



NOVEMBER ■ 2009



REAL PEOPLE. REAL POWER. Tideland Topics

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

APPREHENDED: End of the line for energy-offending appliances



During September and October, Tideland EMC picked up more than 300 refrigerator-freezers from co-op members who couldn't resist the bounty placed on the aging energy offenders.

Under the North Carolina Renewable Energy and Energy Efficiency Portfolio Standard, the cooperative is able to claim the following savings associated with each unit turned in:

Refrigerator turn in:
1,946 kWh annually for 6.5 years

Freezer turn in:
1,662 kWh annually for 5.5 years

For more information regarding the results of the appliance turn in program see pages F and G of Tideland Topics.

Mattamuskeet Apples



PHOTOS COURTESY OF
BIG HORSE CREEK FARM

According to legend, the variety originated when the Mattamuskeet Indians, who once lived around the lake that bears their name, found the seeds in the gizzard of a wild goose.

The fruit hangs well on the tree and ripens in November. The fruit is medium-sized and slightly conical or irregular in shape. Its skin is greenish-yellow and covered with dull purplish or rusty overtones.

CONTINUED ON PAGE B

The flesh is dull yellow, firm, and juicy. The bloom, as you can see in the photo below, are beautiful.

The variety is well adapted for the coastal region and keeps well because it is very acidic when picked and then mellows while in storage.

To order a Mat-tamuskeet apple tree contact Big Horse Creek Farm at old apple@bighorse creekfarm.com



Message to our Member-Owners: The touchstone of community commitment



Clifton Paul
Secretary

Editor's Note: This is the third installment of a four-part series by Tideland EMC's board officers discussing the unifying principles of Touchstone Energy cooperatives.

Tideland EMC owes its formation to rural citizens who joined together to electrify the countryside. As a result, the cooperative takes its commitment to the community very seriously.

Over the years that commitment to community has taken many forms. Early on, a home economist taught members how to use simple electric appliances. Today our energy advisors work with members to increase energy efficiency. We conduct energy workshops for the elderly, low income households, and even churches.

Co-op employees routinely visit schools and meet with civic organizations to discuss a variety of topics from personal safety

around power lines to renewable energy options.

In recent years, we have made a concerted effort to recruit and retain business by tapping into economic development funds available to the cooperative through the US Department of Agriculture.

Our corporate commitment to community is reflected by the many positions our employees hold. Among them you'll find scout leaders and volunteer fire fighters. One lineman operates a non-profit fitness center in Engelhard. More than a dozen Tideland employees team up each year to do fundraising for the American Cancer Society's Relay for Life program.

Commitment to community also requires that

we be a good employer. That means empowering employees through training and education, and offering opportunities for advancement.

Tideland EMC isn't just committed to the communities we serve today. We're working to build the communities we'll serve in the future. To that end, we offer Bright Ideas classroom grants and college scholarships to help educate and train tomorrow's leaders.

Touchstone Energy's motto is "the power of human connections." We hope we are meeting that standard through our never-ending commitment to the communities we serve.

Don't fall for phone scams

Consumers in some parts of the nation are receiving phone calls from scam artists pretending to be from the local electric utility. They ask consumers to provide credit card or other financial account information and personal identification information over the phone. There are at least two flavors of this scam—one is to say the consumer owes on his/her account and will have service shut-off unless payment information is provided immediately. The other appears aimed more specifically at seniors. The caller claims the consumer can receive Federal stimulus dollars to pay their utility bills or receive a bill credit but the consumer must first provide his/her personal information (e.g. Social Security Number and utility account number). Do not become a victim of this and other telephone scams. If someone claims to be a Tideland EMC employee and requests credit card or banking information, hang-up and call the cooperative's 24 hour call center at 1.800.637.1079 to report the activity immediately.



MAKING THE MOST OF YOUR MONEY:

Marathon Water Heaters

Tideland EMC is now a retailer for the Marathon electric water heaters. As a member of Tideland EMC you may purchase the water heaters at cost from the cooperative. Twelve-month financing is also available at 5% interest. To qualify for financing, your co-op membership must be at least 1 year old with no history of disconnects for non-payment of your utility bill.

water within 5 degrees of the set temperature over a 24 hour period.

Lightweight: The Marathon is the lightest tank of any storage type water heater. In fact, the most popular 50-gallon model weighs a mere 91 pounds which is 20-30% less than comparable glass lined tanks and 60% less than cement/flyash-lined tanks. This means easier and safer installations.



Construction Features

- Energy Saving Pipe Wrap Kit - reduces heat loss through plumbing lines.
- Temperature and Pressure Relief Valve - factory installed.
- Watertight Gaskets - keep out overhead moisture and condensation.
- Seamless Molded Non-metallic Inner Tank - can't rust or corrode.
- Fill Tube - high temperature material to withstand thermal storage and other high temperature applications.
- High-tech Heating Elements - upper element fused to protect tank against "dry fire." Bottom element is low-watt density, stainless alloy for long life.
- Polyethylene Outer Jacket - resists dents and scratches during transit, installation and beyond.
- Envirofoam® - a great energy saver and friendly to the ozone layer—it's made without CFCs and HCFCs.
- Filament-wound Fiberglass Tank - has unmatched strength.
- Recessed Drain Valve - protected from damage.



Marathon water heaters, manufactured by Rheem, have been featured on ABC Television's popular series Extreme Makeover Home Edition, a program known for its use of high-quality, energy-efficient products.

Lifetime Warranty: Only Marathon offers a true no-leak lifetime warranty. No other manufacturer backs up their equipment to that extent. Marathon also backs up its equipment with a six-year labor warranty, which is unmatched in the industry.

Efficiency: Marathon water heaters have the highest Energy Factor (EF) of any water heater in their class. The tank is a virtual "Thermos" bottle. Just for comparison, Marathon's 50-gallon water heater will keep

Durability: Marathon tests every run of tanks and each has to withstand 100,000 cycles of 0 to 150 psi of pressure using 180°F water.

Size	Price*
30 gallon	\$607.48
40 gallon	\$627.63
50 gallon	\$658.44
50 gallon lowboy	\$696.37
75 gallon	\$792.38
85 gallon	\$818.45
105 gallon	\$901.42

*Price includes NC Sales Tax and \$3.00 White Goods Fee



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

Time's running out to enter this year's Change a Light Contest!

Mail in your receipt showing a compact fluorescent bulb purchased anytime since 05/01/2009 and you will be entered to win a **\$400** credit on your electric bill. You receive one entry for every bulb purchased! So remember to write your name, account number and phone number on the receipt along with the number of CFLs bought and mail to:

Tideland EMC
PO Box 159
Pantego, NC 27860

Entries must be received by 12/01/2009



Fall is the time to celebrate the cooperative form of business.

Did you know that U.S. cooperatives provide more than 2 million domestic jobs? In fact, the nation's top 100 cooperatives, including utility, finance and agriculture co-ops, generate more than \$150 billion in revenues annually.

Many thanks to you, our member-owners, for continuing to support the not-for-profit cooperative business model.



Improved TV standards on the way

The Environmental Protection Agency has revised the qualifications for televisions to achieve the Energy Star label, requiring TVs to be 40 percent more energy efficient than conventional models. These requirements will help con-

sumers save even more energy and money while reducing greenhouse gas emissions. Consumers will also continue to enjoy the features, performance and quality they expect. Televisions meeting EPA's new, more stringent Energy Star specifications will be available in stores nationwide starting May 1, 2010.

The new requirements raise the bar on how energy efficient a TV must be to earn the Energy Star label.

They require TVs to use less energy when turned on, ensure a satisfactory level of brightness and curb power associated with downloading program guide data. This all translates to big savings for consumers and the environ-

ment. If all televisions sold in the United States met the new Energy Star requirements, Americans would save \$2.5 billion annually in energy costs while reducing annual greenhouse gas emissions equivalent to the emissions of about 3 million cars.



With more than 19 million TVs with screens larger than 40 inches expected to ship to American homes in 2010, these Energy Star requirements will offer important

savings in larger size TVs. For example, the new requirements for 46 and 50 inch TV models will deliver almost 50 percent savings over conventional models of the same size.

If it sounds too good to be true...

You have probably seen ads for products claiming to heat homes at half the price of conventional methods. Marketed heavily on radio, and costing approximately \$400 depending on the model, ads state that they “can pay for themselves in weeks.” However, before Tideland members rush to their phones with credit cards in hand, it is wise that the true output and ultimate heating cost of these heaters be evaluated and compared with other heating units.



Using an electric space heater also requires certain safety precautions. First you need to be sure the circuit can handle the added load. Make sure fuses or breakers are properly sized. Also, avoid using extension cords with space heaters. Look for heaters that have an automatic shut-off device when the unit overheats and a tip-over switch which disables operation when the heater falls on its side. Finally, buy only Underwriter’s Laboratory (UL) approved heaters. Units with this designation meet voluntary safety standards.

The Cooperative Research Network (CRN) has indicated that electric space heaters, can save money on heating bills if properly used in specific applications.

It is relatively easy to calculate the expense of operating a space

heater. For example, a 1500-watt unit running for one hour at the national average rate of 12 cents per kWh will cost 18 cents. While this does not seem like a lot of money, over a 24-hour period, the amount rises to \$4.32. Over a one-month period, the total is nearly \$130.

For a space heater to reduce your bill, you must be willing to turn down the central heating system thermostat several degrees. By using a strategy called “zonal heating,” once the central thermostat is lowered, a space heater is placed in an occupied room to increase the comfort level. The effectiveness of this however, depends on the home’s design. An open floor plan where it is difficult to divide or close off certain areas is not well suited to zonal heating.

“For a short period of time, space heaters can make a small area comfortable, but you need to be careful how much they are used and where they are located,” cautions Tideland energy auditor Larry Johnson. “Consumers also need to figure how long it will take to recoup the purchase price of the heater. It will be difficult to make up the difference for a \$400 heater.”

Advertisements for the infrared heaters claim occupants can lower their thermostat to 50 degrees because their units use less energy to create heat than other sources. However, Johnson says this is untrue. “It doesn’t matter where you buy an electric space heater; they all exert the same amount of heat and consume the same amount of energy.”

In other words, a 1500-watt infrared heater, priced at \$400 produces the same amount of warmth as a 1500-watt heater

costing \$40 at your local hardware store because a watt is a watt.

Portable electric space heaters can be an excellent way to provide spot heat for a short duration of time, but for consumers looking to substantially lower their heating bill, stopping energy leaks by using caulk, insulation, weatherstripping or repairing windows and ductwork is a better alternative.

And the next time an advertisement that appears “too good to be true” arrives in the mailbox, know that ...

it probably is.



Cold Appliances, Warm Hearts

by Heidi Jernigan Smith

With more than 30 tons of old refrigeration equipment delivered to the recycling center, Tideland's refrigerator-freezer turn in program has officially concluded. Tideland employees Joe Avery, Larry Carraway, Ryan Tyndall, Steven Barber and John Emke each deserve a round of applause after hauling away 327 units.

I went along on most pick-ups for a number of reasons. For starters, it's all well and good to develop a plan on paper, but I wanted to know firsthand how the best-laid plans worked in actuality. All in all things went well, due in large part to the aforementioned employees' positive mental attitude and the patience of Tideland members participating in the program. We were also fortunate to have a very accommodating recycler who worked around our pick up schedule.

Another reason I went along was to document data that will be reported to the North Carolina Utilities Commission (NCUC) so the co-op can receive full credit for the kilowatt-hour savings we will realize as a result of the turn in program. This documentation is particularly significant since Tideland's program is the first of its kind that the NCUC will review. Based on the number and types of units turned in, Tideland's projected energy savings over the next 6.5 years will be 3.7 million kilowatt hours! This will account for more than one-third of Tideland's mandate to replace 10 million kilowatt hours of fossil fuel and nuclear generated energy

with either renewable generating sources or reduced energy use by 2012. Thank you so much to each of you who are helping Tideland meet this goal. This is a prime example of "Real People. Real Power."

However, the best part of riding along during this house-by-house campaign was meeting so many Tideland members. Every day out on the road led to a new experience permanently deposited in my memory bank. At the last stop during our longest day on the road, when we were certain there was no way to fit one more refrigerator on the trucks, we pulled up to the

Craven County home of Cathy Norman. If faith can move mountains, Mrs. Norman was equally convinced it could also get her refrigerator on the truck. Sure enough, it did. To show her gratitude, or maybe I looked tired and hungry, she gave me a copy of her church's cookbook.

Over the weekend I read all about the history of New Haven Free Will Baptist Church and perused the

recipes. When we resumed pick-ups in Craven County the following Wednesday I felt like I already knew many of Mrs. Norman's neighbors and kinfolk through their recipes. As soon as I get over my refrigerator hangover and can approach my own kitchen appliances without getting the jitters, I fully intend to make Gwyn Grega's vegetable bars.

By the way, if you're hot and thirsty on the job, there's nothing better than picking up old refrigerators because most still have a few cold sodas left inside that the owners are eager to part with. Thank you to all who refreshed our journey!

If I'm ever on the gameshow Jeopardy I hope they have a category about refrigerator history. In Ken- nel's Beach we met Patrick Gurley who had two 1950s era refrigerators. The older model was a perfectly maintained 1954 Philco that we did spare from the landfill for history's sake. The electrical cord was cut, so the unit will never again consume another kilowatt hour.

After Googling Philco, I learned the company was



Patrick Gurley and his 1954 Philco with Tideland employees Ryan Tyndall and Joe Avery.



bought by the Ford Motor Company in 1961. The very next week we picked up a Philco-Ford refrigerator complete with the Ford emblem on the door handle. "I'll take refrigerators for \$2,000, Alex!"

I have learned one thing after 17 years of working for the co-op: we serve a lot of retired engineers. Some folks however, like Donald Sauls, have been saving up all their acquired engineering prowess for their golden years. Mr. Sauls is a motor parts store owner from Pitt County, who spends more and more time at his cottage in Lowland.

I called the Sauls' residence to schedule pick up of their refrigerator. Mrs. Sauls answered the phone and said, "Well, there's just one problem. It's outside on the front porch."

"Perfect," I replied. "You don't even have to drive down to meet us. We'll just load it up and credit your account the next day."

"The problem is the house is eight feet off the ground and we won't have any stairs for about two weeks," Mrs. Sauls responded.

"Well, just call when you're ready and we'll come back by," I said before wishing her a good evening.

Within minutes my phone rang back and it was Mr. Sauls on the line. "You just need to verify the unit is cooling before you take it, right?"

"Yes, sir," I said hesitantly, wondering where this conversation was headed.

"Well, I have some drinks and ice still in it so when you get there I'll let you inspect the refrigerator and then we can just push it off the side of the porch," replied Mr. Sauls, the budding engineer.

"Wow," I thought, "my Jeopardy knowledge is multiplying exponentially. Why, yes, Alex, refrigerators do in fact bounce!"

Fortunately, Mr. Sauls is also a budding excavator and told me he



Lowland logistics

has this nifty rig called a Terramite (which I originally mistook for "termite" and thought Mr. Sauls seemed particularly cheerful to have something everyone else dreads). When pick up day arrived, Mr. Sauls was joined by his brother-in-law, who really wants a Terramite of his own by the way, and they had a ladder propped against the porch so we could climb up to verify the unit was still cooling. The refrigerator was then leaned over onto the Terramite and Mr. Sauls lowered it safely to the ground. I have probably left out a few humorous details, but as they say, "What happens in Lowland, stays in Lowland."

Tied for one of the most memorable moments was our September 26 appointment at Peggy Cayton's home on Mary's Chapel Church Road in Blounts Creek. Peggy was hosting a baby shower that afternoon and asked us to schedule her first thing in the morning so she could get back to fixing cake squares.

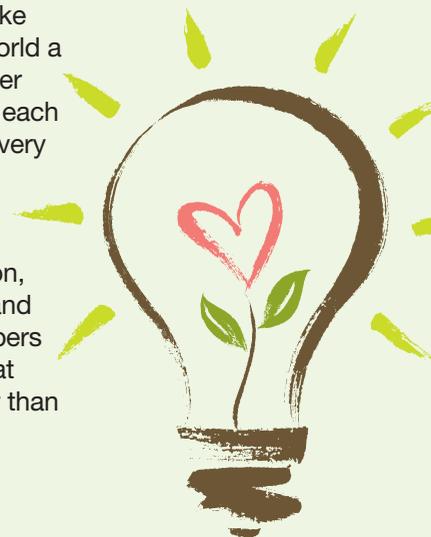
The week before Peggy's pick up, the mosquitoes came out in full force in Tideland territory

so I stopped in Washington that morning to buy a can of industrial strength mosquito repellent. At a little after 8 I turned on to Mary's Chapel Church Road, following the big Tideland box truck, and the can of repellent rolled into the floorboard and under my feet. When I reached down to retrieve it, I heard an awful snap, the sound of the shoulder strap breaking on my dress. I clutched my sweater tight and made my way to Peggy's back door and said, "Would you by chance have a safety pin I could borrow? I've had a bit of a wardrobe malfunction." Peggy took one look at my dress and immediately shuttled me off to her bedroom where she handed me her housecoat and said, "You just change right into this, hand me that dress and I'll have you put back together in no time." Sure enough, she sat right down at her sewing machine and within seconds my dress was better than new!

It's people like Peggy Cayton, Donald Sauls, Cathy Norman and countless other Tideland members that make working for the co-op a continuous blessing.

Real people have real power to make the world a brighter place each and every day.

In my opinion, Tideland members do that better than most.



Give LED lights a try this holiday season



REAL PEOPLE.
REAL POWER.

Tideland Topics

www.tidelandemc.com

BOARD OF DIRECTORS

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

GENERAL MANAGER & CEO

Cecil O. Smith, Jr.

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 is an LED?

Light emitting diodes, or LEDs, are small light sources that are illuminated by the movement of electrons through a semiconductor material. LEDs are exceptionally energy efficient when producing individual colors, many using up to 90% less energy than an incandescent bulb to produce the same amount of light. For example, the amount of electricity consumed by just one 7-watt incandescent bulb could power 140 LEDs — enough to light two 24-foot (7.3-meter) strings.

Energy Star[®] Qualified Decorative Light Strings:

- Can last up to 10 times longer than traditional incandescent strands.
- Are cool to the touch, reducing the risk of fire.
- Do not have moving parts, filaments or glass, so they are much more durable and shock-resistant than other light strings.
- Are available in a variety of colors, shapes and lengths.
- Come with a three-year warranty, meaning fewer light string replacements.
- Are independently tested to meet strict lifetime and electrical requirements.
- Products labeled for outdoor use are subjected to weathering tests.
- Some models deliver features such as dimming or color shifting.

HOLIDAY OFFICE CLOSING: THURSDAY & FRIDAY, NOVEMBER 26 & 27
OUR 24-HOUR CALL CENTER WILL REMAIN OPEN

REAL DO-IT-YOURSELF SOLUTIONS:

Window air conditioner cover

Photos by Kim Fennema



During a recent energy audit, Tideland auditor Larry Johnson found a home with five window air conditioners. If left in place during winter, window air conditioning units can be a major source of cold drafts that increase heating bills.

cover the air conditioner. A cover will also prevent ice, rain and leaves from collecting on the compressor housing and causing it to rust out.

Reusable outdoor covers are available at most hardware stores or home improvement centers and cost only a few dollars. Snug fitting indoor covers are also available for \$14.95 by visiting www.energyfederation.org.

