

# Currently Speaking

**Guernsey-Muskingum  
Electric Cooperative, Inc.**  
17 S. Liberty St.  
New Concord, Ohio 43762  
740-826-7661 — 800-521-9879  
www.gmenergy.com

## Board of Directors

Ed Bay .....Chairman  
Jim Rex .....Vice Chairman  
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John Enos .....Director  
Brian Hill .....Director  
Duane Parks .....Director  
Shirley Stutz .....Director  
Daniel J. Gunsett .....Counsel  
Jerry Kackley ..General Manager/CEO

## Electric Rates

Farm and Home Service  
rate schedule R-1\*

Service Availability Charge \$18/month  
First 500 kWh/month @ 13.069¢/kWh  
Over 500 kWh/month @ 10.945¢/kWh

Seasonal Residential Service  
annual rate schedule S-1\*

Service Availability Charge \$216/year  
First 800 kWh/year @ 21.069¢/kWh  
Over 800 to 6,000 kWh/year @ 11.945¢/kWh  
Over 6,000 kWh/year @ 10.945¢/kWh

(Your minimum annual charge will be \$216 per year for service between March 1, 2012, and Feb. 29, 2013.)

Commercial Service  
rate schedule C-1\*

Service Availability Charge \$18/month  
First 1,500 kWh/month @ 13.069¢/kWh  
Over 1,500 kWh/month @ 10.945¢/kWh

## \*Rider T —

Kilowatt-hour Tax applies to all rate schedules and must be added to the rates shown.

First 2,000 kWh/month .465¢/kWh  
Next 13,000 kWh/month .419¢/kWh  
Over 15,000 kWh/month .363¢/kWh

## The strength of family

I'm fortunate...very fortunate.

I am part of a large family. My mother and father were wonderful parents who sacrificed so very much for their seven children. I was blessed to have them in my life for many years and I miss them every day. My parents taught us the value of hard work, honesty, kindness, compassion and love. We also learned about the "strength" of family. My twin brother and I were the youngest...he came into the world 10 minutes later so he is actually the youngest. I think that we were the luckiest because we not only had our parents to guide and teach us, we had two sisters and three brothers to "hold our hands" along life's rocky path...and we had each other. As a husband and father of two beautiful young ladies, I pray that I have continued to teach the lessons my parents taught me.

A family's strength comes from many things but perhaps its greatest virtue is the sense of unity. Each of my siblings, my wife and daughters understand that they are not alone in this world. They have "brothers and sisters" on this earth who love them and value their opinion, who make them understand that they have value, they are a blessing and the world is a better place with them here. Family members do not always see eye-to-eye — they don't necessarily share the same political or social view; they may not like the same foods or share the same interests — but they treat each other with respect...they feel each others pain and sorrow...and they rejoice in each others accomplishments.

"Family" is really a sense of belonging and caring that goes well beyond our parents and siblings. I see it in communities, churches, social groups and businesses. Your cooperative is a family...our employees, board members and each of you is a part of it. We must all work for  
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**Jerry Kackley**  
General Manager/CEO

## Christmas Parade

Guernsey-Muskingum employees made good use of all that broken equipment from the summer storm by making a seven-foot Christmas tree. The tree was part of the Annual New Concord Christmas parade and then decorated the lawn of the GMEC office into the new year.



# TV (efficiency) guides

*High-powered TVs drain energy, so opt for efficient models*

Which appliance uses more energy: a refrigerator or television? Consumers may not realize that some large entertainment TVs — when used an average of five hours per day — can cost more to operate than a new, basic refrigerator.

According to the U.S. Energy Information Administration, 44 percent of American homes have three or more television sets, and each new set adds to a home's monthly energy bill.

In the market for a new television? You're not alone — U.S. consumers purchased an estimated 40 million new televisions with an average screen size of 50 inches last year.

To keep your electric bills in check, here are some tips to consider before buying a new television.

## Display tactics

Three parts of a TV impact energy use: display technology, screen size and resolution. Plasma and liquid-crystal display (LCD) are the two most popular types of display technologies. Plasma screens often are cited as the largest energy user, mainly because their large 42-inch to 65-inch screens typically draw between 240 watts and 400 watts.

LCD TVs don't need much power to operate, 111 watts on average. Most LCD screens range in size from 21 inches to 49 inches. These TVs fall into two categories: those with cold-cathode fluorescent lamps to illuminate the screen; and backlit models employing a light-emitting diode (LED). LED units offer several benefits, notably better picture quality and thinner and lighter screens. They also use slightly less energy, at 101 watts.

Most prospective buyers already have the ideal screen size in mind; remember that the larger the screen, the more energy you'll drain. And although a high-definition TV (HDTV) transforms the latest blockbuster movie into a theater-like living room experience, these sets generally use more power to generate better picture clarity.

## ENERGY STAR boosts ratings

ENERGY STAR TVs cut an estimated \$3.5 billion from consumer electric bills annually. The joint energy efficiency ratings program of the U.S. Department of Energy and the U.S. Environmental Protection Agency created the first set of voluntary television efficiency standards in 1998. Today's ENERGY STAR-qualified screens use, on average, 40 percent less energy than standard models, whether you're watching the latest hit show (active mode) or have the screen turned off (standby mode).

Standards are constantly ratcheting up. In 2008, a 50-inch ENERGY STAR-rated television used 318 watts, on average. In 2010, those sets had to curb energy use to 153 watts or less, and by 2012 50-inch TVs could not

drain more than 108 watts. ENERGY STAR provides an online guide so potential buyers can find qualified televisions ranked by energy use, size, brand and display type at [www.energystar.gov](http://www.energystar.gov).

ENERGY STAR Partners like TopTen USA also maintain lists of the top energy efficient televisions (and other household appliances) based on size at [www.toptenusa.org](http://www.toptenusa.org).

## Look for labels

The Federal Trade Commission (FTC) has recognized the need for education and easy comparisons for the amount of energy televisions consume. In 2011, a yellow Energy Guide label — a common sight on refrigerators, dishwashers, and other large appliances — became a requirement for TV.

"TVs now vary widely in the amount of energy they use," comments FTC Chairman Jon Leibowitz. "By comparing information on the Energy Guide labels, consumers will be able to make better-informed decisions about which model they choose to buy, based on how much it costs to operate per year."

The label compares the annual operating cost of a specific television to the plug-in cost of similar models. The label must be attached to the front of all televisions; websites selling televisions must also provide an image of the label for prospective buyers.

## Tune in to savings

If you're not in the market for a new TV but want to make sure your model is operating efficiently, these tips may help you save energy:

Turn off the TV and other connected devices when they're not being used — consider using smart power strips to eliminate continually power draw.

Reduce TV brightness by turning down the LCD backlight, you'll save energy and still retain good picture quality.

Turn on the power saver mode, which many new TVs offer

Control room lighting. While many energy-saving tips reduce brightness of the screen, you can compensate by dimming lights around your TV.

Your television set isn't the only energy-guzzler in your residence. Visit [www.TogetherWeSave.com](http://www.TogetherWeSave.com) to find more ways to save energy and money at home.

Sources: ENERGY STAR, Federal Trade Commission, Cooperative Research Network, CNET.com, Energy Information Administration

ASK YOUR  
ENERGY  
ADVISOR



Ray Crock,  
Energy Advisor

## The strength of family

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the common good...safe, reliable, affordable electric service, understanding that we will not always agree with decisions made. I see this family come together during every major storm. Employees and board members do whatever they can to support their co-workers and this cooperative. Members reach out to assist with food, water and equipment. We work and suffer together...and we find "strength" in each other. We should all strive to live every day as though there is a storm in our midst. We are part of a strong family with strength enough to overcome anything...together.

### Is your name and location/ account number here?

If it is, call your cooperative's office and receive a **FREE** home change out to compact fluorescent light bulbs. (Limit 12 bulbs) Thanks for reading the "local pages" of *Country Living* magazine.

- #32-0279-40-04.....Paul J Rix
- #25-0284-07-00 .....Paul Davis
- #51-0837-42-00 .....Tom C Elliot
- #15-0041-40-01 .....Tomas E Dolen
- #71-0035-16-04 .....Dana L Taylor
- #46-0423-03-00.....Glenn A Eddy
- #37-0024-09-01 .....Mark Willis
- #11-0057-35-04 .....Virgil Mitchell

## Youth Opportunities Abound

Guernsey-Muskingum Electric has a long history of supporting its area youth in a variety of activities throughout the year. In this issue you will find three outstanding opportunities that exemplify one of your cooperative's core principles — Commitment to Community: 1) **Scholarship Day;** 2)

**Touchstone Energy® Achievement Scholarship;** and 3) **Washington Youth Tour.** You can find more information, including rules and applications about all of these opportunities at our website, [www.gmenergy.com](http://www.gmenergy.com) or call Heather Baker at 800-521-9879.



# Touchstone Energy® Achievement Scholarship



Tell us about it; you  
may win a scholarship!

*Did you overcome adversity,  
obstacles or personal challenges  
on your way to excellence?*

You must be a graduating high school senior whose parents are members of a Touchstone Energy® Ohio Rural Electric Cooperative.

For information, contact:

[www.gmenergy.com](http://www.gmenergy.com)

Heather Baker

740-826-7661 or 800-521-9879

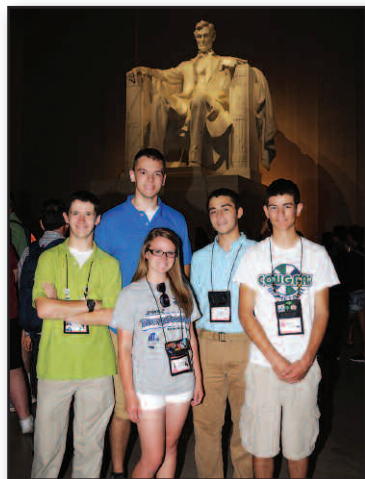
Four **\$1,750**

OREC Scholarships will be awarded  
Two Guernsey-Muskingum Electric  
scholarships will be awarded:  
First Place \$500 • Second Place \$300

## High school sophomores and juniors – You could win the trip of a lifetime!

### What is Youth Tour?

It's not just another trip! Youth Tour is an annual contest sponsored by the Ohio Rural Electric Cooperatives, Inc., and your local electric cooperative that gives deserving high school sophomores and juniors the opportunity to use their knowledge and wit to compete for a FREE weeklong trip to Washington, D.C.



You'll meet up with 1,500 students from across the country in June if you win and get a chance to meet and talk to Ohio congressional leaders at the U.S. Capitol, plus you'll get to see all of the sights and visit a bunch of really cool places.



**June 14-20**

### What are the entry requirements?

Guernsey-Muskingum will sponsor two students on this trip. To be eligible to compete, you must be a high school sophomore or junior whose parents/guardians are members of Guernsey-Muskingum Electric Cooperative.

### How will the finalists be chosen?

For information on how you can be part of this trip, visit our website at [www.gmenergy.com](http://www.gmenergy.com) or call Heather Baker at 1-800-521-9879. Application deadline will be Friday, March 1. All qualified applicants will be interviewed on Wednesday, March 13.

# High School Seniors

*Are your parents members of an electric cooperative?*

**You could win a college, vocational or technical school scholarship of**

**Contact Guernsey-Muskingum EC for details on how you can enter**

**\$3,000\***

*\*First place for each division, boys' and girls'*

#### OREC Scholarship

Second place: .....\$2,060

Third place: .....\$1,750

Fourth place: .....\$1,650

Fifth place: .....\$1,545

Sixth place: .....\$1,440

Seventh place: .....\$1,340

#### Guernsey-Muskingum Scholarship

First place: .....\$1,000

Second place: .....\$500

Third place: .....\$300

Fourth place: .....\$200

For information, contact: [www.gmenergy.com](http://www.gmenergy.com)

Heather Baker

740-826-7661 or 800-521-9879



  
Touchstone Energy  
Cooperatives