

NOVEMBER • 2010

REAL PEOPLE. REAL POWER.

Tideland Topics

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

NEW NC DRIVING LAW:

A good move for all involved

In July, North Carolina lawmakers expanded the state's "Move Over Law" to include electric utility vehicles restoring power on the sides of roadways. The Move Over Law requires motorists to slow down and cautiously approach emergency

workers as they work to maintain power lines or restore power in local communities and along North Carolina's highways.

Although the law does not take effect until December 1, residents are

**MOVE
OVER**

**Slow Down
when you see stopped
electric utility vehicles
It's the Law!**

vehicles with flashing lights, moving over one lane when possible.

Beginning in December 2010, the law will encompass electric utility vehicles that are stopped, with amber lights flashing, on roadway shoulders. The expanded law protects electric utility

workers as they work to maintain power lines or restore power in local communities and along North Carolina's highways. Although the law does not take effect until December 1, residents are encouraged to begin the practice of moving over and slowing down if they see an electric utility vehicle. This will help protect the safety of not only the workers, but also the drivers. Violating the law can lead to a \$500 fine when the law takes effect.



November 1 means lower residential rates

A reminder to our residential members: Lower winter rates go into effect November 1. While the basic facilities rate remains fixed year round to reflect costs associated with utility hardware, the per kilowatt hour (kWh) energy charge drops nearly a penny for all bills rendered between November and April.

For residential time-of-use rate-payers the kWh charge remains the same, however kilowatt demand (kWd) charges drop from \$10.75 to \$8.75, November through April.

**TIDELAND
WILLING TO
EXPLORE
SHARED
SERVICE
POSSIBILITIES**

Tideland EMC has always looked for opportunities to operate more efficiently in an effort to keep member rates low. Washington Electric Utilities recently asked Tideland if we would be willing to sit down and discuss what, if any, opportunities might exist for shared services. Discussions about such an operating agreement would likely focus on our overlapping service areas in Bath, Pinetown and outside the city limits of Washington. While we have indicated a willingness to talk with the city, as of October 6 no meeting date had been set.

We will keep you apprised of any developments.

Message to our member-owners: Member advocacy a full-time job

**By
Ray Hamilton
President
Cecil O. Smith, Jr.
General Manager & CEO**

Reliable electric service is measured by the availability of electric service 24 hours a day, 365 days a year. Today, effective co-op member advocacy must meet the same rigorous standard.

In years past, the business of your electric cooperative was fairly straight forward. In fact, the early success of the rural electrification movement was due in large part to the purposeful simplicity of the electric co-op business model.

Today our day-to-day business operations are much more complex and require ever increasing specialization. Case in point: legislative issues. In years past, our focus on federal issues almost entirely rested on the US Department of Agriculture's Rural Utilities Service which provides the bulk of our construction financing. Today co-op directors and management must stay abreast of ever changing proposals from a wide

variety of legislative committees including:

- *Appropriations*
- *Agriculture*
- *Health, Education, Labor & Pensions*
- *Financial Services*
- *Energy & Commerce*
- *Homeland Security*
- *Energy & Natural Resources*
- *Oversight & Government Reform*
- *Environment & Public Works*

With the advent of smart grid, renewable energy mandates, increasing concerns about cyber security, the challenges of aging generation and transmission infrastructure, and possible greenhouse gas regulation, the co-op's board and management must be increasingly conversant on a wide range of legislative, financial and technical issues. That requires continuous training and research. It means rethinking old ideas and implementing improved

business practices that are 100% member focused.

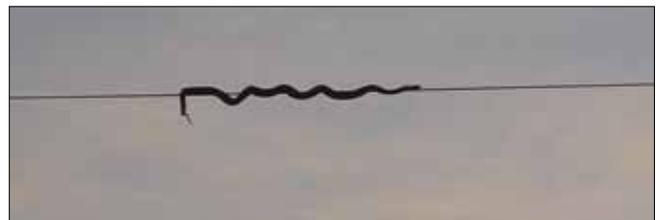
Whenever you turn on a light, you probably don't see a bucket truck passing by, yet you know that someone is working round the clock to keep the current flowing. Likewise, the board and management of Tideland EMC work daily behind the scenes to make sure your right to affordable electric service is protected. From time to time we even call on your direct help as we did last year on the issue of cap and trade. In fact, a similar call to action may be required if Congress does not act soon to remove power plant carbon regulation from the purview of the Environmental Protection Agency.

If that call to action doesn't come, you'll know it's because the co-op's board and employees successfully advocated on your behalf.



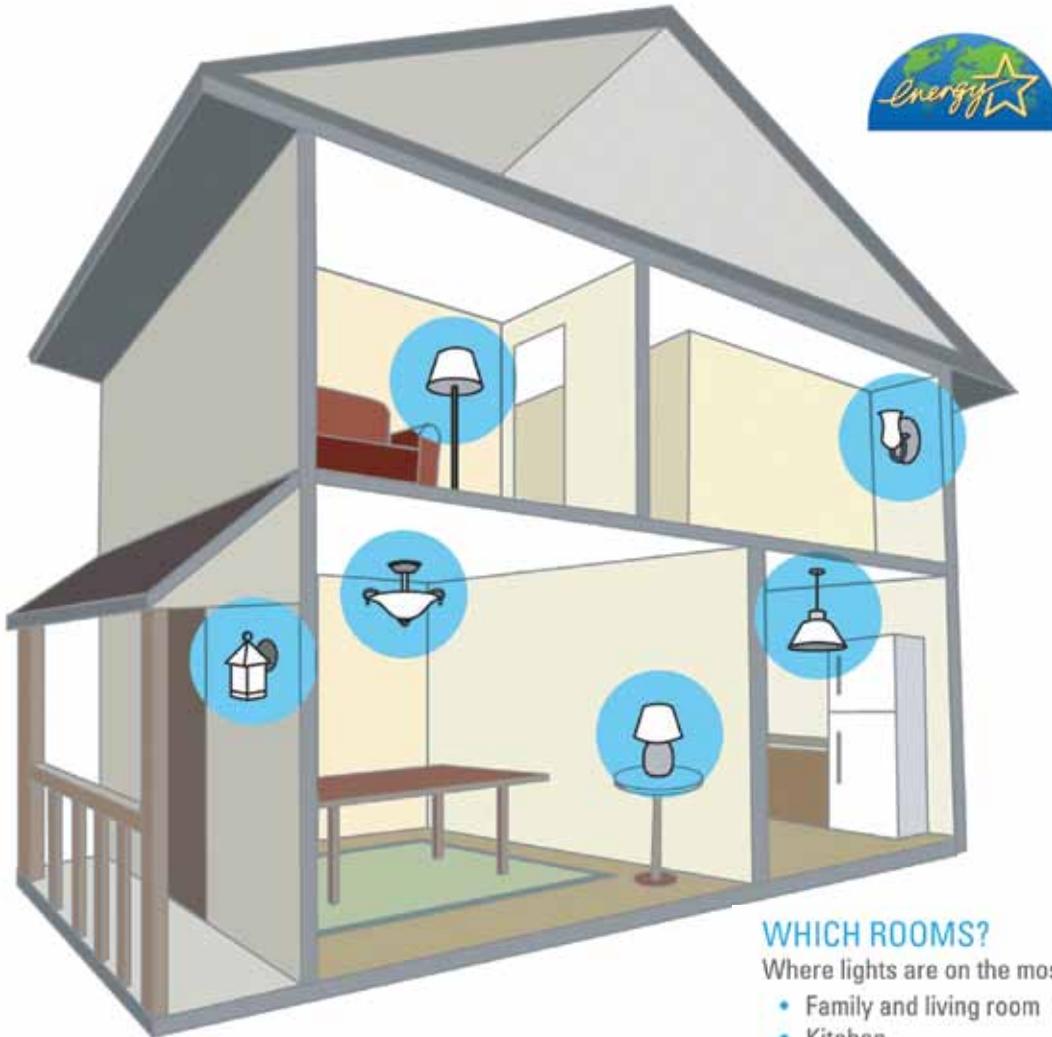
Electric slide (or slither)

Tideland member Gloria Gray snapped these photos as she left her Belhaven home the morning of September 17. While this particular snake did not cause an outage, it has been known to occasionally happen.



REAL SOLUTIONS, REAL SAVINGS:

BEST PLACES TO INSTALL ENERGY STAR BULBS



WHICH ROOMS?

Where lights are on the most:

- Family and living room
- Kitchen
- Dining room
- Porch

Remember to inspect your oven before "T" day

1.

Repair faulty oven door gaskets

2.

Keep preheating time to a minimum

3.

Don't lay aluminum foil on racks

4.

Use glass or ceramic pans & reduce cooking temperatures by 25°

5.

Don't open the door to peek; use the oven light instead



Give a H.U.G. this holiday season

Want to brighten the Holiday Season for someone special?
Give a H.U.G. ... a Home Utility Gift!

We'll be glad to credit any Tideland EMC member's account in the gift amount of your choice. Gifts must be paid in full with cash, check or credit card.

We'll also provide you with a special holiday greeting card to notify the recipient of your gift. Call 1.800.637.1079 for details.





**Cost comparison based on single 300 light strand in use for 225 hours*

A LIGHTING IDEA SURE TO MAKE THE SEASON BRIGHT

Replace standard Christmas lights with light emitting diode (LED) strands this holiday season. LEDs reduce energy consumption by as much as

90% compared to traditional lights. With proper handling and storage LEDs can burn anywhere from 50,000 to 200,000 hours. While they initially cost more to purchase the energy and replacement savings more than pay for the LEDs in 1 or 2 holiday seasons.

Energy Cost Comparison*

Large incandescent, 7 watts
472.5 kWh • \$50.31

Mini incandescent, .45 watts
30.38 kWh • \$3.23

LED lights, .043 watts
2.9 kWh • 30¢

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REAL POWER.

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Our offices will be closed November 25 and 26 for the Thanksgiving holiday. We will reopen for business on Monday, November 29, at 8 a.m.

NORTH CAROLINA ENERGY STAR SALES TAX HOLIDAY: NOVEMBER 5, 6 & 7
ELIGIBLE ITEMS INCLUDE WASHERS, FREEZERS, REFRIGERATORS,
CENTRAL AIR CONDITIONERS AND HEAT PUMPS

Remembering Randy

Grantsboro journeyman lineman Randy Stillely, age 54, passed away on Tuesday, September 14, at his home in Edward. A dedicated Tideland EMC employee since 1993, Randy is survived by his wife Katy and stepchildren Bobby and Kimberly Rowe.

Randy was an avid outdoorsman and annually looked forward to the start of deer season. Underneath

his quiet exterior, Randy was a lineman's lineman and his death leaves an immeasurable void in the hearts of those who worked beside him daily.

Tideland employees participated in the final celebration of Randy's life with his fellow linemen leading a convoy of utility trucks from the co-op office to the graveside service.

