

Currently Speaking

**Guernsey-Muskingum
Electric Cooperative, Inc.**
17 S. Liberty St.
New Concord, Ohio 43762
740-826-7661 — 800-521-9879
www.gmenergy.com

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Electric Rates

Farm and Home Service
rate schedule R-1*

Service Availability Charge

\$18/month

First 500 kWh/month

@ 13.069¢/kWh

Over 500 kWh/month

@ 10.945¢/kWh

Seasonal Residential Service
annual rate schedule S-1*

Service Availability Charge

\$216/year

First 800 kWh/year

@ 21.069¢/kWh

Over 800 to 6,000 kWh/year

@ 11.945¢/kWh

Over 6,000 kWh/year

@ 10.945¢/kWh

(Your minimum annual charge will be \$216 per year for service between March 1, 2012, and Feb. 29, 2013.)

Commercial Service
rate schedule C-1*

Service Availability Charge

\$18/month

First 1,500 kWh/month

@ 13.069¢/kWh

Over 1,500 kWh/month

@ 10.945¢/kWh

*Rider T —

Kilowatt-hour Tax applies to all rate schedules and must be added to the rates shown.

First 2,000 kWh/month .465¢/kWh

Next 13,000 kWh/month .419¢/kWh

Over 15,000 kWh/month .363¢/kWh

The journey



**Jerry Kackley,
General Manager/CEO**

ON THE ROAD THAT WE CALL LIFE, there are many “pot-holes” and “detours”...obstacles that tend to make us change directions and in some instances, lose our way. On this trip, our Garmin's, Tom-Toms and cell phones are useless tools which are not able to guide us. Our “maps” have been developed over many years, nurtured by our family and friends. Each map is a moral and ethical compass that guides our daily activities. In our lives, we are faced with many challenges. Some of the difficulties that we encounter may be fueled by our finances or social status while others relate to our health.

Each day of our lives is filled with choices and I am constantly amazed at how each small decision can have such a tremendous impact on our world. So, it is vital when we come to each of the “forks in the road,” to remember the map that we have been given. We won't be able to unfold it on the dash and study the endless array of lines and locations. It won't give us the exact number of right and left turns required. You see, even with this map, the correct direction will not always be obvious. It is inevitable that each of us will make many poor choices on life's journey...we are human. But we must be willing to recognize our mistakes and turn around. And we should never be afraid to ask a friend for directions.

Yes, the journey will be tough...but if we focus only on the pot-holes, we will overlook the beauty of everything that surrounds us. Life is a wonderful blessing...so enjoy the ride! ☺

Telemarketers calling co-op members to offer discounted rates break the rules

TELEMARKETING EFFORTS, DIRECT MAIL solicitations and ad campaigns for competitive retail electric service (CRES) providers are only supposed to target the customers of investor-owned utilities (IOUs) like American Electric Power, Dayton Power & Light, Duke Energy and FirstEnergy.

A growing problem in Ohio is that electric cooperative members find themselves answering phone calls from CRES telemarketers, offering them short-term discounted rates and guaranteed savings if they switch. But co-op members can't switch their wholesale supplier of electricity. Neither can customers of municipal utilities. These groups were not included in retail choice legislation passed over a decade ago.

Some co-op members report repeated calls. Others have been told they can choose their wholesale supplier. This is a violation of Public Utilities Commission of Ohio (PUCO) rules regulating CRES providers and the process by which they can solicit.

The rules clearly state that telemarketers must confirm the eligibility of the “customer of record” who they are calling. They also cannot resort to misleading and deceptive sales practices.

As not-for-profit, member-owned and locally governed utilities, the electric co-ops of Ohio own their generation through Buckeye Power, Inc., a generation-and-transmission cooperative with coal-fired power plants, natural gas-fired plants and renewable sources of electricity.

The wholesale rates Ohio electric co-op members pay are “cost-based,” meaning they fairly represent investment in the power plants and the fuel, operations and maintenance expenses related to generation. There is no profit built into

(Continued on page 25)

Washington Youth Tour

DARCIE DAVIS AND SAMANTHA WORKMAN were selected to represent Guernsey-Muskingum Electric Cooperative this year at the Washington Youth Tour. Darcie and Samantha joined 38 other students from around Ohio for the seven-day, all-expense paid trip.

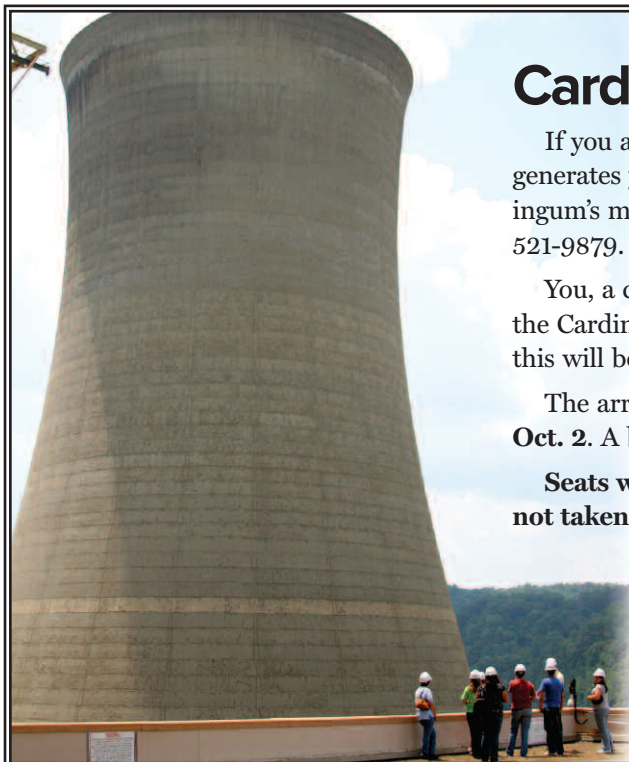
The week-long tour included a stop in Gettysburg, visits to the Jefferson and Lincoln memorials, Arlington Cemetery, the National Zoo, and a night cruise on the Potomac River.

The tour is offered in conjunction with Ohio's other rural electric cooperatives to allow students a chance to learn about the principles and practices of American democracy and gain an understanding of rural electric cooperatives.

Darcie and Samantha were chosen to attend from all applications received based on an interview at the Guernsey-Muskingum Cooperative office in March. Darcie, a senior at Maysville High School, is the daughter of Paul and Cindy Davis. Samantha, a senior at Buckeye Trail High School, is the daughter of Larry and Mary Workman. ☺



Darcie Davis and Samantha Workman



Cardinal Plant Tour

If you are interested in touring a power plant that generates your electricity, please call Guernsey-Muskingum's member services department today at 1-800-521-9879.

You, a cooperative member, are one of the owners of the Cardinal Generating Station in Brilliant, Ohio, and this will be a chance to see it in operation.

The arrangements are being made for **Wednesday, Oct. 2**. A bus ride, tour and lunch will be provided.

Seats will be reserved for G-M members who have not taken the tour in the past. Please call, as seats are limited, and will be filled on a "first-call/first-served" basis.

Please be our guests! But don't delay!

Telemarketers calling co-op members

(Continued from page 23)

the energy and demand charges, no dividends for stockholders or hefty bonuses and stock options for executives based on power sales. This has resulted in wholesale electric rates well below average for many years.

PUCO does not regulate electric cooperatives, but the agency does set the rates and rules for IOUs and regulates the growing number of CRES providers in the state.

Telemarketers who contact electric cooperative members and insist that they can switch could be in violation not only of PUCO rules, but Federal Communications Commission, Federal Trade Commission and truth-in-advertising laws.

Ohio Rural Electric Cooperatives (OREC), the statewide association, seeks the help of co-ops and their members in documenting cases of telemarketers breaking the rules.

“The law and regulations are clear. Electric co-op members in Ohio should not be targeted in these marketing efforts; they shouldn’t be called at home or canvassed by door-to-door salespeople. And they certainly should not be subjected to deceptive and misleading sales practices,” says Steve Oden, director of communications for OREC.

Oden asks co-op members contacted by CRES telemarketers to document the date and time, name of the person calling, their company, firm’s address and telephone number and what was promised.

“Please get this information to your electric cooperative as soon as possible. Let them know if you’ve been contacted and what was said,” Oden advises.

There is another, potentially malicious threat involved with telemarketing calls and door-to-door sales.

“Across the nation and in Ohio, we have seen scammers and identity thieves intentionally targeting electric cooperative members,” warns Oden. “What they ask for is similar to what CRES telemarketers need to complete a sale: personal information. An electric bill, account number or confidential information your

electric co-op has on file could be used in the wrong way if you share it in response to a telephone call.”

Finally, one of the best ways to avoid aggravating telemarketing contacts is to enroll in the National Do Not Call Registry. It is easy to register a phone number. Simply go to <https://telemarketing.donotcall.gov> and sign up.

PUCO rules for CRES providers require them to obtain the list of Ohio telephone numbers, by area code, on the federal Do Not Call Registry and to scrub their call lists accordingly. ☺

**Is your name and location/
account number here?**

If it is, call your cooperative’s office and receive a **FREE** home change-out to compact fluorescent light bulbs. (Limit 12 bulbs.) Thanks for reading the “local pages” of *Country Living* magazine.

#37-0160-02-00.....Raymond A. Frame
#40-0407-21-01.....Mary J. Rhodes-Ellis
#47-0878-11-00.....William J. Stephen
#49-0056-14-00.....Larry Cross
#52-0040-11-05.....Connie K. Linville
#55-0011-18-02.....Brice E. Miller
#58-0078-24-06.....John R. Albright
#65-0110-22-00.....Robert J. Dunn

4th Annual
**Farm Science Review
 Bus Trip**
Wednesday, Sept. 18

Yes, I/we would like to join our co-op
 and ride in a Muskingum Coach tour bus to the
 Farm Science Review at London.

**Seats will remain at \$25 each this year even with
 the increase in ticket prices and fuel cost.**

Name _____

Phone _____

Address _____

Enclosed is a check for \$ _____.
 Please make check payable to GMEC.


**DON'T WORRY ABOUT THE TRAFFIC —
 LEAVE THE DRIVING TO US!**

Your ticket covers the bus trip to and from the Review, plus a light
 breakfast and your entry to the Farm Science Review.
 Bus departs Cambridge at 6 a.m.,
 and Zanesville at 6:30 a.m.


Mail or return to:
Guernsey-Muskingum Electric Cooperative, Inc.
17 S. Liberty St., New Concord, Ohio 43762

For more information, call member
 services at 1-800-521-9879.

I will board the bus at



CAMBRIDGE



ZANESVILLE

Auditing energy: Small measures, real savings

NO MATTER THE AGE of your home, it could benefit from an energy audit. Guernsey-Muskingum Electric Cooperative offers home energy audits conducted by energy advisors. But you can get started on your own in finding low-cost solutions that could save money on your monthly electric bill.

First, ask yourself a simple question: Does my home feel drafty and cold in the winter, or stuffy and hot in the summer? If yes, then it probably experiences air leakage.

To track down where those spots are, start with the usual suspects — like damaged seals around doors and windows. If you see daylight or feel air, then apply caulk and weather stripping to keep outdoor air where it's supposed to be.



The energy saving 60-watt incandescent replacement LED bulb is engineered to have the familiar size and shape of an incandescent bulb while providing a crisp white light that brings out more vibrant colors and patterns.

Source: GE

But don't forget spots you might not immediately think of, like recessed canister lights and electrical outlets. Outlet insulation kits can be purchased for as little as \$2, and you can fix up your canister lights with some caulk around the edges.

Also look where walls meet the ceiling. Cobwebs mean you've got drafts.

Next, peek into the attic and inspect the crawl space or basement for sufficient insulation — how much you need depends on your climate. Check out the insulation calculator from the Oak Ridge National Laboratory at [www.ornl.gov/~roofs/Zip/Zip Home.html](http://www.ornl.gov/~roofs/Zip/Zip%20Home.html). Keep in mind insulation won't do its job well if you don't have a proper air barrier working in tandem. That means all joints and cracks must be sealed between your living space and insulation.

Finally, look to your light fixtures. Compact fluorescent light bulbs (CFLs) are up to 75 percent more efficient than traditional incandescent bulbs, and they've come a long way in light quality, design and affordability. You can purchase CFLs in a variety of shapes and hues. They cost more upfront, but you'll make your money back in less than nine months and, after that, they start saving money. Make sure to purchase a CFL that's rated by ENERGY STAR, the U.S. Environmental Protection Agency's program that denotes products meeting specific energy efficiency criteria. ENERGY STAR-rated CFLs will typically last 10 times longer than a traditional incandescent bulb producing the same amount of light.

LEDs — light-emitting diodes — are in the next wave of residential lighting. An ENERGY STAR-rated model is estimated to use only a quarter of the electricity consumed by traditional bulbs and can last for 25 years. As with many new technologies, the up-front cost for an LED bulb is still much more than even a CFL, but prices are expected to drop as new products are developed.

To learn more about ways to reduce your electric G-M at 740-825-7661 and ask about our home energy audit program. ☺

Sources: EnergySavers.gov, [Eastern Illini Electric Cooperative](http://EasternIlliniElectricCooperative.org), EnergyStar.gov



Ray Crock,
Energy Advisor