



MARCH ■ 2010



# REAL PEOPLE. REAL POWER. Tideland Topics

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

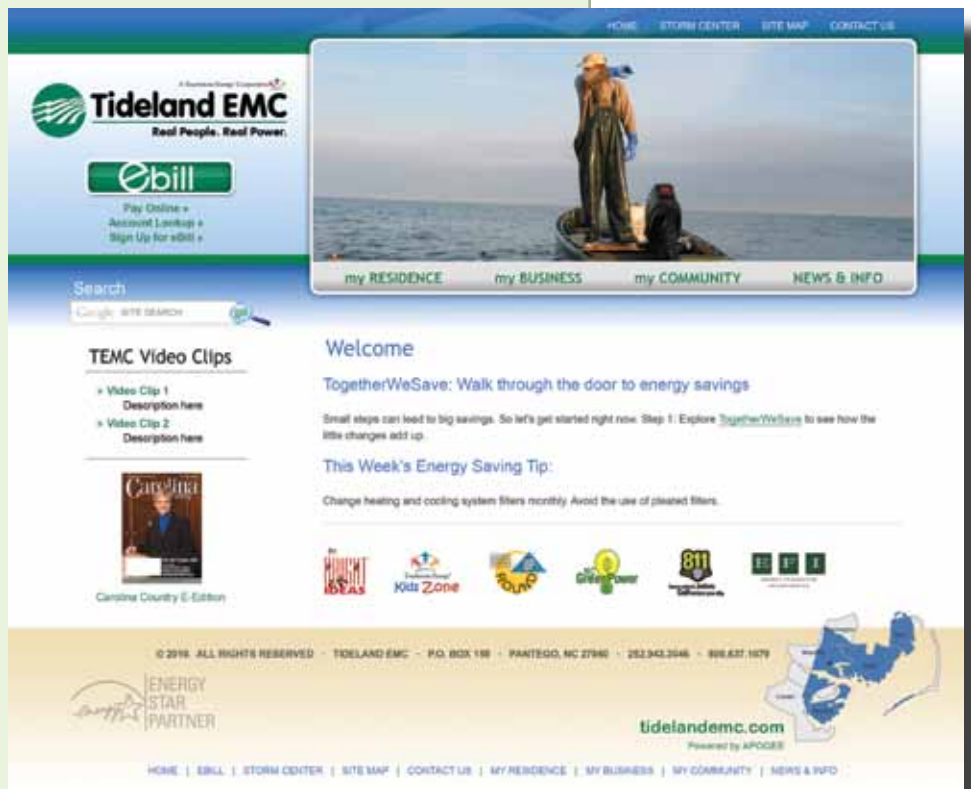
## RECONNECTING: New and improved co-op website makes its debut

The wait is over! Tideland EMC's redesigned website is now up and running with additional features and functionality that members are sure to love.

This issue of Tideland Topics provides an overview of the website, but the best way to get your feet wet is to surf on over to [www.tidelandemc.com](http://www.tidelandemc.com).

### MAJOR ENHANCEMENTS

- Expanded online account features including a new E-Check payment option and E-Bill notification service
- Google site search allows you to perform a customized search of our website
- New digital version of Carolina Country magazine that includes 4 bonus pages of content every month



- On-line shopping with Tideland EMC "member only" discounts

MARCH IS  
AMERICAN  
RED CROSS  
MONTH

For over 120 years the American Red Cross has responded to both national and international disasters. Today the organization is responsible for collecting over 45% of the nation's blood supply. On average, 93¢ of every dollar donated to the Red Cross goes towards direct humanitarian services.



## Message to our Member-Owners: Extreme Makeover: Website edition

by Cecil O. Smith, Jr. • CEO & General Manager

**Tidelandemc.com didn't just get a facelift. We started from scratch and built an entirely new, up-to-date website that will provide fresh, helpful content on a regular basis.**

With two-thirds of cooperative members now accessing the internet on a regular basis, it is more important than ever for Tideland to enhance online member service. Therefore, our website redesign had to meet several specific goals:

- **Expand online service options:** Members may now opt for E-Bill Notification and online payment options have been expanded to include E-Check so you no longer have to have a major credit card to make a secure internet payment

- **Become a hub for useful and engaging energy saving information:** With one of the coldest winters in recent decades, current economic conditions and unprecedented tax credits for energy savings projects, member interest in conservation and efficiency is at an all time high. With tools like the TogetherWeSave application, Tideland is better positioned than ever to help you unlock your energy savings potential. The website's energy information tools will expand even further once we complete Smart Meter installation systemwide.

- **Integrate new applications that meet the expectations of an increasingly internet savvy membership:** Some of the new and exciting applications include a compact fluorescent lighting calculator, our new

You Tube video library and a digital version of Carolina Country magazine. If you need to drill down into our website for specific information you can now conduct a Google site search.

- **Online shopping:** The new website also features an online store with member only discounts on energy saving products such as duct mastic and LED holiday lights.

The website still delivers many of the essentials members have come to rely on such as an archive of our member newsletter, Tideland Topics, and links to our college and basketball camp scholarship applications. We hope you'll visit [www.tidelandemc.com](http://www.tidelandemc.com) soon. Email [mailroom@tidelandemc.com](mailto:mailroom@tidelandemc.com) to tell us how we're doing and what we can do to better serve you.

## E is for Easy

With the roll out of the cooperative's new website we're also pleased to announce two new services.

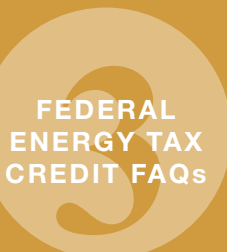
Online payments are no longer limited to credit card holders. You can now pay by E-Check by accessing the co-op's secure server on the home page. You will be asked to enter your bank routing and account numbers to complete the transaction.

You may also opt in for E-Bill Notification to receive an e-mail whenever your new electric bill is available for viewing. You will continue to receive a printed statement in the mail.

To sign up for any E-service option just click "**ebill**" on the [tidelandemc.com](http://tidelandemc.com) home page.



# Make TIDELANDEMC.COM your one-stop energy information shop



Tideland EMC's new website features a wealth of energy saving information. Here are some of the features you'll find:

### Degree Day Data:

Degree days are an important indicator of heating and cooling costs. The new website features an archive of the most recent 13 months of degree day data.



### Where Can You Save Energy?

View our popular energy education presentation online to see where you can save energy now.



### And There's Even More to Explore...



**Touchstone Energy Kids Zone:** Fun filled energy education

activities for young and old alike. Warning moms and dads: The memory match game is known to be highly addictive!

### Energy Audit:

In addition to a discussion about our weatherization inspection services, you'll also find a link to Tideland's free online energy audit.



### Energy Star Lighting:

Find out how much you can save with Energy Star lighting by using our animated compact fluorescent light (CFL) calculator.



### Refrigerator Savings:

How much is that spare refrigerator or freezer costing you? Find out with Energy Star's appliance replacement calculator.

### TogetherWeSave:

This application is filled with interactive, informational activities that will motivate you to act on your energy saving intentions today!



**Tax Incentives:** Federal and state incentives to go green have never been higher. Explore this section of our new website to get all the details and even the required IRS claim form.



### Shop Online:

In coordination with the non-profit Energy Federation, Tideland now offers co-op members a 20% discount on home weatherization and conservation items.

1. **What form do I need to file for the federal credit?**

IRS Form 5695

2. **How do I know if a product qualifies for the tax credit?**

You should obtain a copy of the manufacturer's tax credit certification statement before finalizing your purchase. Most major manufacturers are posting the documentation on their websites

3. **Can the tax credit be carried over for future years?**

The tax credit for products at 30% up to \$1,500 CAN NOT be carried over to future years.

The tax credit for qualifying products at 30% with no upper limit CAN be carried forward to future years through 2016.

## Online Storm Center

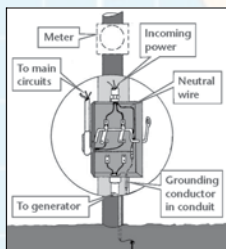
Tideland EMC's new website also features an online storm center. Major outage updates will be provided on this section of the website. You'll also find the following information in the storm center:



**Outage Reporting:** Reporting an outage is made even easier when you use our automated system.

**Storm Preparedness:** An ounce of prevention is worth a pound of cure. That's why we've provided an easy to follow guide to help you and your family prepare for a major weather event.

**Steps to Restoring Power:** A full color illustration that explains the process of restoring service following a major storm



**Generator Safety:** When properly used, backup generators can be a real lifeline. Learn how to properly size a household generator and operate it in a manner that won't endanger yourself and others.

**Hurricane Tracking Map:** Print out your own hurricane tracking map and review our 12 page hurricane guide packed with helpful information.

REAL PEOPLE.  
REAL POWER.

## Tideland Topics

[www.tidelandemc.com](http://www.tidelandemc.com)

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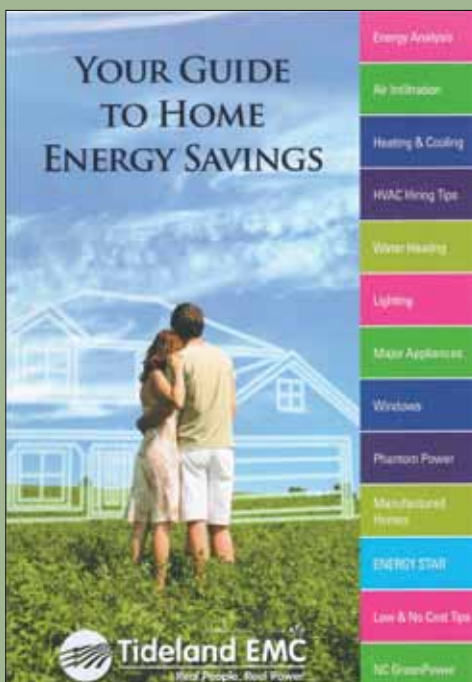
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SIGN UP FOR E-BILL NOTIFICATION TODAY @ [WWW.TIDELANDEMC.COM](http://WWW.TIDELANDEMC.COM)



## Free Booklet for Co-op Members

The winter weather has taken its toll on many consumer wallets. Learn how to avoid high energy costs with this free 20 page publication that will help you analyze how you use energy and where savings opportunities can be found.

To receive a free copy, email your request to [mailroom@tidelandemc.com](mailto:mailroom@tidelandemc.com) or call us at 800.637.1079. The publication can also be downloaded at our website: [www.tidelandemc.com](http://www.tidelandemc.com). Look under My Residence > Energy Savings > Where Can You Save Energy?



Tideland has contracted with Lewis Tree Service

to trim trees in our utility right of way.

They will soon be working in the following areas:

- Buckland Road
- Don Lee Road
- Taylor Neck Road
- Janeiro Road

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