

REAL PEOPLE. REAL POWER.
Tideland Topics

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

0% INTEREST: Energy efficiency is more affordable than ever

QUALIFYING PROJECTS

- Caulking
- Weatherstripping
- Central heat and air
- Insulation
- Heat pumps
- Storm windows & doors
- Solar water heaters
- Replacement windows
- Thermostats and timers

CO-OP HOPES TO SPUR SAVINGS WITH ZERO INTEREST LOANS

Tideland EMC has eliminated interest on new loans made to members for energy efficient improvements. The cooperative's Energy Resource Conservation (ERC) loans were previously subject to a 5% interest rate.

The loan process begins with a pre-application energy audit conducted by Tideland to make sure weatherization and energy efficiency goals are clearly defined and addressed by the intended improvements. Loan approval is subject to the applicant's credit worthiness. Loans in excess of \$1,500 must be secured by a 1st or 2nd deed of trust.

For more information call loan officer Karen Heffley at 1.800.637.1079, extension 1141.

REAL TO REEL:



Nights in Rodanthe

They say if you don't like the weather in eastern North Carolina give it a few hours and it's bound to change. Sometimes Mother Nature does, in fact, have a wry sense of humor. As filmmakers began shooting "Nights in Rodanthe" on the Outer Banks last year Subtropical Storm Andrea blew in delaying production for several days. The irony was not lost on cast and crew since the movie's climatic scene takes place during a nor'easter.

Mother Nature was again front and center when a special premiere of the film was held in Kill Devil Hills in September for locals who worked on the film. Among those attending was Tideland lineman Joe Pugh who was

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REEL LIFE
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hired as an extra. A nor'easter blew in yet again and several premiere attendees were stranded when Highway 12 became impassable. Pugh, who received \$55 for his day on the set, said he didn't make the final cut. "At the end of the movie Diane Lane lights a candle while on the Rodanthe pier. I guess they re-shot the scene because when I was on the pier she threw a wreath into the ocean." But Pugh did get to speak with Lane and the film's director.

Ocracoke musicians Katy Mitchell, Lou Castro, Marcy Brenner and Jule Garrish perform in the film. Tideland member Gary Mitchell was the film's musical advisor.

Message to Our Member-Owners: Your cooperation can reduce costs

Location, location, location: These are the words real estate professionals say are most important when selling property. They are also the most important words used in the utility industry when discussing trees and plants and utility rights of way.

At the end of 2008 we will be finishing our 5-year tree trimming contract with Lewis Tree Company. They trim all of our right of way in the 6 counties we serve. This contract has opened up our rights of way better than ever before on a constant and thorough basis. We are currently in the process of bidding out the next 4 or 5 year cycle so we can keep the rights of way in good shape. As the

earth's climates warm it is increasingly difficult to stay ahead of tree growth.

While the 5 year contract was costly, \$5.9 million to be exact, tree-related outages have been reduced considerably. We have gotten more aggressive with trimming all trees and especially assertive with regard to yard trees.

In the past we were overly accommodating about yard trees and trimmed when we should have pursued tree removal. In 2003, we decided it would be in the best interest of all cooperative members to strictly enforce right-of-way policies. Working with property owners we are now permanently removing



Robbie Rouse
Operations Manager

trees thus reducing future maintenance costs and avoiding unnecessary outages.

When planting trees in your yard, please look around at the power lines or call 811 to get the underground electrical lines located so you will not plant trees or bushes in close proximity to lines. Also, in underground sub-divisions please don't plant bushes close to our transformers or cabinets because we have to open them up to perform routine maintenance or restore power that is out and it takes much longer if we have to clear items away from our facilities.



Melanie and David Ipock

David Ipock joins Tideland board

David Ipock of New Bern has joined Tideland EMC's board of directors. He will serve out the unexpired term of Ed Duetsch who retired from the board in August.

Ipock and his wife of 21 years, Melanie, live in Fairfield Harbour

with their daughters Gloria and Jennifer. The couple owns and operates Ipock's Body Shop on Highway 17 in Bridgeton. Ipock is a Craven County native and served 8 years in the National Guard.

REAL MEMBER GOVERNANCE:

LONG TIME BOARD MEMBERS RETIRE AND CO-OP DISTRICTS ARE REALIGNED

After many years of service to the cooperative, Tideland EMC board members Cecil Smith, Sr. and Edward Duetsch, Jr. have retired.

Smith retired from the board in May after 12 years of service as a director representing members in the Belhaven area. Smith, age 86, was the driving force behind “Real People. Real Power.”, a book



Cecil Smith, Sr.

detailing Tideland’s history dating back to 1935. “Mr. Smith has always understood the importance of our cooperative’s founding heritage and the role it plays in guiding our future,” remarked author and cooperative public relations director

Heidi Jernigan Smith. “Through seven decades of service Tideland remains an important part of the communities we serve thanks to a changeless core of putting members first. That will be the enduring contribution and legacy of Mr. Smith.”

Duetsch, age 85, retired from the board in

August. He represented Tideland members in Craven and Pamlico counties since 1991. Until the date of his retirement Duetsch served as treasurer for the cooperative. He also represented Tideland on the boards of the NC Electric Membership Corporation and the NC Association of Electric Cooperatives.



Edward Duetsch, Jr.

Perhaps no other director logged more miles than Mr. Duetsch to be present at a variety of cooperative functions. His faithful companion on most occasions was his wife of 61 years, Lucille. “Mrs. Duetsch, in her own right, could have served as an honorary director,” commented board liason and administrative assistant Tonya Little. “No one has more respect for the hard working employees of this cooperative than Mr. Duetsch. He always has a kind word for every member of the Tideland team and always thanks employees for their service.”

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NO COST
WAYS TO
SAVE

1.

LOWER THE BRIGHTNESS SETTING ON YOUR TELEVISION

2.

CLEAN THE LINT FILTER EVERY TIME YOU DRY A LOAD OF CLOTHES

3.

WASH CLOTHES IN COLD WATER

4.

DO NOT USE CEILING FANS IN WINTER UNLESS YOU HAVE CATHEDRAL CEILINGS

Heat pump users: Set it and forget it



Sometimes good intentions have unintended consequences. Take for example the operation of an electric heat pump during heating season. Members often recall a central theme of the 1970s when Americans were encouraged to set thermostats back on winter nights to conserve energy. That’s still good advice for anyone with an electric furnace or baseboard heat. However, heat pump owners need to rewire their thinking and adhere to the following thermostat practice: Set It and Forget It!

Heat pumps are designed for occupant comfort. Therefore, raising the thermostat setting more than 2 degrees in the heating mode may activate the auxiliary heat strips. Heat strips, like an electric furnace, cost over \$1.20 an hour to operate. So select a comfortable setting for your heat pump thermostat and enjoy the savings.

www.tidelandemc.com

BOARD OF DIRECTORS

Ray Hamilton, President
J. Douglas Brinson, Vice President
Clifton Paul, Secretary
Paul Sasnett, Treasurer
Leon Bryant, Jimmy Burbage,
Rudy Austin, Mark Carawan,
David Ipock, Garry Jordan,
& Wayne Sawyer

EDITOR

Heidi Jernigan Smith

24-Hour Customer Service
252.943.3046
800.637.1079
Outage Reporting &
Automated Services
252.944.2400
800.882.1001

“What many may not know is behind the scenes Ed Duetsch has been a vocal advocate for co-op members when meeting with elected officials,” remarked Tideland’s customer service manager Vernon Howell, Jr. who accompanied Duetsch on numerous trips to Raleigh and Washington, D.C. “Whether the issue was related to energy prices, senior citizen health care or the security of retirement and pension accounts, Mr. Duetsch always pushed for a better quality of life in eastern North Carolina.”

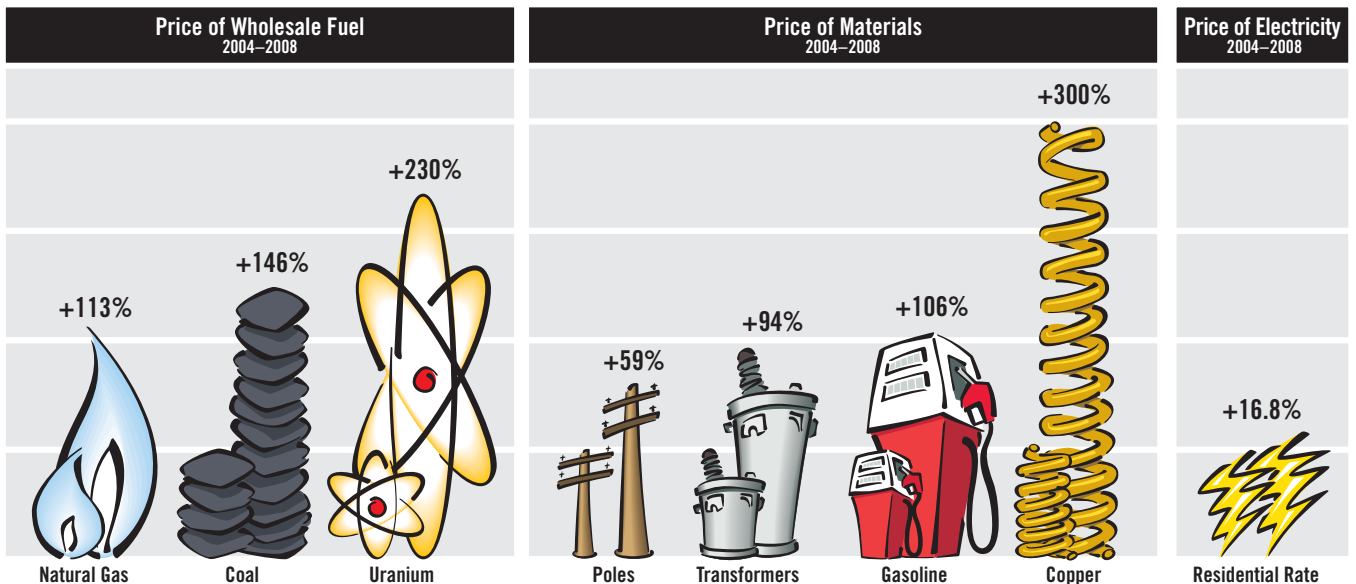
districts with regard to recent growth patterns. The board decided to realign district boundaries to ensure a more equitable director to member ratio. The board further decided to blend District 3, previously represented by Mr. Smith, into the territories served by directors Ray Hamilton, Mark Carawan and Jimmy Burbage. The board unanimously voted to appoint David Wayne Ipock of Bridgeton to fill the unexpired term of Ed Duetsch. (See related story on page 22). In addition, director Paul Sasnett was elected to replace Duetsch as the cooperative’s treasurer.

Following the pair of retirements, Tideland EMC directors undertook a study of the cooperative’s board

**LOOKING FOR A YEAR END TAX DEDUCTION?
CALL TIDELAND TO CONTRIBUTE TO NC GREENPOWER.**

Look What’s Happened to Prices

The cost of delivering reliable electric service has risen dramatically during the past 5 years. Tideland is paying 2 to 3 times as much for such necessities as gasoline, copper and steel. Also, the cost of fuels used to generate electricity has more than doubled in 5 years. As a not-for-profit business, Tideland must pay its expenses and sooner or later pass them on to our members. By cutting expenses where possible and improving efficiency through technological advancements, we have kept residential rate increases to a minimum 16.8 percent since 2004.



Illustrated by Warren Kessler