



DECEMBER ■ 2008



REAL PEOPLE. REAL POWER.

# Tideland Topics

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

## NATIVE SON: Cecil Smith, Jr. named new general manager



Cecil O. Smith, Jr.

Tideland Electric Membership Corporation's board of directors announces the selection of Cecil O. Smith, Jr. as the cooperative's new general manager.

A native of Beaufort County, Smith brings over 30 years of information technology and operations experience from the banking and energy industries. Most recently he served as executive vice president and chief information officer for First Charter Bank in Charlotte.

For a decade he worked as chief information officer for Duke Power and then Duke Energy. Smith worked across the company's core business operations including energy generation, transmission and distribution, and customer service. He was also very involved in the merger that resulted in Duke Energy, and managed staff located in Charlotte, Houston, and Denver.

Sharing his time and talents with non-profit organizations, Smith chaired both the Charlotte Advocates for Education and the Infor-

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### REAL GIVING:



## *Tis the season for a H.U.G.*

Would you like to brighten the Holiday Season for someone special? Give them 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.

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## THE GIFT OF LIGHT

CONTINUED FROM PAGE 1A

If you like, we'll even send a holiday card to notify the recipient of your gift.

To give a holiday H.U.G. call Tideland EMC at 1.800.637.1079 or visit one of our four offices.



## Message to Our Member-Owners: The Big Picture

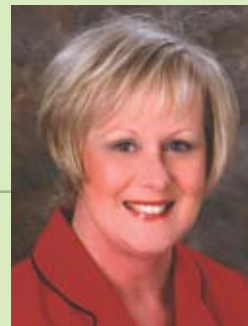
**Each year Tideland Electric Membership Corporation receives an annual analysis of year-end data provided by the Cooperative Financing Corporation (CFC). This year's report was based upon 2007 information from 820 distribution electric cooperatives nationwide.**

CFC developed this report in 1975 to assist directors and managers in better comprehending the "big picture" of their system's performance and to monitor trends. This analysis allows us to see how our system is doing today and how it fared in prior years. The analysis also helps us determine what the future may hold so we can plan accordingly.

The report provides 145 key financial

and statistical ratios and these ratios are displayed from two views: (1) Tideland EMC's system data for the most recent five years and (2) a comparison of Tideland EMC's ratios to five peer groups sharing similar characteristics with our cooperative.

One ratio we closely follow is consumer density. This ratio measures the density of the utility system in terms of the number of consumers (meters) per mile of line. This ratio doesn't take into consideration the type of consumer or the size of the load. Fortunately, Tideland's consumer density continued to improve in 2007, with the median number of consumers increasing 2% to 9.19 consumers per mile of line. Given our



**Jill Lee**  
Finance Manager

rural makeup, Tideland and most cooperatives lag far behind other electric utilities. Investor-owned utilities average 35 consumers per mile of line while municipal systems enjoy 47 consumers per mile of line.

Clearly this represents a challenge for Tideland in our efforts to provide reliable electric service at the lowest possible cost. However, it's a challenge we are meeting with better planning and improved line construction methods.



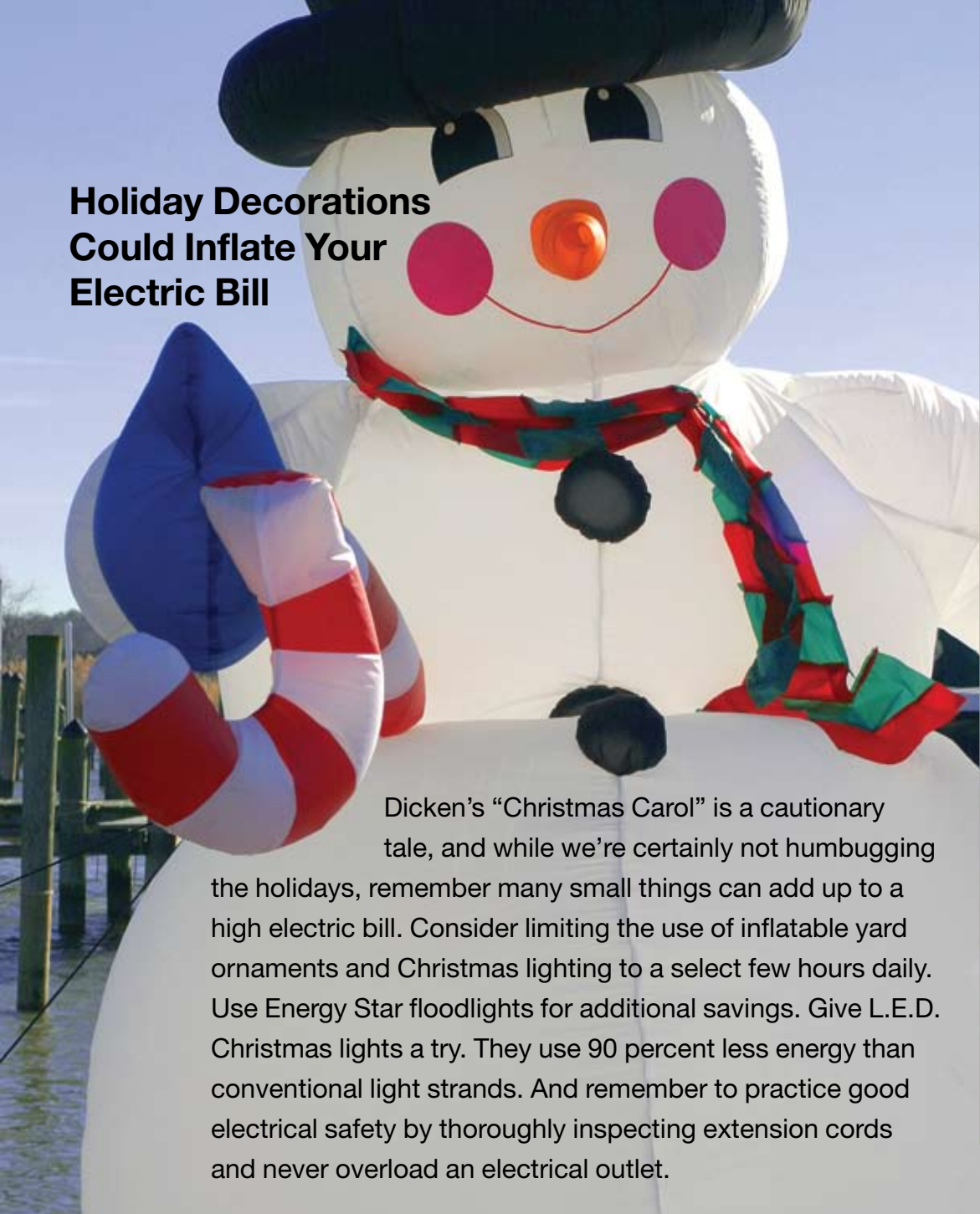
# TURN THE TIDE TOY DRIVE

Bring a new, unwrapped toy to any Tideland EMC office by December 12 and we'll make sure it is delivered to a needy child in the local community.



# 4 WAYS TO SAVE THIS HEATING SEASON

## Holiday Decorations Could Inflate Your Electric Bill



Dicken's "Christmas Carol" is a cautionary tale, and while we're certainly not humbugging the holidays, remember many small things can add up to a high electric bill. Consider limiting the use of inflatable yard ornaments and Christmas lighting to a select few hours daily. Use Energy Star floodlights for additional savings. Give L.E.D. Christmas lights a try. They use 90 percent less energy than conventional light strands. And remember to practice good electrical safety by thoroughly inspecting extension cords and never overload an electrical outlet.

1.  
**CHANGE  
FILTERS  
MONTHLY**

2.  
**KEEP  
THERMOSTAT  
AT OR BELOW  
68°**

3.  
**AVOID RAISING  
HEAT PUMP  
THERMOSTATS  
MORE THAN  
2° AT A TIME;  
DOING SO  
MAY ACTIVATE  
EXPENSIVE  
STRIP HEAT**

4.  
**DON'T CLOSE  
INTERIOR  
DOORS OR  
INDIVIDUAL  
HEAT  
REGISTERS**

## *2nd Annual Change a Light Contest Winners*



Another Hyde County family has won Tideland's annual Change a Light Contest. Last year's winners were Brandon and Alisa Greer of Grassy Ridge. This year we go a little farther east to congratulate Pascal and Ashlyn Ballance of Fairfield. They received a \$300 electric bill credit. Long time members of the cooperative, the Ballances have always taken an active interest in keeping their energy costs low. For many years they participated in the cooperative's time-of-use program. Now they've joined millions of Americans in switching over to compact fluorescent bulbs. Our thanks to all who entered this year's contest. You are all Energy Stars!

## Smith joins cooperative

mation Technology Council of the Charlotte Chamber of Commerce.

He has served on advisory boards or full boards for Reflex Security Corporation, Partners in After School Time, Mercury Interactive, BMC Software, and IBM Information Systems. Smith is currently involved with UNC Charlotte's College of Information Technology, Central Piedmont Community College, the NC Information Technology Association, and

NC State University's College of Physical and Mathematical Sciences Foundation.

Smith earned a BS in applied mathematics from NC State University and a MS in business administration from UNC-Greensboro. He and his wife Janie have been Tideland EMC members since 1991. Smith grew up in Belhaven and graduated from John A. Wilkinson High School.

REAL PEOPLE.  
REAL POWER.

## Tideland Topics

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

### BOARD OF DIRECTORS

Ray Hamilton, President  
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Jimmy Burbage, Mark Carawan,  
David Ipock, Garry Jordan,  
& Wayne Sawyer

### GENERAL MANAGER AND CEO

Cecil O. Smith, Jr.

### EDITOR

Heidi Jernigan Smith

24-Hour Customer Service  
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Automated Services  
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Call 811 Before You Dig To  
Locate Underground Utilities

WISHING YOU A  
HAPPY HOLIDAY SEASON



# Tideland EMC

**TIDELAND EMC OFFICES WILL BE CLOSED ON DECEMBER 25 AND 26.  
WE WILL RE-OPEN AT 8 A.M. ON MONDAY, DECEMBER 29.**

## Statement of non-discrimination

Tideland Electric Membership Corporation is the recipient of Federal financial assistance from the Rural Utilities Service, an agency of the U.S. Department of Agriculture, and is subject to the provisions of Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975, as amended; and the rules of the U.S. Department of Agriculture which provide that no person in the United States on the basis of race, color, national origin, age, or handicap shall be excluded from participation in, admission

or access to, denied the benefits of, or otherwise be subjected to discrimination under any of this organization's programs or activities. The person responsible for coordinating this organization's nondiscrimination compliance efforts is Myra Beasley, Manager of Corporate Services. Any individual or specific class of individuals, who feels that this organization has subjected them to discrimination, may file a written complaint with this organization; or the Secretary, U.S. Department of Agriculture, Washington, D.C. 20250; or the Administrator of the Rural Utilities

Service, Washington, DC 20250. Complaints must be filed within 180 days after the alleged discriminatory action, or by such later date to which the Secretary of Agriculture or the Administrator of RUS extends the time for filing. Identity of complainants will be kept confidential except to the extent necessary to carry out the purposes of the rules and regulations of the U.S. Department of Agriculture.

Cecil O. Smith, Jr.  
General Manager and CEO  
Tideland EMC  
Pantego, NC



# Tideland's top guy



Brad Cox, line superintendent for Tideland EMC's Pantego district, recently competed in the 11th Pole Top Rescue Competition for North Carolina's electric cooperatives. Cox started working with Tideland 21 years ago as an apprentice line-man.

Cox competed against 24 other line workers from North Carolina at the state competition held in Raleigh.

The pole top rescue drill consists of a line worker placing an emergency radio call, donning climbing gear, scaling 20 feet up a utility pole, rigging a rope, lowering a 105-pound mannequin to the ground and beginning CPR. Cox finished the drill in 2 minutes and 39.71 seconds.

More than 600 North Carolina electric cooperative line workers began the year competing for the 2008 title.





## The cleanest energy is the energy we never use.



Energy efficient electric technologies along with sensible building design and construction methods hold more promise for our energy future than all renewable resources combined. Enlighten your mind. Empower your life. Embrace efficiency.



# Tideland EMC

A Touchstone Energy® Cooperative



Attend One Of Tideland's **FREE** Residential Energy Workshops  
Thursday, January 15, 2009 • 7 p.m.  
Tideland EMC Corporate Office • 25831 Hwy. 264 East • Pantego  
Thursday, February 5, 2009 • 6:30 p.m.  
Ocracoke Community Center • Ocracoke Island