



JULY ■ 2009



REAL PEOPLE. REAL POWER. Tideland Topics

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

LET FREEDOM RING:

Declare your energy independence today

Energy is a hot topic.
Clean energy.
Domestic energy.
Energy independence.

Unfortunately, one topic doesn't get much air time despite the fact that it addresses all three of the aforementioned priorities: energy efficiency and conservation. Quite frankly, the cleanest and cheapest energy is the energy we never use.

Here are some easy ways to claim your energy independence:

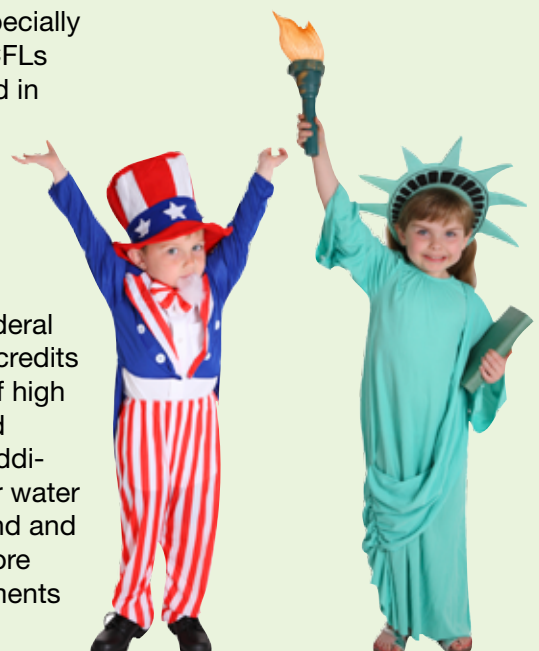
- Set a monthly energy goal and read your electric meter daily to make sure you're staying on track.
- Keep your air conditioner thermostat at 78°F or higher.

For every 2° lower you keep it, cooling costs increase 4 - 8%.

- Install compact fluorescent lightbulbs (CFLs), especially in high use fixtures. CFLs produce less heat and in the southeast CFL energy savings are increased 30% by reducing the need for air conditioning.
- Take advantage of federal and state energy tax credits with the installation of high efficiency heating and cooling equipment, additional insulation, solar water heating, and even wind and solar generation. Before making any improvements call Tideland EMC to

consult an energy professional who will guide you through the purchase process to make sure your

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Message to our Member-Owners: Compromise emerging

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

energy needs are adequately and affordably met.

- Pull the plug on aging refrigerators and freezers kept in unconditioned areas like garages and storage buildings. These appliances could be costing you an extra power bill a year in wasteful kilowatt hour usage.
- Install water saving showerheads and faucet aerators to reduce water heating costs.
- Clean central air system filters every 30 days.

An energy and climate change bill has made its way through the US House Energy and Commerce Committee and is making the Congressional rounds.

The version that emerged from the committee was vastly different from the bill originally proposed. Over 94 amendments were considered during a 4 day period. Most importantly to electric cooperatives and our members, compliance costs were cut in half. Obviously committee members heard us loud and clear: cost does matter.

Interestingly, one of the most contentious issues, tabled for later debate, was expediting the siting and construction of new electric transmission lines. Lack of a modernized transmission system has made it increasingly difficult to handle growing energy traffic. And without major transmission improvements it will be impossible to move large volumes of wind and solar energy around the country. Lawmakers will have to find the political backbone to tackle this issue sooner rather than later.

The Senate is simultaneously working on energy legislation that would require

utilities to generate 15% of their energy from renewable sources by 2021. But only 25% of this renewable energy mandate can be met through energy efficiency measures. And carbon free nuclear power is given no credit in the proposed Senate formula.

We do support a comprehensive energy policy that will implement the Electric Power Research Institute's (EPRI) work on enhanced energy efficiency, demand side management, deployment of smart grid technology, expanded renewable resources, new nuclear generation, advanced coal initiatives, expansion of plug-in hybrid vehicles, and new technologies for distributed generation. But the cost has to be managed so our consumers and businesses can afford the cost of electricity, and so businesses can afford to add jobs rather than cut jobs or close. Our greatest concern is the possibility of an "energy tax" that will unfairly penalize everyone.

We will continue to work with Congressional representatives and advocate for affordable solutions that also balance the impacts on our environment and climate control.



ADIOS TO DISCOVER & AMEX:

New credit card guidelines issued

While Tideland EMC strives to make bill paying as convenient as possible for our members, we must revise our credit card policy as a result of escalating transaction fees.

Effective August 1, 2009, Tideland EMC will no longer accept Discover and American Express. Members who currently use Discover or American

Express for automatic draft will have until September 1, 2009, to make alternative draft arrangements using MasterCard, Visa or a checking account.

The cooperative will also limit individual credit card transactions to \$1,500 beginning August 1. For more information please call: 252-943-3046 or 800-637-1079.

Wrap up in Savings

Save Energy, Save Water,
Save Dollars



Buy this
for only
\$14.99
plus tax

Electric Water Heater Blanket & Pipe Insulation

- 3-inch thick insulation w/cap
- Includes tape & instructions
- Wrap is 48 by 87 inches and fits tanks measuring up to 27 inches across the top
- 6 feet of pipe insulation



... and get all this FREE!



Earth Massage Showerhead

- 9-jet turbo massage
- As featured in Good Housekeeping



Kitchen Faucet Aerator

- Easy fingertip on/off feature



Two Bathroom Faucet Aerators

Total
Kit Value:
**Over
\$50!**

LIMITED TIME ONLY:

Get your energy saving water heater kit today

Water heating typically represents \$40 to \$50 of monthly household energy expenses. Investing in a water heater savings kit could save you 4% to 9% a year in hot water expenses. With reduced water consumption, you'll save even more if you are billed for monthly water and sewage use.

For a limited time only, Tideland EMC members may purchase a water heater savings kit from the cooperative for \$14.99 plus tax. The kits, valued at \$50, include a thick water heater insulating blanket, six feet of hot water pipe insulation, an Earth Massage water saving shower head and three faucet aerators. An illustrated installation guide is included with every kit.

Kits can be purchased at any Tideland EMC office. Members who wish to place their order by phone may call 1-800-637-1079. To email your order please include your name, electric account number and shipping address and send to hotdeal@tidelandemc.com. The cost of the kit(s) will be added to your electric bill.

- *Tideland EMC water heater kits are for electric water heaters only*
- *A water heater jacket can reduce standby energy loss 25% to 45%*
- *The installed kit can lower water heating costs \$80 annually*
- *Your kit could pay for itself in 3 to 6 months or less depending on the age, efficiency, condition and location of your water heater*

OFFER EXPIRES SEPTEMBER 30, 2009

When used improperly ceiling fans do more harm than good

Ceiling fans have been long touted for summertime energy savings. Unfortunately, many homeowners needlessly increase overall energy costs through the improper use of ceiling fans.

Ceiling fans do not cool air. They cool people. Air blowing on your skin speeds up the evaporative process which is how our bodies cool themselves. Think of it as a wind chill factor. If you're not in the room and the ceiling fan is left on you are wasting energy dollars.

But you still won't save a dime with ceiling fans unless you also raise your air conditioning thermostat. If you normally leave your thermostat on 72-74°F in summer you should be able to comfortably increase it to 78°F when ceiling fans are in use.

As for ceiling fan use during winter: there have been no studies to date that prove ceiling fans lower heating bills. In fact, ceiling fans are more likely to make occupants feel cool and in turn use more heat. Improper air balance issues in a room are the result of improper duct and return air design.



REAL PEOPLE.
REAL POWER.

Tideland Topics

www.tidelandemc.com

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HOLIDAY CLOSING: TIDELAND OFFICES WILL BE CLOSED FRIDAY, JULY 3RD

Tideland EMC's 3rd Annual

“Change a Light” Contest

1 entry per bulb & a \$400 grand prize

Would you change one light bulb if it meant saving up to \$30 per year? That's the potential of installing just one ENERGY STAR bulb in a high use fixture. Tideland EMC is sweetening the pot with an additional incentive. Mail in your receipt showing a compact fluorescent bulb purchased after May 1, 2009 and you're entered in our drawing for a **\$400** credit on your electric bill. New for 2009: You receive one entry for every compact fluorescent lightbulb (CFL) purchased! Remember to write your name, account number and daytime phone number on the receipt along with the number of bulbs purchased and mail to:

Tideland EMC
PO Box 159
Pantego, NC 27860
The deadline to enter is Dec. 1, 2009.



Free CFL recycling



All Tideland EMC offices accept compact fluorescent lightbulbs (CFLs) for recycling. CFLs must be intact and not broken. The cooperative ships spent bulbs to a recycling facility where the mercury is reclaimed from each CFL.