

REAL PEOPLE. REAL POWER.

Tideland Topics

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

RATE REDUCTION: Renewable energy mandate charge declines

Effective with electric bills rendered after January 1, 2011, the renewable energy mandate charge will decline for all Tideland accounts. The item, which appears on power bills as “NC REPS Mandate Expense,” reflects the cooperative’s costs to comply with the North Carolina Renewable Energy and Energy Efficiency Portfolio Standard (REPS). The mandate, created by the state legislature in 2007, requires all power companies to meet certain green energy targets.

North Carolina’s electric cooperatives must eventually meet 10% of their power requirements through renewable energy projects and energy efficiency measures.

The target for 2012 is 3% followed by an increase to 6% in 2015 and the full 10% by 2018. The legislation also includes a provision to cap costs to consumers.

While the legislation does dictate minimal renewable energy requirements, it is largely up to Tideland to determine which programs to pursue in meeting the legislative mandate, and some of these programs have ongoing annual costs. Tideland has already met the requirement through 2015 relying largely on energy efficiency programs.

“We practice what we preach,” says Tideland REPS coordinator

CONTINUED ON PAGE G

Rate Class	Previous Rate	New Rate	Annual Cap
Residential	35¢	30¢	\$10
Small Commercial	\$1.73	\$1.50	\$50
Large Commercial	\$17.30	\$15.00	\$500

REAL SAFETY:

Space heater recall



Wal-Mart and the US Consumer Product Safety Commission have issued a voluntary recall for the following electric space heaters: Flow Pro, Airtech, Aloha Breeze and Comfort Essentials 1500 watt heaters. The heaters are grey with a metal handle on the top with vents and grey control knobs on the front. The style is commonly referred to as a “milkhouse heater.” The corresponding model number is 1013 and can be found on a label on the lower left corner of the back panel of the heater. The units, manufactured in China, were sold exclusively at Wal-Mart nationwide from December 2001 through October 2009 for about \$18. Stop using the recalled heater immediately and return the product to Wal-Mart for a full refund.



Message to our Member-Owners: Coping with winter bills

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

Right-of-Way Maintenance Update

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

In February they will be working in areas in and around Pinetown and Acre Station including:

- Hwy. 32
Acre Station
- Windley Canal Road
- Old Hwy. 97
- Delta City area
- Ambrose Road
- Respass Road
- Slatestone Road
- Braddy Road
- Hwy 264
between Midway and the fire tower

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

While forecasters may be accurate in their prediction of a milder winter season, eastern North Carolina took a cold weather wallop-
ing even before the official start of winter on December 21.

December 2010 temperatures were 10 degrees below the monthly historical average which means 60% more home heating was needed than for a typical December. Compared to the month prior, November 2010, home heating needs increased 145%. Add to that any additional kilowatt hour use as the result of Christmas lights, holiday baking, and increased water use as faucets dripped overnight to prevent freezing.

Needless to say, more than a few Tideland members experienced sticker shock when they received bills for December kilowatt hour consumption. As a result we saw an immediate increase in calls from concerned members.

Of particular concern are the members we don't hear from until it is time to disconnect service for non-payment. Sometimes we can help point out solutions like a list of agencies that have access to crisis relief funds or we can suggest limited payment arrangement options or levelized billing.

Other solutions include energy consultations or a free energy audit to make sure

you are operating your home heating system properly, following recommended thermostat settings and addressing important issues like air leaks. However, once a truck has been dispatched to disconnect service, the financial hurdle is made more difficult with the addition of service fees required to cover co-op expenses.

So be proactive. Read your meter daily and set kilowatt-hour consumption goals to make sure your energy consumption habits are in keeping with what you can afford. Also review the tips for reducing energy consumption found in Tideland Topics and on our website.

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. For more information call program coordinator Heidi Smith at Tideland EMC at 252.944.2410.

Based on a true story.

A Tale of Two Reliabilities

It was a dark and stormy night.
It really was!

Suddenly there was a flash of light and then no lights at all. The residents of More Shore subdivision were without power again!

“That’s it!” said Dr. I.M. Livid. “Every time the wind blows the power goes out.” So Dr. Livid called his electric co-op and a friendly operator assured him that someone was on the way to restore power. It wasn’t long before a co-op truck arrived with Dr. Livid in hot pursuit. He cornered the linemen and said, “I’ve lived in Third World countries with more reliable electric service!”

The linemen told Dr. Livid that recent tree trimming would have solved More Shore’s problems. However, one property owner threatened legal action if his trees were cut. So while everyone else in the subdivision allowed right-of-way crews to trim or cut in compliance with federal guidelines, one property

owner’s trees still stood in the way of reliable electric service. Dr. Livid said, “Well, we’ll just see about that.”

So he drove through the neighborhood looking at the power lines and trees. Sure enough, among the branches he eventually found a power line leading to a house in the woods. Dr. Livid made his way down the path.

The next day Dr. Livid arrived at the co-op with a signed right-of-way easement in hand and a smile on his face. Crews returned immediately to

More Shore subdivision and cleared the rest of the utility right of way.

Everyone in the area now enjoys reliable electric service and, oddly enough, a new face has appeared at block parties. The children say he used to be a hermit who lived in the woods. But from time to time you can hear Dr. Livid refer to his new best friend as the “Missing Link!”

The Moral of the Story:

Reliable Electric Service Is **Everyone’s** Responsibility

ENERGY
FEDERATION
PRODUCTS
WE LOVE

1.
**Chimney
Balloons
to stop fireplace
drafts**

2.
**Smart Strip
Power Strips
to reduce
phantom power
use**

3.
**Heat Pump
Programmable
Thermostats**

4.
**Kill A Watt™
Energy
Consumption
Monitors**

5.
**LED
Christmas
Lights**

6.
**RCD #6 Mastic
Duct Sealant**

Energy Federation products can be purchased at www.energyfederation.org/tidelandemc

Tideland members receive a 20% discount on all products purchased

Prevent frozen pipes

Article Courtesy of State Farm Insurance, Mauri Evans Agency

An average of a quarter-million families have their homes ruined and their lives disrupted each winter, all because of water pipes that freeze and burst. And recovering from frozen pipes is not as simple as calling a plumber. An eighth-inch crack in a pipe can spew up to 250 gallons of water a day. Both plastic (PVC) and copper pipes can burst. By taking a few simple precautions, you can save yourself the mess, money and aggravation frozen pipes cause.

Before the cold hits

- Insulate pipes in your home's crawl space and attic. These exposed pipes are most susceptible to freezing.
- Heat tape or thermostatically-controlled heat cables can be used to wrap pipes. Be sure to use products approved by an independent testing organization, such as Underwriters Laboratories, and only for the use intended (exterior or interior). Closely follow all manufacturers' installation and operation instructions.
- Seal leaks that allow cold air inside near where pipes are

located. Look for air leaks around electrical wiring, dryer vents and pipes. Use caulk or insulation to keep the cold out and the heat in. With severe cold, even a tiny opening can let in enough cold air to cause a pipe to freeze.

- Disconnect garden hoses and, if practical, use an indoor valve to shut off and drain water from pipes leading to outside faucets. This reduces the chance of freezing in the short span of pipe just inside the house.



When the mercury drops

- A trickle of hot and cold water might be all it takes to keep your pipes from freezing. Let warm water drip overnight, preferably from a faucet on an outside wall.
- Open cabinet doors to allow heat to get to uninsulated pipes under sinks and appliances near exterior walls.

Before you go away

- Set the thermostat in your

house no lower than 55°F.

- Ask someone to check your house daily to make sure it's warm enough to prevent freezing or shut off and drain the water system. Be aware that if you have a fire protection sprinkler system in your house, it will be deactivated when you shut off the water.

If your pipes do freeze

- Don't take chances. If you turn on your faucets and nothing comes out, leave the faucets turned on and call a plumber. If you detect that your water pipes have frozen and burst, turn off the water at the main shut-off valve in the house; leave the water faucets turned on. (Make sure everyone in your family knows where the water shut-off valve is and how to open and close it.

- Never try to thaw a pipe with a torch or open flame. Water damage is preferable to burning down your house. You may be able to thaw a frozen pipe with the warm air from a hair dryer. Start by warming the pipe as close to the faucet as possible, working toward the coldest section of pipe. Do not use electrical appliances in areas of standing water because you could be electrocuted.

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.

Director Nominations Underway

It is once again time to nominate candidates for Tideland's annual director elections. The nominating committee will meet February 9, 2011 to consider candidates for districts 2, 7 and 10 currently represented by Mark Carawan, Garry Jordan and David Ipock respectively.

Interested candidates should contact a member of the nominating committee prior to the meeting. (For committee roster see Tideland Topics, page H). The committee's nominees will be posted at all Tideland offices on February 10, 2011.

Nominations can also be made by submitting a petition signed by 15 co-op members no later than February 18, 2011. The annual meeting of members will be held at Beaufort County Community College on Thursday, May 12, 2011.

DIRECTOR QUALIFICATIONS

The following guidelines are excerpted from Board Policy No. 302 and Bylaw 4.02 to ensure quality representation.

Legal & Personal Requirements

1. A Tideland member & bonafide resident of the directorial district.
2. A member no less than 2 years on the date of election.
3. Willing to promote & protect the co-op's interests.
4. Able to impartially represent the entire co-op membership.
5. Willing to regularly attend board meetings.
6. Can not be a close relative of an existing director or employee.
7. Is not employed by or financially interested in a competing enterprise.

8. Was not previously employed by TEMC, any other utility/energy company, or any entity which substantially rendered services to a utility/energy company.

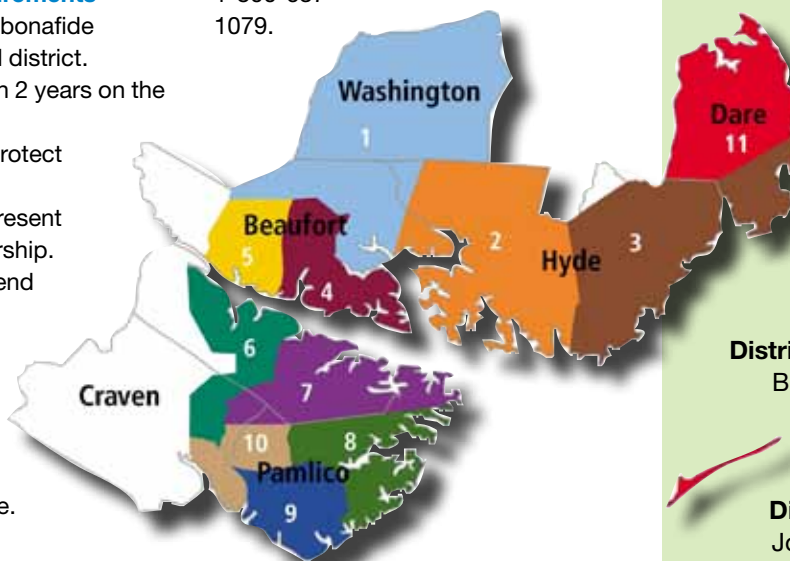
Aspects of Service

1. Put forth the effort to understand the co-op and provide sound judgement to reach decisions.
2. Respect official decisions made by a majority of the board.
3. Objectively evaluate questions and problems facing TEMC.

Points to Consider

1. Has the member demonstrated sound business judgement?
2. Has the member shown a capacity for leadership & a reputation for honesty & integrity?
3. Has the member shown a capacity for working well with others?
4. What problems might hinder the nominee's success?

For more information or to determine which district you reside in, call annual meeting coordinator Myra Beasley at 943-3046, ext. 1125 or 1-800-637-1079.



2011 Nominating Committee

District 1:

Frank Allen
8053 NC 99 N
Pantego, NC 27860
935-5269

District 2:

Olian Williams, Jr.
1150 Puddin Hill Rd
Scranton, NC 27875
926-1811

District 3:

Melvin Blount
56 Gullrock Road
Engelhard, NC 27824
925-2691

District 4:

Mike Paul
2264 Yeatesville Rd
Bath, NC 27808
964-4859

District 5:

Horace Waters
8098 Slatestone Rd
Washington, NC 27889
927-3150

District 6:

Del Franklin
810 Cayton Rd
Ernul, NC 28527
514-6982

District 7:

L. Thomas Gillikin
11189 NC 306 S
Aurora, NC 27806
322-5597

District 8:

Vincent Sevenski
325 Harper Rd
Bayboro, NC 28515
745-5513

District 9:

Buck H. Jones
4391 Don Lee Rd
Arapahoe, NC 28510
249-1541

District 10:

John Mitchell
1209 Santa Lucia Dr
New Bern, NC 28560
633-9957

District 11:

Vincent O'Neal
PO Box 74
Ocracoke, NC 27960
928-5951

2011 Credentials & Election Committee

Bruce Bowen • Plymouth
Dennis Benston • Engelhard
Sue Conway • Bath
Ernie Everett • Pinetown

Darrell B. Cayton • Aurora
E. Douglas Cahoon • Oriental
David B. Styron • Ocracoke

What degree day data reveals about energy use

Investigating high energy use requires multiple tools. Degree day data is an important piece of the puzzle.

What is a degree day?

A degree day measures the demand for energy needed to heat or cool a home or business. It is defined as the number of degrees that the mean outdoor temperature for any given day is over or under 65° F. For example, if the average outdoor temperature for the day is 40° F then the math looks like this: 65° F - 40° F = 25 heating degree days (HDD) because it is likely that your heating system was on. If the average outdoor temperature for the day is 85°F then the math looks like this: 85° F - 65° F = 20 cooling degree days (CDD) because it is likely that your cooling system was on. A monthly total is arrived at by adding all the individual days' calculations.

How is degree day data used?

Degree day data is a useful tool in many applications. Historical degree day data is used by heating and air conditioning professionals to assist with HVAC equipment sizing. Degree day data is also useful in analyzing energy use by determining the relation of energy consumption to outdoor temperatures. While degree day data doesn't dictate actual energy used for heating or cooling, it does alert us to energy consumption trends. That's why Tideland posts monthly

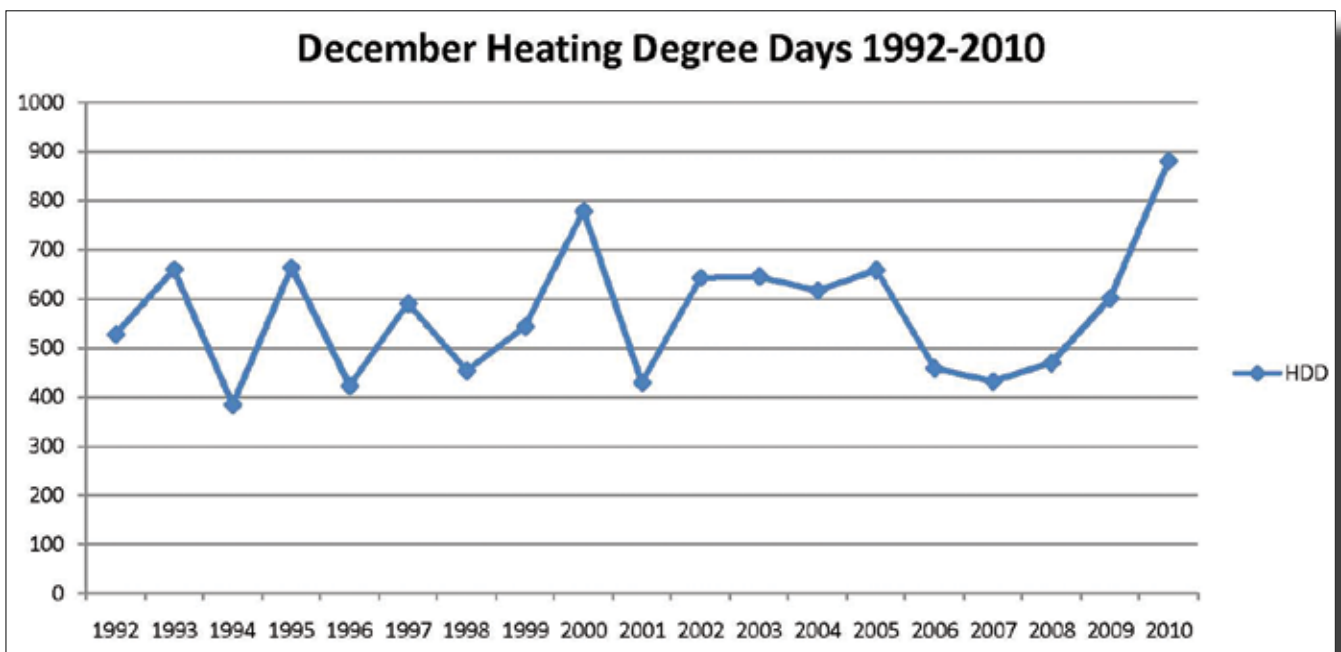
degree day reports on our website. Take for example Tideland's summary of the November 2010 degree day report:

November 2010 required nearly 4 times more home heating than October 2010. While forecasters predict a milder winter season than the one we experienced last year, November 2010 was slightly colder than both the historical average and the same time period last year.

Using these monthly reports, Tideland recently plotted the heating degree days for the month of December beginning with the year 1992 (see chart below). Obviously December 2010 was significantly colder than the 18 Decembers that preceded it. In fact, it is possible that December 2010 was the coldest on record for Tideland territory.

Keeping tabs on degree day data, we were not surprised when Tideland's residential kilowatt hour sales for December 2010 increased 20% over December 2009. With the majority of our members using some form of electric heat source we were able to anticipate member concerns about December usage and have the resources readily available to educate members about temperature trends and energy saving strategies.

To obtain monthly degree day updates visit: www.tidelandemc.com/degreeDayData.aspx



Heidi Jernigan Smith. "Given a choice between investing in renewable energy or energy efficiency, the latter simply delivers more bang for the buck. Energy efficiency also has the added advantage of putting money back into the wallets of co-op members who embrace it."

Since 2007, Tideland has provided rebates for Energy Star appliances, held several Energy Star lighting contests, offered a bounty for inefficient refrigerators and freezers, and mailed compact fluorescent lights (CFLs) to all residential members. The co-op strives to roll out programs that are both cost efficient and a good fit with member demographics.

"In the case of the old appliance turn in program we ran in 2009, Tideland will receive credit for saving over 3½ million kilowatt hours," explains Smith. "For each freezer we recycle, the state allows us to claim savings of 1,662 kilowatt hours annually for a total of 5½ years, the average remaining life of that appliance. For a refrigerator, we are able to claim 1,946 kilowatt

hours annually for each of 6½ years. Based on decades of energy audits we knew Tideland members had a lot of old refrigerators and freezers and became the first utility in the state to offer a financial incentive to turn them in." More than 300 units were collected during the month long program.

For CFLs, the co-op receives a credit of 49 kWh annually per bulb for a total of 7½ years. With federal lighting standards set to increase January 1, 2012, the co-op knew time was of the essence to claim CFL credits. Thus the decision was made to mail CFLs to all residential members in January 2010. Total kWh savings attributed to the CFLs: nearly 11½ million.

"In all that we do, Tideland strives to deliver the greatest value at the lowest possible cost," concludes Smith. "Thanks to our members and their response to our energy efficiency programs we're ahead in meeting the mandate and that's why we're able to lower the rate at this time. It proves that together we really can save!"



50 gallon
\$57.60
a month
with approved
credit*

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

WWW.TIDELANDEMC.COM YOUR SOURCE FOR MONTHLY DEGREE DAY REPORTS



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

Scholarship deadline approaching

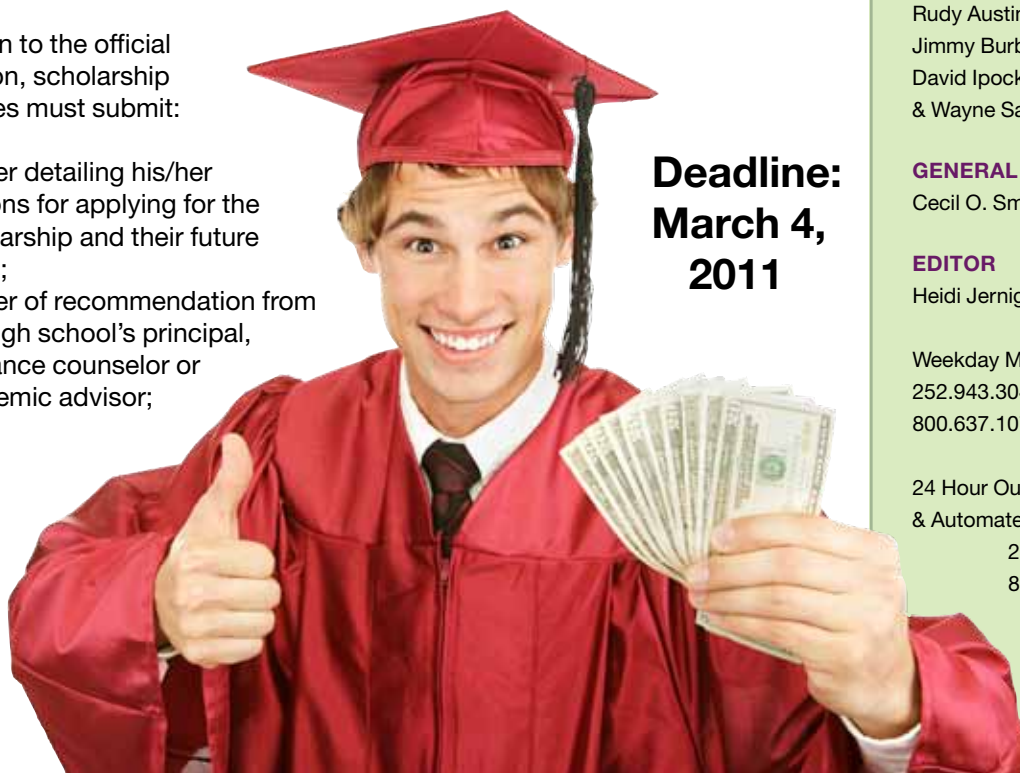
Tideland EMC is accepting college scholarship applications from high school seniors in Beaufort, Hyde, Washington, Pamlico, Dare and Craven counties. Students must reside in a home served by Tideland EMC. The co-op will award eight \$1,000 scholarships. Two of the scholarships will be designated for students who plan to attend community college.

In addition to the official application, scholarship candidates must submit:

1. a letter detailing his/her reasons for applying for the scholarship and their future plans;
2. a letter of recommendation from the high school's principal, guidance counselor or academic advisor;

3. a complete transcript of high school courses and grades; and
4. SAT or ACT scores if applicable.

Students have until Friday, March 4, 2011 to apply. An application may be downloaded at www.tidelandemc.com. For more information call program coordinator Heidi Smith at 252.944.2410.



**Deadline:
March 4,
2011**

Tideland Topics

www.tidelandemc.com

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Weekday Member Service
252.943.3046
800.637.1079

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ATTENTION RISING HIGH SCHOOL JUNIORS & SENIORS: APPLICATIONS FOR THE RURAL ELECTRIC YOUTH TOUR TO WASHINGTON, DC ARE DUE FEB. 11, 2011

Energy tax credits scaled back for 2011

In December, Congress extended the \$2,000 federal tax credit for builders who build energy efficient homes. The extension is from January 1, 2010 to December 31, 2011. The legislation also includes a provision that extends the tax credit for consumers who purchase qualified energy saving products until the end of 2011, but the cap will be reduced from \$1,500 to \$500. The cap is on the total amount of credits a homeowner may claim between 2006 and 2011, not just for 2011. If a homeowner has already claimed \$500 or more in credit through this allowance, they will be unable to claim new credits for

improvements made during 2011. Included are provisions limiting window incentives to \$200, oil and gas furnace and boiler incentives to \$150-200, and water heater and wood heating system incentives to \$300. As part of the legislation, Congress tightened the specifications for oil furnaces and boilers and gas boilers to 95% efficiency, up from 90%.

We will provide more information about the 2011 federal tax credits as details become available.

