

REAL PEOPLE. REAL POWER.

Tideland Topics

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

FREE TREES: Co-op distributes 1,285 loblolly pine seedlings on Arbor Day

On Friday, March 18, in celebration of North Carolina Arbor Day, Tideland EMC distributed 1,285 loblolly pine seedlings to fourth graders at 16 schools in six counties.

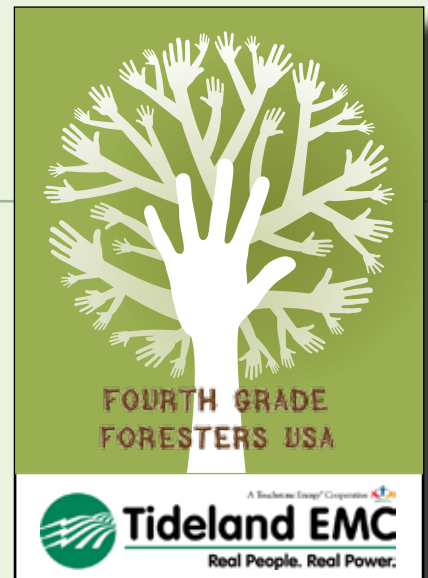
Given that trees are the No. 1 cause of power outages, Tideland's participation in a tree planting program may seem counterproductive. However, Tideland hopes sowing educational seeds now will lead to long term savings.

"The right tree in the right place benefits everyone," says Heidi Smith, the co-op's communications manager. "Through the Arbor Day seedling program we hope to educate the next generation

of consumers about the benefits of trees and how to select a proper planting location to avoid interference with utility equipment."

Each fourth grader took home an individually packaged 18-inch seedling sealed in a polybag by workers with disabilities. Each package included planting and care instructions along with a power line safety message.

North Carolina has nearly 17 million acres of forestland spanning 58 percent of the state's total land area. Only three states have more commercial forestland. Collectively, this forestland provides clean water and air, wildlife habitat and recreational opportunities.



The forest products industry continues to be the state's second largest manufacturing industry, employing over 118,000 citizens with an annual payroll of \$3.8 billion.

Trees are also an important part of energy conservation providing shade in summer and acting as a windbreak.

Wood, including wood waste, is increasingly

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PHOTO BY ALLISON MOOTE



Message to our Member-Owners: Transparency matters



By Ray Hamilton
President

Right-of-Way Maintenance Update

Tideland has hired Lewis Tree Service to trim trees in our right of way. In May they will be trimming along the Hyde County Circuit in the following areas

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

They will also trim portions of the Howells Mill Circuit in Pinetown.

Contractors will be mowing between Manns Harbor and the Alligator River bridge.

Billionaire investor Warren Buffett famously said, "You don't know who's wearing a bathing suit until the tide goes out."

What Buffett was referring to was the fact that you don't know how solid many businesses are until the economy takes a downward turn. However, when you operate in an environment of transparency and accountability you don't have to worry about what might be revealed at low tide.

Tideland EMC's board of directors and employees go to great lengths to ensure transparency and accountability. A few pages over you will in fact find this year's annual report to members along with an invitation to attend our annual meeting. Two pages over you will also find an announcement about our most recent allocation of member margins.

Organizations that hold transparency in high

regard are not afraid to look in the mirror to see what is reflected back. For Tideland, part of that process includes participating in the annual resolutions process conducted by the National Rural Electric Cooperative Association. This annual review ensures that we not only shine a spotlight on the business and regulatory environment in which we function but the corporate environment which we ourselves create.

I found one passage from this year's session to be particularly meaningful:

"Member confidence and trust in their cooperative is vital to the future success of the cooperative. This requires that the electric cooperative board of directors and their management demonstrate the highest degree of integrity in their decision making and actions. It further requires providing ongoing and open communication

on all issues confronting electric cooperative members and being forthright in communicating cooperative actions being considered and undertaken. Such actions and communication should enhance the credibility of the electric cooperative model among members and public officials and demonstrate that members' interests always come first in all that we do."

You have my commitment and that of the entire board of directors and employees of your cooperative to remain committed to transparency, accountability and member communication. It's not just the best way to do business. For a cooperative, it's the only way to do business.



Mary Riddick
Beasley Enterprises

And the winner is...

Mary Riddick of Beasley Enterprises was the winner of our E-bill notification contest. More than 540 Tideland EMC members were entered into the drawing for a year's subscription to Netflix online movie service.

Members who participate in our E-bill notification service receive an e-mail link to their online bill the same day

that their paper statement is printed and mailed. And if you prefer, you can now take E-bill notification to the next level by opting in for paperless billing.



HELP US HELP YOU:

DO WE HAVE YOUR CORRECT PHONE NUMBER ON FILE?

As Tideland continues to expand system automation, we've struggled to collect up-to-date phone numbers from our members. When we don't have a correct phone number on file that means you miss out on important calls such as planned outage notifications or late payment reminders. It also means that when you call to report a loss of power you have to go through additional steps so our outage management system can locate your account. If we have an accurate phone number on file you can also request a call back once power is restored.

ACCOUNT #	TELEPHONE	BILLING DATE
1234567890	(999) 999-9999	03/15/11
TOTAL DUE		\$100.00
To avoid late payment fees pay by		03/25/11
ENTER AMOUNT PAID		
Enter correct phone number below		

To remedy the situation, we hope a new billing feature will help us help you. On the remittance portion of your electric statement you will now find a box labeled "TELEPHONE."

If we have a number on file for your account, that phone number will appear in that box. If we don't have a phone

number, the box will be empty. Please use the space below the box to provide your up to date phone number. If the number in the box is already correct, you needn't take any action. If you get a paperless bill, email your correct phone number to memberhelp@tidelandemc.com.

Schedule an energizing guest speaker

May is National Electric Safety Month, but at Tideland we practice electrical safety 365 days a year. Safety director Wayne Brackin will be glad to conduct an electric safety demonstration for your students, civic group or first responders team.

To schedule a demonstration contact Wayne at 800.637.1079, ext. 4323 or by email: waynebrackin@tidelandemc.com.



Tideland EMC safety director Wayne Brackin recently performed the hi-volt safety demonstration Northeast Elementary's fourth grade classes.

Sign up for Paperless Billing & you could win a Kindle 3G Wireless Reading Device and a \$50 Amazon gift card to start downloading your favorite summer books!

Sign up at www.tidelandemc.com by June 30, 2011, to qualify for the prize drawing.



1. Energy Star® Lighting

41% return on investment

2. Duct Sealing

41% return on investment

3. Energy Star® Front Loading Washer

37% return on investment

4. Programmable Thermostat

30% return on investment

5. Water Heater Jacket

28% return on investment

6. Energy Star® Refrigerators, Heat Pumps and Dishwashers

18-27% return on investment

7. Air Sealing & Increased Insulation

8-9% return on investment

Allocation of 2010 member margins

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www.tidelandemc.com

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Weekday Member Service
252.943.3046
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800.882.1001

As a not-for-profit, member owned cooperative, Tideland EMC's year-end margins are allocated to each member-owner for future refund. This is in keeping with our mandate to deliver electric service at cost. Margins represent those dollars remaining after all our expenses have been paid.

The total amount allocated to your member account is based on the amount of energy you purchased from the cooperative during 2010. For 2010 margins, the allocation factor is 8.046¢ per \$1 of revenue received. The following table illustrates allocations based on typical residential energy use:

2010 Member Margins Allocated to Members			
If you paid this much for power in 2010:	\$1200	\$1800	\$2400
Your share of 2010 member margins is:	\$96.55	\$144.83	\$193.10

Allocated margins appear as an entry on Tideland's permanent financial records and reflect your ownership equity in Tideland. Margins represent an interest-free loan of operating capital by the membership to the cooperative. This helps keep electric rates low for everyone. As member equity builds we incrementally retire previous years' margins. When margins are retired, a check or electric bill credit is issued and your equity in Tideland is reduced.

The timing of margin retirements is dictated by the cooperative's overall financial picture and capital requirements and is subject to the approval of the federal government's Rural Utilities Service.

MEMORIAL DAY CLOSING: TIDELAND OFFICES WILL BE CLOSED MONDAY, MAY 30, TO REPORT OUTAGES CALL 800.882.1001

4th grade foresters CONTINUED FROM PAGE A

utilized as a fuel to generate electric power and is recognized by the US Department of Energy as a renewable energy resource.

Schools participating in the Arbor Day celebration were: Bath Elementary, Chocowinity Primary, John Small Elementary, Northeast Elementary, SW Snowden

Elementary, Washington Montessori Charter School, Pungo Christian Academy, Terra Ceia Christian School, Bridgeton Elementary, Mattamuskeet Elementary, Ocracoke School, Arapahoe Charter School, Fred A. Anderson Elementary, Creswell Elementary, Pines Elementary and Manteo Elementary.



Tideland EMC's Robbie Rouse talks to Manteo Elementary fourth graders about the importance of planting trees outside of the utility company's right of way.



Tideland director Wayne Sawyer delivers trees in Chocowinity.



Future foresters at Bridgeton Elementary.