

Together We Save even more

Looking for information on how to lower your energy bills this winter? Holston Electric Cooperative has you covered.

Holston EC is part of a nationwide energy-efficiency campaign known as Together We Save. The campaign's mission is to motivate co-op members like you to make small changes in behavior that add up to big savings. And at Holston EC, we're always looking for ways to bring value to our members. Together We Save offers an unprecedented collection of resources and advice on simple energy-efficiency steps you can take in your home.

We've recently recharged the Together We Save campaign with even more tips and ideas to help you save on your energy bills. Where can you go to access this money-saving information? Log on to **TogetherWeSave.com**, the online epicenter of the campaign. Once you arrive, enter your ZIP code to be redirected to Holston EC's customized site, personalized to reflect our rates and region. Now you're ready to start saving!

TogetherWeSave.com offers everything from videos and interactive applications to an energy-savings forum. Use the navigation bar across the top of the landing page to explore the site.

Touchstone Energy® Web TV (found under the "Watch and Learn" tab) is a compilation of more than 50 short how-to videos on topics such as light-

ing, heating/cooling, insulation and many other energy-efficiency topics. Dozens of new videos were recently added to the library.

Got an old refrigerator in your basement or garage? It's probably costing you more than you think. Click on the "Energy Savings Applications" tab and scroll down to find out how much you could save by saying goodbye to that old frige. Another new application demonstrates how to save even more with Energy Star-qualified appliances.

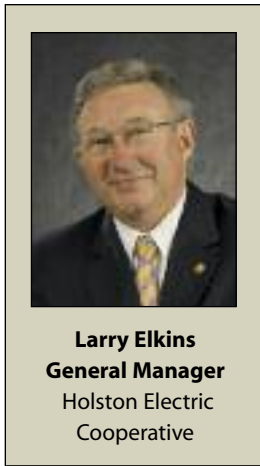
Take the Energy Savings Home Tour ("Add Up Your Savings" tab) and discover how all of these small changes add up in a big way. The Home Tour guides you through a typical home and recommends several energy-savings tips in each room. Areas highlighted in yellow prompt you to take various interactive steps, demonstrating how these changes can translate to real savings on your utility bill.

Live in a manufactured home? A new feature points out more than a dozen ways you can cut energy costs

throughout your home.

Helping our members save money during tough times is important to us. It's just one more way Holston EC is looking out for you.

If you're interested in more information on how to make your home more energy-efficient, let us know. Contact the Member Services Department at 423-272-8821 or 423-235-6811 with questions.



Larry Elkins
General Manager
Holston Electric
Cooperative

Where can you go to access this money-saving information? Log on to TogetherWeSave.com.



Serving more than 30,000 customers in Hawkins and Hamblen counties.



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To report an outage or electrical emergency, call 423-272-8821 or 423-235-6811 day or night.

Project HELP board of directors hopes to increase funds to assist those in crisis

No one ever really expects to be laid off or suffer a medical emergency, but, as we all know, these things happen. And for folks who are already struggling with their finances, it gets even harder to make ends meet when cold weather and high heating bills arrive.

But you can help a neighbor stay warm this winter by enrolling in Project HELP. You simply sign up to add \$1 to your Holston Electric Cooperative bill each month. The dollar goes into the Project HELP fund to assist the elderly, handicapped and those in economic crises in meeting their power bills. Your contribution is tax-deductible, and 100 percent of the funds collected are distributed to qualified applicants by the Project HELP board of directors.

Project HELP provides one-time assistance in the amount of \$100 to those who qualify. Applicants will meet one or more of the qualifying guidelines: age 60 years or older, households with children under 16 or an expectant mother, members who are temporarily or permanently handicapped to the extent that they are not economically self-sufficient and those who have no other obvious resources for assistance.

Can't you spare \$1 a month for an unfortunate neighbor? To participate, simply complete the form below and return it to any Holston Electric Cooperative office.



Attending a recent Project HELP board of directors meeting are, from left, front row, Carolyn Shipley and Angela Jones, and back row, Mollie Pope and Holston EC Supervisor of Member Accounting Lesa Davis.

Yes, I want to lend a hand to a neighbor this winter ...

 Holston Electric Cooperative account number

 Name (as it appears on your electric bill — please print)

 Address

 Telephone number

 Signature

 Date

Please add the following amount to my monthly electric bill for **Project HELP.**

\$1 _____

MORE THAN \$1
(please specify) _____

**Project HELP —
neighbors helping neighbors**



Make smart connections

During the holiday season, families often string together extension cords without a second thought. Unfortunately, not all cords are created equal.

Just because an extension cord can reach an outlet across a room doesn't mean it's the right one for the task at hand. If a tool, appliance or holiday display draws more current than an extension cord can carry, it may cause the cord (and whatever is connected to it) to overheat and start a fire.

Cords come in many lengths and are marked with a size or gauge. The gauge is based on the American Wire Gauge (AWG) System in which the larger the wire, the smaller the AWG number.

For example, a 12-gauge wire would be larger and power larger-wattage appliances than a 14-gauge wire. A cord, based on its gauge, can power appliances of a certain wattage only at specific distances. As the cord gets longer, its current-carrying capacity drops.

Using the right cord for the job is only the first step in using extension cords safely. Follow these tips to ensure safe use and make smart connection decisions:

- Look for the Underwriters Laboratories (UL) symbol. The UL mark means that samples of the cord have been tested for safety hazards.
- Never use an indoor extension cord outdoors, as it could result in electric shock or trigger a fire. Exten-



Energy Efficiency

Tip of the Month

If your home is more than 10 years old, it likely needs more insulation. How much depends on a variety of factors, most importantly where you live. For example, insulation for a home in the Northeast will have a higher R-value rating than a home in southern California. Check out www.simplyinsulate.com to find out more.

Source: Alliance to Save Energy



- sion cords that can be used outdoors will be clearly marked "Suitable for Use with Outdoor Appliances."
- Extension cords must not be placed underneath rugs or heavy furniture, tacked in place to a wall, taped down or used while coiled or bent. Match the length of the cord to your needs.
- Store all cords indoors when not in use. Outdoor conditions can deteriorate a cord over time.
- Unplug extension cords when not in use. The cord will continue conducting electricity until unplugged.
- On cords with more than one outlet, use the covers provided for unused openings. Children and pets face serious injury if they chew on unused outlets or stick sharp metal objects into the openings.
- Do not use extension cords that are cut or damaged. Touching even a single exposed strand of wire can result in an electric shock or burn.
- Never file or cut the plug blades or grounding pin of an extension cord or appliance to plug it into an old outlet.
- As a safety feature, extension cords and most appliances boast polarized plugs (one blade wider than the other). These special plugs are designed to prevent electric shock by properly aligning circuit conductors. If a plug does not fit, have a qualified electrician install a new outlet.

Source: Underwriters Laboratories Inc.

Holston EC employees' accomplishments recognized

An after-hours cookout in early September is the traditional evening set aside when accomplishments and achievements at Holston EC are celebrated. This year's program included the advancement of three apprentices into full certification status and the recognition of 13 employees for their years of service at HEC.

Recognized for completing the four-year apprenticeship training program for journeyman linemen were Rex Cole, Brian Parvin and Renn Lawson. The program includes technical skills training such as climbing school and several advanced math and science classes.

Thirteen employees were also recognized for their years of service at HEC. Those celebrating anniversaries were Dena Alley, Chuck Hurd, Chanda Johnson, Michelle Walker, Kim Cobb, Brian Parvin, Scott Price, Wayne McCracken, Robert Davenport, Shannon Bellamy, Diana Horton, Karen Woofter, and Charlsie Boragine.



From left, General Manager Larry Elkins presents certificates of apprenticeship program completion from the U.S. Department of Labor to Rex Cole, Brian Parvin and Renn Lawson.



Dena Alley celebrates her first year anniversary at Holston EC.



Recognized for completing five years of service are, from left, Chuck Hurd, Chanda Johnson and Michelle Walker.



Kim Cobb and Brian Parvin are completing 10 years of service at Holston EC.



Scott Price, left, and Wayne McCracken are completing 20 years of service.



Robert Davenport and Shannon Bellamy are celebrating 25 years of service at the cooperative.



Celebrating working together are, from left, Diana Horton, 30 years; Karen Woofter, 35; and Charlsie Boragine, 45.

Watch for big-screen savings

By Brian Sloboda

The days of large console televisions, with their wood grain exteriors and antenna wires or rabbit ears, are long gone — no more using needle-nose pliers to change channels after the knob breaks or fiddling endlessly to adjust the horizontal and vertical holds. Today's televisions offer larger, thinner screens and, thanks to digital cable or satellite connections, provide a virtually unlimited number of channels.

However, some models require a tremendous amount of energy to operate — almost as much as a refrigerator. And the average American household owns 2.93 TVs, according to a 2010 Nielsen report.

All of this energy use adds up. The Natural Resources Defense Council found that U.S. televisions use more than 46 billion kilowatt-hours per year, or about 4 percent of residential electricity use.

In response to consumer concerns, TV manufacturers are designing sets that use less energy without sacrificing screen size or resolution.

Are you in the market for a new TV, or do you want to make sure you're using your current TV efficiently? These tips will help you tune in to big screen energy savings.

High-definition = high energy use

Although a high-definition TV (HDTV) transforms the latest blockbuster movie into a theater-like living room experience, these sets generally use more power because of better picture clarity. Also, energy consumption often relates to screen size. The larger the screen, the more electricity required.

Four types of TVs are currently available: plasma, liquid-crystal display (LCD), rear-projection and cathode ray tube (CRT). CRT televisions are the most difficult to find because they employ old technology, and screen sizes rarely top 40 inches.

Plasma screens often are cited as the largest energy-users — mainly because their large 42-inch to 65-inch screens typically draw between 240 watts and 400 watts. Most consume electricity even when turned off.

LCD TVs don't need much power to operate — 111 watts on average. Most LCD screens range in size from 21 inches to 49 inches. These TVs fall into two categories: those with cold-cathode fluorescent lamps to illuminate the screen and backlit models employing a light-emitting diode (LED). LED units offer several benefits, notably better picture quality and thinner and lighter screens. They also use slightly less energy, at 101 watts.

Rear-projection televisions tend to be the most energy-efficient and boast the largest screen sizes. However, due to their overall weight, rear-projection sets are not as readily available as plasma and LCD models.

Shopping for an energy-efficient television can be difficult. Television manufacturers rarely advertise energy consumption,

and it almost never appears on in-store labels, though new Energy Star requirements may change that in 2012.

Faced with these difficulties, consumers need to conduct their own energy use research through unbiased online sources such as CNET.com, an online journal for the technology industry. Look for specific model numbers, which you can take to the store.

Tune in to savings

If you're not in the market for a new TV but want to make sure your model is operating efficiently, these tips from CNET.com may help you save energy:

- Turn the TV and other connected devices off when they're not being used.
- Turn down the LCD's backlight — you'll save energy and still retain better picture quality.
- Turn on the power-saver mode, which many new TVs offer.
- Control room lighting. While many energy-saving tips reduce brightness of the screen, you can compensate by dimming lights around your TV.

Sources: CNET.com, Natural Resources Defense Council, Nielsen. Brian Sloboda is a program manager specializing in energy efficiency for the Cooperative Research Network, a service of the Arlington, Va.-based National Rural Electric Cooperative Association. Magen Howard contributed to this article.

High-Definition Television Comparison Guide

The power used by an active television is determined by three factors: screen size; technology type, such as plasma or LCD; and picture brightness, which nearly always depends on user-selected picture settings.

Type of TV	Typical Size	Typical Price	Average Energy Used
 Liquid Crystal Display (LCD)	13-65 inches	\$200 to \$8,000	111 watts (standard) 101 watts (LED)
 Plasma	42-65 inches	\$800 to \$7,000	301 watts
 Rear-projection	50-75 inches	\$1,000 to \$3,500	N/A

LCDs are the most popular HDTVs, mainly because they're flat and available in a tremendous range of sizes and prices.

Available in a limited range of sizes (mostly big), plasma TVs outperform LCDs in tests comparing overall picture quality.

Rear-projection TVs are the most efficient but are getting hard to find because flat-panel models are often cheaper.

Source: CNET.com (April 2010)