



# TIPS From T.I.P.

Published By The T.I.P. Rural Electric Cooperative

**OWNED BY THOSE WE SERVE**

**October 2011**

**Brooklyn, Iowa**

## Why Does your Cooperative Use Public Service Announcements?

Several members have noticed the cooperative's public service announcements (PSAs) - which are often incorrectly labeled as advertisements. Furthermore, some members have questioned why the cooperative (a not for profit entity which operates within an assigned service territory) needs to do any advertising. To answer these questions, we would like to explain why the cooperative is required to do public service announcements, and why we feel it aligns with our core values and responsibilities.

- 1. Safety Awareness.** First and foremost is safety awareness for our employees, our members and the general public. While electricity provides many benefits, electricity can be dangerous in certain situations. Our safety messages attempt to remind the public to always put safety first when dealing with electricity.
- 2. Energy Efficiency Awareness.** Our public service announcements encourage the efficient use of electricity through educational messages about cost effective, energy efficient technologies that are available. We encourage member-owners to choose the most energy efficient options in the home and workplace. These options will help you save money.
- 3. Federal and State Mandates.** Federal and State mandates require the co-op to advertise and promote certain programs which are for the public's benefit. For example, grain bin clearance awareness, peak alert announcements, and the RECare program.
- 4. We are Looking Out for You.** Iowa legislators expect cooperatives to educate our members and communities about ways to save energy.
- 5. Expressing our Values.** As a Touchstone Energy Cooperative, we have seven principles which we operate by. *Education* and *Concern For Community* are two of our values that are expressed through PSAs messages.

Since T.I.P. Rural Electric Cooperative participates with the majority of other Iowa electric cooperatives in the placement of PSAs, we can do so for an extremely reasonable cost. While we operate as efficiently as

possible, PSAs are both required and necessary to meet our obligation to safety, energy efficiency, and our commitment to community.

## The Power of Membership

Now as always, it's a good time to be a member of an electric cooperative.

Not only are co-ops locally owned and controlled-by you, our members-they are locally run to serve your needs.

While many Iowa electricity consumers pay power bills to companies that answer to far-away stockholders who demand a healthy profit every quarter, local members call the shots at electric co-ops like ours. Co-ops aren't under pressure to keep rates high enough to generate big profits. Instead, co-ops try to keep your bill as low as possible while providing high-quality service. Co-ops invest money in excess of operating costs back into the business locally or return the excess (know as margins) to you in the form of capital credits.

And unlike the boards of directors of investor-owned utilities who keep an eye on generating profits for people living far away, your co-op's directors (fellow members, by the way) have only one thing in mind: keeping lights on safely, reliably, and keeping costs affordable in our local community. That's why you elected them. And that's what's so great about co-ops. If you don't like the direction your co-op is taking, you have the power to change the leadership through democratic means.

You may know the history of the electric cooperative movement, how seven decades ago rural residents banded together to bring the conveniences of electricity to their communities when investor-owned utilities would not

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### T.I.P. Rural Electric

**Regular Hours 8 to 5 Weekdays ..... 641-522-9221  
or Toll Free ..... 800-934-7976**

**After Hours Outages and Emergencies Only 641-522-9223  
or Toll Free ..... 800-934-7976**

**website: [www.tiprec.com](http://www.tiprec.com)**



## Linemen Practice Pole-Top Rescue



**Cole Calkins, a Journeyman Lineman on our Brooklyn crew, is shown above doing his rescue exercise.**



**Jordan Terwilliger, an Apprentice Lineman on our Brooklyn crew, practices his pole-top rescue.**

All T.I.P. linemen participated in a pole-top rescue training exercise last month. The linemen climbed the pole and reviewed the procedures to rescue a fellow linemen which may have had electrical contact, heat exhaustion, an allergic reaction to a bee sting or heart complications while working on the lines.

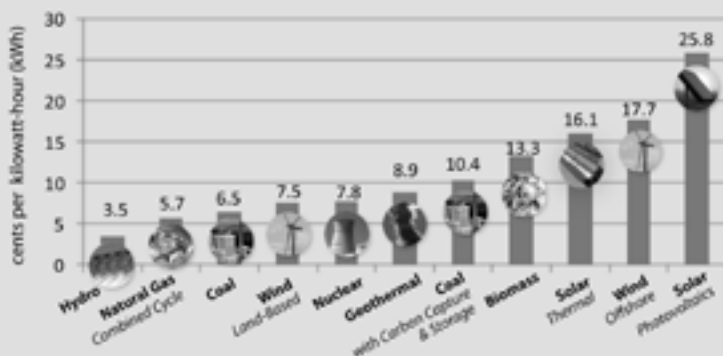
Safety is top priority for T.I.P. Rural Electric Cooperative employees and this training is just one example of your Cooperatives comprehensive safety program.



**The Brooklyn and Sigourney linemen are shown above reviewing the procedures for pole-top rescue.**

### The Cost of New Generation

The cost to build new power plants can vary widely. Each type of generation carries a ballpark price tag. The costs shown below, based on each kilowatt-hour produced, take into account plant construction, fuel, operating and maintenance costs, operating performance assumptions, expected operating life, and general tax and financing assumptions. Wind and solar generation are not directly comparable to other technologies because their power production varies based on weather conditions.



Estimates by National Rural Electric Cooperative Association using U.S. Energy Information Administration data from April 2011



**Jordan is shown securing the victim in preparation to lower them to safety.**

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**Service  
Reliability**

**Rolling 12 month Report**

**Power was on to our members**

**99.96% with major storm**

**99.98% without storm**

**One of our Most  
Important Goals**

*Let your Hopes, not your Hurts, Shape the Future.*

**Online and On-Premise Energy Audits Available**



**An energy audit done with the aid of thermography using infrared imaging can help show heat patterns that allow the detection of problems that are not easily identifiable in your home.**

Your Cooperative has made two types of energy audits available to our members. We want to help our members use all the electricity they want and need, but to use it in an efficient manner.

The first energy audit is a very thorough free home energy audit available on the internet. This audit was developed by several parties working together, including the U.S. Department of Energy and Touchstone Energy

cooperatives. To take advantage of all or part of this audit, go to this web address - <http://hes.lbl.gov/>.

The second type of energy audit your Cooperative offers is an on-premise energy audit utilizing a third party vendor. This audit is done with the aid of thermography using infrared imaging displays to show heat patterns that allow the detection of problems that are not easily identifiable. Windows, doors, insulation levels and lighting are among other things that will be checked. This energy audit results in a very detailed report for the member. The cost to the member for this type of audit is \$150, with the Cooperative picking up the remaining portion of the charges. We hope you will use this energy audit service which can be lined up by calling us at 1-800-934-7976.

The above audits will help you use energy in a more efficient manner, so we urge you to use them.

**Want to Pay Your Bill by Check, Debit or Credit Card? Log on to [tiprec.com](http://tiprec.com) and Click on Rapid Pay or Call 866-271-5568.**

**NOTICE: Your REC office will be closed Veterans Day, November 11th and Thanksgiving Day, November 24th to observe the holidays.**