

**Inside:
Learn How To ...**

Be Engaged

Save Time & Energy

Save With Our Load Management Program

Attend the 75th Annual Meeting of the Members

“Watts” Inside

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Engagement

by Matthew Boshaw, CEO & General Manager

The word “engagement” brings to mind different things to different people. To a young suitor about to pop the question, it can be excitement or panic. It can be a way to let someone down easy as in “I have a previous engagement.” The dictionary defines it many ways, as well:

As an adjective:

1. busy or occupied; involved
2. pledged to be married; betrothed
3. under engagement; pledged
4. entered into conflict with

As a Verb:

1. to occupy the attention or efforts of (a person, persons)
2. to secure for aid, employment, use, etc.; hire
3. to attract and hold fast
4. to attract or please
5. to bind by pledge, promise, contract, or oath; make liable.

In the world of electric cooperatives it has perhaps a bigger, more substantial meaning.

Whether we are talking about how we came to be, what is expected of us today, or our employees’ commitment to the job, some version of the word “engaged” is at the core.

When electric cooperatives were forming 75 years ago, the local community leaders had to be engaged in order to bring electricity to rural America, or the idea would have died before it ever got off the ground. Over the years the engagement of our membership has been invaluable in bringing the seven cooperative principles to life, and through continuous grassroots support, assisted in holding off challenges to our cooperative’s operations, and sometimes, our very existence.

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Member Memories:

“Us kids were very excited about getting electricity! I was 7 years old at the time. We did not have a lot of outlets at first, and used extension cords for a lot of things!”

Delores Callender, member since 1949.

If you have a favorite CEC memory and would like to be considered for this special column, please contact Chris O'Donnell at 1-800-521-0570 x2170.

Engagement/From Page 1

The cooperative employees define “engagement” in another distinct way. Our employees are engaged in the daily activities surrounding the supply and maintenance of your electric service. In addition to that, they are engaged with one another in improving upon your service and planning for the changing

within 24 hours. The efforts of our staff and the engagement of our membership through a particularly challenging event like this one is what makes electric cooperatives unique. As you can imagine, some who were out for the longer durations weren't pleased, but we were engaged with them through the whole process. Your



requirements of the industry and our membership. They also engage with the community in both their roles here, and in their own private lives.

As I write this article, Central Electric Cooperative (CEC) is wrapping up restoration of outages that resulted from the worst storm event we have experienced since hurricane Ike in 2008. This storm was certainly no Ike, thank goodness, but the engagement of our members and employees resulted in nearly one third of our membership being restored in less than 48 hours. The vast majority of those were restored

willingness to work with us through the challenging events again separates cooperatives from other utilities. CEC members are special. As our line crews worked many hours, members assisted in their own ways: a local restaurant opened early, and stayed late, so that our exhausted linemen would have good meals. Another member used his personal backhoe to assist with clearing a right-of-way so that linemen could restore those lines. Members who expressed appreciation for our efforts through letters, calls and emails, despite their inconvenience of being without power, went a long way for tired crews and telephone operators who worked long hours so that restoration could be complete.

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Power Lines

Engagement/From Page 2

Over the coming years the cooperative spirit of engagement will likely be called to action again. The call will certainly be there in our day-to-day activities and with those unfortunate storm events. We also hope for your continued and expanded engagement with our Annual Meeting. In the bigger picture though, cooperative members throughout the country are important in communicating to our elected leadership that which is important to rural America. One such issue is the increasing regulations on the use of coal in generating electricity. These regulations could have a significant impact on the cost of

electricity and a call to action may be the best way for cooperative membership to be heard.

As I mentioned earlier, these types of grassroots efforts were essential to our formation and continued existence. The rural engagement that is represented through these efforts will be essential in moving us forward and protecting the principles upon which we were formed. I'd like to invite you to visit the National Rural Electric Cooperative Association (NRECA) website at www.nreca.coop as well as CEC's at www.central.coop, or contact us directly to see how you can be more engaged with your cooperative, and those around the USA.

2012 Youth Tour

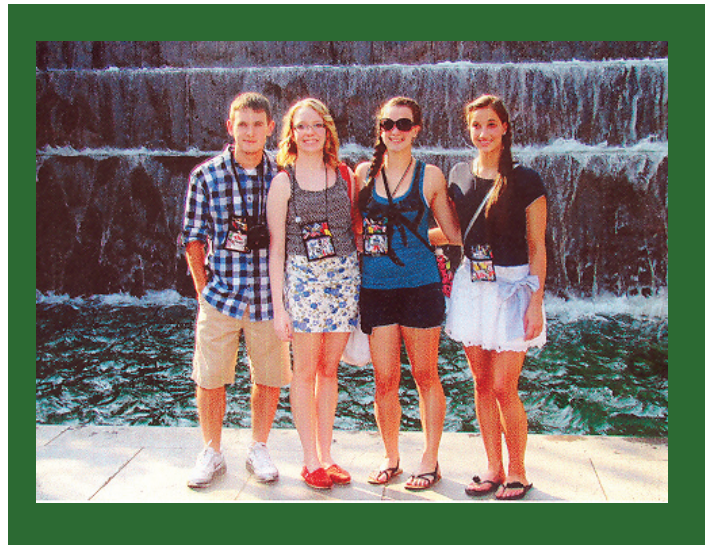
Education, training and information to members is one of the Rochdale Principles to which electric cooperatives subscribe. This year CEC sponsored four students for the 2012 Youth Tour. The students, in the photo, from left, were: Matt Slagle (Bruin, Pa.), Ashley Groner (Cranberry, Pa.), Jessica McGuire (Emlenton, Pa.), and Noelle Lemons (Kittanning, Pa.).

From July 17 to 22 they joined 86 students from other Pennsylvania and New Jersey electric cooperatives, along with over 1,500 high school juniors from across the country, to experience the beauty and history of our nation's capital and learn about electric cooperatives.

They met with local congressional representatives, visited national monuments and museums, enjoyed a dinner cruise on the Potomac River and a play at the John F. Kennedy Center for the Performing Arts.

"Youth Tour was the experience of a lifetime and I loved meeting all the amazing friends along the way. It was an opportunity that exceeded above all expectations," said Ashley Groner.

"An incredible, once-in-a-lifetime experience," added Noelle Lemons.



Youth Tour was founded in 1957 from an idea of former Texas senator, Lyndon B. Johnson, to provide young students the opportunity to experience our nation's capital.

The National Rural Electric Cooperative Association (NRECA), based in Arlington, Va., accepted the leadership role in 1964 to coordinate efforts in overseeing this program.

SAFETY

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Work Zone Safety

When the weather improves, Pennsylvanians see many work zones. While PennDOT and its industry partners are busy improving 40,000 miles of roadway and 25,000 bridges in its care, motorists should keep safety in mind.



- Drive the posted work-zone speed limit.
- Stay alert and pay close attention to signs and flaggers.
- Turn on headlights if signs instruct you to do so.
- Maintain a safe distance around vehicles.



Matt Alderson
Manager of Safety and
Operational Support

- Don't tailgate.
- Use four-way flashers when stopped or traveling slowly.
- Avoid distractions, and give your full attention to the road.
- Always buckle up.
- Expect the unexpected.
- Be patient.

Fines for speeding, driving under the influence, and failure to obey traffic devices are double for active work zones. In 2011, 571 motorists had their license suspended for work-zone violations.

Save Time, Save Energy

Being a wife and grandmother of three is a full-time job. I also have chronic health issues. By the time we serve dinner and get the dishes washed, it's almost time for bed. It's hard to even think about paying bills and taking care of household tasks.

CEC matters to me because it offers lots of great options to save me time and energy, two things I could always use more of.

CEC has a budget billing program to help make electric bills more predictable each month so I can budget more carefully.

I also love the automated payment program: monthly payments are drafted straight from my checking account so my bills are never late, and I don't have to fuss with mailing a check. With all that is going on in my life, my family already has papers cluttering desks, countertops and the refrigerator door, so anytime I can cut down on

paper, I go for it! CEC's easy paperless billing program delivers an email to my account when my bill is ready, and it's conveniently filed online, instead of the overflowing file cabinet. They provide me with charts that help me compare what I used in previous months and how much I paid. This is a real time saver.

CEC matters because of its commitment to safe, affordable and reliable electricity. But the way it delivers so many programs to make my life easier; that's why my co-op matters to me.

Michelle Roberts
Saxonburg, Pa.



Power Lines

Ken's
kilowatt
corner



By **Ken Maleski**
CEC Consumer
Marketing Representative

www.central.coop
Check it out!



Save With Load Management

Sign up to participate in our load management program with your electric water heater and earn a \$25 credit! CEC installs a device on your tank at no cost to you. Benefits are:

- Instant \$25 bill credit
- Monthly \$2.50 bill credit after the device is installed
- Helps stabilize future power costs to the cooperative and members

The device turns off power to the tank during high and costly energy price purchasing periods. And since purchased power amounts to over 60 percent of your electric bill, everyone saves with load management. Worried about running out of hot water? We work with members by placing them in different control time groups to lessen this from happening.

Participants must remain in the load management program for a minimum two years. Mobile homes (unit has an axle and can be transported), and members with smaller capacity water heaters and tanks installed by the cooperative are ineligible. Call 1-800-521-0570 ext. 2195 for more information.



Did You Know?

Did you know that having a new electric water heater installed by CEC can cost you half of one by another installer? We will remove and discard your old tank and install an 80-gallon Fury Rheem® electric water heater for only \$400 (includes all taxes). We do all the work, and all you do is call us at 1-800-521-0570.

Demand response units installed by the cooperative helps us reduce what we pay for purchasing our power. Everyone saves with this program. Please note that the sign-up bonus and monthly bill credit does not apply on water heaters installed by the cooperative.

For more information visit www.central.coop.

***We are looking forward to seeing you at our
75th Annual Meeting of the Members, Saturday, Sept. 29.
For details visit www.central.coop or call 1-800-521-0570 today!***

Recipe of the Month

Hot Bacon Dressing

Ingredients:

- Wilted lettuce, hot potatoes or beans
- 4 strips bacon
- 1/4 cup vinegar
- 1/4 cup water
- 2 teaspoons corn starch
- 1/4 cup sugar

Directions:

Cut bacon into small pieces, fry until crisp, set aside. Drain all grease, set aside 2 tablespoons.

Mix and heat with bacon grease: vinegar, water, corn starch and sugar. Boil until clear.

Add together with bacon pieces: lettuce, hot beans or hot potatoes just before serving. Serves 2 to 4.

*Thank you to Marjorie Junker
for submitting the recipe!*

Send Recipes to:

Chris O'Donnell at codonnell@central.coop or mail to:
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PO Box 329, Parker, PA 16049

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Read Power Lines and



Last Issue's Winner:

Tim Parkes of Cranberry

Read your issue of CEC's Power Lines and win! It's simple — you can win a \$50 credit on your monthly electric bill by reading Power Lines and completing the quiz below.

Complete, clip and enclose the quiz and personal information below, and return it with your monthly payment. For quiz rules, or a faster entry, you may complete the survey online at www.central.coop/quiz.

1. True or False: CEC sent four high school juniors to Harrisburg for this year's Youth Tour.

Answer: _____

2. True or False: CEC's budget billing program makes the amount on your bill more predictable.

Answer: _____

3. True or False: The CEC load management program offers an instant \$10 bill credit to new subscribers.

Answer: _____

How are we doing? (No right/wrong answer).

Name: _____

Address: _____

Telephone No: _____ **Account No:** _____



Central Electric Cooperative

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