

## Inside: Learn How To ...

Apply for the Good Neighbor Scholarship

Go On Youth Tour 2015

Support Our Family Fund

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# Power Lines



2013 Photo Contest Entry  
Taken by Trudy Neff of Cherry Township

## Our Mission

by Matthew Boshaw, CEO & General Manager

Happy New Year! The new year provides an opportunity to review the past year and plan for the year ahead. Whether it is individual New Year’s resolutions or the budget and planning process of your cooperative, the approach is often the same. As I have mentioned before, the last quarter of the year finds cooperative staff monitoring our budget very closely. We are also preparing the strategic plan and budget for the next year. Last month I mentioned that we had completed a revision and update to our strategic plan. This seems like a good opportunity to provide you with some more in-depth information about our strategic planning process especially because the plan drives how we maximize our resources throughout the year.

Like most strategic plans, ours begins with a mission statement; a brief statement of what our board

and staff believe should be the focus of all our efforts. Coincidentally it was in last January’s article that I shared our mission statement with you as we discussed service. Our mission statement has been revised. It now reads:

**“Central Electric Cooperative provides safe, reliable electricity at a reasonable cost to our member-owners, is committed to the communities we serve, and dedicated to the Cooperative Difference.”**

While the change is significant in language, I think you will find the intent to be quite similar. The reasons for revising the statement was to provide a more concise message that was more focused on the areas of greatest priority. If you visit our offices, you may notice that we have our mission statement posted throughout the building as a constant reminder. With our new

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## ***Our Mission /From Page 1***

mission statement we set about defining our vision, strategic initiatives and, ultimately, our goals. All in support of the stated mission. These steps are also pretty typical components of a strategic plan. For those of you that don't do a lot of strategic planning, this probably seems like a lot of jargon and buzzwords, and it is, but our plan provides structure and guidelines allowing your cooperative's staff to provide a complex service efficiently.

Our strategic plan is integral to our success at Central Electric Cooperative (CEC). Our approach to planning differs in some ways from others. While the plan is a three-year plan (most are three to five years in length) ours is a rolling three-year plan. We don't create a three-year plan, complete it and close it only to start the process over again. Our plan is ongoing. Each year we review progress, sunset the most recently ended year and add the next year. This allows us to maintain significant continuity in projects and processes that exceed three years, while still completing work that falls within a single year or a given period of time. The flexibility this allows is as important as the continuity. With a new three-year plan every year, we are able to adjust with little disruption. This method also provides our board, your member-elected representatives, regular oversight and input into the process.

Another departure from many strategic planning processes is the fact

that we include our everyday work alongside major project and improvement work. The reality is that much of our employees' time is spent on the day-to-day work of providing safe, reliable electricity at a reasonable cost, so if we do not incorporate these efforts into the plan our timelines would be unrealistic, our employees would burn out and we would be setting ourselves up to fail. With that in mind, our goals integrate improvements in our daily work with more focused project work.

With our plan in place and our mission statement as the guide, we are able to ask ourselves the all-important question, "Is what I am doing in support of our mission statement?" The answer allows us to efficiently align resources in support of the mission and, to steal a line from a favorite old TV show, "boldly go where no one has gone before." Perhaps less dramatically, we have a plan, we work the plan, we review the plan and we revise the plan so that we can best meet the needs of our member-owners.

Well, now you know more about strategic planning. You know the continuing mission of your cooperative and you know we are ready for 2015! Welcome to 2015! And, once again, Happy New Year!

## **Our New Mission Statement:**

Central Electric Cooperative provides safe, reliable electricity at a reasonable cost to our member-owners, is committed to the communities we serve, and dedicated to the Cooperative Difference.

# SAFETY MATTERS

## Trailer Towing & Setup

Trailer towing is a large responsibility. You should always have an eye for safety first and take immense care. The following tips will help you do the job safely and well.

- Always make pre-and post-trip inspections of vehicles and equipment by visual walk-around inspections and operational checks in accordance with manufacturer's and owner's instructions, applicable Federal Motor Carrier Safety Regulations (FMSCR), and state and local requirements.

- Make sure the towed vehicle/trailer weight does not exceed the capacity of the vehicle you are driving. Only drive a vehicle/towed unit for which

you have the proper license and training.

- Do not attempt to make repairs or adjustments to the unit while it's in operation or motion.
- Always hook up a trailer correctly and double-check for security.
- Make sure safety chains are crossed and hooked at the vehicle.
- Make sure trailer lights and runaway brake wires (if so equipped) are connected.
- Use a person to spot for you when backing a truck, especially one with a trailer.



## Good Neighbor Scholarship Program 2015

It is time once again for CEC's Good Neighbor Scholarship program. Eligible candidates are high school seniors, enrolled college students or adult members who wish to further their education. Seasonal account members or their children are also welcome. CEC will award two scholarships of \$1,000 each in early May of 2015. Applicants or parents must be CEC members. To apply, student must submit:

- A letter of acceptance from a post-secondary educational institution, or a current enrollment verification.
- A completed application which can be found at [www.central.coop](http://www.central.coop) under the Community tab.
- A one-page essay on how they have contributed to their community.

- A letter of reference from a teacher, employer or community member.

Essays and the application must illustrate the candidate's commitment to community, school, or church in non-paid service activities. Mail the four required documents to: Central Electric Cooperative, c/o Ken Maleski, 716 Route 368, P. O. Box 329, Parker, PA 16049.

This program is just one way CEC follows the Seven Cooperative Principles by showing concern for its communities, supporting education and investing in members' futures.

**Due date for all materials is March 15, 2015.**



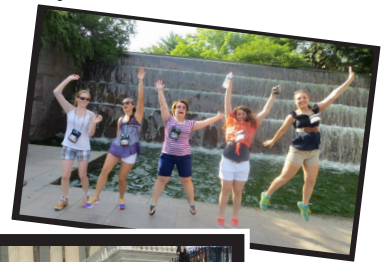
## Attention High School Juniors: Youth Tour is Back!

CEC proudly announces an invitation for high school juniors to experience the trip of a lifetime! Youth Tour 2015 offers students the opportunity to go to Washington, D.C. from June 14 to 19 and experience all of 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 from their state, tour national monuments and memorials, and visit the National Zoo as well as the Smithsonian museums. They will also learn about electric cooperatives, American history, the U.S. government and attend educational seminars. While on the tour, students will attend an All States Dinner Dance where they will have the chance to meet students from around the country. Best of all, Youth Tour is **FREE OF COST!**

All high school juniors who reside with their parents or guardians on CEC power lines are eligible. To apply either obtain an application from your school guidance counselor or print the Youth Tour application from [www.central.coop](http://www.central.coop) (under

the community tab) and **return it to CEC by Feb. 6, 2015.** For more information about Youth Tour visit [www.youthtour.coop](http://www.youthtour.coop), contact Ken Maleski, CEC's Youth Tour coordinator, at 800-521-0570 x2172 or visit [www.central.coop](http://www.central.coop).

This is more than a sight-seeing trip of Washington, D.C. There is a strong educational component — one of our Seven Principles — teaching the importance of being an active participant in our democracy.



### Family Fund helps families in need!



**You can help by rounding up your electric bill to the nearest dollar or by making a one-time contribution.**

Call 800-521-0570 or visit [www.central.coop](http://www.central.coop) for more information.

### Our Home Energy Calculator can help you ...



analyze your home's energy efficiency and learn where you can make changes to save money on your monthly bill. Visit [www.central.coop](http://www.central.coop) to get started today!



Ice dams on roofs are a common event this time of year. They form because heat from inside a home reaches the roof surface, which in turn melts snow and re-freezes. Large ice blocks can eventually pull gutters and downspouts away from the home.

Interior damage can also result when ice pushes back under roof shingles and melts inside the home.

Zigzag shaped melt cables are often the first thing that homeowners turn to when trying to prevent ice dams on roofs. While they can be effective to minimize the severity of ice dams, heat cables should be the last course of action in terms of ice dam prevention. Why? Remember that heat cables do not prevent ice dams. They simply melt small channels through ice dams so water can be removed from the roof via the downspouts.

The best way to lessen ice dams is to add additional insulation. R-38 is recommended for our area. Another solution is to keep the roof surface cold by proper use of attic ventilation. A third solution is to stop as much heat from entering the attic from living areas as possible. This is accomplished by sealing attic hatches, installing insulated recessed-light fixtures and sealing any attic penetrations (plumbing and electrical) to help reduce warm air entering the attic.

If the above are followed, can ice dams be totally eliminated? The answer is not always. Some roof construction types (cathedral ceilings) do not have

## Ice Dams and Melt Cables

space for additional insulation. And even if insulation, ventilation and thermal bypass to the attic have been addressed, roof snow will still melt due to sun exposure and refreeze again at night.

Recommendations for installing heat cables:

- Self-regulating commercial grade cabling (10 to 20 watts per lineal foot).
- Plug into a Ground Fault Circuit Interrupter (GFCI) receptacle with indicator light that lights when cables are on.
- Extend cables slightly beyond and below the drip edge.
- Extend top edge of cables slightly beyond ice dam.
- Extend cables into downspout.
- Clean leaf and needle debris before installing cabling.
- Activate system when temperatures reach between 25 to 35 degrees.

The average house will have about 100 feet of installed cable at a cost of \$2.50 per day to operate. It does not take long to create a large electric bill. Please remember to activate your cables prior to a snow event and turn them off when not required.



**Sign up for weekly energy saving "E-Tips" by contacting Ken Maleski at [kmaleski@central.coop](mailto:kmaleski@central.coop)!**

## Recipe of the Month

### Baked French Toast

#### Ingredients:

- 1 (13 to 14 inch) loaf Italian bread
- 1/2 stick softened butter
- 2 large eggs
- 1-2/3 cup whole milk
- 1/4 teaspoon salt
- 3 tablespoons sugar

*Thank you to  
Gloria Sweesy  
for submitting this  
recipe!*

#### Directions:

Grease 9 x 13 baking dish. Cut bread into diagonal slices. Generously butter one side of the bread and arrange slices buttered side up in baking dish, squeezing them slightly to fit. Whisk together eggs, milk and salt until combined well. Pour evenly over bread. Chill, covered, until the bread has absorbed the custard (at least one hour and up to one day). Preheat oven to 425 degrees. Bring mixture to room temperature. Sprinkle with sugar (can add a little cinnamon). Bake uncovered 20 to 25 minutes. Serve immediately with maple syrup.

## Send in your recipes to be shared today!

#### Send Recipes to:

Renee Tritten at [rtritten@central.coop](mailto:rtritten@central.coop) or mail to CEC, 716 Route 368, PO Box 329, Parker, PA 16049

## CEC Management Team

Matthew P. Boshaw  
*CEO, General Manager*

Dennis W. Beggs  
*CFO, Director of Finance and Accounting*

Christopher W. Kossman  
*Director of Information Technology*

Stephanie Deal  
*Director of Human Resources*

Christina J. O'Donnell  
*Director of Member and Community Relations*

Lisa A. Hoover  
*Director of Member Services*

Fred E. Terwilliger  
*Director of Engineering and Operations*

## Read Power Lines and Win!

Last Issue's Winner:

**Lindy Keister of Venus**

Last Issue's E-Winner:

**David Firster of Cranberry**

Read Power Lines and win! It's simple — you can win a \$25 credit on your monthly electric bill by completing and returning the quiz below. And you have a second chance at another \$25 bill credit by submitting a quiz online at [www.central.coop](http://www.central.coop).

If you do not have access to the Internet, indicate that on the quiz and we will also enter you in the online drawing. Just complete, clip and enclose the quiz and personal information below and return it with your monthly payment. For quiz rules visit [www.central.coop](http://www.central.coop).

**1. True or False:** Our revised mission statement provides a more concise message, is more focused and emphasizes our areas of priority.

**Answer:** \_\_\_\_\_

**2. True or False:** Heat cables should be the first course of action for ice dam prevention.

**Answer:** \_\_\_\_\_

**3. True or False:** The weight of something you are towing is not important.

**Answer:** \_\_\_\_\_

**How are we doing?** (no wrong answer)

\_\_\_\_\_

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Acct. #:** \_\_\_\_\_



Central Electric Cooperative

A Touchstone Energy® Cooperative

716 Route 368 • PO Box 329 • Parker, PA 16049-0329 • [www.central.coop](http://www.central.coop)  
Customer Service 1-800-521-0570 • Emergency Outage Number 1-800-282-8610

This institution is an equal opportunity provider and employer.