

Inside: Annual Meeting Details ...

Submit Questions in
Advance

Request a Special
Parking Permit

Win a \$500 Scholarship

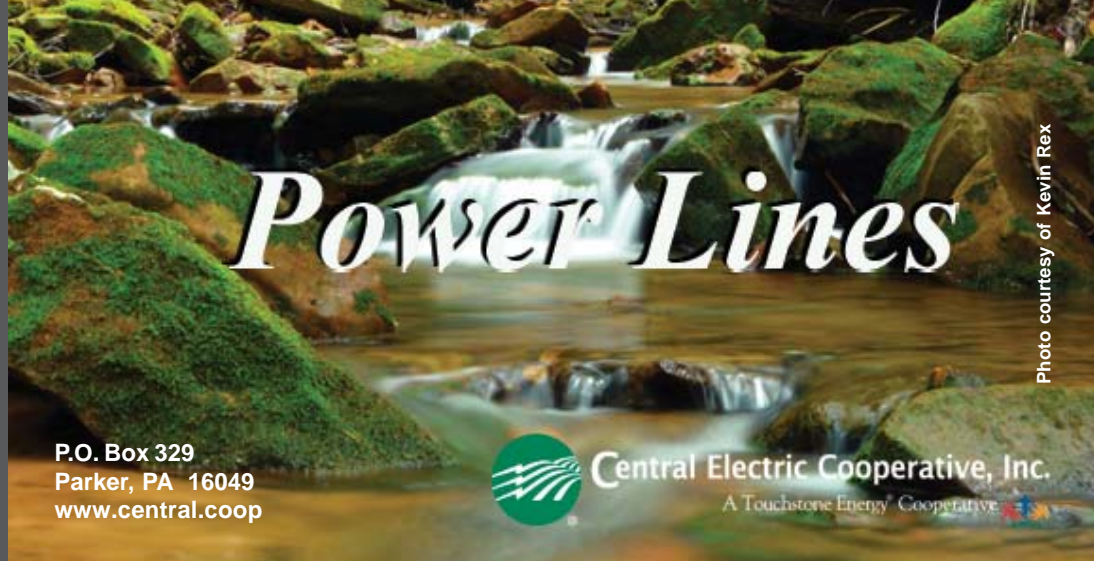


Photo courtesy of Kevin Rex

P.O. Box 329
Parker, PA 16049
www.central.coop



Central Electric Cooperative, Inc.
A Touchstone Energy Cooperative

ISSUE NO. 6

YOUR CENTRAL ELECTRIC COOPERATIVE NEWS CONNECTION

June 2009

“Watts” Inside

Cooperative Ownership,
Page 1-2

Annual Meeting Info.,
Page 3-4

Ken’s Kilowatt Korner,
Page 4

Good Neighbor Scholarship
Winners, Page 5

Recipe of the Month:
Layered Carribean Chicken
Salad, Page 6

Board of Directors

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Vice President

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Secretary/Treasurer

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Jody P. Weaver

Cooperative Ownership

Occasionally, in working with a member, I’m reminded that many members are not aware of what a cooperative is or why their electric provider would be a cooperative. So, I would like to talk a little about how we became a cooperative and the things that set us apart from other business structures.



Larry Adams
CEO & General Manager

Why is My Electric Provider a Cooperative?

In 1936, the Rural Electrification Act was enacted by Congress. The purpose of the act was to assist in the extension of electricity into rural areas of the country which did not have electric service. The act provided federal loan funds to build electric lines into unserved rural areas. While the loans were available to existing investor-owned utilities (IOUs), they did not take advantage of the program. The economics of serving sparsely

populated rural areas were not attractive to a profit-oriented business. This obviously did nothing to help the rural residents who were living without electricity. So they joined together to do it for themselves. And here, like many other parts of the country, they chose to form a cooperative to do it. As a result, Central was incorporated in 1937 and began the job of extending electric lines into unserved areas. The initial small group that formed the cooperative found many others willing

Cooperative Ownership/Page 2



A Touchstone Energy® Cooperative
The power of human connections

to join in order to bring electricity to their homes. While the cooperative's membership has grown, its service territory remains rural. The cooperative has an average of eight consumers per mile of line compared to averages above 30 per mile for IOUs.

What does this mean to you? It means you are both a consumer and owner of Central Electric Cooperative. It means that the profits resulting from the operation of the cooperative are returned to you. It means you have a vote to elect the members who serve on the board of directors. It means that you can expect a high level of service because the employees of the cooperative understand that you deserve it. Is this important? Yes, it means a lot and creates value for the member in a number of ways.

Member-Owned and Controlled

I, and the other employees of the cooperative are responsible for the day-to-day operations; in other words, seeing that electricity is delivered to your home or business in a cost-effective manner. In doing this I report to the board of directors. The board approves the budget, rates, and policies by which we deliver your service. We provide the board with monthly reports on the operation of the cooperative and any other issues that need to be brought to their attention. The board plays a very significant role in the delivery of your service and is made up of cooperative members. The board has overall responsibility for your cooperative and the service it delivers.

Your neighbors serve on the board. The board is elected by and from the membership. Any member who meets the qualifications in the cooperative's bylaws and is elected by the members can serve on the board. All members have a vote in the annual election. It is your voice in how the cooperative operates. The customers of IOUs do not have this voice. You will be receiving your ballot to vote in this year's election near the end of July.

Non-Profit Orientation

The cooperative operates on a non-profit basis. However, like any business, the cooperative needs to end the year with a positive margin; revenues exceeding the cost of doing business. In an IOU these excess revenues are sent as dividends to the stockholders who own the company. At Central, excess revenues are returned to the members and are called capital credits. That's where the non-profit status originates. It means that anything you pay for electric exceeding the cost of providing you with service is returned to you through the cooperative's capital credit program.

A Strong Orientation to Service

Everything discussed earlier in this article leads to a strong orientation to service. Customer ownership, a board comprised of customers, profits returned to the customer: think about the inherent impact this has on policies, budgets, and actions. Knowing the customer owns the business results in a member orientation and produces a business structure that, from the board members through the employees, is dedicated to service. I've watched this work time and time again. It results in very high marks from the members for service and professionalism in our bi-annual surveys. We don't concentrate on service just to get high marks; we do it because you deserve it.

I hope this helps you understand cooperative business structure and why Central is a cooperative. In the time I have been here, I have come to appreciate consumer ownership and the cooperative form of business for the service orientation it produces. I hope that you will exercise your rights as a member by participating in the upcoming board election and Annual Meeting. Your participation helps ensure the cooperative remains oriented to the members it serves.

Power Lines

2009 Annual Meeting

It's that time of year again, Central's Annual Meeting will be held on Aug. 28th at Whitehall Campground in Emlenton, Pa. So, come on out and join us!

Attention College Students: Win a \$500 Scholarship

You have the chance to win \$500 toward your college tuition at this year's Annual Meeting. Complete the coupon in this month's Power Lines and bring it to CEC's Annual Meeting on Friday, Aug. 28th for the drawing. A scholarship registration coupon box will be available for drop off. A special drawing will be conducted at the end of the Annual Meeting and the winner will be announced. Registrants must be currently enrolled in a post-secondary institution. **YOU MUST BE PRESENT TO WIN!**

Scholarship Entry Form

Name: _____

Address: _____

Account No: _____ Telephone No: _____

E-mail Address: _____

Post-Secondary School: _____

Relationship to Account Holder: _____

The event is hosted by Central's employees and catered by KFC. Also, back by popular demand, Diamonds in the Rough is this year's entertainment. The band has been performing



country music for over 25 years. The show includes everything from a



comedy act to



Diamonds in the Rough



a championship fiddler, with a performance that will surely bring you to your feet! And don't forget the kids! There will

be plenty of exciting activities to keep them busy (and out of your hair)! Be sure to check the next issue of Power Lines for more details. To register, please complete the form on page four and return by July 31.



Power Lines

Annual Meeting/From page 3

Annual Meeting Registration Form

Name: _____

Address: _____

Account No: _____ Telephone No: _____



Please reserve a total of _____ dinners for me and my family as we will attend the Annual Meeting dinner on Aug. 28, 2009.

Children's entertainment is provided for children ages 5 through 10. Please indicate how many children will be attending: _____ Ages of children: _____

Person to contact at meeting in case of emergency: _____
(A child with a medical condition must be accompanied by an adult.)

Do you need a handicapped parking ticket: _____
(Handicapped parking permits are available on a first-come basis.)

Submit your question before the meeting to allow us to answer it efficiently. (You may ask a question at the meeting even if you did not submit it ahead of time.)

My question: _____

By attending the Annual Meeting, I grant CEC permission to use my likeness in photographs in any and all of its publications, including internal and external newsletters and Web site entries, without payment or other consideration.

**Return coupon by July 31, 2009 to:
Central Electric Cooperative, Inc., P.O. Box 329, Parker, PA 16049**

Ken's
ilowatt
corner



www.central.coop
Check it out!

By Ken Maleski
CEC Consumer
Marketing Representative



Efficiency Made Affordable

Efficiency upgrades are more affordable now than ever before! The federal and state government are making a clear call to help homeowners fund upgrades for Energy Star™.

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and much more!**

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Now is the time to seriously consider making necessary energy efficiency upgrades to your home. Generous funding mechanisms can save you money month after month, as well as help our nation.



Good Neighbor Scholarship Winners



Cassandra E. Ace
Keystone H.S.
to attend Indiana
University of
Pennsylvania



Nathan A. Barry
Butler Area H.S.
to attend Drexel
University



Nicole Marie Boyles
Redbank Valley H.S.
to attend Clarion
University



Alaina N. Burns
Karns City H.S.
to attend the University
of Pittsburgh



Cassie Marie Groner
Cranberry Area H.S.
to attend Gannon
University



Jennifer A. Kahle
Franklin Area H.S.
to attend Duquesne
University



Debra Ann Matthews
Non-traditional student
to attend Clarion
University



Adrienne Niederriter
Venango Catholic H.S.
to attend Duke
University



Samantha Rae Ryan
Karns City H.S.
to attend Gannon
University



Dominic Sarachine
Seneca Valley H.S.
to attend Penn State
Behrend



Angela Shaffer
Slippery Rock H.S.
to attend Juniata
University



Elaina Nichole Tomsey
Karns City H.S.
to attend Clarion
University



Jessica Wheeler
Franklin Area H.S.
to attend Ohio State
University



Cody Williams
Karns City H.S.
to attend Slippery
Rock University

Not Pictured:
Jessyca Olkowski
Karns City H.S.
to attend Northwestern University



Power Lines

Recipe of the Month Layered Caribbean Chicken Salad

INGREDIENTS:

Dressing:

- * 1 container (6 oz.) pina colada yogurt
- * 1-1/2 to 2 tbsp. lime juice
- * 1 tsp. Caribbean jerk seasoning (dry)

Salad:

- * 3 cups shredded romaine lettuce
- * 2 cups cubed, cooked chicken
- * 1 cup (4 oz.) monterey jack cheese
- * 1 can (15 oz.) black beans, drained and rinsed
- * 1-1/2 cups diced, peeled fresh mango
- * 1/2 cup chopped, seeded plum (Roma) tomatoes (1 to 2 medium)
- * 1 cup (4 oz.) shredded cheddar cheese
- * 1/2 cup thinly sliced green onions (8 medium)
- * 1/2 cup cashews



DIRECTIONS:

1. In a small bowl, mix dressing ingredients until well blended.
2. In a 4-quart clear glass serving bowl, layer salad ingredients in the order listed, except cashews. Spoon dressing evenly over salad and sprinkle cashews over top.

For more great recipes visit:
www.bettycrocker.com

Send recipes to: Jessica Brison
Central Electric Cooperative
P.O. Box 329, Parker, PA 16049
E-mail: jbrison@central.coop

CEC Staff

Larry S. Adams
CEO & General Manager

Dennis W. Beggs
Director of Finance

Stephanie Deal
Director of Human Resources & Administration

Lisa A. Hoover
Director of Consumer Services

Christina J. O'Donnell
Director of Communication & Marketing

Fred E. Terwilliger
Director of Engineering & Operations



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The power of human connections



**Don't forget to
celebrate Flag Day
on June 15th!**

April contest winner:

Julie Nych of Venus, Pa.

Read Power Lines and



Read your issue of Central Electric Cooperative's Power Lines and win! It's simple — you can win a \$50 credit on your monthly electric bill by reading Power Lines and then completing the quiz that appears below. Answer the questions (answers are contained in each issue of Power Lines), then complete the quiz and personal information and return it with your bill payment. For a faster entry you may complete the survey online at www.central.coop.

Important Contest Rules:

1. The contest is open to all Central Electric Cooperative members with active accounts as of the drawing date.
2. Only one entry per member is permitted.
3. Employees and directors of Central Electric, along with members of their immediate families, are not eligible.
4. The winning entry will appear as a credit on the member's bill and may not be redeemed for cash.

Complete, clip and enclose the survey and personal information below and return it with your monthly payment!



1. True or False: Central Electric Cooperative, Inc. was founded in 1936.

Answer: _____

2. True or False: Diamonds in the Rough is performing at this year's Annual Meeting on Aug. 29, 2009.

Answer: _____

3. True or False: Central Electric members must be currently enrolled in a post-secondary institution to qualify for this year's \$500 scholarship awarded at the annual meeting.

Answer: _____

Name: _____

Address: _____

Telephone no: _____ Account no: _____