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Your Touchstone Energy® Partner

# Building a better world

## 2012 marks the International Year of Cooperatives

IN TODAY'S uncertain economic times, the question quickly comes to mind.

We want our children and neighbors to succeed. We need a strong and sustainable community. But how do you build a better world?



This month we kick off a year-long celebration marking the International Year of Cooperatives 2012.

Our theme, "Cooperative Enterprises Build a Better World," resonates loud and clear in our turbulent national—and global—economy. The year offers a chance for us to showcase our legacy of innovation and achievement and reminds us of what's important in business—putting people first.

You're a member of Newberry Electric Cooperative so you know we're focused on providing safe, reliable, and affordable power. But this community-driven business model doesn't stop at your light switch. There are 29,200 co-ops across America taking many forms, from farmers banding together to get a fair price on supplies to credit unions delivering low fees and reasonable interest rates on loans. Our business model works for dairy farmers and small business owners, financial institutions, grocery stores, insurance, housing, and child care.

One out of every four Americans is a co-op member; there are more than 1 billion members around the world. Co-ops fill a community need, giving a voice to folks that profit-driven businesses often overlook. Co-ops share a common set of principles and values, including self-help and—one of my favorites—democracy.

Electric cooperatives may only serve 12 percent of Americans, but our lines cover 75 percent of this great nation. By banding together, we deliver power to 42 million rural Americans in 47 states—and we're not finished.

Through NRECA International Programs, co-op linemen are volunteering overseas to deliver electricity to 2 billion people living without power. Over the last 50 years, these efforts have provided light and hope to 100 million people in more than 40 countries. That's how electric cooperatives build a better world.

During the International Year of Cooperatives 2012, it's important to remember co-ops put people first.

We brought electricity to this community to improve our quality of life and keep young people from leaving to seek opportunities in electrified cities. Nearly three-quarters of a century

later, we still want our children to succeed. That's why we support the Rural Electric Youth Tour. Last summer we sent two high school seniors-to-be to our nation's capital to learn about leadership, teamwork and our nation's ideals. We also provided two \$500 scholarships to send local students to college last year. These budding leaders will help us build a better world.

Whenever a community faces a need—a challenge to make life better—the cooperative business model comes into play. By putting people first and innovating to meet member needs, cooperative enterprises build a better world. To learn more, visit [go.coop](http://go.coop).



*G. Keith Avery*  
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*President and Chief Executive Officer*

## Change air filter to save money, energy

**EXTREME SUMMER AND** winter temps mean your air-conditioning system is working hard to keep you comfortable. Here's a tip from Newberry Electric Cooperative that can help your



heating/cooling system operate more efficiently—and save you money.

**Change your air filter regularly.** It only takes a couple of minutes. As TogetherWeSave.com has shown, changing your filter every month can save you \$82 a year.

But that's not all you can save. A dirty air filter makes your system work harder to keep you comfortable, which wastes energy. Changing your air filter regularly helps to ensure efficient operation and keep your electricity bill in check. What's more, a dirty air filter allows dust and dirt to build up in your system. Changing your air filter regularly can reduce the need for costly maintenance and prevent damage to your system.

For other tips on how to save energy—and money—visit [TogetherWeSave.com](http://TogetherWeSave.com).



## Slaying energy vampires

Seal the coffin on electricity waste

**DID YOU KNOW** that you're sharing your home with "energy vampires"—electronic devices that continue to suck electricity even when turned off? On average, these items are responsible for an estimated 10 percent of the electricity you use every month.

Here's a tip from Newberry Electric Cooperative to help you drive a stake through the heart of these vampires, saving energy and money.

One way to identify energy vampires is to look for devices with remote controls—TVs, DVRs and audio equipment, for example. Then target gaming consoles, computers, monitors and printers as well as chargers for cellphones,

iPods, small DVD players and laptops. Chargers draw energy even when they're not charging anything.

An easy way to seal the coffin on energy vampires is to plug components of your computer or home entertainment system into a power strip. With a single flip of a switch, you can fully cut power to them.

In addition, don't forget to unplug any small appliances, such as coffee makers and toaster ovens, with digital clocks when you aren't using them. Pulling plugs and employing power strips can save you \$222 in electric bills per year.

For other tips on how to save energy, visit [EnergySavers.gov](http://EnergySavers.gov) or [TogetherWeSave.com](http://TogetherWeSave.com).



Pull the plug on energy vampires.



On behalf of NEC, employee and co-op member Michelle Hawkinson and her daughters Alexis (center) and Amber remind everyone to have a safe and happy Halloween.

## Don't let electrical hazards haunt Halloween!

A festively frightening night, Halloween nonetheless should not be fraught with real danger. Here are some safety reminders:

- ▶ As you're decorating, make sure you and your children check for cracked sockets, frayed, loose or bare wires, and loose connections.
- ▶ Fasten all outdoor lights securely to trees and other firm supports. Do not use nails or tacks that could puncture insulating cords and damage wires.
- ▶ Make sure decorative lighting is well-ventilated, protected from weather, and remains a safe distance from anything flammable like dry leaves and shrubs. Do not coil extension cords while in use or tuck under rugs or drapes.
- ▶ Make sure all outdoor electrical lights and decorations are plugged into an outlet protected with a ground fault circuit interrupter (GFCI). Don't overload outlets with too many extension cords and strands of lights.
- ▶ Keep power cords off walkways and porches that trick-or-treaters may use.
- ▶ Leave the porch light on for trick-or-treaters, and be sure to turn out all spooky lights and decorations before leaving home or going to bed. This will also save energy.

For more tips visit [SafeElectricity.org](http://SafeElectricity.org).