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Your Touchstone Energy® Partner 
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Time's running out **Filling the generation gap**

We have important energy choices to make. Tighter government regulations — and the high cost to comply with new rules — may signal lights-out for many of the nation's older coal-fired power plants at a time when forecasters predict energy demand will eventually outpace supply. We're approaching crunch time on our ability to keep the lights on — we need to build new power plants.

The recent economic turmoil, terrible as it was, provided some much-needed breathing room on addressing our growing energy needs. But as the economy rebounds, so will our nation's hunger for electricity. The U.S. Energy Information Administration says energy use has shot up 5 percent from 2009 levels.

We've encouraged you to be energy efficient both for your sake (lower electric bills) and to help

mitigate the need to build new generation sources. But these measures are not enough to completely offset escalating energy demand.

The North American Electric Reliability Corporation (NERC) estimates the U.S. needs to build 135,000 MW of new generation by 2017 to meet demand. Generation facilities on the drawing board, though, will only deliver 77,000 MW — leaving a generation gap.

Compounding this issue, some of America's current power plants may soon be shut down by federal regulations. One NERC report claims new government rules could force utilities to retire or retrofit 33,000 MW to 70,000 MW of generating capacity by 2015.

Traditional power plants (coal, natural gas, nuclear) take between three years and a decade to build — not leaving much wiggle room

Manager's Corner

by
Gary Jackson,
CEO/General
Manager



before shortages become a reality. Renewable energy resources, notably wind farms, can be constructed more quickly, but they're not perfect options. It may sound cliché to say the wind doesn't always blow, but it's the truth—and you wouldn't be satisfied with only having power 30 percent of the time.

Our nation needs to build new power plants before the need for electricity outstrips current generation resources. We appreciate your support as we make these critical and time-sensitive choices. Balancing your energy needs with electricity reliability and affordability is one more way we're looking out for you.

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Energy Efficiency

Tip of the Month

Consider using solar lights for outdoor lighting. Solar cells convert sunlight into electricity that can be stored in a battery and tapped at night to make light. Check manufacturers' instructions to make sure your solar lights are situated to receive sufficient sunlight to recharge each day.

Source: Touchstone Energy® Cooperatives

It's been a busy year!

BY NADA MCNEMAR

Well, 2011 is more than half-over now, and the employees at your cooperative have been extremely busy.

From an accounting standpoint, year-ends are always hectic. W-2s have to be issued to each employee, 1099s have to be mailed, the previous year's different systems have to be closed out, numerous reports have to be filed in a timely manner, the filing system must be updated, getting rid of files that can be disposed of as well as filing 2010 material, and all this takes place while the day-to-day operations of the co-op continue as usual.

As soon as year-end procedures are completed, we have to ready ourselves for the yearly audit that always takes place in February. General ledger accounts have to be reconciled to ensure their correctness, and reports have to be made available and ready for the auditors when they arrive. No vacation or days off are permitted during this time because the office staff has to be available to answer any questions the auditors may have. On occasion, we may even have to stay after hours to be available to work with them. Terry Stout, manager of Office Services, always has to stay after hours and often doesn't leave the office until after 7 p.m. It's a rough week for everyone, and, of course, the day-to-day operations of the co-op have to be managed as well.

No sooner did we make it through the audit (that went very well, by the way) than training for our soon-to-be implemented computer system, IVUE, started. We waited as long as we could before upgrading to IVUE, but software support was no longer available for the old system. Program Manager Tammy McClain from National Information Solutions Cooperative (NISC) spent a week here familiarizing us with the consumer side of the IVUE system. Although April Greathouse and Missie Stephenson primarily work with our consumers, we all had to learn how to navigate the system — from the CEO on down. The following week, Ernestine Paul, program manager for implementing the accounting side of IVUE, spent the week with us. This part involves Debbie Yerkey and me, but April and Missie had to learn certain parts, also. Of course, Terry had to be there for all of it! The IVUE system is totally different from what we have been using for years, so it was, and continues to be, a challenge, to say the least.

Before going "live" with IVUE, we had to start making preparations for the annual meeting. This job falls primarily to April, but we all have to pitch in and help with one of the biggest mailings we

have. It's difficult to describe what an undertaking this is.

All of our members received their ballots in the mail, and this is how that was accomplished: First, four legal size sheets had to be combined and folded. These sheets had to be stuffed into an outer envelope, along with an inner envelope, 5,000 times. Before the inner envelope could be included in the packet, 5,000 labels with just member numbers had to be placed in the upper left-hand corner. The member number is a unique number that the independent accountants, or Credentials and Elections Committee, use to verify that the ballot is valid. Neither group is provided names or addresses, just the number to ensure confidentiality. Address labels were placed on the outside of 5,000 envelopes, and these had to be matched with the inner envelopes. After the ballot packets were ready, 5,000 envelopes had to be sealed and boxed ready for mailing. CEO Gary Jackson pitched in and helped, as well as Terry. Two members of the line crew, Bill Curran and Sean Bailey, spent three days helping with this project. We were so grateful for the help, and I don't think we would have met our deadline without them.

We went live with IVUE on April 11, and Tammy and Ernestine were here to help. Ernestine also returned May 9 and spent the week with us teaching us how to month-end the different systems and create a financial statement.

April traveled to NISC in St. Louis in May to learn the new outage management system. Although we can't fully implement the new system at this time, April is very pleased with all the features and enhancements it will bring when it is brought online.

Now, government auditors are here reviewing work orders. Debbie is the one who has to help with that since she is the work order clerk, among other things.

We are also closing out our old construction work plan while filing all of the required reports and other paperwork for the new construction work plan.

We are also starting the process to add a new 12.47 kVa transformer at the Chieftan substation in order to improve service.

I always describe 2011 as the year we have "really been hit hard." Have we had numerous challenges? Oh, yes! Has it been stressful? You bet! Will we make it? You can count on it. When things get tough, our team mentality kicks in, and together, we get the job done.

What do the Declaration of Independence and electric cooperatives have in common?

When Benjamin Franklin signed the Declaration of Independence, he is credited with saying, “We must, indeed, all hang together, or most assuredly we shall all hang separately.” That recognition of the need to work together may also be why Franklin, in 1752, founded the first successful cooperative in the United States, the Philadelphia Contributionship for the Insurance of Houses from Loss by Fire, which still operates today.

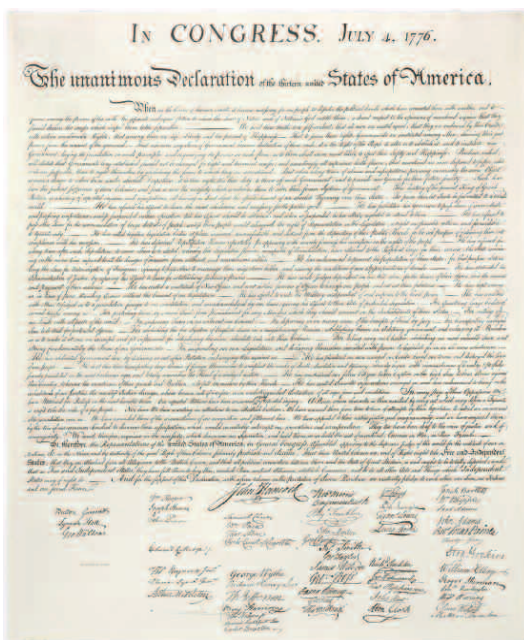
The principles behind the Declaration of Independence that form the basis of American democracy also form the basis of cooperatives. A cooperative is owned and democratically controlled by the people who use its services. Each member has one vote regardless of their stake; that is, some members cannot buy more control than anyone else. This stands in stark contrast to investor-owned businesses where only shareholders have a vote in how the business is run; and even among shareholders, some have more votes than others depending on how many and what type of shares of stock they own.

The Declaration of Independence declared the equality of rights of its citizens and that people had the right to organize to secure their futures when their rights were infringed upon. At the time the

Declaration was written, democracy was a pretty untested idea — but the founders of our country were determined to make it work.

So when you celebrate the many liberties and rights we enjoy with our families and friends this year, think about those principles that inspired our Founding Fathers. They also inspired the pioneers who established electric cooperatives — folks who were determined to provide safe, reliable and affordable power to secure the futures of rural communities.

HREA has always operated under the principles of democracy, and we are dedicated to fulfilling that promise as we serve members today and in the future.



Easy summer cooling tips

If your home is too hot in the summer, there are many ways you can help keep heat out of your house. Planting trees, for instance, is one of the best ways to diffuse the hot summer sun before it enters your home. But a surprising amount of heat comes from inside your home.

The biggest sources of internal heat gain are lights and appliances. Reducing their use will save electricity and keep your home cooler. In humid climates, moisture that is released by cooking, bathing and other activities also will make it harder for air conditioners to cool your home. A drier home feels more comfortable.

Here are some easy ways to keep cool in the summer:

- Replace standard incandescent light bulbs with compact fluorescent light bulbs. The electricity used by standard bulbs produces 10 percent light and 90

percent heat. Also, compact fluorescent lights are cheaper to operate.

- Schedule heat-producing chores like baking or doing the laundry after the hottest part of the day.
- Install an insulating jacket on your water heater.
- Use kitchen and bathroom fans to remove heat and moisture during and after cooking and bathing.
- When replacing appliances, buy those with the Energy Star® label. These appliances conserve energy and release less unwanted heat.
- If you are home during the day, use a room fan to create a cooling breeze.
- If you live in an area where evenings are cool, don't forget about the cheapest cooling method of all. Open your doors and windows, or run window fans. This will move cool evening air through your home for almost no cost.

Saluting 'Old Glory'

As people celebrate our nation's independence and salute the flag passing by in numerous parades, there inevitably will be references to "Old Glory."

The unofficial nickname for the American flag, it was coined in 1831 by Capt. William Driver, a shipmaster from Salem, Mass., according to the U.S. Flag Day Foundation.

As he was leaving port on one of his many voyages aboard the Charles Doggett, friends presented him with a flag of 24 stars. Unfurling the banner for the first time, he reportedly exclaimed, "Old Glory!"

The 24-star flag was adopted as the official American flag on July 4, 1822, and served as the nation's banner for 14 years.

Bone up on bone health for a healthier future

Poor bone health has become a widespread health problem. Instead of enjoying their "golden years," many seniors face curtailed activities and bouts with fractures.

"More than half of Americans over the age of 50 develop osteoporosis, and it's four times more common in women than men," stresses Dr. J. Edward Puzas, Ph.D., a professor of orthopedics at the University of Rochester Medical Center in New York. Calcium is used by our body to form and maintain healthy bone tissue, and because 90 percent of our adult bone mass is already formed by the age of 17, healthy diets and active lifestyles are important from an early age. Kids need about 1,500 mg of calcium per day. From around age 17, the process of maintaining healthy bones begins, and calcium intake should be a minimum of 1,000 mg per day through age 50. Calcium needs return to 1,500 mg per day for ages 50 and older, especially for postmenopausal women.

Various foods are high in calcium, such as dairy products — skim and 2 percent milk are just as rich in calcium as regular milk — deep green, leafy vegetables, soy, tofu and almonds. Careful attention to food labels shows that certain items, such as some orange juices, cereal and bread, are now fortified with calcium.

To determine how many milligrams per serving is in an item, find calcium listed on the food label, and add a zero to the Daily Value percentage. Many people turn to supplements to ensure enough calcium consumption, but a balanced diet is really better for overall health. Supplements must have added vitamin D, as this aids your body in getting the calcium to your bones.

Exercise is the second key to bone health because it causes new bone tissue to grow and makes bones stronger. During weight-bearing exercise, muscles push and pull against the attached bones, strengthening them. Walking or running and weight training are great for bone health. Adults need 30 minutes of exercise per day, while children need 60 minutes each day.

No matter what age, taking steps to achieve a well-balanced diet and active lifestyle are essential to healthy bones and an all-around healthy body.

Sources: U.S. Department of Health and Human Services; National Institute of Child Health & Human Development; Health.com



HARRISON RURAL ELECTRIFICATION ASSOCIATION

WILL BE CLOSED MONDAY, JULY 4TH,

TO CELEBRATE OUR NATION'S INDEPENDENCE.

*In the event of an outage, please call our outage hotline at
1-800-540-4732 or 1-304-624-6365.*



Stake Energy Vampires with Smart Strips



In an average home, 5 percent to 8 percent of electric use stems from "energy vampires"— devices that use power even when turned off. Smart power strips help you unplug energy-draining devices when not in use easily.

There are typically three different types of outlets on a smart strip:



The blue outlet serves as a control plug (ideal for a TV or computer).



Devices plugged into red outlets stay on—electricity to these receptacles never cuts off, making them perfect for satellite boxes and other items that need constant power.



Remaining outlets, often green or neutral in color, are sensitive to current flowing through the blue outlet. Turning off a device plugged into the blue outlet cuts power to items connected to these outlets.

Smart strips are available online or at specialty electronic retailers and generally cost \$20 or more depending on their size.

Source: Cooperative Research Network, Bits Ltd.