

## Inside: Learn How To ...

Make an Online  
Payment with  
SmartHub

Join Our Member  
Aware Advisory  
Committee (MAAC)

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## Board of Directors

Margery S. Terwilliger  
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Jody P. Weaver  
*Vice President*

Althea M. Smith  
*Secretary/Treasurer*

Kenneth Durrett  
William J. Eichner  
Kenneth D. Etzel  
Bette D. Walters  
Richard L. Weaver

# PowerLines

## Balance

*by Matthew Boshaw, CEO & General Manager*

Electricity is simple. I am an electrical engineer by education and I can tell you the basics of electricity haven't changed since Edison and Westinghouse battled it out to see if we would serve people with alternating current or direct current over 100 years ago. We have certainly added a lot of technology around the basics to aid in power restoration, safety and serving ever increasingly sensitive equipment, but the basics of flowing electrons remain about the same.

Our members have also defined things pretty simply for us. You have made it very clear that you want the lights on and the rates low. On its surface, this seems like pretty clear direction especially since we are talking about something as simple as electricity. Rates and reliability, however, are complicated on their own and are often in direct conflict with each other.

As you all know, Central Electric Cooperative (CEC) is a private, not-for-profit company therefore our rates are driven by our costs. We need to make sure that we collect enough to pay the bills, meet our lenders' requirements for financial stability and maintain a healthy equity level as established by our member-elected board of directors and our lenders. This can be a difficult balance by itself, but when our revenues exceed our requirements, we return those dollars to our membership in the form of capital credit retirements. Reliability is also much more than just putting the power back on when the lights go out. In order to properly maintain our system it is necessary to continuously upgrade facilities as they age, increase wire sizes and add new lines to meet increasing loads, implement new technologies to efficiently provide service and, of course, safely repair

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lines to restore power in an emergency.

But equally important to the challenges of these items individually is the inherent conflict between them.

Let me provide you with an example of what I mean. Trees are the single largest cause of outages on our distribution system. For this reason, we have an annual budget for line clearance, that's what we call tree trimming in the electricity business. Clearing these rights of way has a direct, positive effect on our reliability but, as it is a significant annual expense, it has a directly negative effect on our rate.

Our goal is to balance the priorities that sometimes conflict and prepare for those things that are beyond our control to minimize their impact. Sorry, did I forget to mention those things that are outside of our control? Perhaps the best example of this is weather. Weather has an effect on our reliability in the form of storm-related outages and on our rates in the form of decreased sales based on milder weather conditions.

With all of that in mind let's talk about what we are doing to strike that necessary balance. We have created and implemented a rolling three-year strategic plan in order to prioritize our work and make sure that it is aligned with our mission statement. The rolling part illustrates its continuous and flexible nature. Each year we drop off the year most recently ended and add a new third year. The plan emphasizes the areas of:

- service (professional, personal with continued utilization of technology),
- reliability (high reliability with continued utilization of technology),
- costs (provide value at a competitive price with a focus on efficient operations),
- culture (service oriented, with a belief in, and advocacy of, the Cooperative Difference), and a focus on these values:
  - honesty and integrity,
  - commitment and initiative,
  - accountability and dedication,
  - professionalism and reliability.

The plan was created with input from our board of directors, our department directors and our entire staff. It consists of nine goals that are cross-departmental. Its major focus is cost control and continuous improvement. One of my favorite quotes is "men plan and God laughs." We continue to plan but with this quote in mind we plan conservatively and with built-in flexibility so that we ensure what is required and can change to meet changing needs.



**CEC's 2013-2014  
Board of Directors**

## **Congratulations to ...**

- Jody P. Weaver for retaining the Clarion County CEC board of director's seat, and
- Kenneth D. Etzel for being the successful candidate for the Venango County CEC board of director's seat.

## Online Payments Made Easy with SmartHub

In September, CEC's online bill payment website received a new look and became easier to use.

This new user-friendly technology is called SmartHub. In addition to being able to make a payment quicker, you will find it easier to view daily, monthly, and yearly electric usage, either on a computer or smartphone 24/7.

You can even choose to receive email or text alerts for a variety of reasons including when your payment is due.

The free phone app can be downloaded from the Apple App Store or the Google Play Store by searching for SmartHub. Once downloaded, you will need to select us, Central Electric Cooperative, Pa.

The screenshot shows the SmartHub website interface for Central Electric Cooperative, Inc. Callout boxes point to various features: Quick Links, Notification Options, Contact CEC, Comprehensive Account Status, One-Click Payment Access, Access to Help, and Daily, Weekly & Monthly Usage Info. The main content area displays account information for a member with ID 555555, including a 'Make Payment' button and a table of account details.

Account	Auto Pay Date	Amount
Electric 526002 - Budget Billing Account, Auto Pay	08/28/2013 View Bill >	\$0.00 Pay Now >

### To Celebrate the Holidays CEC will be Closed:

Thanksgiving Day, Nov. 28 (normal hours will resume Nov. 29)

Christmas Eve, Dec. 24, closing at noon

Christmas Day, Dec. 25 (normal hours will resume Dec. 26)

New Year's Eve, Dec. 31, closing at noon

New Year's Day, Jan. 1 (normal hours will resume Jan. 2)

### Bonus Seasonal Recipe!

#### Easy Pumpkin Muffins

- 1 box classic yellow cake mix
- 1 can (15 ounces) pure pumpkin

Combine both ingredients, pour into muffin tin and bake at 350 degrees for 20-25 minutes.

Variation: top with cream cheese icing or use spice cake mix instead.



Thanks to Kathy Williams for this recipe!

**K**en's  
ilowatt  
corner



By **Ken Maleski**  
Residential Analyst  
& Advisor

www.central.coop  
Check it out!



## Water Heater Program

There is nothing like a good deal, and CEC's water heater program surely qualifies as one heck of a bargain. We will perform the following:

- Remove and discard your old tank.
- Install a Rheem® 80-gallon electric water heater.
- Install a Demand Response Unit (DRU) with the tank to save on future power costs.

All of this can be yours for the low price of \$429.25 plus tax. A comparable installation would cost over \$850 by a reputable installer. Installations are limited to residential rate class members (not seasonal or commercial accounts) and exclude mobile homes.

Rheem® water heaters have been a respected, reliable brand since the mid-1930s. Tanks are warranted for one year on service, two years on parts, and six years on leaks. Hundreds of cooperative members have experienced the satisfaction of a top-notch professional installation and plenty of hot water when they need it.

Call 800-521-0570 today to schedule your appointment.

E-Tips: Contact Ken at [kmaleski@central.coop](mailto:kmaleski@central.coop) to receive weekly energy-saving emails.



# SAFETY

**M**  
**A**  
**T**  
**T**  
**E**  
**R**  
**S**

## Copper Crime

Soaring metal prices have been blamed for an increase in thefts of copper and aluminum, primary components of electric distribution lines. Copper thefts can be responsible for power outages, additional maintenance and expenses, diminished service reliability, and, in some cases, serious injury or death. The

following will help you to help us guard against electrical danger and prevent copper theft.



Matt Alderson  
Manager of Safety and  
Operations Support

- Never enter or touch equipment inside a substation; stay away from power lines and anything touching a power line.
- If you notice anything unusual with electric facilities, such as an open substation gate, open equipment, or hanging wire, contact CEC immediately.
- If you see anyone around electric substations or electric facilities other than CEC personnel or contractors, call CEC.

## Make a Difference: Join the MAAC!

Are you interested in serving on a respected committee and sharing your ideas with cooperative members? Then the Member Aware Advisory Committee (MAAC) is the perfect opportunity for you! CEC is looking for members to serve on the 2014–2015 MAAC committee. The committee is designed to establish effective communication between cooperative members, the board of directors and management.

As a MAAC member you have the opportunity to discuss and contribute your ideas on issues directly concerning cooperative members. You will also have the chance to submit recommendations to the board of directors and management on improving services and procedures. The committee will meet eight times (once a quarter) throughout the 2014–2015 term.

We will select nine couples from the following counties: Armstrong, Butler, Clarion, Forest and Venango. In staying with the cooperative's bylaws, Allegheny County members shall be affiliated with Butler County and Mercer County members with Venango County.

Eight couples will be residential members with their permanent residence on cooperative lines in the county they represent. In addition to

residential members, the committee will also include a seasonal couple. This couple is required to have their seasonal camp on cooperative lines somewhere within the service area. All interested members must be in good standing with the cooperative to be considered. The board of directors will appoint members if there are no volunteers for a specific county.

If you have previously served on either the MAAC committee or CEC's board of directors you are not eligible.

We would like to recognize the 2012–2013 MAAC members for their dedication and outstanding efforts. They are: Bill & Helen Richardson of Armstrong County; Bill & Jean Duncan, and Lanny & the late Betty Osche of Butler County; Jason & Rebekah Nellis, and Ed & Linda Lewis of Clarion County; Tim & Regina Taylor of Forest County; Dan & Kay Brockett, David Brown, and Ivan Pettit of Venango County; and the seasonal representatives, Gerald & Gloria Coulter.

If you are interested in serving on the MAAC committee please complete the coupon below and send it to: Central Electric Cooperative, MAAC Committee, 716 Route 368, P.O. Box 329, Parker, PA 16049. Coupons must be returned by Dec. 1, 2013. If you have any questions please contact Chris O'Donnell at 800-521-0570 x2170.

### Member Aware Advisory Committee

**I would like to volunteer to serve on the 2014–2015 MAAC Committee**

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

Residential or Seasonal (circle one) Account Number: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ County: \_\_\_\_\_

## Recipe of the Month

### Caramel Apple Sheet Cake

#### Cake:

- 2 eggs
- 1 cup vegetable oil
- 1 3/4 cups sugar
- 2 1/4 cups self-rising flour
- 1 teaspoon vanilla
- 3 cups chopped apples, peeled
- 1 cup chopped pecans
- 1 teaspoon cinnamon

*Thank you to  
Kathy Williams for  
sharing this recipe!*

Preheat oven to 300 degrees. Grease 13 x 9 pan. In large bowl beat eggs, then add oil and sugar, stir until well blended. Stir in remaining ingredients and blend thoroughly. Pour batter into pan. Bake one hour and ten minutes. Let cool.

#### Caramel Icing:

- 1/3 cup butter
- 2/3 cup dark brown sugar, firmly packed
- 1/3 cup milk
- 3 cups powdered sugar
- 1 teaspoon vanilla
- Pecan halves, optional

Melt butter in saucepan. Stir in brown sugar, cook and stir for two minutes. Add milk and continue cooking until boiling, stirring constantly. Remove from heat and gradually stir in powdered sugar. Add vanilla and blend well. Spread over cooled cake.

#### Send Recipes to:

Renee Spence at [rspence@central.coop](mailto:rspence@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:

**Daniel Weaver of Knox**

Last Issue's E-Winner:

**Dennis Custer of Tionesta**

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/quiz](http://www.central.coop/quiz).

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/quiz](http://www.central.coop/quiz).

**1. True or False:** Our water heater program removes your old tank and installs a new tank and Demand Response Unit for \$429.25 plus tax.

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

**2. True or False:** Ice is the single largest cause of outages on our distribution system.

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

**3. True or False:** Copper thefts can be responsible for power outages and sometimes, injury or death.

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

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

\_\_\_\_\_

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

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

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



Central Electric Cooperative

A Touchstone Energy® Cooperative

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