

# The Circuit!

A PUBLICATION OF SOUTHEASTERN  
ELECTRIC COOPERATIVE, INC.

May 2011  
www.se-coop.com

**Volunteer  
to Help  
SEC  
Beat the  
Peak!**

## In this Issue:

- Copper Theft
- Your Cooperative
- Beat the Peak (cont.)
- Watts Up Around SEC

## Visit:

ourenergy.coop  
togetherwesave.com  
energystar.gov

**Pay Your  
Bill Online!**



**Call the  
office now to  
sign up!  
580-924-2170**



## Why Volunteer?

The *Beat the Peak* program has been introduced to assist your cooperative manage this summer's peak demand. SEC's Board of Trustees and Management have recommended this plan of action to help curve back the systems escalating demand costs. As a member-owned cooperative, we benefit collectively by every dollar saved.

In the nation's hot south the demand for electricity is approaching the maximum capacity for most power plants. Either millions of dollars worth of new power plants (Generation) must be built to meet this increasing demand or the appetite for summer energy use must be decreased. Building new generation is both time consuming and very expensive. Managing the demand for electricity is the least-cost alternative.

If we do nothing, new power plant facilities will need to be built in a much shorter time period. This will cause a quicker increase in power costs and as a result, bring with it additional hardship on the already strained family budget.

## Beating the Peak:

Beat the Peak is a voluntary program designed to assist members of Southeastern Electric Cooperative in increasing their awareness of how they can help; and also encourage lower consumption during demand periods. Through the proper actions, you and your cooperative will benefit if electricity use is shifted to another time of the day, and less is used during the peak hours of 2 p.m. - 8 p.m., June 20th through September 9th.

The price of electricity is based on two primary factors: The price of fuel needed to gener- (See "*Beat the Peak*" pg. 4)

## The Circuit!

Composed by:  
Kevin Ashley

Published by:  
Southeastern Electric  
Cooperative, Inc.  
P.O. Box 1370  
Durant, OK 74702

General Manager:  
Larry Speaks

Contact us at:  
(580) 924-2170  
After hours at:  
(580) 924-1315  
Toll Free at:  
(866) 924-1315

Office Hours  
Monday-Friday  
8:00 a.m.-5:00 p.m.

Website  
[www.se-coop.com](http://www.se-coop.com)

## Tip of the Month

Feel around doors and windows for air flow. Adding weather stripping or caulk around a leaky door or window can lower energy bills by keeping your heating system from working too hard to compensate for air leaving your home.

Source- U.S. Dept. of Energy

## Copper Theft: A Growing Problem

Soaring metal prices have been blamed for an increase in thefts of copper and aluminum, the primary components of electric distribution lines. Yearly, more than 50 people nationwide are severely injured and disfigured as a result of stealing copper wire.



Bennington: A scene of a copper theft where the wiring and meter box were pulled down.

Copper in wire is appealing to thieves who want to sell the metal for scrap. Burglars will often climb power poles, scale fences, and break into buildings to steal the popular metal. James Fox, Administrative Assistant at SEC, mentioned several ways that he had seen the wiring burglarized. "I have been to locations where the ground-wire had been removed off the poles from as high up as the thief could reach. I have seen where thieves have attempted to pull the meter loops off of the poles. In some cases, vehicles have been used to pull up the buried cable."

This illegal activity not only puts the thief in danger of disfigurement or a painful death due to electrocution, but also impacts all of SEC's members.

"The greatest impact that the theft has on the co-op and the

members is the cost to replace or repair damaged and missing equipment." Fox stated. "It also causes power interruptions for the members which in turn requires linemen to be called out during the night to make repairs."

The Electrical Safety Foundation estimates that in the past year, more than 450,000 minutes of power outages were experienced by utilities due to copper theft incidents.

The safety of the public and SEC employees becomes a huge issue when dealing with copper thefts. Not only is the action illegal, it can cause physical harm to the linemen working on the equipment or

the public who encounter the downed lines or pole. On average, there are 35 *copper theft fatalities* annually in the United States.

Please help us prevent these thefts. If you notice anything unusual about the equipment in your area, call Southeastern Electric immediately at (866) 924-1315. If you see anyone other than co-op personnel or contractors around substations or other electric facilities, call the police.



Bennington: An entire pole was cut down during a theft on Blevins Road.

## You're on Your Cooperatives Mind.. All the Time

An electric cooperative operates like no other utility. A cooperative is a consumer-owned business, which means that you and your neighbors own the utility. This is why you might have noticed that we refer to you as a "member" rather than just a "customer."

We are committed to providing the highest quality of service at the least cost. We are dedicated to serving our member-owners with integrity, accountability, innovation and our commitment to community. We want you to be proud to call us your cooperative!

Each year, cooperatives everywhere donate money and time to area school projects. This past year, SEC sponsored area Junior Livestock Shows and provided over 20 schools with™ bracelets for Red Ribbon Week. In the past, we have provided a full scholarship for the "Kids at College" program sponsored by Southeastern Oklahoma State University.

SEC has been involved in the Bryan County Family Expo and has participated in area workshops to educate the public about energy efficiency. At these events, SEC conducts demonstrations and provides brochures as well as CFL bulbs to the attendees.

Employees of the co-op enjoy assisting and volunteering for the Area 13 Special Olympics "Music and Arts Festival" each year. SEC provides 150 medals to the participants of this exciting event.

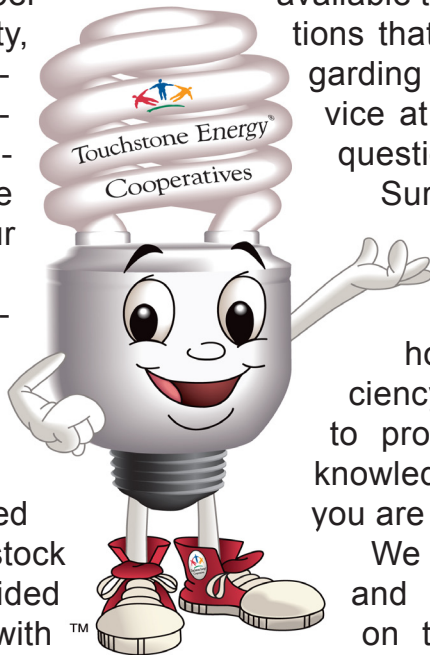
Your electric co-op always has the member in mind. Our employees strive each and every day to better your service and experience with us. We are always

available to answer any questions that you may have regarding your electrical service at your home. Have questions about blinks?

Surges and surge protectors? Needing ways or ideas to update your home's energy efficiency? We would love to provide you with the knowledge and solutions you are looking for!

We offer many rebates and programs focused on the interest of the member. From the Heat Pump Rebates to our Preventative Maintenance Program; we gear our rebates toward the member to provide incentive and support when addressing their HVAC systems. The Beat the Peak program, a first of its kind for SEC, will make its debut this month encouraging members to shift energy loads to different hours of the day in order to decrease electricity demand.

Thank you!\*\*\*



## Questions about SEC's Rebates or Programs?

Get answers by calling  
Member Services  
Direct Line:  
**580-745-9463**

Ask for  
**Jim Coleman**  
or  
**Kevin Ashley**

**June**  
**last month**  
**for the**  
**2011**  
**PMRP**  
**Rebate**

Visit  
[www.se-coop.com](http://www.se-coop.com)  
for an application  
or call the  
office to have  
one mailed  
out to you!



## ***Beat the Peak***

---

---

ate power, and the demand for power. The demand for electricity on the cooperative's wholesale power provider, Western Farmers Electric Cooperative (WFEC), system is greatest in the hot summer months between the peak hours of 2 to 8 p.m. This means the generators are loaded up to maximum capacity.

The primary goal of this program is to reduce the overall system demand, with less power being necessary at critical peak times and used at either earlier or later times during the day. This will result in taking some of the load off of WFEC's generators. In addition, using energy more efficiently can help each consumer manage their monthly electric bill costs.

## ***Become Involved!***


The first step in helping yourself and the cooperative is to come by the Office to sign-up for the Beat the Peak program. For every member that signs up to be a Beat the Peak volunteer, a *one-time* \$10.00 energy credit will be applied to your August electric bill. Be one of the first 500 to sign up and receive a **FREE** Home Energy Efficiency Kit (\$15.00 value).

Another important part of the program is the sign-up for Beat the Peak alerts. When your cooperative determines that a peak situation is likely to exist on a particular day, you will be contacted via your choice of e-mail, text message or the cooperatives Website.


In the event that a notice is issued, please shift your energy usage to a time other than during peak hours. In the average home, tasks such as laundry, using dishwashers and showering use the most electricity and should be shifted to a different time during the day to avoid using large amounts of power during peak times.

It is also advised for Volunteers to unplug items not in use such as phone chargers, gaming systems, and counter-top appliances since they can pull power even when not in use. Stress to children who may be home alone during peak hours the importance of load shifting and energy savings.

# **Watts Happening Around SEC?**

 **June** is the last month to apply for our **Preventative Maintenance Rebate Program (PMRP)**. Visit [www.se-coop.com](http://www.se-coop.com) and print off an application today!


---

 You can still take advantage of our great **Heat Pump Rebate Program** until November 30th, 2011. Call the Member Services at **580-745-9463** for all the details!

---

 Southeastern Electric's **Annual Meeting** date has been set for **Tuesday, August 2nd**. Watch for the July edition of "*The Circuit*" for information about the meeting.

---

 **Coming Soon!** SEC will be launching the **Co-op Connections Card**. Watch for additional information about this incredible program in future editions of "*The Circuit*!"