

Accessing timely information when the power is out

In last month's Power Line it was announced that Clay Electric would use the social media platform Facebook as a way to communicate with members and provide updates about outages.

Some Clay Electric customers have asked how Facebook or Clay's website can be accessed during a power outage. The answer is simple. Many devices, such as laptop computers and mobile devices (like tablets and smart phones), are powered by rechargeable batteries and don't have to be plugged into a power outlet to be used. During an outage, members can access the co-op's website or Facebook page to receive restoration information.

As previously announced, the Member & Public Relations Department plans to use its Facebook presence to connect with members and others who 'like' us. If you're on Facebook, you can visit Clay's site at www.facebook.com/ClayElectric

News Notes

LATE FEE INCREASE - Starting Aug. 1, our late charge will increase to \$5 or 5 percent of the delinquent amount. If payment in full is not received within 24 days of the billing date, a late charge of \$5 or 5 percent of the delinquent amount (whichever is greater) will be added to the account.

PAYMENT OPTIONS - Clay Electric employees will no longer accept payment in the field. You may pay your bill by phone or internet (clayelectric.com), at a Fidelity Express payment location, or in one of Clay Electric's district offices. A list of the more than 50 Fidelity Express locations can be found on Clay Electric's website.

DISCONNECT NOTICES - Starting Aug. 1 disconnect notices will be yellow. Courtesy notices will remain blue.

Got something to sell? Try our two Trading Post options

Clay Electric's Trading Post offers a variety of items for sale or rent by Clay Electric members. The Trading Post is available online and in the Kilowatt newsletter, which is read by more than 165,000 members in North Florida.

Members can post a non-commercial ad in the Trading Post - either online or in the Kilowatt - at no cost, and anyone can shop. If you're shopping, you'll find all kinds of treasures there, but if you see something you like, you better act fast. Trading Post ads tend to get quick results.

If you would like to place an ad in the Kilowatt Trading Post, please mail your written ads to P. O. Box 308, Keystone Heights, FL 32656 attn: Trading Post, or drop your ad off at your nearest district office. The Kilowatt newsletter is published six times per year - January, March, May, July, September and November.

To post an item for sale on the online Trading Post, visit www.clayelectric.com/tradingpost.aspx and follow the instructions.

Power Line is an informational publication of Clay Electric Cooperative, Inc. It is distributed monthly with members' billing statements. If you have questions or comments about the Power Line publication, contact Editor Kathy Richardson at P. O. Box 308, Keystone Heights, FL 32656; e-mail: KRichardson@clayelectric.com.

Clay Electric also publishes the Kilowatt six times a year (January, March, May, July, September and November). The Kilowatt is the official voice of Clay Electric and has been published continuously since 1948 as an informational and educational service for co-op members.

Clay Electric's website (<http://www.clayelectric.com>) offers online services such as payments, and information about the co-op's programs and services. Members can also write their own ads online to be published on the website's Trading Post. To enter your ad on the Trading Post, you must use your Clay Electric customer number which is printed on your electric bill statement.

Clay Electric's Board of Trustees will meet on August 25 beginning at 12:30 p.m. in Keystone Heights.

The Clay Electric Cooperative, Inc. _____

Power Line

August 2011

Tips to help lower summer electric bills

While you can't do much about the heat and humidity outside, there are a few ways you can take control of your electricity use this summer.

Sherman Phillips, manager of Clay Electric's Energy Services Division, offers the following tips to help you get the most benefit out of your energy dollars.

1) Have your HVAC unit serviced. "A clean system will have a lower operating cost than a dirty system," Phillips said. "For example, a dirty coil restricts airflow and causes the unit to run longer. A clean unit provides better dehumidification."

2) Change or clean the air filter monthly or as often as needed based on the filter media type.

3) Keep the thermostat set on 78 degrees or higher for optimum operating cost. Operate ceiling fans only when a room is occupied.

4) Use a "solar" clothes line instead of the clothes dryer for drying clothes.

5) Use a microwave to cook instead of an oven. For the same cooking job, a microwave costs far less than half as much to operate as a standard electric oven, and doesn't heat the kitchen.

 Clay Electric Cooperative, Inc. _____

A Touchstone Energy Cooperative 

MEMBER SERVICES

AUTOMATIC MONTHLY PAYMENT PLAN

Allows your monthly electric bill payment to be automatically deducted from your bank account on the due date. Sign up online (clayelectric.com) or call your local district office.

ONLINE ACCOUNT INFORMATION

Visit the Clay Electric website (clayelectric.com) and access your account information:

- View your bill statement
- Make a one-time payment online
- View current charges
- View account balance
- View billing history
- View estimated meter reading dates
- Request emailed bill statements (Clay eBill)

PROJECT SHARE - Help others by designating a tax-deductible amount to be added to your electric bill or make a one-time donation.

REMOTE METER READING (RMR) - Enables a co-op meter reader to obtain the meter reading without entering the homeowner's property. The monthly charge is \$3.95.

ENERGY SMART REBATE PROGRAM - Offers rebates for members who install additional insulation in their homes, or who install a high efficiency heat pump or solar water heating system.

ENERGY EFFICIENCY LOANS - Available for the purpose of installing certain energy efficiency measures, including metal roofing and solar water heaters.

SURGEBLASTER - High quality surge protection equipment at a low monthly lease.

LONG DISTANCE PHONE SERVICE - Clay has contracted with TransWorld Network Corp. (TWN) to offer members competitively priced long distance phone service. Call (877) 877-CLAY (2529) for more information.

PAYMENT STATIONS - Clay has contracted with Fidelity Express to offer payment stations for paying your electric bill at various businesses in the co-op's service area. Fidelity Express charges \$1.50 for each transaction. A list of payment locations is available online (clayelectric.com) and at your local district office.

Report from the manager **Ricky Davis** General Manager/CEO



Next year's Strategic Plan will emphasize the Cooperative's values

Our annual Strategic Planning workshop was held in late June. Each year Clay Electric's leadership takes some time to carefully review the state of the co-op and formulate a plan for the coming year.

We view this time as an opportunity to see how we're doing with this year's goals, and to establish goals for next year and beyond. We look at current and future issues which can impact Clay Electric - such as changing energy regulations and new technologies.

The main purpose of this workshop is to keep us focused on two very important objectives - providing competitive rates and ensuring that we maintain our high level of service to our members.

Portions of our Strategic Plan remain somewhat the same each year because our core areas - reliable and competitively priced electricity, and excellent service, for example - continue to be emphasized. New emphasis areas are added to our Plan as conditions warrant - such as addressing legislative changes and new regulations, changing member services, and so forth.

Many companies and organizations have a list of core values in their strategic plans and vision statements. I felt that spelling out our core values here at your co-op was a great idea.

While these values are not new to us, it is new to write them down as part of our Strategic Plan. I think it is important to put them front and center. Our values include safety, ethics, service,

communications, dedication and community.

Here they are listed exactly as they are written in our 2012 Strategic Plan along with the description following each value:

Safety: We regard safety as our top priority and are dedicated to keeping the public safe and maintaining a safe work environment for employees.

Ethics: We believe in honesty, integrity, accountability and the highest level of ethical business practices.

Service: we are committed to delivering reliable electric service, competitive rates and excellent customer service.

Communications: We believe it is important to share information with our members allowing them to get the most benefit from our services and ensuring their awareness of issues that could impact the Cooperative.

Dedication: We recognize that our commitment to teamwork, efficiency and good communication is essential for the continued success of the Cooperative.

Community: We strive to be socially responsible with a positive presence and influence in the communities we serve.

As I noted, these values are not new to us, but I felt they were important to spell out as we get underway with our 2012 Strategic Plan and set goals that will support the plan.

Clay offers surge protection

Inside today's electronic equipment are powerful, sensitive microprocessors. A split-second change in voltage outside the normal range can scramble data saved in tiny, delicate silicon chips and circuit boards.

Surge protection equipment is available for purchase or lease through the co-op's surge protection program. The basic SurgeBlaster package includes one meter base suppressor and one all-in-one (satellite/tv/vcr/computer/phone) suppression module. Hard-wired suppressors for equipment like pool and well pumps are available at an additional cost. Call your local district office for more information.