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Daniel P. Murphy

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Your Touchstone Energy® Partner

## Your money stays at home

**EVER WONDER WHO OWNS YOUR POWER COMPANY?** If you get electricity from Newberry Electric Cooperative, the answer's easy—look in the mirror.

You and other folks who receive electricity from us are the owners.



Of course, being an owner doesn't mean you can drive to a substation and take home a transformer or borrow a spool of wire. Those assets are owned collectively by everyone who has signed up for electric service. A portion

of the electric bill you pay each month, in fact, goes into building distribution infrastructure—poles, wires, and substations—that bring you a steady supply of power.

Cooperatives follow a unique consumer-focused business model led by a set of seven principles. The Third Cooperative Principle, "Members' Economic Participation," requires all of us to chip in a bit on our monthly bill to keep Newberry Electric Cooperative in good shape.

Your cooperative conducts business locally. Investments we make in infrastructure don't profit someone in an area far away—benefits stay right here in our community.

Paying your monthly bill does more than build lines, buy equipment, and purchase wholesale electricity. You also pay the wages of our hard-working employees, who live right here in the community. They, in turn, buy goods at local businesses, spreading

income around and boosting our local economy.

Here's another membership perk: you get money back. We're not-for-profit, so any funds left over after bills have been paid, infrastructure built, and an emergency fund established, goes into a capital credits account for each co-op member. Then, when your board of trustees determines the co-op is in good financial shape, this capital is returned to you in the form of a check. How much money you get back depends on how much electricity you used.

Capital credits refunds are to you what dividends are to stockholders at for-profit companies. Only we don't aim to make a profit. Our goal is to provide you with electricity at a price that is as close to cost as possible. That way, more of your money stays in your pocket—up front.

In short, you are receiving a vital resource, electricity, from a business owned and operated by you, your friends and neighbors. Working together, we provide you with the highest level of service we can while striving to keep your electric bills affordable.

And that's the cooperative difference.

**Daniel P. Murphy**  
*President and CEO*

## Don't get scammed

Want to save energy? Your co-op has sound advice

**TOUGH ECONOMIC TIMES** and rising power bills understandably motivate consumers to explore money-saving options. It's no wonder that some unscrupulous marketers seize the moment by offering deceptive and ineffective products that claim to lower power bills up to 45 percent. Newberry Electric Cooperative cautions consumers to beware of energy-saving products that sound too good to be true.

They go by many different names but most of these "magic box" energy devices generally promise to "fix up" a consumer's power by improving power factor. Power factor is simply a measure of efficiency with which the power is being delivered by the utility. Residential consumers are not billed for power factor.

We're passing along some sound advice from Central Electric Power Cooperative, the wholesale power provider for Newberry Electric Cooperative. Mike

Smith, an electrical engineer with Central, explains that, "Because South Carolina cooperatives bill residential members for kilowatts used, and do not penalize for poor power factor, the homeowner would likely see no direct savings from these devices. Not only would they see little savings, they could be spending up to \$2,400 for these bogus products."

Saving energy is not as simple as plugging a device into an outlet or a meter. Electric co-ops constantly research the latest energy-efficient and renewable-energy options on the market. As Smith says, "It's so important for consumers to be skeptical. They really should check in with their electric cooperative before making any purchase."

Call if you need help managing energy costs, or log onto our website at [www.nec.coop](http://www.nec.coop). Your co-op offers a website filled with energy-saving tips to members seeking answers about energy efficiency.

## Co-op, 'CFL Charlie' teach kids to save energy

October is Cooperative Month and Energy Efficiency Awareness Month and Newberry Electric Cooperative is celebrating both by distributing Super Energy Saver educational kits to elementary schools in our service area.

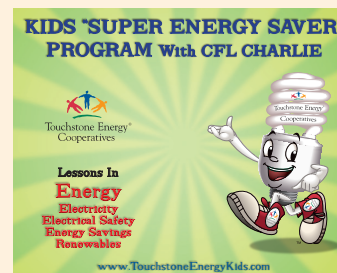
Featuring the Touchstone Energy mascot CFL Charlie, each kit includes "Lessons in Energy" focusing on electrical safety, energy savings and renewable energy resources.

"Knowledge is power, and knowledge about wise energy use is powerful indeed," says Dan Murphy, co-op president and CEO. "That's why we're putting these Super Energy Saver kits into the hands of the educators who teach our future co-op members."

The effort also ties into Cooperative Month, when Newberry Electric joins cooperatively owned businesses worldwide to highlight "the cooperative difference," Murphy notes. "Co-ops are consumer-owned, not-for-profit businesses that operate by seven

Cooperative Principles. For instance, we provide Education and Information for our member-owners about wise power use, and we show Commitment to Community every day," he says. Learn more about the Cooperative Principles at [CoopMonth.coop](http://CoopMonth.coop).

Newberry Electric Cooperative is one of more than 700 Touchstone Energy Cooperatives across America. Touchstone Energy co-ops serve members with an emphasis on core values including integrity, accountability, innovation and commitment to community.



**Super Energy Saver educational kits to be distributed to elementary schools in our service area.**

## Teachers can apply to chaperone D.C. tour

Two South Carolina high school teachers will be chosen to serve as chaperones on the 2011 Rural Electric Youth Tour of Washington, D.C., set for June 11–16.

Every June, the state's electric co-ops send high school juniors on an expense-paid trip to our nation's capital. Students meet South Carolina's congressmen, visit monuments and historic sites, eat out at restaurants and participate in special Youth Tour programs with 1,500 other juniors from across America.

Employees of S.C. co-ops and their state association serve as chaperones on the five-day trip. Teachers are being given a chance to chaperone to help get the word out about the educational value of the Youth Tour, which fosters student leadership and teaches them about cooperatives and government. For more information, visit [YouthTour.coop](http://YouthTour.coop).

Each teacher-chaperone's transportation, hotel room, exhibit admissions and three meals a day will be covered with cooperative funds. The deadline to apply is February 4. Interested teachers should contact Debra Shaw, Newberry Electric Cooperative's Youth Tour coordinator, at (803) 276-1121 or [dshaw@nec.coop](mailto:dshaw@nec.coop).

