

Sent to you by Gibson EMC - your Touchstone Energy Cooperative

# The Tennessee Magazine

November 2009

All Aboard!

History for Kids:  
*Inquizitive*

A Gem of a Museum

Start Waffling

Family Traditions



WILLOW LEAF-Eocene  
Green River formation  
Parachute Creek CO



# Need extra light around your house at night?

Make your yard safer with a 100-watt high-pressure sodium outdoor light ...



**L**easing an outdoor light from Gibson Electric Membership Corporation has many advantages ...

■ **Security:** Outdoor lighting may provide a deterrent to intruders, prowlers and vandals. It illuminates those who threaten your property and its occupants, and it gives the impression that someone is present ... even when you're away.

■ **Safety:** Outdoor lighting helps prevent accidents. One 100-watt high-pressure sodium light can illuminate a radius of about 125 feet.

■ **Convenience:** Outdoor lighting

comes on automatically as dusk falls and shuts off with the morning light.

■ **Low cost:** For about 30 cents a day, a 100-watt high-pressure sodium light can illuminate your yard. After a one-time \$30 installation fee, the \$8.90 monthly lease cost is added to your electric bill. We also have high-pressure sodium and metal halide lights in higher wattages — contact us for pricing and assistance with choosing the lighting that will best suit your needs.

**And, to give your business a competitive edge, outdoor lighting can ...**

■ **Spotlight your building and**

**grounds:** Customers will know you're open and will appreciate the warm, inviting atmosphere that outdoor lighting provides.

■ **Extend daylight in recreation areas:** Well-designed lighting increases the use of outdoor facilities such as picnic and garden areas, a boost to employee morale and comfort.

■ **Add that unique touch:** We can custom-design a leased lighting plan for your business, location and budget.

For more information, visit [www.gibsonemc.com](http://www.gibsonemc.com) or contact your local Gibson EMC customer service center.

## Buchanan earns board leadership credential

**T**he Gibson Electric Membership Corporation Board of Trustees, with policy-making authority over a \$118-million company, takes its job seriously. For this reason, your trustees continually educate themselves so they will be well equipped to make sound and prudent business decisions regarding the cooperative.

Recently, Gibson EMC Trustee Rana Buchanan of Troy successfully completed the requirements for the National Rural Electric Cooperative Association Board Leadership Certificate.

This designation only can be attained after earning the Credentialed Cooperative Director Certificate and requires the completion of 10 credit

hours from challenging courses on key industry issues.

“The successful completion of these certification programs is a strong indication of Rana’s commitment and that of our other trustees to Gibson EMC’s customer-owners,” says Gibson EMC President and CEO Dan Rodamaker. “The knowledge Rana has gained through this process will certainly equip her to serve our customer-owners well.”



**Rana Buchanan  
Gibson EMC  
Board Member**



**Energy Efficiency**

*Tip of the Month*

Windows provide great views of the outdoors, light, ventilation and solar heating in the winter. Unfortunately, they also account for 10 percent to 25 percent of your heating bill. High-performance, Energy Star-labeled windows can cut your heating and cooling costs by as much as 30 percent.

Sources: U.S. Department of Energy, Alliance to Save Energy

# Take **charge** of your energy use

## Pilot program allows you to pay as you use electricity

**K**enton resident Chuck Edwards decided to take control of his energy use by enrolling in Gibson Electric Membership Corporation's new Pay-As-You-Go program.

"I love the payment flexibility of the program," said Edwards. "I am not locked into a monthly bill, and I always know how much electricity I am using. It gives me control over my energy use instead of it controlling me."

Gibson EMC, in partnership with the Tennessee Valley Authority, is participating in the pilot program to offer customer-owners another solution to use energy wisely and efficiently.

With Pay-As-You-Go, you pay for electricity in advance, and as you use electricity, your credit balance decreases. You may pay when you want and in amounts that you choose. Should your Pay-As-You-Go account reach a debit balance, your electricity automatically disconnects — that's why it's important to closely monitor the amount of electricity remaining.

"Customers can track their account balances and energy use information in one of two ways, through e-mail notification or with an in-home display unit (IHD). Pay-As-You-Go energy use data is updated daily," says GEMC Vice President of Engineering Services Charles Phillips. "It appears on the customer's IHD in an easy-to-read format."



**Gibson EMC Customer Service Representative Rachel Cates gives Pay-As-You-Go customer Roger Campbell his in-home display.**



**The Pay-As-You-Go in-home display, which plugs into an electrical receptacle in the customer's home, indicates in an easy-to-read format just how much energy is being used.**

Pay-As-You-Go allows you to purchase energy when convenient, avoid deposits and monthly bills and monitor your own energy consumption daily. Because of an increased awareness, some customers may even be able to reduce their energy use, Phillips says.

"The IHD features an alarm that activates when the customer's Pay-As-You-Go balance decreases to a credit amount sufficient for just four days or fewer of power," says Phillips. "When customers need more energy credits, they simply make a payment into their accounts."

Payments can be made at any Gibson EMC customer service center location, over the telephone with a credit card or online through [www.gibsonemc.com](http://www.gibsonemc.com). (Payments made by phone or online can be done 24 hours a day.)

The pilot program is open to new and existing Gibson EMC customers. To learn more about Pay-As-You-Go, call or stop by your local Gibson EMC customer service center.

**Gibson Electric Membership Corporation will be closed Thursday and Friday, Nov. 26 and 27, so employees may enjoy Thanksgiving with their families.**



Community leaders lock together puzzle pieces to represent the joining of community partners to foster growth in Crockett County. Pictured at Crockett County Chamber of Commerce's Annual Membership Dinner are, from left, Emily Sullivan, Gibson EMC Vice President of Economic Development and Crockett County Chamber of Commerce Board President; Van Wylie, U.S. Department of Agriculture Rural Development Business Specialist; U.S. Rep. John Tanner; Dan Rodamaker, Gibson EMC President and CEO; Paul Phelan, Tennessee Valley Authority Valley Relations Manager; Melissa Cox Rayner, Crockett County Chamber of Commerce Executive Director; and Bobby Goode, USDA Rural Development State Director.

## Crockett Chamber receives \$35,000 for technology

Community partners attending the recent Crockett County Chamber of Commerce Annual Membership Dinner announced \$35,000 in grants and in-kind services, which will be used for technology enhancements to support the chamber's commercial and industrial business recruitment and retention efforts.

U.S. Rep. John Tanner participated in the announcement and addressed the 250 chamber members and guests with the keynote speech following dinner. "We are so proud of creative partnerships like this that bring local officials and business leaders together with other organizations in our community to make shared investments to improve our area," Tanner said. "This level of cooperation is a crucial part of our collective efforts to improve the public infrastructure and help create new jobs in our rural communities."

Crockett County Chamber of Commerce Executive Director Melissa Cox Rayner expressed gratitude for the grants, in-kind services and cooperation and assistance of U.S. Department of Agriculture (USDA), the Tennessee Valley Authority and Gibson EMC. "Many agencies and entities routinely help Crockett County with its economic and community development efforts — we're grateful to all of them," Rayner said. "But, thanks to the

recent efforts of USDA Rural Development, TVA and Gibson EMC, we are receiving some much-needed technology funding."

- With the help of Tanner and USDA's Rural Business Enterprise Grant program, the chamber received a \$15,000 grant funded by the American Recovery and Reinvestment Act. These funds (along with those from a TVA grant) will be used for enhancements to the chamber's Web site, upgrades to its fiber connection for broadband high-speed Internet services, video and teleconferencing equipment and the development of a small business resource center.

- TVA, through its Special Opportunities Readiness Program, awarded a \$10,000 grant to the chamber.

- Gibson EMC donated in-kind fiber and technology services, at a value of approximately \$10,000. These services included fiber connectivity, Web site hosting and miscellaneous technical support.

"We are happy to be able to help the commercial and industrial businesses of Crockett County," said Gibson EMC President and CEO Dan Rodamaker. "Investing in the communities we serve is part of our mission as a customer-owned electric cooperative. When our businesses do well, they retain existing jobs and create new ones — this benefits us all."



### INSULATION HELPS ME WEATHER THE ECONOMY.

There was money hiding in my attic. Not anymore.  
I'm saving \$240 a year just by adding insulation. What can you do?  
Find out how the little changes add up at [TogetherWeSave.com](http://TogetherWeSave.com).



Bud Cole, Gibson EMC Residential Energy Services Specialist, at left in both pictures, congratulates Kevin Clark of Clark Family Homes and Danny Larcom of Danny Larcom Heating and Air (formerly Johnson and Larcom Heating and Air) for winning Gibson EMC's *energy right* awards. With Larcom is his wife, Lori.

## Businesses earn awards for doing it right — the *energy right* way

Gibson Electric Membership Corporation recently presented *energy right* volume awards to two area businesses for promoting energy-efficiency measures.

Clark Family Homes of Medina again was recognized with the *energy right* New Homes Award for building the most qualifying, single-family residences in the Gibson EMC service area.

Johnson and Larcom Heating and Air of Union City earned its first *energy right* Heat Pump Award for installing the most qualifying heat pumps in Gibson EMC's service area.

"We are very proud to receive the volume Heat Pump Award," said Danny Larcom of Danny Larcom Heating and Air (formerly Johnson and Larcom Heating and Air). "We were, however, a bit surprised to receive it as we had never really kept track of the number of systems we had installed through the program." Danny Larcom Heating and Air is one of 20 members of Gibson EMC's Quality Contractor Network.

The *energy right* program, developed by the Tennessee Valley Authority, Gibson EMC and other distributors, helps consumers save money through efficiency improvements in their home energy use. The program also provides support to builders and contractors who construct all-electric and highly energy-efficient homes and install electric heat pumps and water heaters.

Clark Family Homes began its partnership with the *energy right* program in 1992. The company began building homes in the Medina area in 1996. Owner Kevin Clark says homebuyers like the long-term energy efficiency of his all-electric homes and the cost savings of electric appliance installations (as opposed to natural gas appliances that require venting).

Larcom is a firm believer in the program for the way it pro-

TECTS the consumer. "We joined because our customers were talking about it, how convenient it was to finance their appliances through the program," said Larcom. "After participating for nearly five years, we see that it not only helps keep utility costs low for the customer, but also ensures that the customer is using a qualified contractor who makes sure it is installed right. There is no other program out there like it."

"An *energy right* home provides customers with a comfortable home that will have low utility bills year-round," said Gibson EMC Residential Energy Specialist Bud Cole, who performs the inspections. "An electric heat pump also is a great option for the homeowner who wants lower utility bills."

Heat pump and water heater contractors and residential builders who want to participate in the *energy right* program can contact their local Gibson EMC customer service center.

## Heat pump just right for West Tennessee's climate

A high-efficiency, electric heat pump offers the most economical and comfortable residential heating and cooling in moderate climates like that of West Tennessee.

That's why more area homeowners are turning to heat pumps as replacements for less-efficient natural gas and propane heating systems and for upgrades to older electric heating and cooling systems.

A properly installed air-source heat pump can deliver one and one-half to three times more heat energy to a home than the electrical energy it consumes. This is possible because a

*Continued, next page ...*



### Career Fair

**G**ibson Electric Membership Corporation participated in the 2009 Gibson County Career Fair at Gibson County High School. More than 1,700 students from Bradford, Milan, Humboldt, Gibson County and Trenton high schools visited exhibits and learned about local career opportunities.

- **First Class Lineworker Gary Laster, above left, talks with students about how he uses special equipment in his job.**
- **At left, Geographic Information System Coordinator Teresa Burkett tells students about her GIS position and Gibson EMC's use of computerized mapping.**
- **Above, Human Resources Specialist Nancy West talks with a student about the kinds of jobs available at Gibson EMC.**

## Heat pump just right for West Tennessee's climate

heat pump moves heat rather than converting it from a fuel like gas and propane combustion heating systems.

Gibson Electric Membership Corporation makes it easier for you to switch to an energy-efficient heat pump with our financing program. We offer qualified Gibson EMC members low-interest, fixed-rate loans of up to 10 years, and we require no money down.

The process is easy ...

- We prequalify you for the loan.
- You choose one of our Quality Contractor Network heat pump installers (see list at right) and select the heat pump best suited for your home.
- We inspect the completed installation, pay your contractor/installer and set up payments on your monthly electric bill.
- You enjoy the comfort and savings of a heat pump.

For details, call your local Gibson EMC customer service center or visit us on the Web at [www.gibsonemc.com](http://www.gibsonemc.com).

### Gibson EMC's Quality Contractor Network

- |   |   |  |
|---|---|--|
| ■ All Seasons Refrigeration & Air Conditioning, Jackson, 664-3989                           | ■ Emert Services, Milan, 742-3021                             | ■ Quality Sheet Metal, Lexington, 968-8383                           |
| ■ Bartholomew Comfort Service, Milan, 686-2278  | ■ Flatt Heating & Air Conditioning, Newbern, 627-2581         | ■ Ross Heating, Air Conditioning & Sheet Metal, Union City, 885-3815 |
| ■ Betts Heating & Cooling, Medina, 783-5179   | ■ Heglur Plumbing & Electric Co. Inc., Humboldt, 784-3642     | ■ Skinner's Sheet Metal, Greenfield, 235-3928                        |
| ■ Comfort Air, Newbern, 627-2029  | ■ Kyle's Refrigeration & Electrical Service, Kenton, 749-0365 | ■ Smallman Sheet Metal, Fulton, Ky., 270-472-1912                    |
| ■ Dale Heating & Air Conditioning, Clinton, Ky., 270-653-4187                               | ■ McCoy Heating & Air Conditioning, Jackson, 668-7492         | ■ Williams Heating & Cooling, Friendship, 656-2231                   |
| ■ Danny Larcom Heating & Air, formerly Johnson & Larcom Heating & Air, Union City, 885-1021 | ■ Parham Refrigeration, Dyer, 692-3636                        | ■ Windle Heating & Air Conditioning, Dyersburg, 285-7970             |
| ■ E & H Refrigeration Inc., Martin, 587-9675  | ■ Premier Heating & Cooling, Newbern, 627-9945                |  |

*(All phone numbers are area code 731 unless noted)*