



REAL PEOPLE. REAL POWER. Tideland Topics

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

HURRICANE EARL: A timely reminder to always be prepared

(Editor's Note: As this article went to press, the remnants of Hurricane Hermine were just north of Texas and Tropical Storm Igor had just formed off the coast of Africa.)

September lived up to its reputation as the peak of hurricane season when Hurricane Earl skirted the North Carolina coast as a category 2 storm. The eye of the storm passed 85 miles east of Ocracoke.

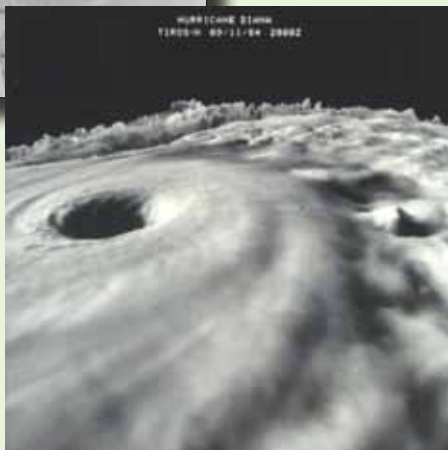
Tideland's hurricane related outages were confined to Hyde and Dare counties. The first outage occurred at 1:45 a.m. when power went out in the Lake Landing area of Hyde County. Twenty minutes

later, power was lost to members in mainland Dare County. Power remained on at Ocracoke until 6:06 a.m. when the island lost transmission service from Hatteras Island.

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PHOTOS, INCLUDING SATELLITE IMAGE OF HURRICANE EARL (ABOVE), COURTESY OF NOAA.GOV



Energy Star Sales Tax Holiday

The North Carolina Energy Star sales tax holiday runs from Friday, November 5 through Sunday, November 7, 2010. Qualifying products include: clothes washers, freezers, refrigerators, central and room air conditioners, air source and geothermal heat pumps, ceiling fans and dehumidifiers.

When combined with federal and state income tax credits for certain products, you have the opportunity to save significantly during the 3 day tax holiday.

An item is eligible for the sales tax exemption if the customer pays for the item and the retailer accepts the order and takes action to fill the order for immediate delivery. The delivery can occur after the holiday period but the customer cannot request delayed shipment.

Cooperatives Hit the Mark with Consumers in National Playground

Playgrounds flood with games during school recess. A great example is hopscotch. The game can be played by one child or a large group, and the rules are simple. A course is laid out, typically drawn in chalk on pavement. Blocks are numbered in the order they must be hopped in, with a home, or safe, spot at the end. Then players toss a marker into designated squares and hop through the course.

In some ways, the game reflects how cooperatives were formed. Co-ops—not-for-profit, member-owned businesses—may serve a few people or large groups. But all co-ops use the same “course,” following seven key principles. By “hopping” on each principle, co-ops provide an efficient consumer resource focused on service, not profit.

October is National Cooperative Month. To celebrate we’re taking a look at the important role co-ops play in our community.

What are co-ops?

Cooperatives are owned by their members—the people who receive services from them—and are found in many industries. For example, more than 900 electric co-ops serve 42 million Americans. According to the National Cooperative Grocers Association, 30 percent of farmers’ products are marketed through more than 3,000 farmer-owned cooperatives in America. Familiar brands like SunKist, Land O’Lakes, Cabot Creamery, Ocean Spray, and Sun-Maid are all co-ops formed to help farmers distribute products.

In banking, 10,000 credit unions provide financial services to 84 million members across the nation. Co-ops have also been formed to provide child care, insurance, and housing. Nearly 30,000 cooperatives operate at 73,000 locations nationally.

Guiding Principles

The cooperative movement traces its roots to a store started by weavers in the town of Rochdale, England in 1844. The Rochdale model revolved around a set of guidelines drawn up by one of its members, Charles Howarth. When introduced into the U.S. by the National Grange in 1874, these “Rochdale Principles” fueled a

cooperative explosion.

Although stated in many ways, the Rochdale Principles hold that a cooperative must provide:

- **Voluntary And Open Membership:** Membership in a cooperative is available to all who can reasonably use its services, regardless of race, religion, sex, or economic circumstances.
- **Democratic Member Control:** Co-ops are democratically controlled, with each member having one vote. As a result, control remains in the hands of all customers. Directors are elected from the membership.
- **Members’ Economic Participation:** Cooperatives provide services “at cost” and remain not-for-profit regardless of the value of benefits delivered. Any money left over after all expenses are paid—margins—belongs to the members. Each member’s share in the margin is determined by the amount of his or her use of the co-op’s services.
- **Autonomy And Independence:** Cooperatives are self-sustaining, self-help organizations controlled by their members. If cooperatives enter into agreements with others or raise money from outside sources, they do so on terms that maintain democratic control as well as their unique identity.
- **Education, Training, and Information:** Keeping members, directors, managers, and employees up to date on issues so they can effectively govern the co-op. Communication, particularly with young members and opinion leaders, helps generate necessary public support for cooperatives.
- **Cooperation Among Cooperatives:** Mutual support helps cooperatives improve services, bolster local economies, and deal more effectively with social and community needs.
- **Concern For Community:** Cooperatives develop communities with programs supported by the membership.



To learn about electric cooperatives, visit www.nreca.coop. For details on different types of cooperatives, visit www.go.coop.

Member saves BIG with new heat pump and improved ductwork



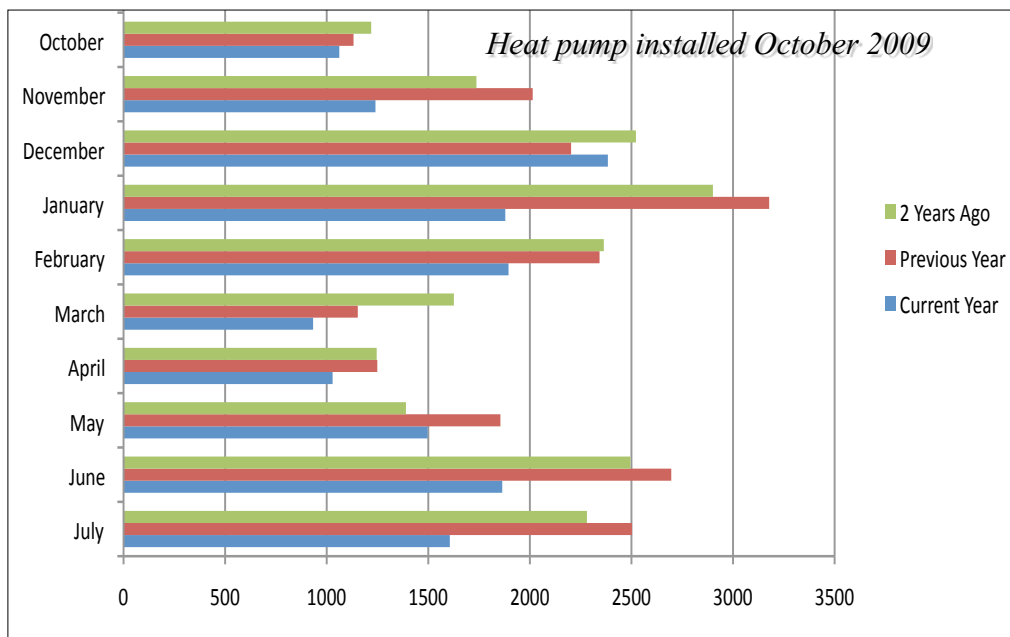
What's the number one reason Tideland members cite for putting off energy efficiency improvements? Most say they question the return on investment. That's understandable. With money so tight these

ciency heat pump. He also had his duct work brought up to current building code standards.

Between October 2009 and July 2010, Paul saved \$656.92 on his electric bills

comfortably cover Paul's monthly loan payment for the new heat pump and duct improvements which he chose to finance through the co-op's weatherization loan program. His new heat pump also qualified for the

DANIEL PAUL'S KILOWATT HOUR CONSUMPTION OCT-JULY



days few of us can afford to make a bad investment. Hopefully the following will boost your confidence in energy efficiency.

In September 2009, Tideland EMC performed an energy audit for Daniel Paul of Washington. Following our audit recommendations, Paul replaced his electric furnace and central air conditioning system with a high effi-

ciency heat pump. He also had his duct work brought up to current building code standards. More impressive however is the fact that this past winter was 20% colder than the previous winter and the summer of 2010 has been 25% warmer than the previous summer. Without the installation of the new heat pump, it is likely that Paul's energy bills for the 10 month period would have been at least \$800 higher. The savings

comparably cover Paul's monthly loan payment for the new heat pump and duct improvements which he chose to finance through the co-op's weatherization loan program. His new heat pump also qualified for the

federal income tax credit which resulted in additional savings. To explore your savings potential call Tideland EMC to speak with an energy advisor.

Update: Mr. Paul's August meter reading arrived as we were going to press. He just saved another 1,042 kilowatt hours over last year!

1:
Take advantage of the NC Energy Star Sales Tax Holiday November 5-7

2:
Take advantage of the federal energy efficiency income tax credits before they expire 12/31/2010

3:
Inspect your ductwork for leaks, tears, sagging, crimping and insulation coverage. 1 in 3 homes have significant duct problems that can be easily repaired and the energy savings could be HUGE

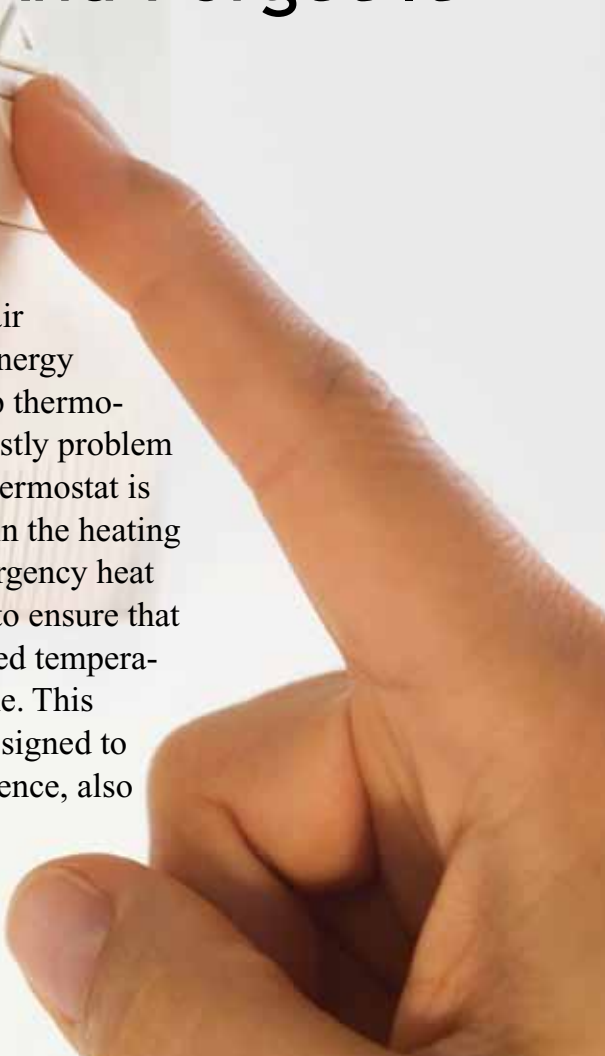
4:
Lower your storm windows before turning on your heating system. If you don't have storm or multi-pane windows, consider the installation of a plastic storm window kit.

5:
Have your heating system serviced if it has been more than 2 years since your last tune up.

Set It And Forget It

While in the heating mode, heat pump thermostats should be left at one temperature all the time.

Unfortunately many folks, recalling advice for forced air furnaces during the 1970s energy crisis, lower their heat pump thermostats at night. However, a costly problem occurs when a heat pump thermostat is raised more than 2 degrees in the heating mode. The auxiliary or emergency heat strips will usually come on to ensure that the home achieves the desired temperature with very little wait time. This auxiliary heating feature, designed to ensure comfort and convenience, also has the effect of more than doubling the cost of delivered heat. So remember to set it and forget it.



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TIME OF USE PARTICIPANTS: WINTER ON PEAK HOURS OF 6 A.M. TO 9 A.M.,

Hurricane Earl

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Power restoration activities began in the pre-dawn hours of September 3. Crews from Central EMC, headquartered in Sanford, NC, assisted with repairs in Dare County. The visiting line workers were staged in Beaufort County a day ahead of the storm. Outage totals steadily dropped throughout the morning and at 9:45 a.m. power restoration was 60% complete. Cape Hatteras EMC restored transmission service to Ocracoke shortly before noon and by 3:15 p.m. power was restored to all Tideland members.

Tideland's website became a popular destination point during the day with a record 359 visits by 228 different internet users to view power restoration details. The cooperative's generator safety video also got a good bit of play leading up to the storm.

While we were fortunate that Earl followed the forecasted path, it was a timely reminder that the most damaging effects of a hurricane don't come from wind, rain or tide but rather from complacency. If you are new to the Tideland area and have not previously experienced a hurricane or tropical storm, visit Tideland EMC's online storm center to learn about disaster preparedness and the steps to restoring power.

Smart Meter Update

Smart meter installations are now underway in Tideland's service area south of the Pamlico River. Before changing your meter, installers will check to see if you are home. If you're away from home, a door hanger will be left to let you know that the meter exchange took place.