

Sent to you by Gibson EMC – your Touchstone Energy Cooperative

# The Tennessee

## Magazine

October 2010

**History for Kids:**  
*Roosevelt Visits Maxwell House*

**Best of Tennessee Winners Named**

**Gatlinburg:**  
*Travel the Sunny Side*

**Pass the Peppers**



## A Message from Your President and CEO

# Celebrating the Cooperative Difference

This month, Gibson Electric Membership Corporation and cooperatives around the world join in celebrating Co-op Month and the role cooperatives play in serving our members. The theme of this year's commemoration is "Local. Trusted. Serving You." It encapsulates what has long been the cooperative promise.

After a year that has posed economic and financial challenges for people around the world, this theme honors cooperatives' philosophy of putting people before profits in order to meet the needs of our members and our communities. Cooperatives are unique because they are not-for-profit, democratically controlled, member-owned enterprises. Members of cooperatives pool their assets to meet the needs of their communities.

For us, it began in 1936, when area farmers and rural residents formed Gibson EMC with support from the federal Rural Electrification Administration. At

that time, investor-owned utilities said there wasn't enough profit to justify building power lines in rural northwest Tennessee.

Today, your cooperative serves more than 34,000 members over 2,800 miles of line in parts of eight counties. We are local, with a democratically elected board of trustees and employees who are your friends and neighbors. We're

not here to make a profit; we don't have stockholders or pay dividends. We are all about serving you!

A philosophy of member service lies at the core of all cooperatives, and it's an advantage that has distinguished co- for more than 150 years. This Co-op Month, we hope you will join Gibson EMC in celebrating the cooperative difference.



**Dan Rodamaker,**  
Gibson EMC  
President and CEO



## A list to help keep your home safe

Last year, millions of people were treated in hospital emergency rooms for injuries associated with accidents at home. Since most of these episodes resulted from a lack of maintenance, walk through your home and use the following checklist to spot possible safety hazards. If you notice a potential problem, arrange for it to be fixed immediately to prevent accident or injury.

**Kitchen:** Make sure each of your appliances carries an Underwriters Laboratories Inc. (UL) seal, which means it was tested and found safe to use. Check electrical cords for fraying or cracking, step stools for splitting or cracking and throw rugs for tripping hazards like bumps and turned-up corners.

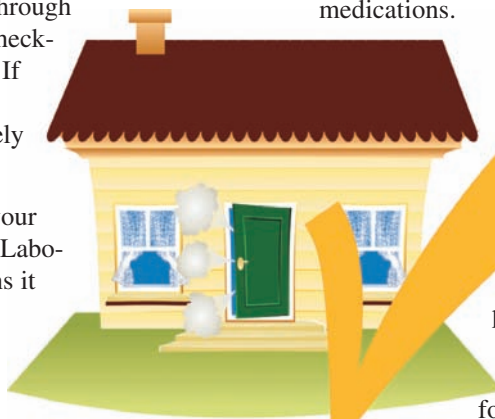
**Living room:** Check rugs and runners, electrical cords, lamps and other lighting. Inspect the fireplace and chimney for fire hazards, and make sure all passageways are clear.

**Bathroom:** Make sure small appliances are marked with a UL seal. Check the bathtub, shower, rugs and mats for slipping hazards and inspect cabinets for safe storage of medications.

**Bedrooms:** Examine rugs, runners, electrical and telephone cords, and make sure the area around the bed is clear of items that could cause you to trip.

**Basement/garage/workshop:** Make sure all power tools bear the UL mark. Check fuse and breaker boxes for possible malfunction and shock and fire hazards. Inspect extension cords and cords on tools and lawn and garden supplies. Check for proper ventilation, and make sure flammable liquids are stored properly.

**Stairs:** Make sure there's proper lighting around stairways. Examine handrails and steps for defects or weaknesses, and test stair coverings for tripping hazards.



# Visit our new website to register for \$100 bill credit

**Y**our phone number is our connection to you; it enables us to serve you better when an outage occurs. We encourage you to help us update our records by submitting your account information on our new website at [www.gibsonemc.com](http://www.gibsonemc.com) or by completing and mailing the form at right for your chance to win a \$100 electric bill credit.

Having your updated phone number(s) will help us to help you. Our outage management and voice recognition systems use caller identification technology to link your telephone number(s) to your address.

This means that if you have a power outage and call to make us aware of it, your outage location can be pinpointed based on your caller ID and the associated phone and location information in your Gibson EMC customer data file. And, when multiple calls are made from the same area, we can gauge the magnitude of the outage and better determine the manpower and equipment to be dispatched. This translates into faster service restoration.

Remember, to have your name entered into the drawing, visit [www.gibsonemc.com](http://www.gibsonemc.com) and click on "Update My Account Info" on the right of the page.

If you do not have access to the Internet, you can also register by completing and mailing us the form at right.

If your information is already current and you would still like to be entered in the drawing, simply type "current" into the "What needs to be corrected?" box found on the Account Information Web page.

If you are mailing in your account information, simply check the box indicating that your information is current.

## Phone Number Update

\_\_\_\_\_   
 Gibson EMC Account Number

\_\_\_\_\_   
 Name on Account

The correct telephone numbers for my Gibson EMC account are:

Home: \_\_\_\_\_

Work: \_\_\_\_\_

Cell: \_\_\_\_\_

(Note: A maximum of three numbers will be kept on file.)

- Check here if all listed phone numbers on your electric bill are correct and you simply wish to be entered in the November drawing.

**Return this form to Gibson EMC, Attn. Customer Care,  
1207 S. College St., Trenton, TN 38382.**



So, take a moment to register and give yourself a chance at that \$100 electric bill credit.

## Gibson EMC representatives don't enter your home without a scheduled visit

**G**ibson Electric Membership Corporation works hard to provide you with reliable electric service. Our employees and contractors routinely inspect our physical electric system to identify and resolve any problems with facilities and equipment. For this reason, you may have a Gibson EMC representative come onto your property.

Gibson EMC employees and contractors will never request to enter your home unless you have

called or have come by one of our customer service centers and requested a service that would require entry. For your safety, never admit anyone claiming to be a Gibson EMC representative into your home unless you initiated a scheduled visit.

Delivering reliable electric service is important to us, but your safety is far more important. If you'd like more information, just call your local Gibson EMC customer service center.



## Energy Efficiency

### Tip of the Month

It may be time to replace your refrigerator. A fridge made before 1993 could cost more than \$100 each year to operate. A new Energy Star-qualified model could cut your related energy costs in half. In addition, newer models keep food fresher longer.

Source: U.S. Department of Energy



# Write a short story and win a trip to D.C.!

Gibson Electric Membership Corporation representatives are visiting area schools to tell high school juniors how they can win an expense-paid, week-long trip to Washington, D.C., next June.

For the 41st consecutive year, Gibson EMC is sponsoring the Washington Youth Tour Short Story Contest.

Juniors who attend a local high school should submit their stories to their English teachers or guidance counselors. Short stories from home-schooled students must be received by Jenni Lynn Crossnoe at Gibson EMC, P.O. Box 47, Trenton, TN 38382, no later than Feb. 1, 2011.

- The topic of this year's short story is "Electric Cooperatives: iPower the Future." Please make that your title.
- Your story should be type-written and double-spaced.
- Submissions cannot exceed 900 words. This includes arti-



Standing in front of Mt. Vernon are the students whose short stories won them a trip to Washington, D.C., last June. From left are Obion County English Teacher Jean Little; students Micah Lanier, Mary Medling, Beau Jackson, Diana Whitmore and Shanna Laman; and Gibson EMC Communications Specialist Jenni Lynn Crossnoe.

cles such as "a," "an" and "the."

■ The exact word count must be included on your cover page.

■ Your story will be judged on originality, appropriate treatment of theme, grammar, composition and knowledge of subject.

If your short story is one of the contest winners, you will receive a free trip to Washington, D.C., next summer, along with other winners from Tennessee and

across the country.

Meanwhile, if your short story meets the contest requirements, it will be entered into a drawing at next year's annual meeting for a \$500 scholarship: You don't even have to be a contest winner.

For more information, visit [gibsonemc.com](http://gibsonemc.com) or call Crossnoe at 731-855-4740, ext. 1215.

## Scholarship winners

Five local high school students were awarded \$500 scholarships at



Preston Hill  
Newbern



Kirsten Monreal  
Troy



Nick Pearson  
Ridgely



Caleb Salazar  
Humboldt



Caitlyn Vance  
Friendship

Gibson Electric Membership Corporation's annual meeting in August. Their names were drawn from a pool of high school juniors who wrote short stories meeting eligibility requirements in Gibson EMC's 2009-2010 Washington Youth Tour Short Story Contest. This year's scholarship recipients are Preston Hill, Newbern; Kirsten Monreal, Troy; Nick Pearson, Ridgely; Caleb Salazar, Humboldt; and Caitlyn Vance, Friendship.



## Change your clocks, change your batteries

As you set your clocks back one hour for daylight saving time on Nov. 7, the U.S. Consumer Product Safety Commission reminds you to change the batteries in your smoke detectors and carbon monoxide detectors. If your smoke and carbon monoxide detectors are hard-wired, this is also a good time to test them to make sure they work.

# Time is running out on energy-efficiency tax credits

Only three months remain to tackle home improvement projects if you want to take advantage of energy-efficiency tax credits authorized under the federal stimulus bill.

Measures that qualify for the federal tax credits include replacing windows, doors or roofs with materials that reduce your home's heat loss or gain; adding insulation; replacing certain air conditioners; and installing air-source heat pumps, hot-water boilers and biomass stoves.

"We want to make sure our members know about these tax credits and can take advantage of them before they expire on Dec. 31, 2010," stresses Gibson Electric Membership Corporation Vice President of Customer Care Kerry Watson. "This is an incredible opportunity for our customer-owners to invest in residential energy efficiency and see energy bill savings right away."

You can recover 30 percent up to \$1,500 of costs associated with buying and installing heating, ventilation and air-conditioning systems and biomass stoves. Installation costs are not covered for windows, doors, roofing and insulation.

Energy Star, a joint program of the U.S. Department of Energy and the U.S. Environmental Protection Agency, provides guidelines on what qualifies for the tax credit at [www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits). Tax credits are especially beneficial as they directly reduce, dollar for dollar, any taxes you owe.

"These are tough times, and we know it's important for our members to keep their monthly electric bills as low as possible," explains Gibson EMC President and CEO Dan Rodamaker. "Making home energy-efficiency upgrades offers a great way to save energy and money, and these tax credits can help make that a reality."

Be sure to keep your receipts and your Manufacturer's Certification Statement (a signed statement from the manufacturer certifying that the product or component qualifies for

the tax credit) for your records. Then claim the credit on your 2010 taxes using IRS Form 5695.

## Renewable energy

If you're interested in renewable energy, the government also offers a renewable energy tax credit that expires Dec. 31, 2016. That credit covers 30 percent of the cost of materials

and installation for solar panels, solar water heaters and geothermal heat pumps, for both new and existing homes. Check with Gibson EMC, however, for advice on what system makes sense for your home.

## Other incentives

Both Gibson EMC and the state of Tennessee offer other incentives to help make your home energy efficient.

For example, TVA and Gibson EMC's In-Home Energy Evaluation program allows customer-owners to take advantage of up to \$500 in energy-efficiency rebates when you make recommended, reimbursable improvements to your home. For more information, visit [www.gibsonemc.com](http://www.gibsonemc.com)

The state of Tennessee recently released information about its Energy Efficient Appliance Rebate Program. The state received \$5.9 mil-

lion for the program from the federal stimulus bill.

Tennessee residents who replace an existing room air conditioner, central air conditioner, air-source heat pump or gas furnace with a new Energy Star-qualified model purchased between April 22, 2010, and Feb. 17, 2012, are eligible to apply for the rebate. The rebate is \$250 for a central air conditioner and air source heat pump, \$40 for the window air conditioner and \$150 for the furnace.

Rebates will be paid on a first-come, first-served basis, based on the postmark date associated with a completed, signed application with all the required documentation. No more rebates will be paid after the incentive funds are gone.

Application for the state rebates may be downloaded online at [e-rebates.org/teearp](http://e-rebates.org/teearp) or by calling 1-877-741-4304.

**Time's Running Out...**

**DECEMBER 31**

**...to take advantage of federal Energy Efficiency Tax Credits!**

Incentives provided by the 2009 American Recovery and Reinvestment Act to help you make energy efficiency improvements to your existing home expire **Dec. 31, 2010**. Don't miss your chance to save!

You can receive a tax credit for 30 percent of the cost of materials for qualifying improvements—up to \$1,500 over 2009 and 2010.

For a full list of qualified improvements visit:

**[www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits)**



## Don't forget to visit www.gibsonemc.com for useful information

If you haven't checked out Gibson Electric Membership Corporation's new website, you should! Gibson EMC's redesigned website is full of useful information and provides you, our customer-owner, with the online tools needed to conveniently manage your electric consumption and your account.

By having access to these resources, you have the opportunity to identify things in your home associated with high energy costs and learn ways to control them.

Not only can you access and pay your bill online at www.gibsonemc.com, you also can learn about and sign up for programs and services designed to specifically fit your needs.

In addition, you will find energy calculators, outage information, answers to frequently asked questions, news, job opportunities and much more! Don't wait! Log on to www.gibsonemc.com today.



YOU'D BE SURPRISED HOW MUCH MONEY  
CAN SQUEEZE THROUGH A CRAWLSPACE.

I know I was. But once I insulated the crawlspace under my house, my budget became much more comfortable. About \$155 a year more comfortable. What can you do? Find out how the little changes add up at TogetherWeSave.com.



TOGETHERWESAVE.COM