL PEOPLE. REAL POWER. Tideland Topics

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

## SYNERGY: Tideland signs on with GreenCo Solutions

In 2007, the North Carolina legislature established renewable energy and efficiency mandates for the state's electric utilities. North Carolina's EMCs have established a not-for-profit cooperative to coordinate efforts to meet the standards. The new company is GreenCo Solutions, Inc.



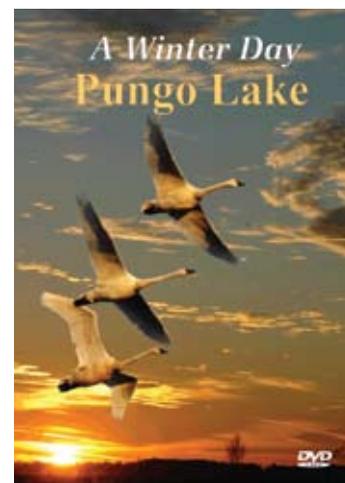
A Touchstone Energy® Cooperative 

GreenCo Solutions is owned by 23 of the state's electric co-ops,

including Tideland EMC. Bob Goodson, chief operating officer of the new company, said GreenCo Solutions will aggregate services related to green energy, allowing member co-ops to achieve efficiencies and economies of scale. "By working together, we can provide high quality programs that will benefit our residential and commercial members at the lowest possible cost," Goodson said.

CONTINUED ON PAGE 24

### REAL NATURE:



### *Video migration*

The Mattamuskeet Foundation has released its new wildlife DVD, "A Winter Day – Pungo Lake." This 50-minute documentary is the second in a series that began with "A Winter Day–Lake Mattamuskeet," released in November 2006. The Mattamuskeet video has received 9 international

CONTINUED ON PAGE 22

independent film awards.

As with the Mattamuskeet production, there are no people in the Pungo Lake video—just wild-life, the sounds of nature, and a beautiful instrumental score to enhance the visuals.

Video production was supported in part by the North Carolina Electric Membership Corporation, Tideland EMC and neighboring Edgecombe-Martin County EMC.

To order the DVD visit: [www.awinterday.com](http://www.awinterday.com)

## Message to Our Member-Owners: The rigors of board training

**As Tideland EMC approaches \$40 million in annual revenues, our board of directors must meet a rigorous training schedule to keep abreast of current trends and industry changes.**

Training is provided by The National Rural Electric Cooperative Association (NRECA), a trade organization dedicated to representing the interests of more than 1,000 member-owned electric cooperatives nationwide. NRECA's professional education and training department continuously develops programs of study, resources, and networking opportunities to meet changing needs. There are numerous opportunities throughout the year for cooperative directors to enroll in courses

for the Credentialed Cooperative Director and Board Leadership Certificate programs.

The Credentialed Cooperative Director (CCD) curriculum consists of five courses designed to provide the basic knowledge and skills required for cooperative governance.

The topics addressed are: 1) director duties and liabilities; 2) understanding the electric business; 3) board roles and relationships; 4) strategic planning; and 5) financial decision making. Once directors pass the educational assessments for each of the 5 courses and obtain CCD status they may pursue the Board Leadership Certificate (BLC).



Tonya Little  
Administrative Assistant

The BLC curriculum addresses in greater detail complex issues facing the electric utility industry such as power supply, risk management and the role of renewables in a changing energy environment.

To date nearly half of our board members have attained all NRECA certifications. NRECA is working to make director training even more accessible by developing internet seminars. Such improvements will allow directors to better manage the increasing demands of service to the cooperative.



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

*There's still time to participate*

Join tens of thousands of electric cooperative members nationwide in asking Congress to carefully consider rates and reliability when reviewing energy legislation. Go to [www.ourenergy.coop](http://www.ourenergy.coop) and start the dialogue with elected officials today.

## REAL SURGE SOLUTIONS:

# SUMMER STORMS HIGHLIGHT THE NEED FOR SURGE PROTECTION

Tideland recommends installation of a surge protection system to guard against damage from both external and internal spikes and surges.

External surges can be produced in many ways, such as lightning or vehicles hitting utility poles. These surges enter your home through electric, cable, or telephone wires. Surges created inside your home can be caused by the starting and stopping of appliance motors such as air conditioners, washing machines, and vacuum cleaners. Though not as serious as surges from lightning, they can still wear away the circuits on your sensitive electronics.

To fully protect your home and electronic equipment takes a double line of defense. Install a surge arrester at your electric service panel, AND point-of-use surge protection at

the outlets where you plug in your valuable or sensitive electronics.

Tideland EMC offers a heavy duty surge arrester as the first line of defense



A surge arrester at the meter base offers important protection in lightning prone eastern NC

against external surges that come through the electric service. This device is hardwired into the service entrance. Purchase and installation are \$290, which includes ground-rod testing. Tideland offers

financing with \$90 down and 10 installments of \$21 each. The device is suitable for services up to 600 amps. Installer Geary Brown will be glad to discuss your commercial surge protection needs and units specifically designed for central air conditioning units and swimming pool pumps.

Along with this hardwired arrester, we recommend point-of-use surge protectors for sensitive electronics such as computers, TVs and home entertainment centers, microwaves, or garage door openers. These provide an additional layer of protection against damage.

Utility-grade plug-in surge protectors may be purchased at [www.spikestop.com](http://www.spikestop.com). Co-op members receive a discount by entering the word "TIDELAND" during checkout.

## SHOCKING FACTS

1.

LAST YEAR THERE WERE 47 LIGHTNING DEATHS IN THE US

2.

HOMEOWNERS INSURANCE DOES NOT TYPICALLY COVER SURGE DAMAGE UNLESS IT INVOLVED A DIRECT LIGHTNING STRIKE

3.

TIDELAND FINDS THAT NEARLY 1/3 OF ALL MEMBER GROUND RODS FAIL TESTING AT THE TIME OF SURGE PROTECTOR INSTALLATION; A GOOD GROUND IS ESSENTIAL TO PREVENT SURGES

## EARLY JUNE HEAT WAVE AND INCREASED TIME AT HOME SURE TO BE REFLECTED ON BILLS

While summer didn't officially start until June 20, Tideland territory got a blast of near triple digit temperatures the first week of June. Historic averages for the month of June top out in the mid to upper 80s. Therefore bills for June usage will likely show a significant increase over the same period last year. Further adding to energy use in most cases is an increased amount of time spent at home as gasoline prices continue to climb. Retailers like Walmart and Target are promoting products geared for a family "staycation" right in your own backyard.

"In their desire to escape high gasoline costs, members should also be mindful of the utility costs associated with staying at home and plan accordingly," says Tideland energy auditor Larry Johnson. "Focus on preparing meals that require little to no baking. Consider the operating costs of pumps before taking the plunge and buying a backyard pool. Now would be a good time to get rid of that garage kept refrigerator-freezer. And if you keep your thermostat lower than 76 or 78 degrees you can probably expect a higher than average electric bill."

The new company's core services will include energy efficiency program development and pilot projects for development of renewable energy resources. GreenCo Solutions will be governed by representatives from each of the member cooperatives.

The new company will provide compliance reporting and tracking for the cooperatives related to the new Renewable Energy Portfolio Standards. The bill requires electric utilities to purchase or generate a specific amount of renewable energy or reduce electricity use through energy efficiency improvements.

Regarding the decision to join the new cooperative, Tideland's interim

CEO Jeff Ahearn said, "Through membership in GreenCo Solutions we will avoid substantial administrative costs. By collaborating with our sister cooperatives for research, development and program analysis we can focus our internal resources on actual implementation and delivery of energy solutions to Tideland members."



REAL PEOPLE.  
REAL POWER.

## Tideland Topics

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

### BOARD OF DIRECTORS

Ray Hamilton, President  
J. Douglas Brinson, Vice President  
Clifton Paul, Secretary  
Ed Duetsch, Treasurer  
Leon Bryant, Jimmy Burbage,  
Mark Carawan, Garry Jordan,  
Vincent O'Neal, Paul Sasnett &  
Wayne Sawyer

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Jeff Ahearn

### EDITOR

Heidi Jernigan Smith

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

VISIT [WWW.ourenergy.coop](http://WWW.ourenergy.coop) TO LEARN WHAT IMPORTANT QUESTIONS WE'RE ASKING ELECTED OFFICIALS IN AN EFFORT TO KEEP ELECTRIC RATES AFFORDABLE

## MEMBERS JOIN THE ENERGY DIALOGUE AT ANNUAL MEETING

Photos by Steven Barber

Tideland members attending the cooperative's annual meeting took charge of

their energy future by completing response cards to legislators on Capitol Hill. The

evening's activities included reports from board president Ray Hamilton and interim CEO Jeff Ahearn detailing some of the challenges we will face in the years ahead.

Each member attending the annual meeting received compact fluorescent lightbulbs and a refrigerator coil cleaning brush.



Several TEMC college scholarship winners attended the meeting



Donnie Sullivan of Washington won the evening's grand prize

The big winner of the evening was Donnie Sullivan who won a \$350 electric bill credit.