



Roanoke Electric **FLASHES**

INSIDE

Serving 14,400 Members "Owned by those we serve"

Local students represent co-op 22 New TVs and your electric use 24
Our Energy, Our Future 23

Co-op members receive CFL coupons with Roanoke EC & ACE Hardware partnership

Roanoke Electric Cooperative has entered into a partnership with two area Ace Hardware stores to offer compact fluorescent lights (CFLs) at a discounted price. This is a \$6.99 offer for a five pack of GE energy smart lamps. The normal retail price for the CFLs offered usually range from \$9.99 to \$13.99. The 13-watt, 20-watt, and 26-watt bulbs are the three options available for purchase in a pack of five. These lights give the same amount of visible light as the 60-watt, 75-watt, and 100-watt bulbs, respectively.

CFLs are more energy efficient than standard incandescent lights and their lifespan is 8 to 15 times longer. Some CFLs have been reported as being in use for as long as 15,000 hours where most incandescent lights are replaced

after 1,000 hours. CFLs are generally more expensive, so this program will make them more affordable for REC members.

"Offering these lights at a discounted price gives REC an opportunity to help its members become more energy efficient," stated Curtis Wynn, Executive Vice-President and CEO.

REC members will find a coupon included in this month's issue of the Carolina Country magazine. This coupon can be redeemed at Ace Hardware stores located at 1405 Memorial Drive E., Ahoskie, N.C., and 1713 N. Main Street, Tarboro, N.C. It is bar coded with the cooperative's ID and each member's specific member number. This is a limited-time offer, so please purchase your CFLs before Friday, October 31,



Left to right: REC Member Services Representatives Heather Joyner, Susan Tann and Susan Williams with stacks of CFLs.

and save on energy dollars by replacing incandescent bulbs around your house with your new CFLs.

Note: This is a pilot program, so the cooperative plans to launch this program again in the future with a broader coverage area.

INSTANT SAVINGS
on Energy-Saving CFLs



Roanoke Electric Cooperative
Your Teachers' Energy Cooperative



ACE
The helpful place.

Redeem this coupon at your Ace Hardware store.

Ace Hardware of Ahoskie 1405 Memorial Dr. E. Ahoskie, NC 27910 (252) 332-8038	Ace Home Center 1713 N. Main St. Tarboro, NC 27886 (252) 823-7011
----------------------------------------------------------------------------------------	----------------------------------------------------------------------------

Would you spend \$6.99 now
to save \$295
on your electricity bill in the future?

Limit 1 pack of CFLs per customer. Instant savings expires October 31, 2008.



Look for the coupon insert in the center pages of this maazine.

REC Youth Scholar attends 2008 Cooperative Education Conference

Every year the National Institute for Cooperative Education (NICE) provides opportunities for young people to become more familiar with the characteristics of the American competitive business system placing special emphasis on cooperatives.

This year, Roanoke EC's Youth Scholar Jalia Catina Barrett, a sophomore at Northampton County High School-East in Jackson and a resident of Conway, joined scholars from across the

state at the NICE conference held July 27-30 at UNC-Asheville.

The objectives of the program are as follows:

- Increase the understanding of basic cooperative principles and how cooperatives are structured and operated
- Provide opportunities of leadership development
- Have fun through recreation, motivation and fellowship.

Roanoke EC congratulates, Jalia!



Jalia Barrett

Students Attend 2008 Rural Electric Youth Tour in D.C.

Roanoke Electric Cooperative recently celebrated its representatives for the 2008 Rural Electric Youth Tour, which took place June 14-20 in Washington, D.C. This year, Northampton County High School East Junior Brittany Bowser-Creecy and Northampton County High School West Senior Taylor Martin were selected to attend.

Brittany, the daughter of Bryant and Sylvia Creecy, is an honor student with a special interest in psychology and enjoys arts and crafts in her spare time. Taylor, the daughter of Amecia Evans, takes a special interest in performing arts and humanitarianism. Every year the nation's cooperatives sponsor the Rural Electric Youth Tour, where more than 1,000 high school juniors and seniors attend.

Both Bowser-Creecy and Martin are involved in multitude of school and community activities, and were excited to participate in the Youth Tour where they enjoyed meeting teens from across the nation who were similarly sponsored.

By being chosen to represent the

cooperative at this year's event, Bowser-Creecy and Martin were able to enjoy a six-day, all-expenses-paid trip that allowed them the opportunity to spend a day on Capitol Hill, tour the White House, visit national monuments and museums, cruise the Potomac, and learn about the cooperative way of doing business.

Electric cooperatives encourage high school juniors and seniors interested in participating in future tours to fill out an application through their local coop or speak with a counselor at their high school for more information.

Applicants are evaluated on essay submission and overall character, academics and community involvement.

If you or someone you know is interested in participating in the 2009 Rural Electric Youth Tour, contact Diana Mitchell at (252) 539-2236 ext. 230, or Rosetta Smith, ext. 280, or email dmitchell@roanokeelectric.com or rsmith@roanokeelectric.com. Applications are available online at www.roanokeelectric.com.



YOUTH TOUR



Brittany Bowser-Creecy (top) and Taylor Martin Senior (bottom) were selected to attend this year's Youth Tour.

Make your voice heard on critical energy issues

More than 70 years ago, a fledgling network of locally controlled, member-owned, not-for-profit utilities tackled the massive task of bringing safe, reliable, and affordable electric service to America's vast rural heartland. After meeting that initial challenge, electric co-ops have continued to expand operations, and now serve more than 40 million consumers in 47 states.

But a new challenge, as daunting as any faced since those early days, is putting electric co-ops to the test. Between now and 2030, consumer demand for electricity is expected to increase by 30 percent. To meet that, our nation must add about 264,000 MW in power plant capacity. However, road blocks—some out of our control, some not—are delaying this required boom in generation construction.

Economic growth around the world has produced record orders for basic construction materials such as steel, cement, and crushed stone. As a result, the average cost of building coal and nuclear power plants here at home has increased by 27 percent over the past year, and is up a full 130 percent from 2000.

Now a second factor, the need to develop climate change policy, has slowed desperately needed power plant construction even further. With uncertainty about potential costs of climate change policy, many lenders see the needed plants as too risky. Of 151 new coal plants announced since 2002, only 15 have been built—generation and transmission co-ops (G&Ts) have full or

partial ownership in six of them.

Issues preventing development of coal and nuclear power facilities are forcing power suppliers to use fuels such as natural gas, which is subject to wide swings in price, to generate electricity. Coal itself, a once inexpensive fuel, has recently shot up in cost as well. The impact of these mounting fuel issues is being compounded across the country as dramatic electric rate hikes are announced, driven by steady cost increases.

But the economic effect of climate change policy has yet to be seen. Electric cooperatives are fighting to protect our members; fighting to minimize the cost impact of legislation currently being discussed by lawmakers—legislation that could otherwise go wrong for consumers, and go wrong for the country.

As your provider of safe, affordable, and reliable electric service, Roanoke Electric is a champion of the right policy, which meets its climate change goals while keeping bills affordable. What has been

described as a perfect storm—the clash of growing demand, skyrocketing power plant construction and fuel costs, and climate change policy constraints—has hit home. It is no longer a far-away problem reserved for backroom discussions in Washington, D.C., or state capitals.

As you may know, electric cooperatives across the country have launched a grassroots campaign called “Our Energy, Our Future: A Dialogue With America” to ensure that your voice gets heard. This campaign seeks to engage elected officials on critical energy questions, such as how to balance growing electricity needs and environmental goals, and how much of all this will affect electric bills.

Please visit www.ourenergy.coop to join this important conversation. Let lawmakers know that the actions they take regarding our energy challenges have will carry enormous consequences for the folks back home. It is time to make our voices heard.





Our Energy, Our Future
A Dialogue With America

Let's Start the Conversation with Our Elected Officials...
Ask Tough Questions. Demand Straight Answers.

www.ourenergy.coop

TV energy use varies a lot depending on type

Streamlining your home's energy use can make a big impact on monthly electric bills, especially with rising fuel costs rising. But the devil is in the details, and everyday energy wasters are sometimes easy to overlook.

One ever-present culprit lurks in your home right now. When combined with DVD players and video game consoles, television use makes up about 10 percent of an average household's annual electricity bill, according to Energy Star, a joint program of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy.

Depending on the technology behind the TV you're watching, your monthly related energy costs can vary dramatically. Standard sets use a cathode ray tube, with those smaller than 40 inches drawing roughly 73 watts when on—close to what a 75-watt incandescent lightbulb uses. An average flat-screen LCD television of the same size also requires 70 watts, while a similar flat-screen plasma TV can really suck some power, consuming an average 246 watts when on.

With more families opting for flat screen TVs these days, the choice between LCD and plasma can really make an impact, to almost startling levels on a national scale.

Currently, there are more than 275 million TVs in use across the country, with the average



household tuning in 4.7 hours a day. It takes more than 50 billion kilowatt-hours a year to keep those sets on, according to EPA, meaning it costs Americans \$5.2 billion to watch all of that TV.

Of the total electricity generated in a single year, a full 1.2 percent goes toward keeping televisions glowing. And if current buying trends continue, that number could climb to nearly 2 percent in a few years, according to the Natural Resources Defense Council, a New York City-based environmental advocacy group.

The good news is that energy-efficient TVs—LCD, plasma, and otherwise—are becoming available. This November, blue Energy Star labels will appear on all TVs that use less energy when turned on. Current Energy Star TV labels only indicate how efficient a set is when switched off, in standby mode.

“Energy Star’s new specifications for televisions are turning the channel on energy guzzling sets, making them go the way of rabbit-ears and black and white broadcasts,” quips EPA Administrator Stephen Johnson.

Energy Star estimates that if all of the TVs sold in the United States meet the new requirements, energy savings could grow to \$1 billion a year. Related greenhouse gas emissions, meanwhile, would be reduced by the equivalent of taking about 1 million cars off the road.

If you're not in the market for a new TV, you can still cut back on the electricity your old set uses by adjusting the picture settings. The brighter the screen, the more energy it needs. Also, the small stream of electricity a TV draws while in standby mode can be eliminated by unplugging it, or by plugging it into a power strip that can be switched off.

Sources: U.S. Department of Energy, U.S. Energy Information Administration, Natural Resources Defense Council, U.S. Environmental Protection Agency, National Rural Electric Cooperative Association.

Roanoke Electric FLASHES

Published monthly for the member-consumers of Roanoke Electric Cooperative

P.O. Box 440,
Rich Square, NC 27869
Office: (252) 539-2236
or 1-800-433-2236

For outages call: 1-800-358-9437

For electronic bill payment:
www.roanokeelectric.com

We accept VISA, MasterCard
& E-check.

Visit our web sites at:
www.roanokeelectric.com
www.roanokeenergy.com

Executive Vice President/CEO
Curtis Wynn

Board of Directors

Allen Speller, *president*

Robert “Nat” Riddick,
vice president

Delores Amason,
secretary-treasurer

Johnnie P. Garner,
assistant secretary-treasurer

Carolyn Bradley

Chester Deloatch

Kenneth Jernigan

Millard Lee

Damell Lee