

The Circuit!

August 2011
www.se-coop.com

A PUBLICATION OF SOUTHEASTERN
ELECTRIC COOPERATIVE, INC.

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Beat the Peak Coming to a Close

Visit:

ourenergy.com
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Just one more month left to **Beat the Peak!** Thank you to everyone who signed up and volunteered to help reduce energy consumption on Peak Days. By working together, the need for costly new generation plants that would be necessary to handle the heavy summer energy demand has hopefully been decreased.

Please continue to shift your usage times to earlier than 2 p.m. or later than 8 p.m. on Peak Days. If you are not receiving notifications, shift on days when the temperature is over 100 degrees. The peak season officially ends on September 9th!

Co-op Connections Card To Launch Next Month!

Many members have been anticipating the upcoming arrival of the Co-op Connections Card. Southeastern Electric is proud to announce that it is finally here and is very excited to offer this card to its members. Now, co-op members can have access to discounts at home as well as many national discounts. SEC hopes that you will find this card very useful while shopping at participating retailers.

As a member of the Cooperative, you will automatically receive the Connections Card packet in the mail around the first of September. The packet will include A Touchstone Energy® Cooperative



the Connections Card, key-fobs (mini-cards that fit on a key-ring), and information about how to use the card. A list of businesses enrolled in the program will be made available in the Cooperative's newsletter, The Circuit. The list will also be available on the Cooperative's website, www.se-coop.com.

Each month, the newsletter will update you with any new businesses that have been added to the list along with other updates regarding the card.

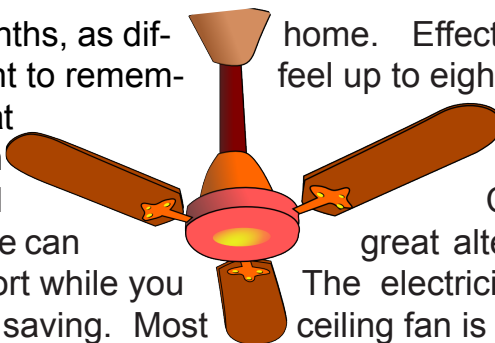
If there are any questions regarding the Co-op Connections Card, please call Southeastern Electric's Member Relations Department at (580) 745-9463.



Ceiling Fans Can Blow In the Savings

During these hot summer months, as difficult as it may be, it is important to remember that keeping your thermostat turned up will save money on your electricity bill. When used properly, ceiling fans in the home can greatly contribute to your comfort while you have the air conditioner set for saving. Most ceiling fans use only about as much power as a 100 watt light bulb.

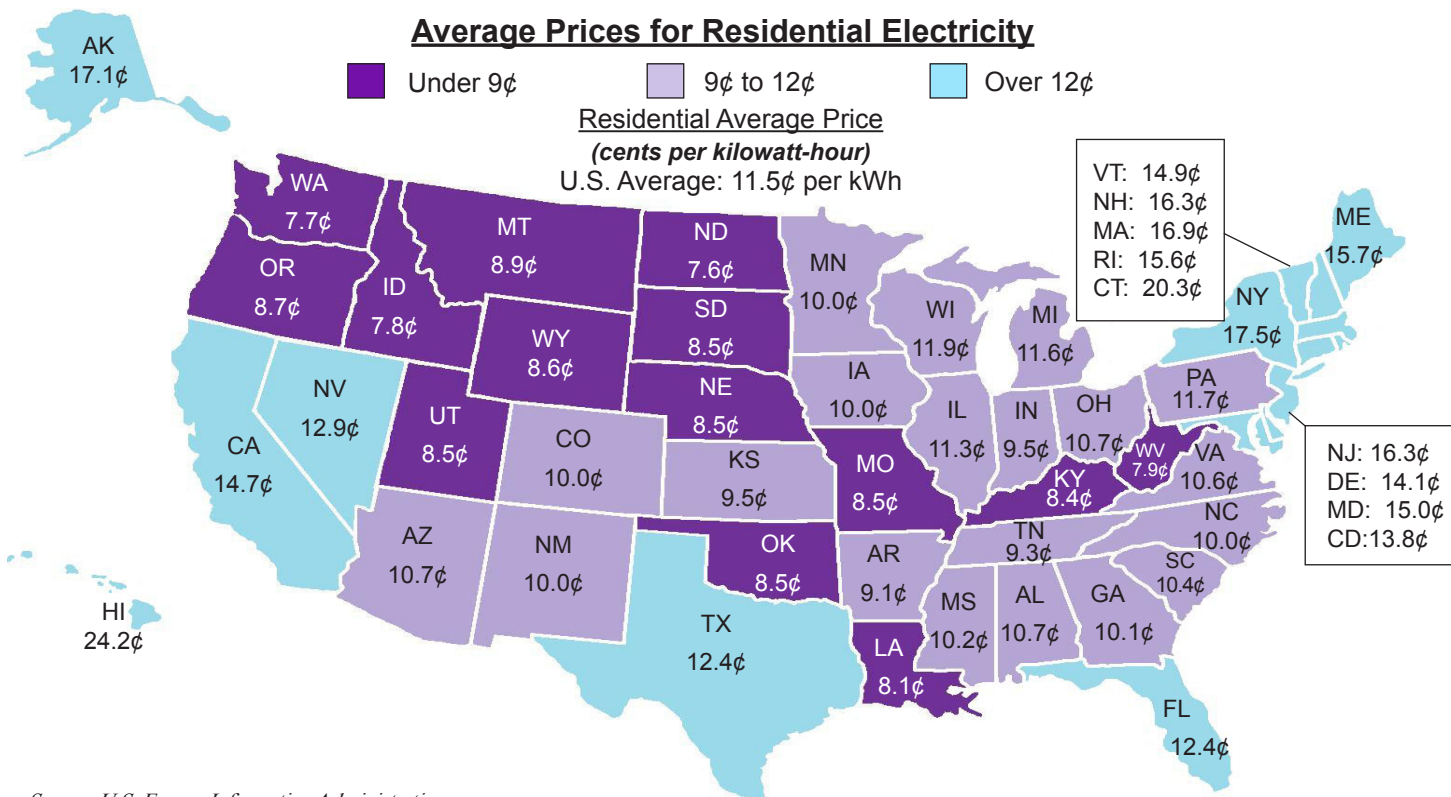
Your ceiling fan offers the greatest energy saving benefits when it is ran in a counter-clockwise direction. While a fan does not necessarily lower the temperature, it does make the room feel cooler by providing a circulatory breeze. On a warm day, you might even be able to achieve a comfortable environment by opening a few windows and allowing the ceiling fan to circulate the air throughout the



home. Effective circulation can make you feel up to eight degrees cooler, and reduce air conditioning bills by up to 40%.

Ceiling fans can prove to be a great alternative to the air conditioner. The electricity consumed by operating a ceiling fan is pennies per month when compared to dollars per month for a modern efficient air conditioner. [Please note this comparison can prove true for your monthly electricity bill when a ceiling fan is ran instead of the air conditioner for that month.]

Another benefit of a ceiling fan is installation and maintenance. Most fans are easy to install and maintain yourself whereas with an air conditioning unit you will probably need the help of a professional which can often times be inconvenient. ***



Source: U.S. Energy Information Administration