

# New Enterprise Rural Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 



One of 14 electric cooperatives serving Pennsylvania and New Jersey

3596 Brumbaugh Road  
P.O. Box 75  
New Enterprise, PA 16664-0075  
814/766-3221 • 1-800-270-3177  
FAX 814/766-3319  
Website:  
www.newenterpriserec.com

**BOARD OF DIRECTORS**

- Leroy D. Walls, President**
- Harry Johnson, Vice President**
- John R. Dively, Secretary**
- Robert Guyer, Asst. Secretary**
- Dean Brant, Treasurer**
- David Bequeath**
- Timothy Newman**
- Ellis Sollenberger**

**OFFICE HOURS**

**Monday through Friday**  
**7 a.m. - 3:30 p.m.**

**EMERGENCY OUTAGE NUMBER**

**814/766-3221**  
**1-800-270-3177**

FROM THE MANAGER/CEO

## Thinking about solar or wind power at your home?



**Rick L. Eichelberger**  
General Manager & CEO

**CONCERNS** about the environment, the trend of fuel prices and news of rate increases across the country have caused some consumer-members to consider alternative energy sources such as wind and solar to generate all or a portion of their electricity needs.

**IF** done in a safe, economical, reliable and environmentally friendly manner,

we encourage conservation and green efforts including member generation of electricity, also known as distributed generation.


Tax incentives, “green” everything, news stories and sales advertisements for generating your own power have created a lot of interest. The idea of having your own wind or solar project in your backyard can be exciting to many. Electric bills could be reduced and you would be using renewable energy with your own distributed generation project.

If you are someone who has been thinking along these lines, we want to make a simple recommendation to you. *Please, carefully consider the technical options and economic implications before spending your money.* You will want to determine if a distributed generation project will save you money by determining the output and operating expense and comparing it to the cost of energy supplied by New Enterprise Rural Electric Cooperative. A reputable vendor of solar or wind generation products should be willing to assist you in completing the analysis.

All electric cooperatives work together supporting increased investment in renewable energy, energy conservation, clean-coal technology, nuclear and other initiatives such as bio-fuel projects, large-scale wind farms, methane digesters, and landfill gas reclamation.

The rural electric cooperatives in Ohio get their electricity from Buckeye Power, Inc., their generation and transmission cooperative. Buckeye has installed a residential-size wind project and a solar project that provide real-time data on its website: [www.buckeyepower.com](http://www.buckeyepower.com). The economics of each project are given showing initial and annual costs along with the kilowatt-hour (kWh) production. The kWh cost for the 10KW wind turbine is 74 cents/kWh. The kWh cost for the 2.3-KW solar system is 80 cents/kWh. The average cost of a kWh for a Pennsylvania rural electric cooperative is 10 cents.

I highly encourage anyone with thoughts of investing in a backyard wind or solar project to check out the data from the Ohio cooperative demonstration projects. Actual results can be seen before you spend tens of thousands of dollars for a huge disappointment.

Nearly 10 percent of New Enterprise Rural Electric’s electricity already comes from green hydroelectric resources — the hydro plants at Lake Raystown and the Great Lakes region in New York. Emissions-free nuclear resources — the nuclear plant in Berwick, Pa., along the Susquehanna River — generate another 60 percent. Through Allegheny Electric Cooperative, Inc., we are accomplishing a lot of what much of the world is talking about in electric generation. 

# What is an electric cooperative?

**NEW ENTERPRISE REC** is an electric cooperative owned by the people we serve. Rural electric cooperatives may be different from other utility companies you have dealt with in the past. We are a not-for-profit, member-owned rural electric cooperative. There are no stockholders. You, as a consumer-member, have a say in how this business is run. An annual meeting is held every June. At this meeting, you have the opportunity to elect directors to serve on the eight-member board of directors, plus hear progress reports and future plans of the cooperative.

New Enterprise REC was incorporated in November 1938. Rural electric cooperatives were built by people living in rural America who wanted to have the same conveniences as their city neighbors. Investor-owned utilities wouldn't supply these folks with the wonder of electricity because there wasn't money in it. After all these years, electric cooperatives are still locally

to deliver messages that show why we are different from investor-owned utilities.

One of every four Americans is a member of a cooperative. Even if you're not a co-op member, you still depend on cooperative businesses for essential products and services. Many articles in your daily newspaper may be labeled "Associated Press" or "AP." These stories were written by individual reporters but distributed by a cooperative news organization. Some of the bigger cooperatives include Sunkist, Land O' Lakes, Ocean Spray, Agway, and the list goes on. The largest cooperative class in the nation is your credit union, serving more than 48.5 million members. Seven guidelines called "The Rochdale Principles" have been established. Without these principles, the cooperative movement, which now serves 60 million people in the United States and 200 million people worldwide, might not exist. As a cooper-

each member if it increases membership.

► **Democratic member control**

— Cooperatives are democratically controlled, with each member having one vote in deciding cooperative policies. Control remains in the hands of all customers, not just a few like in stockholder-controlled companies. Directors are elected from among the membership. The greatest responsibility of the directors is to select managers who hire other employees and run the cooperative on a day-to-day basis. The managers' greatest responsibility is to operate the cooperative in a way that provides greatest benefit to the members.

► **Member economic participation**

— Members contribute equitably to, and democratically control, the capital of the cooperative. The economic benefits of a cooperative operation are returned to the members, reinvested in the co-op, or used to provide member services.

► **Autonomy and independence**

— Cooperatives are self-sustaining, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise money from outside sources, they do so on terms that ensure democratic control by their members and maintain their cooperative identity and independence.

► **Continuing education**

— Education and training for members, directors, managers and employees is stressed so they can contribute effectively to the development of their cooperative. Public education — particularly of young members and opinion leaders — is also highlighted because people won't support something they don't understand.

► **Cooperation among cooperatives**

— Mutual support helps cooperatives improve services, bolster local economies, and deal more effectively with social and community needs.

► **Concern for community**

— Cooperatives work for the development of their communities through policies accepted by their members, even while focusing on member needs. ☀



owned and operated. More than 625 cooperatives in 45 states throughout the United States have formed an alliance called Touchstone Energy®.

Touchstone Energy provides added value to electric co-operatives through a variety of resources. The brand was primarily designed to be a cost-efficient communications and advertising tool. With advertising budgets being very limited, communicating with consumer-members can be a challenge at times. Electric cooperatives have always joined together to help each other. Touchstone Energy cooperatives have joined together as a national network, pooling resources

active, New Enterprise REC is committed to providing our members with reliable, affordable electricity by following the Rochdale Principles listed below. On occasion, New Enterprise REC likes to remind you what it means to be a cooperative member and to inform new members what exactly a cooperative is and what it stands for.

► **Voluntary and open membership**

— Membership in a cooperative is available to all who can reasonably use its services, regardless of race, religion, sex or economic circumstances. All businesses need customers. In most cases, a cooperative can do a better job for

# Did you know that energy vampires lurk in your house?

You might think that vampires only come out at night or during Halloween. Well, guess what. They are everywhere, all of the time, working 24 hours a day, using energy at your house; and they are adding



some 20 percent each month to the amount your family pays for energy.

Vampire energy is a type of energy used by things that consume electricity 24 hours a day, even when they are turned off or not being used. TVs, VCRs, DVD players, computers/printers, stereos, microwaves, coffee machines, washers/dryers, rechargeable power tools, etc., are the everyday secret users of vampire energy. You think you have turned them off, but they are still running.

In fact, did you know that a television with a remote could use more energy during the 20 hours it is turned off waiting for you to turn it on than it does while you are watching it for four hours in the evening?

And don't forget about those little clocks on microwaves and VCRs — with every blinking second, they, too, are using vampire energy and adding to your monthly energy bill.



According to energy experts, the amount of energy used by these vampire consumers can add up quickly. Vampire energy amounts to about 5 percent of energy consumed in the United States and usually costs consumers more than \$3 billion each year.

## So, what can you do?

- ▶ Start by unplugging appliances directly from wall outlets when not in use. Instead of turning your electronic devices off one at a time, make the job easier by plugging all of your electronics into a power strip or two and “switch off” the power strip after you have finished using the item(s). Don't worry; this will not harm your electronics.
- ▶ If you are not going to be using your computer for a while and don't want

to shut it down, simply turn off your monitor. Screen savers do not reduce the amount of energy used.

- ▶ Try to use natural light whenever possible during the day; turn lights off when you are not using them.
- ▶ If you know someone who is planning to buy a new appliance like a refrigerator or dishwasher, make sure they look for ones that have earned the EnergyStar® designation — they use less energy, sometimes half as much, to perform their normal duties.

EnergyStar® is a blue sticker that can be found directly on the on the appliance itself or the box it comes in. You can also check the yellow Energy Guide Label that shows



how much energy the appliance will use and compare it with others.

We all know that money does not grow on trees! So, beware of energy vampires and do not let them continue to suck energy from your home, especially when you are not there to join in the fun. ☺



## Co-op plans to honor veterans

In November we would like to honor men and women who have or are currently protecting our freedom. Please submit these names by: stopping by, calling Brawna at 814/766-3221 or 800/270-3177 extension 224, emailing to [bsell@newenterpriserec.com](mailto:bsell@newenterpriserec.com) or mailing. The names will be displayed on stars in our front lobby for all who come into our office to see.

In May, we honored those who gave their lives, but this time we would like to honor people who are still living. If you would like, you can give us the name, rank and/or war that your sons, daughters, husbands, wives, mothers, fathers, other family members or friends served in or are serving in.

This is just a small gesture to honor the sacrifices these people and their families made or make every day, but we feel it is very important to remember these heroes who are willing to give it all for us and this great country.

*The cost of freedom is always high, but Americans have always paid it. And one path we shall never choose, and that is the path of surrender, or submission. – John F. Kennedy*



## KIDZCORNER

### Pumpkin facts



- ➡ Pumpkins are not vegetables – they're fruit!
- ➡ Pumpkins have been grown in America for over 5,000 years. They are native to the western hemisphere and were completely unknown in Europe before the time of Columbus.
- ➡ There was probably some kind of pumpkin served at the first Thanksgiving feast. Pumpkins and other forms of squash once formed the basic diet of Native Americans.



- ➡ The world's largest fruit is the pumpkin.
- ➡ The largest ones can weigh over 1,000 pounds!
- ➡ Pumpkins can be white, yellow or orange in color.

## Thanks for doing the 'Electric Shift'

BY BY RON HOUCK  
Technical Services Representative

**YOU PROBABLY HEARD** television and radio ads describing our "Electric Shift" initiative this summer. Hopefully you took note of the insert describing the Electric Shift in your July 2009 billing or read the article in the June 2009 edition of *Penn Lines*. Our website, [www.newenterpriserec.com](http://www.newenterpriserec.com), also showed a scrolling alert on days where high regional electrical demand was anticipated.

Thank you for participating in the Electric Shift. Your efforts helped reduce our future wholesale power costs. Your cooperative's electrical load at our three substations was recorded during weekdays where heavy electrical demand occurred within our regional transmission grid. Generally, extended hot, humid weather in the Washington, D.C., Philadelphia, New Jersey and New York City areas in addition to our own areas trigger the Electric Shift ads.

We ask consumer-members to participate in doing the Electric Shift due to the way our wholesale power bill is calculated. The five hours of highest weekday electrical demand during the period of June 1 to September 30 are used to determine our average demand contribution to the regional transmission grid. Saturdays and Sundays are not part of the equation. The lower we keep our demand these anticipated five hours, the lower a specific portion of your cooperative's power bill will be the following year. While we are not rewarded with discounted power for reducing demand, we do keep from being penalized.

Remember, Electric Shift will return next year, so be prepared to take note of hot and humid summertime weather patterns. Please call Extension 227 at our office if you have any questions about doing the Electric Shift.

## Fall into a new habit

With daylight savings coming this fall, you should remember to change something other than your clock. The National Fire Protection Association (NFPA) recommends that you change the batteries in your smoke detector. According to NFPA, smoke detectors have reduced the number of home fire deaths by half since they were installed in homes during the 1970s. Ninety five percent of homes have at least one smoke detector. Unfortunately, a third of those smoke alarms won't sound due to dead, missing or disconnected batteries, according to NFPA.

While changing your batteries this fall, keep these other smoke alarm tips from NFPA in mind:

- ▶ Don't paint the smoke alarm or place decoration near it, as it might cause the alarm to malfunction.
- ▶ Test smoke alarms monthly by using the alarm's "test button."
- ▶ Replace the batteries for your smoke alarms every fall or when the alarm "chirps."
- ▶ Regularly clean your smoke alarm to keep it in proper working order.
- ▶ Your smoke alarms should be replaced once every 10 years.
- ▶ Never "borrow" a battery from a smoke alarm.
- ▶ Are your smoke alarms listed by Underwriters Laboratories?
- ▶ Have you considered installing hard-wired, interconnected smoke alarms with battery back-up so that if one alarm operates, they all signal together?
- ▶ Have you installed smoke alarms on every level of your home and near every sleeping area?