

NEWS *from the* REC

The Northwestern Rural Electric Co-operative Association, Inc.
 22534 St. Hwy. 86, PO Box 207, Cambridge Springs, PA 16403-0207

A Touchstone Energy® Cooperative 

www.northwesternrec.coop • E-mail: REC@northwesternrec.coop • Phone: 1.800.472.7910 • Fax: 1.814.398.8064

Contacts:

Amy W. Fuller
 News from the REC Editor
 1.814.398.5364

Mary Mulligan-Haines
 Communications/Marketing Manager
 1.814.398.5307

Marilyn Jones
 Engineering & Operations Supervisor
 1.814.398.5310

Linda King
 Business Development Manager
 1.814.398.5303

Kevin Hindman
 Engineering/Field Services Superintendent
 1.814.398.5366

Why We Reach Out to Our Members & Our Trade Allies

If you're reading this message, you're likely to be a contractor, electrician, inspector, etc. who may work for a member of Northwestern Rural Electric Cooperative. If you're a member of Northwestern REC, you own your cooperative along with the other members.

Perhaps the most important question is: Are you aware of the special benefits and advantages one has as a member of a cooperative?

The principles that guide electric cooperatives call for us to educate, train and inform our members about the cooperative way of doing business so that they can contribute effectively to their cooperative's development. Cooperatives use a variety of ways to educate, train and inform members about the cooperative difference.

The cooperative difference includes having member-elected directors who are members themselves and serve as the trustees of the members' business.

The cooperative difference also is a commitment to provide highly reliable electric service. That means



2004 Annual Meeting

we invest in the latest technology to ensure reliability and provide members with the highest level of customer service.

Another key difference is our capital credits system. Cooperatives are not-for-profit businesses and exist solely to serve consumers with reliable, affordable electricity – not to earn a profit. Through the capital credits system, the board of directors may decide to refund to members any additional funds left over after all operational expenses are covered.

As local, private businesses, owned by those we serve, cooperatives have a higher degree of care and concern for our local communities. Supporting education, health care, economic development and other areas that contribute to quality of life is an important mission of every cooperative.

(Continued on page 3)

Inside this issue:

Why We Reach Out to You	1 & 3
Did it Pass Inspection? Leave No Doubt	2
Tips from the REC	2
Co-op News	3
Peak Alerts	Insert
PNG	Insert
Comfort Plus	4
Contact Information	4

News from the REC is published quarterly by the Northwestern Rural Electric Co-operative Assoc., Inc.

ComfortPlus Off-Peak Electric Heating & Cooling



(Air-source heat pump & electric thermal storage)

- Super Efficient Heating & Cooling
- STABLE off-peak rate other fuels can't beat
- FREE electric water heater & FREE 24-hour water heater service
- No flames, no fumes
- No hassle of refilling fuel tank
- Constant Comfort!

Northwestern REC members on the Load Management program receive FREE service on existing electric water heaters and FREE water heaters in new construction or when the existing tank no longer functions properly.

Go Electric
 It's the SMART choice

Northwestern Rural
 Electric Cooperative
 A Touchstone Energy® Cooperative 
 1.800.472.7910
 www.northwesternrec.coop

TIPS FROM THE REC

Reduce Air-conditioner costs

For low-cost cooling methods, we recommend these effective improvements to reduce air conditioning operating hours.

- Set thermostats up 4 degrees and run room fans to move the air and cool by the wind chill effect.
- Install shades, blinds, awnings, sun screens, or window films on sunny-side windows.
- Insulate attics to the maximum practical depth of insulation.
- Line-dry clothes if possible.
- Don't use ovens on hot days.
- Install compact fluorescent lamps in the fixtures used the most. Incandescent lamps produce 10% light & 90% heat. ♦

Save on Lighting

Replacing 25% of high-use bulbs with compact fluorescent (CFL) bulbs could save up to 50% on lighting costs. CFL bulbs are four times more energy efficient than standard (incandescent) bulbs AND provide the same light output! ♦

Be Alert for Peak Alerts

And Help Keep Power Costs Down

Listen to FROGGY 100.3, WHUZ 107 or KISS 99.3 for announcements indicating when to reduce electric load. Or, to subscribe to the e-notification list, send an e-mail to mmh@northwesternrec.coop.

800-472-7910



Inspection sticker from URD trailer service.

Did it Pass Inspection? ~ Leave No Doubt

Not so long ago, Northwestern REC crews would have no question whether or not a new service was inspected. How? An inspection sticker (as seen in the photo above) was clearly visible at the meter panel of the home/business. According to Northwestern REC's line crews, this practice seems to be disappearing.

Northwestern REC's policy clearly states that a newly built service (as well as any re-vamped service, or a service that has been disconnected for more than two years) has to be inspected prior to connection. Proof of inspection must be provided to Northwestern REC via mail, fax or other notification, before crews are even dispatched to a job.

At the job site, crews are finding that inspection stickers are not always left by inspectors, making them question whether the service was indeed inspected. With this doubt, and for safety concerns, crews must take additional time to contact Engineering office personnel to re-confirm receipt of an inspection approval.

Although these stickers are not required, they are **highly recommended** by Northwestern REC to facilitate the connection process, and more importantly, to ensure the safety of homeowners, Co-op crews and anyone on the job site. Northwestern REC and its crews greatly appreciate this practice and hope to see it return.

Questions or concerns may be directed to Northwestern's Engineering Department at 800/473-3567; email: REC@NorthwesternREC.coop. ♦

(Continued from page 1)

And the list goes on. Reaching consumers of various ages and backgrounds to educate, inform and train is a challenge in today's environment of information overload. Reaching younger consumers is an even greater challenge. This is why cooperatives use a variety of communication tools.

Newsletters are one way we reach out to consumers and our trade allies who work with our members—and research shows most of you read them. Whether you're a member and/or our trade ally, our newsletter objective is the same: to keep you informed of the business of Northwestern REC.

Cooperatives also use Web sites. For example, our Web site offers information about our services, allows you to give feedback and ask questions online. And many students and teachers are using the safety tips provided on our Web site for instructional purposes --- both at home and at school. *Visit our Web site at: www.NorthwesternREC.coop.*

Cooperatives also are reaching younger consumers through programs such as school safety demonstrations and scholarships. The national Rural Electric Youth Tour (June 19—24, 2005) also provides students the opportunity to travel to Washington, D.C., where they learn about how government works and also about the cooperative form of business.

Some people ask why cooperatives make such efforts to communicate with consumers when we "don't have to." The answer is quite simple. Cooperatives are different from other businesses because we are owned by the consumers we serve. Instead of answering to stockholders in some far-away city, cooperatives are accountable to our "stakeholders." These are our members: the individuals, businesses and industries living in the communities served by the cooperative.

And while research reveals that consumer satisfaction scores for electric cooperatives exceed utility industry averages, cooperatives understand their responsibility to continue communicating with our members. That's why you'll continue to hear from us in this publication, on our Web site, and through many other programs and avenues to reach you.

It's the cooperative way. ♦

CO-OP NEWS

Summer-time Events

Mark your calendars! And join us for one or all of the following Northwestern REC special events:

- Co-op Safety Day—June 24, 1 to 7 p.m.
- Member-to-Member Golf Outing—June 29
- Co-op Day @ PNC Park—July 24
- Annual Meeting—August 6 (displayers)

For more information about these events, visit us at www.NorthwesternREC.coop, or call us at 800/472-7910. We hope to see you. ♦

Savings by the Truckload

Northwestern REC has negotiated a truckload purchase of Electric Thermal Storage room heaters as well as some Comfort Plus systems to help save you money.

Room units will be 20% off retail prices! Other discounts and no shipping costs will apply to the Comfort Plus units. Now it's even SMARTER to Go Electric!

The benefits of electric heat are numerous. Electric rates are proven stable, while fossil fuel prices continue to spiral upward. Electric heat is clean, efficient and SAFE.

Can you buy propane for 84 cents per gallon? Or Natural gas for 82.9 cents per ccf? Or fuel oil for \$1.13 per gallon? Go Electric, it is the SMART choice.

For more information, visit the Co-op's Web site at www.NorthwesternREC.coop, or call one of our "Go Electric" team members, Linda, Mary or Amy, at 800/472-7910. ♦

Visit www.NorthwesternREC.coop frequently for other Co-op news.