

REAL PEOPLE. REAL POWER.

Tideland Topics

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

TIMELY REMINDER: Damaged doesn't mean it is de-energized

The April 16 tornadoes that swept along the I-95 corridor left most of Tideland's service territory unscathed. This broken pole in Beaufort County was one exception. Despite the condition of the pole, residents in the area never lost power.



If a major storm hits, please use extreme caution navigating damaged areas.

Even if utility power is off, a household generator can backfeed onto power lines and energize damaged utility structures.



New CEO will begin work July 5



Paul Spruill

Tideland EMC's board of directors announces the selection of Paul Spruill as the co-op's new chief executive officer and

general manager. Spruill currently serves as county manager for Beaufort County and will report for work at the electric co-op on Tuesday, July 5.

A native of Bertie County, Spruill is a graduate of Wake Forest University and holds a Masters in Public Administration from the University of North Carolina at Chapel Hill. His professional career began in 1997 at the Office of Management and Budget in

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Message to our Member-Owners: Challenges as opportunities

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. During June they will work in the following areas:

- Hwy 264 from Scranton to the Swan Quarter bypass
- Hodges Rd
- Germantown
- Loop Rd
- Makleyville
- Beulah
- Turnpike Rd
- Hyde Park Canal Rd

and all adjoining small roads & lanes.

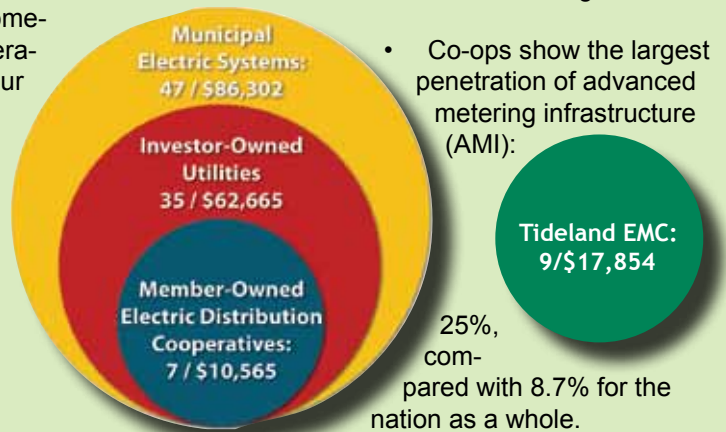
Our contractors will be mowing the right of way between Cypress Landing and Blounts Creek Bridge and Hwy. 33

An office supply store ran a commercial last year about a small, hometown barber who finds a \$6 haircut chain has opened next to his business. Knowing he can't compete on price and still provide the same level of service, the barber goes to the office supply store and has signs printed up that read "We Fix \$6 Haircuts."

Electric cooperatives face similar challenges. We're the hometown, not-for-profit cooperative that responded to your need for electric service when other power companies refused. Those power companies cherry picked their own territory, largely sticking to the highways and large towns where business and industry most often locate.

The result of that cherry picking is summed up by the charts to the right. The first number in each circle represents the average number of electric meters per mile of line while the second number shows average revenue per mile of line. Tideland fares a little better than the average electric co-op...but we still lag far behind investor owned and municipal electric systems. Despite these distinct operating challenges, electric co-ops including Tideland, offer competitive and affordable rates.

How is that possible? It starts with practices implemented in the 1930s when electric co-ops cut the cost of building a mile of rural electric line from \$2,000 down to \$720 by standardizing line construction techniques. Co-ops continue to lead the way with out of the box thinking as demonstrated by a 2011 Federal Energy Regulatory Commission report which found the following:



- Co-ops show the largest penetration of advanced metering infrastructure (AMI):
- 30% of co-ops with AMI are integrating it with other systems such as outage management, customer information and geographic information systems

By investing in technology and improved information systems, Tideland is taking the necessary steps to ensure affordable rates while delivering the quality service you have come to depend on.

Co-op contractors

Tideland relies on several contractors to perform utility work. Here are four of the companies that act on our behalf.



Bellwether is our meter reading contractor. They are also responsible for installing Tideland's new smart meters.



Lewis, an employee owned company with over 70 years of vegetation management experience, cuts and trims trees in our right of way.



While Tideland EMC employs its own line crews, we contract most of our overhead construction work to MasTec.



Davey Resource Group will begin work on our system this month. They will create a detailed inventory and map of our entire utility system.

THE POWER OF EDUCATIONAL EXCELLENCE:

Co-op scholarship winners named



Caroline Welles
Pamlico County High School

Caroline is the daughter of Paul and Nancy Welles of Oriental. She will major in chemistry at UNC-Chapel Hill.



Thaddeus Van Essendelft
Terra Ceia Christian School

Thaddeus is the son of Bernie and the late Monique Van Essendelft. He will major in civil engineering at Dordt College in Iowa.



Adam Fulcher
West Craven High School

Adam is the son of Rayford and Sheila Fulcher of Ernul. He will study livestock and poultry husbandry at NC State University.



Heather Gill
Mattamuskeet High School

Heather is the daughter of Lawrence and Mary Gill of Swan Quarter. She will attend UNC-Chapel Hill to study speech therapy.



Hannah Byrd
Pungo Christian Academy

Hannah is the daughter of Anson and Lora Boyd of Fairfield. She will pursue a college transfer degree at Beaufort County Community College.



Don Williamson
Pamlico County High School

Don is the son of Steve and Susan Williamson of Aurora. He will attend East Carolina University and major in engineering.



Laura Basnight
Mattamuskeet High School

Laura is the daughter of Edward and Tina Basnight of Swan Quarter. She will pursue a double major at UNC-Wilmington.



Jessica Bagley
Pungo Christian Academy

Jessica is the daughter of Leroy and Sherry Stotesbury of Pantego. She will study business administration at Beaufort County Community College.

1.

11% of the nation's residential energy is used to keep food cold

2.

nearly 11 million americans have 2 or more refrigerators

3.

we would save enough energy to light 8.1 million homes for a year if every american home replaced its pre-1993 refrigerator with an energy star model

4.

A 1970s model refrigerator costs \$259 to operate annually while a 2011 Energy Star Model typically costs \$48 to operate annually

FOR MORE INFO:
www.recyclemyoldfridge.com

Paul Spruill Named New CEO

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Fairfax County, Virginia. The following year Spruill returned to North Carolina to serve as Grifton's town administrator. He successfully helped that rural community recover from the effects of Hurricane Floyd which ultimately claimed twenty percent of the town's residential structures.

From 2000 to 2003, Spruill served as assistant county manager for Chatham County where he prepared their first Capital Improvements Plan specific to utilities.

Beaufort County commissioners hired Spruill in July 2003. As county manager, he has led a workforce of 288 full time employees and oversees the operation of a \$5 million water utility. During his tenure, Spruill has managed a \$50 million gen-

eral fund, successfully navigating periods of both rapid growth and economic decline. Spruill has been actively engaged in economic development, financial planning, citizen outreach, statewide advocacy and staff development.

Tideland EMC board president Ray Hamilton said, "We are thrilled that Paul Spruill will be joining our co-op family in July. He understands the unique nature of eastern North Carolina, has a proven track record when it comes to fiscal management and organizational efficiency, and has a strong background in project management. As a resident of Beaufort County, I am sorry to lose his talents as county manager, but couldn't be more pleased as a Tideland member to welcome him aboard."

ENTRY DEADLINE: SEPTEMBER 23



Motivation for Classroom Innovation

Beginning April 1, 2011, Tideland EMC will be accepting Bright Ideas grant applications. 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 \$7.3 million to fund 7,000 Bright Ideas projects reaching more than 1.3 million students. Tideland applications may be submitted online at www.ncbrightideas.com. Deadline for entries is September 23.

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

**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
- One size fits all up to 60-gallon tank
- 6 feet of pipe insulation

... and get all this FREE!

- Earth Massage showerhead**
 - Adjustable 9-jet turbo massage
 - As featured in Good Housekeeping magazine
- Kitchen Faucet Aerator**
 - Easy fingertip on/off feature
- Two Bathroom Faucet Aerators**

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

On Sale at all Tideland Offices

Tideland EMC
Real People. Real Power.

New project underway:

Tideland enlists the services of Davey Resource Group

Beginning June 2011, Davey Resource Group will be conducting a detailed inventory of Tideland EMC's electric system...all 2,496 miles of it. The project will take between 12 and 24 months to complete and as work progresses we will provide updates in our member newsletter.

Davey employees will make two passes through Tideland's electric system. The first will be to obtain exact GPS (global positioning system) coordinates for each piece of equipment on our system including poles, meters and transformers.

During the second pass, they will use laptop computers to document construction details and confirm or correct data on existing co-op maps. They will also check the durability of each utility pole by conducting a hammer sound test. The test consists of striking the pole with a 3 pound hammer in eight different spots.



Davey employees will also be photographing any safety hazards observed during the course of the system survey so repairs can be made.

Once the survey is complete, Tideland and Davey will work together to create a new electronic mapping system. Outage response times will improve.

Behind the scenes, this work will greatly enhance Tideland's ability to track utility plant investment, document losses during a severe storm and develop better preventative maintenance schedules.

If you have a question about any electric utility work being performed on your property or in your neighborhood, please call Tideland's call center at 800.637.1079.



\$4,993 for Relay for Life

Tideland and its employees have contributed \$4,993 to this year's local American Cancer Society's Relay for Life events. The donations didn't end with dollars. In the photo above, Mackenzie Rouse, daughter of long time employee Robbie Rouse, donates 10 inches of hair to Locks of Love.



Tiger Cubs Visit Ocracoke Office

Ocracoke's Tiger Cub Scout Troop recently visited their local Tideland EMC office to learn about electricity. Line superintendent Bobby O'Neal gave the scouts a tour of the building and showed them some of the equipment used by co-op personnel to keep power flowing to the island.



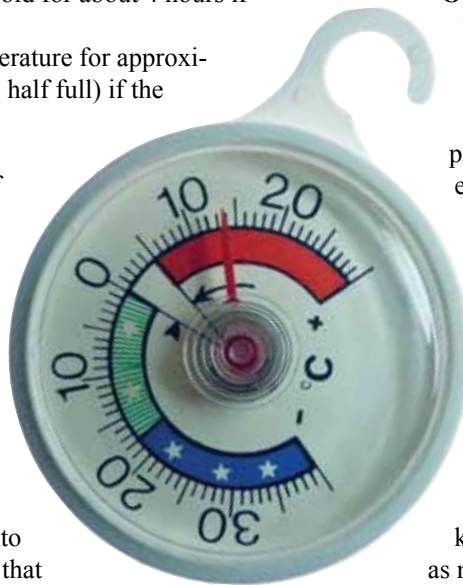
Should it stay or should it go?

When the Power Goes Out . . .

Here are basic tips for keeping food safe:

- Keep the refrigerator and freezer doors closed as much as possible to maintain the cold temperature.
- The refrigerator will keep food cold for about 4 hours if it is unopened.
- A full freezer will keep the temperature for approximately 48 hours (24 hours if it is half full) if the door remains closed.
- Buy dry or block ice to keep the refrigerator as cold as possible if the power is going to be out for a prolonged period of time. Fifty pounds of dry ice should hold an 18-cubic foot fully-stocked freezer cold for two days.
- If you plan to eat refrigerated or frozen meat, poultry, fish or eggs while it is still at safe temperatures, it's important that each item be thoroughly cooked to the proper temperature to assure that any foodborne bacteria that may be present is destroyed. However, if at any point the food was above 40 °F for 2 hours or more — discard it.
- Wash fruits and vegetables with water from a safe source before eating.
- For infants, try to use prepared, canned baby formula

that requires no added water. When using concentrated or powdered formulas, prepare with bottled water if the local water source is potentially contaminated.

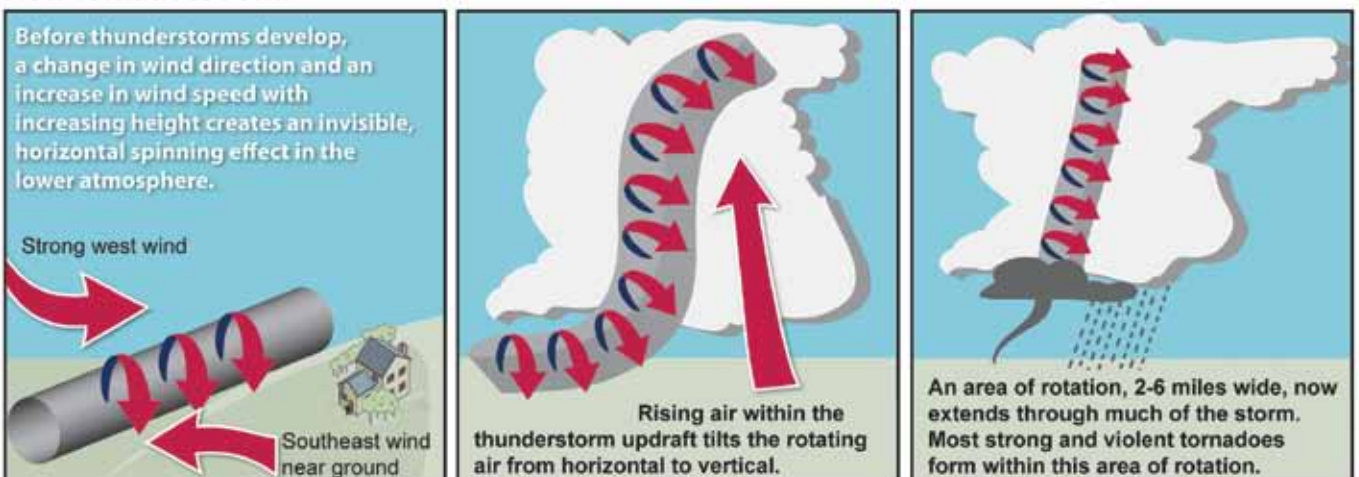


Once Power is Restored . . .

You'll need to determine the safety of your food. Here's how:

- If an appliance thermometer was kept in the freezer, check the temperature when the power comes back on. If the freezer thermometer reads 40°F or below, the food is safe and may be refrozen.
 - If a thermometer has not been kept in the freezer, check each package of food to determine its safety. You can't rely on appearance or odor. If the food still contains ice crystals or is 40°F or below, it is safe to refreeze or cook.
 - Refrigerated food should be safe as long as the power was out for no more than 4 hours and the refrigerator door was kept shut. Discard any perishable food (such as meat, poultry, fish, eggs or leftovers) that has been above 40°F for two hours or more.
- Keep in mind that perishable food such as meat, poultry, seafood, milk, and eggs that are not kept adequately refrigerated or frozen may cause illness if consumed, even when they are thoroughly cooked.

How Tornadoes Form



After a major power outage

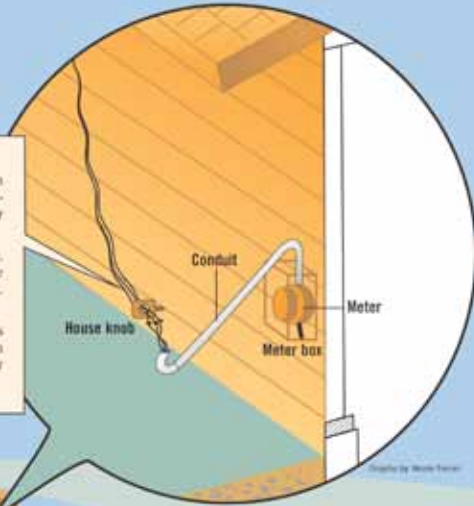
The steps to restoring power

Who repairs this?

You are responsible for equipment between this house knob and the meter. Your cooperative cannot repair the conduit or the meter box attached to your house.

Shut off the main breaker inside your house. Do not touch this equipment. This may be energized and could deliver a deadly shock. Contact a qualified electrician.

Make sure your electric cooperative knows that the power line to your building has been damaged. If the meter itself is damaged, your cooperative will replace it.



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Sign up for Tideland EMC's Paperless Billing Service and you could win a Kindle 3G Wireless Reading Device and a \$50 Amazon.com gift card

To enroll visit www.tidelandemc.com. Sign up by June 30, 2011 to be entered into the Kindle drawing.



Stake Energy Vampires with Smart Strips



In an average home, 5 percent to 8 percent of electric use stems from "energy vampires"— devices that use power even when turned off. Smart power strips help you unplug energy-draining devices when not in use easily.

There are typically three different types of outlets on a smart strip:



The blue outlet serves as a control plug (ideal for a TV or computer).



Devices plugged into red outlets stay on—electricity to these receptacles never cuts off, making them perfect for satellite boxes and other items that need constant power.



Remaining outlets, often green or neutral in color, are sensitive to current flowing through the blue outlet. Turning off a device plugged into the blue outlet cuts power to items connected to these outlets.

Smart strips are available online or at specialty electronic retailers and generally cost \$20 or more depending on their size.

Source: Cooperative Research Network, Bits Ltd.

