

Inside: Learn How To ...

Apply for the Good
Neighbor Scholarship

Apply for Youth Tour

“Watts” Inside

CEC Scores Big with Member Survey	3
Driving Safety	4
Good Neighbor Scholarship	4
Expanded Rebate Program	5
Youth Tour Reminder	5
Tater Tot Casserole Recipe	6

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The Greatest Thing Since ...

by Matthew Boshaw, CEO & General Manager

Whenever anything great comes along, someone invariably says it is the greatest thing since sliced bread. According to Wikipedia (so it may not be true), Otto Frederick Rohwedder of Davenport, Iowa, invented the first loaf-at-a-time bread slicing machine. A prototype he built in 1912 was destroyed in a fire and it was not until 1928 that Rohwedder had a fully working machine ready. I only mention this because since electricity first became commercially available in 1882, I think the saying should be the greatest thing since electricity. No offense intended to Mr. Rohwedder, but his bread slicer probably ran on electricity.

Imagine, if you would, you are given a product that allows you to do almost anything, and allows advances in technology, comfort and convenience beyond what was written in science fiction novels. Continuing with my hypothetical

situation, you are the salesperson of this product, but instead of having the easiest and best sales record of all time, you actively encourage those who buy your product to use as little as they possibly can. Crazy, right?

Welcome to the world of your electric cooperative. As a member-owned, not-for-profit organization, we recognize we are not simply selling electricity, we are providing a service. Not just any service, but one that has gone from a luxury item to an essential part of our everyday lives. Conservation can have a benefit to both our members and the stability of the organization. I have said many times that the least expensive kilowatt-hour is the one we don't have to purchase.

Central Electric Cooperative (CEC) actively encourages members to use only what they need. We offer an appliance rebate program intended to remove older, outdated, inefficient appliances and replace

Greatest Thing ... /Page 2

Greatest Thing ... /From Page 1

“With those clear marching orders, we have not had a rate increase since July 2016 and do not have one scheduled for 2018. Oh, by the way, our rate comparison shows us charging lower rates than Penelec and closing the gap with West Penn.”

Matt Boshaw, CEO & General Manager

them with today’s much more efficient versions. We are implementing new technologies that minimize the electric line loss on our system. We offer home energy audits designed to educate members on energy use and potential ways to use less. We also participate in a net metering program that provides assistance to those installing their own alternative generating resources.

Perhaps the most direct effort toward minimizing our system demand, and therefore managing our cost of service, is our load control demand-side management program. This voluntary program provides rate relief when a member allows the cooperative to curtail demand by turning off hot water heaters or electric heating during times of peak demand on the system.

Our efforts in these areas have proven very effective and, despite the increasing number of devices that utilize this amazing product, our members’ average monthly usage has remained constant and even declined over the past couple years. Our current rate structure creates an environment in which our revenues are somewhat weather dependent, which has undoubtedly been a part of this decline. As stewards of this amazing service, we recognize declining sales can be problematic for the sustainability of the company.

As I have mentioned before, your member-elected board of directors has indicated our first financial priority is to maximize the time between rate increases and keep our rates competitive with the investor-owned

utilities that border us. With those clear marching orders, we have not had a rate increase since July 2016 and do not have one scheduled for 2018. Oh, by the way, our rate comparison shows us charging lower rates than Penelec and closing the gap with West Penn. So, how do we make sure we have the appropriate funding to ensure CEC’s financial health while continuing these trends? The answer is multi-faceted. First, we look for load growth opportunities. We don’t do that by asking you to use more, but instead by working with our communities on economic development that will bring more businesses and homes to our area. Next, we encourage advancements in technology that can add to our demand, while making energy use more efficient overall. Lastly, we look at the rate structure I mentioned earlier. Electric rates have been calculated in much the same way since we first started collecting them, but electric usage patterns have changed dramatically over the same period. CEC is considering ways to structure our rates without increasing them, so we will be less dependent on weather and declining usage.

In these ways, we are planning to continue providing this amazing service for our next 80 years. So, welcome to 2018 and remember it’s not the greatest thing since sliced bread, it is the greatest thing since electricity.

CEC Scores Big with Member Survey

Member satisfaction is a topic of great interest to electric cooperatives. By definition, the cooperative model — ownership by those we serve — suggests that high member satisfaction must be a constant goal for any cooperative to be successful.

CEC's 2017 Member Survey was meant to provide a tool for our members to tell us what you believe is important and what areas you'd like us to focus improvement efforts on. It was also meant to provide us with data for national comparisons and a general understanding of how satisfied our members are. It did just that. Almost 2,300 members participated in the survey and the results will have a large impact on our strategic plan and how the cooperative looks moving forward.

In the future, we will alter this survey to include questions specific to new technologies and services we are looking at providing for you. We will also utilize this survey for researching new ideas and evaluating specific areas of the cooperative. Our goal is continual member survey participation to help transform CEC into your ideal electric utility.

2017's survey revealed that you'd like us to focus improvement efforts on rates, reliability, outage communication and right-of-way maintenance. We also learned that you feel service, rates, and high-quality customer service are the most important parts of CEC.

The survey also provided CEC with an American Customer Satisfaction Index (ACSI) and Net Promoter score. ACSI is the only national cross-industry measure of customer satisfaction in the United States. CEC's 2017 ACSI score is an 85. Nationally, electric cooperatives scored a 78 and investor-owned utilities a 75 in 2017.

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging

the customer's overall satisfaction with a company's product or service and their brand loyalty. CEC's 2017 Net Promoter Score is a 38. The national Net Promoter Score for electric utilities is a 40.

Thank you to everyone who took the time to participate in the survey. If you missed out on participating in the 2017 Member Survey, please watch for information on the next survey in the fall of 2018.

Congratulations to the winners of the prizes for the survey: David Martin of Northeast; David Bohlander of Clarion; Kathy Monsell of Rimersburg; Virginia Nelson of Seneca; Donna Dietz of Hudson; Marilyn Stuck of Seneca; Terry Kushner of Georgetown; David David of West Middlesex; Mark Bauer of Clarion; Roberta Cox of Kennerdell; and Laurie Overpeck of Emlenton.



SAFETY MATTERS

Driving Safety

When you're behind the wheel of a car — whether alone or with passengers — driving safely should always be your top concern. Being a safe and responsible driver takes a combination of knowledge, skill and attitude. So it's crucial to know the basics of safe driving and practice them every time you're on the road. Here are some safe driving tips:

- Keep windshield and mirrors clean and clear.
- Use your mirrors.
- Constantly scan to front, sides, and rear.
- Look 10-12 seconds ahead.

- When merging with traffic: signal early, watch for your opening, check with your mirrors, and monitor on-coming traffic.

- When leaving an expressway: signal early, get in the turning lane, check with your mirrors, and make a smooth exit.



2018 Good Neighbor Scholarship Program

It's once again time for CEC's Good Neighbor Scholarship program. Eligible candidates include adult members wishing to further their education, currently enrolled college students and high school seniors. Home-school students and seasonal account members, or their children, are also welcome. We will award ten, \$2,000 scholarships in May 2018.

Applicants must provide the following to qualify:

- Entirely completed two-page application.
- 500-word, typed essay answering:
 - What does being a good neighbor mean to you? Describe activities you do to contribute to your community.
- High resolution headshot. Photos can be submitted via email to rritten@central.coop.
- Letter of acceptance from a post-secondary institution.
- Letter of recommendation from a non-relative.

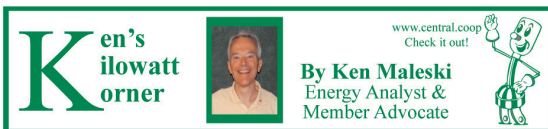
This award is limited to one scholarship per applicant per lifetime. Application requirements can be submitted through www.central.coop or through the mail. Applicants must be able to communicate how they contribute non-paid time to help their community, school, and/or church.

For more information or application forms, please visit www.central.coop or call us at 800-521-0570.

Mail the required documents to:

Central Electric Cooperative, Inc.
Attn: Good Neighbor Scholarship
P. O. Box 329
Parker, PA 16049

Deadline is March 15, 2018.



CEC's rebate program is expanding! We now offer rebates for Energy Star certified heat pumps, electric clothes dryers, and mini compact refrigerators that promote efficiency while improving our environment. Rebates are available for the following, qualifying products:

- Heat pump (any type): \$200
- Refrigerator: \$100
- Clothes washer: \$50
- Electric clothes dryer: \$50
- Freezer: \$50
- Window air conditioner: \$25
- Dehumidifier: \$25
- Dishwasher: \$25
- Mini compact refrigerator: \$25

Program requirements are as follows:

- Qualifying products must be found on the current Energy Star list. Visit www.energystar.gov. Select "Energy Efficient Products" and locate your particular item. Use the "Product Finder" tab to enter the exact model number. Model numbers listed in the

2018 Expanded Rebate Program

search are qualified.

- Members must complete the Rebate Application available at www.central.coop under the Energy Savings tab. The application and a copy of the product sales receipt must be mailed to the address provided on the application.
- Limited to one rebate per product type per year.
- Allow up to six weeks for rebate check processing.

Rebate funds are available from renewable energy credits earned by CEC's power supplier's generation assets. Program funding is limited and subject to change or cancellation without notice. Contact Laura Hensley at 800-521-0570 x2124 or visit www.central.coop to learn more.



Youth Tour applications are due Jan. 19. Don't wait! Apply now!

Youth Tour offers students the opportunity to visit Washington, D.C. and experience all the beauty and history of our nation's capital. Approximately 1,500 Youth Tour participants from across the country will see the U.S. Capitol, meet with congressmen, tour national monuments and memorials, visit the National Zoo and Smithsonian, see a Kennedy Center production and MUCH MORE! Best of all, Youth Tour is FREE OF COST to students!

All high school juniors who reside in a home receiving electric service from CEC are eligible. To apply, visit www.central.coop, call us or see your guidance counselor. All application requirements need completed and received by CEC before Jan. 19. Finalists are not only entitled to the trip to D.C., but are also eligible for special scholarships and national recognition.

Recipe of the Month

Tater Tot Casserole

Ingredients:

- one pound hamburger
- one small onion, chopped
- 10-ounce can of cream of chicken soup
- 2 cups grated swiss cheese
- one pound package of tater tots
- salt, pepper, italian seasoning and parsley to taste

Directions: Season hamburger with italian seasoning, salt, pepper and parsley. Put uncooked hamburger in a greased 9 x 9 pan. Top with onion. Mix soup and one can of water together. Pour on top of onion. Sprinkle with cheese and arrange tater tots over entire casserole. Bake at 350 degrees for one hour.

Thank you to Kathy Guth for submitting this recipe!

Send in your recipes to be shared today!

Send Recipes to: Renee Tritten at rtritten@central.coop or mail to CEC, P.O. Box 329, Parker, PA 16049

CEC Management Team

Matthew P. Boshaw
CEO & General Manager

Dennis W. Beggs
Director of Finance and
Accounting/CFO

Christopher W. Kossman
Director of Information Technology

Stephanie Deal
Director of Human Resources

Fred E. Terwilliger
Assistant General Manager/COO

Lisa A. Hoover
Director of Member Services

Read Power Lines and Win!

Last Issue's Winner:

Jeffrey Isaacson of Cowansville

Last Issue's E-Winner:

Donna Mackrell of Chicora

Read Power Lines and win a \$25 credit on your monthly electric bill by completing and returning the quiz below. You can also have a chance at another \$25 bill credit by submitting a quiz online at www.central.coop.

If you don't have access to the Internet, indicate that on the quiz and we'll also enter you in the online drawing. Just complete and enclose the quiz and personal information below and return it with your monthly payment.

1. True or False: CEC offers a variety of programs to help you reduce the amount of energy you use.

Answer: _____

2. True or False: CEC's Rebate Program is funded from credits earned by our power supplier's generation assets.

Answer: _____

3. True or False: Keeping your windshield and mirrors clean is not important for driving safely.

Answer: _____

How are we doing? (no wrong answer)

Name: _____

Phone: _____ **Acct. #:** _____



Central Electric Cooperative

A Touchstone Energy Cooperative

716 Route 368, P.O. Box 329, Parker, PA 16049

Newsletter Editor: Renee Tritten