

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 web site (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 for each transaction. A list of payment locations is available online (clayelectric.com) and at your local district office.

CREDIT CARD PAYMENTS - Clay offers a credit and debit card payment option. To make a credit or debit card payment, call Western Union SpeedPay at 1-888-822-0545 or visit clayelectric.com

CEC's rebate and energy loan programs encourage energy conservation

Clay Electric encourages energy conservation through its communications resources and its Energy Rebate and Energy Loan programs.

Since October 2007, when Clay's Energy Rebate program began, the co-op has distributed 2,343 rebates totalling \$578,238 with an anticipated savings of over 12.04 million kWh. The energy rebates include ceiling insulation, and installation of high efficiency heat pumps and solar water heating systems. Energy conservation loans amounted to \$735,699 in 2009.

Members can borrow for improvements such as high efficiency heat pumps, insulation, certain high efficiency appliances, high reflectance metal roofing, solar thermal water heating and solar pool heating. The cooperative believes these programs have been a huge encouragement to members to use electricity wisely and efficiently.

Please contact the co-op's Energy Services Division for information about the amounts that can be loaned for various energy efficiency improvements. Call (352) 473-8000 ext. 8263.

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 Wayne Mattox at P. O. Box 308, Keystone Heights, FL 32656; e-mail: WMattox@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 web site (<http://www.clayelectric.com>) offers lots of 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 web site'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 26 and September 23 beginning at 12:30 p.m. in Keystone Heights.

The Clay Electric Cooperative, Inc. _____

Power Line

_____ August 2010

It's been hot lately, and your power bill will reflect it!

Wow, it has been a hot summer so far! Last month, many afternoons hovered between 90 and 95 degrees, and on some afternoons it climbed to 100. Add in the humidity, and the "feels like" temperature has been 103 to 105. These sizzling temperatures also mean you can expect higher electricity bills.

Increased air conditioning usage and higher electricity bills are a direct result of hot weather.

As outdoor temperatures climb, so does the amount of time your home's air conditioning system operates in order to provide the desired level of comfort inside your home. When the weather is really hot, AC systems seem like they're running almost continuously.

While air conditioning is the main reason for a higher than normal electric bill this time of year, there are other factors that can boost energy usage. For example, children out of school and at home can hike energy usage. A pool pump operating 10 to

Continued inside



Clay Electric Cooperative, Inc. _____

A Triadstate Energy Cooperative

It's been hot lately, and power bills will reflect it!

From the cover

12 hours a day also adds to the bill.

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

1) Have your HVAC unit serviced annually. "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."

1) A unit with the proper amount of freon also operates more efficiently.

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.

4) Operate ceiling fans only when a room is occupied.

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

6) It might be time to upgrade that older refrigerator. "Most refrigerators manufactured prior to 1995 use nearly twice as much electricity as models manufactured today," Phillips said. And he added, "Eliminate that refrigerator in the garage if possible."

If you suspect you might have a serious energy-wasting problem, you might want to consider having the co-op perform an energy survey.

Clay Electric also has an Energy Smart Rebate Program and Energy Efficiency Loans to help members reduce their energy usage. More information about these programs, and more tips on lowering electricity usage during the summer, is available in the Member Services area of the cooperative's web site (clay-electric.com).

Strategic Plan keeps us focused on priorities

We held our annual Strategic Planning workshop in late June. This provides us with an opportunity to review how we're doing with this year's goals, and we also establish goals for next year and beyond. We also 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 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 to address legislative changes, new regulations, changing member services, and so forth.

We're putting a major emphasis on customer service next year. While our bi-annual member opinion surveys tell us our members like our service, we want to take this to the next level. We'll be looking at all aspects of our operations to see where our services can be improved. One example is our communications. Our members have told us they want more information about how to lower their electricity bills and conserve energy. We will also look at our efforts to educate our members about some issues that can impact their cost of power, such as cap-and-trade and the EPA's greenhouse gas regulations. These issues can also impact the financial stability of Clay Electric. We will also emphasize our positions on energy and the environment, since some of our members have been sharing their viewpoints on these topics recently. While we take positions opposing regulations (like cap-and-trade), we certainly don't oppose cleaning up or protecting the environment. We're not opposed to reduc-

Report from the manager

Ricky Davis
General Manager/CEO



ing our dependence on foreign oil or adding renewable energy sources, when they're cost effective and reliable. I believe we need to share our positions more frequently and with clarity - so our members understand why we take these positions.

In next year's plan we will continue to promote Clay Electric as a good corporate citizen. Our employees are well known in the communities we serve because they're frequently involved in many civic and sports activities. Recently, our employees raised over \$10,000 for the American Cancer Society. These are the kinds of things that communicate to our members that we're engaged in helping the communities we serve.

Next year we will continue our emphasis on our employees working safely, and we're expanding these efforts to address vehicle and property damage, which we're very concerned about. A safe work environment is a more productive and efficient place. We encourage our employees to be aware and alert while driving, and this effort will receive additional attention next year.

These are just a few areas that we'll be addressing in next year's Strategic Plan. In the coming weeks, we'll be developing specific goals to support our 2011 Plan.

We face some challenging issues: the economy, energy policies, concerns over protecting the environment, keeping rates affordable. I think Clay Electric is well positioned to meet these challenges. As always, we're very thankful for the support of our members.