

REAL PEOPLE. REAL POWER.
Tideland Topics

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

YOU HAVE THE POWER: Outage map goes live along with new opt-in text messaging service

With June 1 ushering in the start of hurricane season, Tideland EMC is pleased to roll out two new member services.

Co-op members may also now opt in for automatic outage updates via text messaging or email notification.

to short code **85700**. You will immediately receive a confirmation text message. You must reply with your Tideland EMC account number to complete the activation process.

A live web outage viewer can now be accessed via Tideland's website www.tidelandemc.com. The map displays the cooperative's entire service territory. A map key on the site identifies current outage locations and the number of members affected. Updates automatically reload every 2 minutes. The outage viewer can be accessed from any internet enabled device including mobile phones.

Tideland EMC
 A Touchstone Energy® Cooperative
 Real People. Real Power.

Web Outage Viewer

This map is displaying the current outages in our service area. The black and grey area represents our service area, and the colored squares and polygons represent outages that are occurring right now. We are working to resolve all outages as quickly and effectively as possible. Please call 1-800-882-1001 to report an outage.

This page will update automatically every 2 minutes.

Total Outages: **1**

Members Affected: **233**
 Members Out Now: **233**
 Members Called: **3**
 Calls Received Last Hour: **3**

Members Out by County
 Pamlico - 233

Map Color Key

- Service Area
- 1-9 Members Affected
- 10-49 Members Affected
- 50-99 Members Affected
- 100-199 Members Affected
- 200-499 Members Affected
- 500+ Members Affected

■ Predicted ● Verified ● Crew Assigned

To activate the service online go to www.tidelandemc.com and complete the online form where you can choose to be alerted via text message or email. Members who opt in to the new text messaging service by October 1, 2012 will be entered into a drawing for a new iPad.

To activate the text messaging service from your mobile phone simply text the letters **TEMC**

To discontinue the text messaging service at any time simply text

ARTICLE CONTINUES ON PAGE 24



Message to our Member-Owners: Co-op Storm Team

By Paul Spruill
Chief Executive Officer
& General Manager

Right of Way Maintenance Update

Tideland has hired Lewis Tree Service to trim trees in our right of way. During June they will work in the following areas:

Washington

- Whooten Town, Smaw, River and Asbury Church roads

Chocowinity

- Clay Bottom School and Old Blounts Creek roads

and all adjoining small roads & lanes.

Contractors will be mowing in Beaufort County along Whooten Town, Asbury Church, Magnolia School, Broad Creek, Harvey and Goose Creek roads.

Local television stations constantly strive to improve their weather reporting because they know viewers watch the channel that offers the most accurate, up to date and thorough forecasting. Consumers increasingly expect the same caliber of information from their electric provider. That's especially true when you live along North Carolina's hurricane alley.

During a major event like Hurricane Irene frustration levels can rise when phone lines are either down or tied up by high call volumes. To address the limitations of traditional call routing, Tideland EMC has been exploring alternative ways to deliver accurate and timely information about power outages and restoration activities.

Immediately following Irene, Tideland created a Facebook page in response to member requests. Many members find Facebook feeds easier to access and navigate from their mobile phones than Tideland's full blown website.

As hurricane season begins we are pleased to launch two powerful tools that will greatly improve member communications when it matters most: a outage map web viewer and service updates via text messaging.

The outage map web viewer actually exists in two forms. Members will be able to access an external version that lists current outages and the number of members impacted. An internal version with access limited to Tideland employees will provide instantaneous updates about outage causes, crew dispatch information and location details. This will improve the accuracy and flow of information necessary to manage power restoration activities and communicate pertinent details to members and the general public. This is especially important given Tideland's large service area which encompasses more than 2,500 square miles in parts of six counties.

The new text messaging service will initially allow the co-op to send basic information related to when outages begin and when they end. This can be particularly helpful if you are away from home when an outage occurs. In time we hope to expand the service to allow you to text in outages rather than wait to get through on phone lines.

Offering these new tools is a reaffirmation of our commitment to the members we serve. And while new technology holds great promise it is only as good as the dedication and know-how of the employees tasked with implementing it. You can rest assured that the Tideland storm team is up to the task because they're looking out for you.



Burbage marks 30 year anniversary

Tideland EMC director Jimmy Burbage was recently recognized for 30 years of service to the cooperative. The commendable service awards were presented at the North Carolina Association of Electric Cooperatives' (NCAEC) annual meeting on April 19. NCAEC is the trade association for the 26 electric cooperatives in North Carolina, including Tideland EMC. Burbage and his wife Fran reside in Bath.

Photo: NCAEC outgoing president and Tideland EMC vice president Doug Brinson (left) presents Jimmy Burbage (right) with his commendable service award.

REAL PEOPLE. REAL EMPOWERMENT.

We're plugged into the community



Tideland employees are available to conduct energy education and safety workshops. We'll be glad to tailor any of our presentations to meet your needs.

Low Income Energy Workshop

Practical energy solutions that focus on low and no cost ways to save. You don't have to spend money to save money!

Church Energy Workshop

Churches have unique energy needs. This workshop focuses on ways congregations can form their own energy audit team.

Where Can You Save Energy?

Our illustrated guide to home energy savings serves as the focal point for this seminar.



Energized About Earth Day

Customized for appropriate grade levels, this program teaches children

about the monetary consequences of the energy choices we make. We've got our piggy banks and energy hog hats ready to roll into your classroom.

High Voltage Safety Demonstration

This sizzling presentation is sure to capture the attention of all audiences whether school children or first responders.

To schedule a presentation contact Heidi Smith at 252.944.2410.

Groups we've recently visited



Earthday at Pungo Christian Academy



Washington's Red Hat Honeyeats



The Shining Lights of Belhaven Missionary Baptist Church

ALBERTO

BERYL

CHRIS

DEBBY

ERNESTO

FLORENCE

GORDON

HELENE

ISAAC

JOYCE

KIRK

LESLIE

MICHAEL

NADINE

OSCAR

PATTY

RAFAEL

SANDY

TONY

VALERIE

WILLIAM

Call 877.341.2310 for cool savings

Tideland EMC will credit your electric bill \$50 to let us properly recycle your old, working secondary refrigerator or freezer. We'll even pick it up, **free of charge**, without you having to lift a finger. By recycling that old appliance, you could save over **\$200 per year** on your energy bill!
Big results... little effort.



New member services

continued from page 21

STOP to short code **85700** or reply **STOP** to any text message received. Keep in mind that standard text messaging rates apply according to the terms of your mobile service provider's contract. You will receive alerts only when conditions warrant. Text **HELP** to short code **85700** for more information.

Commenting on the new outage viewer and text messaging service, Tideland chief executive officer and general manager Paul Spruill said, "We know that members already communicate with one another via text messaging, email and social media when an outage occurs. These tools will give the co-op the means to send out accurate real time information that members can then forward to friends and family. Being in the dark when you're without power no longer has to mean being in the dark when it comes to information about power restoration activities."

"During disaster situations like Hurricane Irene tools such as the

outage map viewer will also be helpful to state and local emergency management officials as they coordinate their own response efforts," stated Spruill.



Sign up for Tideland's new text messaging service by October 1, 2012 and you could win a new iPad®

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www.tidelandemc.com

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Weekday Member Service

252.943.3046

800.637.1079

24 Hour Outage Reporting

& Automated Services

252.944.2400

800.882.1001

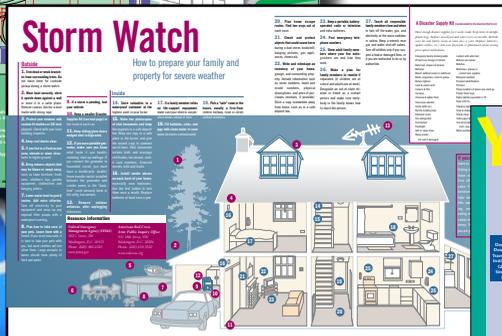


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www.tidelandemc.com

Your hurricane education route

When weather conditions are at their worst, that's when you can count on Tideland EMC power crews to be at their very best. You can help us restore power in a safe and timely manner by knowing what to do before, during and after the storm.



Visit TidelandEMC.com's Storm Center to learn more.