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PowerLines



And the Survey Says!

by Matthew Boshaw, CEO & General Manager

For many years we have performed regular membership surveys to help ensure that we are meeting your expectations. We ask questions pertaining to our performance in important areas such as customer service, reliability and rates. We have been tracking the results to help us identify what we are doing well and where we need to improve. Overall, we have been trending in a positive direction. In fact, our most recent survey resulted in our highest score ever. The members ranked us higher than our investor-owned neighbors and higher than our cooperative counterparts. As you can imagine these results are what we strive for and are a great affirmation of the direction we are headed. More importantly, we recognize this is just a start and

these results drive us to find new and better ways to continuously, incrementally improve our performance.

The timing of the survey impacts the results, but not always as you might think. If we survey immediately after a significant storm, our reliability ranking tends to be impacted negatively. I know what you are thinking, just call me Captain Obvious. However, that same survey timing usually results in higher customer service scores. The combined results show us that of course, you want the power to stay on but also illustrates that we need to find other ways to interact with you because, even when the power is out, when we do, we are able to meet your customer service needs. Don’t worry we won’t turn out the lights just to get you to call,

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but we would like you to call and take our calls as we look for ways to meet your needs.

Some of you are probably familiar with our Member Aware Advisory Committee (MAAC). However, we would like more of you to become familiar with the MAAC. This committee is made up of members who meet over a two-year period and receive educational presentations from

Director of Communication and Marketing at 1-800-521-0570 ext. 2170 for more information.

We are also piloting a few new ways to increase interaction with our members directly. This month we are having lunch with a small, randomly selected group of members. We also make presentations at community events and hope to start town hall style meetings in 2012. These are all experiments and if they prove to be valuable communications with our membership, we

Hunter's Safety Tips:

1. Always assume a gun is loaded.
2. Never shoot at a sound or movement in the woods.
3. Wear orange attire, including a hat so that you are not mistaken for a target.



staff members. While we receive positive feedback about our presentations, the committee's purpose is to provide another direct point of contact with our membership. The input and suggestions we receive allows us to better understand and respond to your needs.

The timing of this article about your feedback is not an accident. The 2011-2012 MAAC is coming to an end and we want you to join the next committee. If you are interested in participating, please contact Chris O'Donnell,

will expand them.

From our member-elected board, to our MAAC committee, surveys and our new communication efforts our goal is the same: provide our membership with the best value for their electric service needs. We all want to thank you for our most recent high survey results. I would also like you to consider participating with our MAAC and our new meetings as your schedule allows. We welcome your input. This is your cooperative and we need your continued feedback to make sure that we continuously improve.

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 2012–2013 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 2012–2013 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 standings 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 thank the 2010–2011 MAAC members for their dedication and outstanding efforts. They are: Charlie & Timi Kost of Armstrong County; Dan & Linda Harigan, and Michael & Debbie Markiw of Butler County; Judy & William Eisenman, Jr., and Randy & Wendy Tharan of Clarion County; Chuck & Joy Holt of Forest County; Jim & Tina Paich, and Charles & Margaret Woods of Venango County; and the seasonal representatives, Larry & Nannette McNeal.

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 Jan. 1, 2012. If you have any questions please contact Chris O'Donnell at 1-800-521-0570 ext. 2170.

Member Aware Advisory Committee

I would like to volunteer to serve on the 2012–2013 MAAC Committee

Name: _____

Residential or Seasonal (circle one)

Address: _____

Telephone No: _____ Account No: _____ County: _____

Make a Difference: Join ACRE!

Join the Action Committee for Rural Electrification (ACRE®) Co-op Owners for Political Action and have your voice combined with rural electric members across the country. This program is a nonpartisan political action committee established to support political candidates who share common public policy goals with rural electric cooperatives.

With unprecedented interest in energy issues at the federal level and in state legislatures across the country, it is important now more than ever to actively support legislators and candidates who favor fair and equitable treatment for electric cooperatives. The stakes are high and decisions regarding legislation today can have a far-reaching impact on energy costs for years to come. Your contributions will help make sure the voices of rural electric consumer-owners are heard.

Join Co-op Owners for Political Action today by completing the adjacent form and sending it in with your bill. You can also visit our website at www.central.coop or contact the ACRE coordinator for Central Electric, Chris Panian, at 1-800-521-0570 ext. 2171.

Contributions to the National Rural Electric Cooperative Association (NRECA) Action Committee for Rural Electrification (ACRE) are not tax deductible. Contributions to ACRE are voluntary and will be used for political purposes. You have the right to refuse to contribute without reprisal. Any contribution guidelines presented are merely suggestions. You are free to contribute more or less than the suggested amounts, or not at all. NRECA will not favor or disadvantage anyone by reason of the amount contributed or a decision not to contribute.

Membership Form Yes I want to Join!

There are two easy ways to pay:

1. Have the amount added to your next electric bill.
2. Submit a check made payable to ACRE.

Add a one-time contribution to your electric bill

- Regular: \$25
- Century Club: \$100
- President's Club: \$500
- Other
- Please renew my amount at this level annually

Amount enclosed \$ _____

Membership Information

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Account: _____

Federal Election Law requires the following information for contributions equal to or exceeding \$200.

Employer: _____

Occupation: _____

Signature: _____

Date: _____

Return this form to
Central Electric Cooperative, 716 Route 368,
P.O. Box 329, Parker, PA 16049.

Ken's
ilowatt
orner



By **Ken Maleski**
CEC Consumer
Marketing Representative

www.central.coop
Check it out!



Heating System Costs

A typical 2,000–square–foot home with average insulation will consume about 70 million Btu (British thermal units) during the winter. Here is an estimate of the total cost to heat an average home, based on local heating fuel costs for 2011–2012:

Propane Furnace

(\$3.30/gallon) \$40/million Btu \$2,800/season

Oil Furnace

(\$3.60/gallon) \$33/million Btu \$2,310/season

Electric Furnace

(\$0.091/kWh) \$27/million Btu \$1,890/season

Heat Pump/Electric Furnace

(\$0.091/kWh) \$13/million Btu \$900/season

Wood Pellet Stove

(\$2.20/ton) \$13/million Btu \$910/season

Natural Gas

(\$10.50/MCF*) \$12/million Btu \$840/season

**MCF stands for 1,000 cubic feet.*

Electric heating systems clearly show value when it comes to comfort and cost. Another bonus is that they do not require any type of flue system and very little maintenance. Go electric ... it's the SMART choice!

SAFETY

**M
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S**

Hunter's Safety Tips

With hunting season here it's important to stay safe. The following safety tips will help you remain the hunter and not become the hunted.

- Always assume a gun is loaded and make sure the safety is on.
- Keep the barrel pointed down when you are walking with or transporting a gun.
- Always check new or borrowed equipment to make sure it works properly.



Matt Alderson
Manager of Safety and
Operational Support

- Make sure there are no people around your target before taking a shot.
- Never shoot at a sound or movement in the woods.
- Wear orange attire, including a hat, so you are not mistaken for a target.
- Always tell someone where you are hunting and when you expect to return.

Recipe of the Month

Sweet Potato Casserole

Ingredients:

- 1 large can (29 ounces) sweet potatoes
- 3/4 stick margarine or butter, melted
- 1/2 cup sugar
- 1/4 cup brown sugar
- 1/2 teaspoon cinnamon
- 1/2 teaspoon nutmeg
- 2 eggs

Directions:

1. Warm potatoes in the juice from the can.
2. Mash to a very smooth consistency using a mixer, blender or food processor. Add other ingredients and mix well.
3. Place in 2 quart casserole dish.
4. Bake uncovered for 20 minutes at 400 degrees Fahrenheit.

Thank you to Kathleen Lorch for submitting the recipe!

Send Recipes to:

Jessica Brison at jbrison@central.coop or mail to
Central Electric Cooperative, 716 Route 368,
PO Box 329, Parker, PA 16049

CEC Staff

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Fred E. Terwilliger
Director of Engineering and Operations

To Celebrate the Holidays, CEC will be Closed:

Thanksgiving, Nov. 24 (normal hours will resume Nov. 25)
Christmas, Dec. 26 (normal hours will resume Dec. 27)
New Year's, Jan. 2 (normal hours will resume Jan. 3)

Read Power Lines and



Last Issue's Winner:

Helen M. Spohn of Chicora

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 completing the quiz below.

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

1. True or False: The MAAC committee is made up of 10 couples.

Answer: _____

2. True or False: Electric heat is cheaper than propane.

Answer: _____

3. True or False: Never shoot at a sound or movement in the woods.

Answer: _____

How are we doing? (no right/wrong answer)

Name: _____

Address: _____

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



Central Electric Cooperative

A Touchstone Energy® Cooperative

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