

BIG SANDY RURAL ELECTRIC *Cooperative Corporation*

www.bigsandyrecc.com

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7:30 a.m. to 4:30 p.m.



DAVID ESTEPP
BIG SANDY RECC
MANAGER

Electricity is still a great bargain

Compared with other products, electricity remains a terrific buy. But here at Big Sandy RECC, we want to help make your monthly power bill even more affordable.

Over the past 20 years, the overall cost of living has risen 65 percent. In other words, it now takes \$1.65 to purchase what \$1 would have gotten you in 1991.

And some prices have skyrocketed during that period. Gasoline, for instance, is up 225 percent.

Meanwhile, the price of electricity has risen only 47 percent, significantly less than inflation.

Still, many people find themselves paying way more each month for electric power than they used to.

Electricity remains a terrific value when measured by the cost of a kilowatt-hour. Yet that doesn't automatically keep your electric bills low.

Inflation, deregulation, rising fuel costs, and tightening Environmental Protection Agency regulations have combined to cause much of the increase you've seen in recent years. But often, bills have gone up due to rising consumption.

A typical Kentucky household now uses 1,150 kilowatt-hours of electricity each month, compared with 950 kilowatt-hours in 1990, a 21 percent jump. And that's only the average; many folks have increased their usage significantly more than 21 percent.

Because our state's electric prices rank among the lowest in the country, some residents have not carefully managed their energy consumption.

Newer houses tend to be bigger, so



there's more square footage to heat and cool. Some household products, especially televisions, have gotten much larger, too.

Appliances such as microwaves and air conditioners are more prevalent. Computers, printers, and a gamut of rechargeable items including mobile phones barely existed 20 years ago.

The good news is that there are many things you can do to increase energy efficiency and control rising costs.

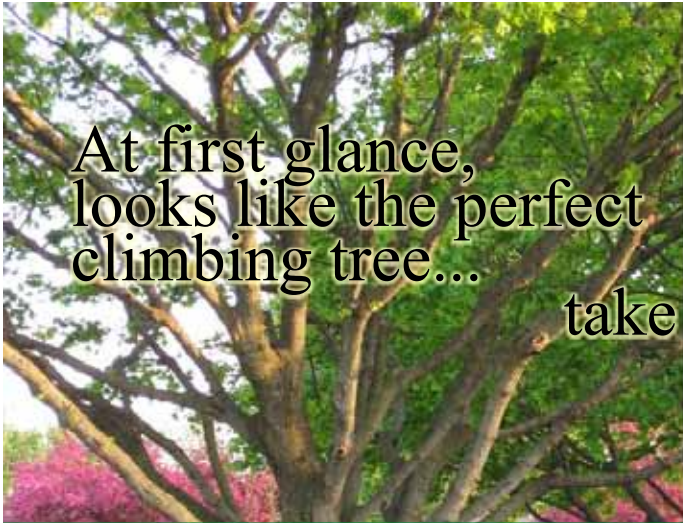
Call Big Sandy RECC or check out our Web site at www.bigsandyrecc.com to see the many programs we offer to help you. Here are a few examples:

- **Energy Audit** – We'll conduct a home audit to determine how your heating and cooling system, appliances, and other devices are consuming energy, and show you how to stop wasting electricity.

- **Budget Billing** – We'll average out your monthly payments to make it easier for you to budget.

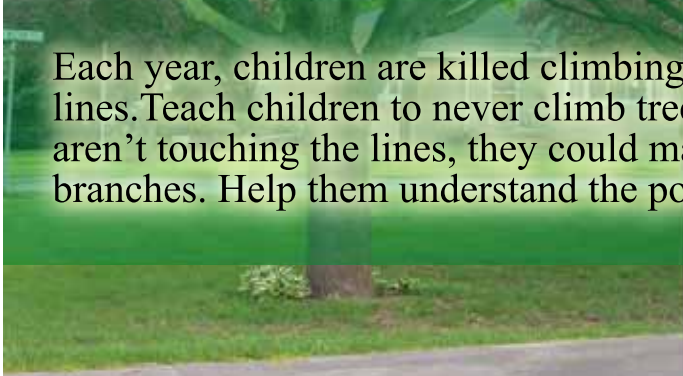
- **Simple Savings** – On our Web site, bigsandyrecc.com, we offer you numerous free information bulletins about simple energy-saving improvements you can make yourself, from switching to compact fluorescent light bulbs to installing a programmable thermostat.

By working together, Big Sandy RECC and you can significantly improve and control your energy costs.



At first glance,
looks like the perfect
climbing tree...

take a second look.



Each year, children are killed climbing trees that come into contact with power lines. Teach children to never climb trees near power lines. Even if the branches aren't touching the lines, they could make contact when weight is added to the branches. Help them understand the potential danger. Keep them safe.



It's a bird. It's a plane.
It's super savings!

You don't have to be a superhero to realize super savings. Call 1-800-305-5493 or go to www.simplesaver.coop and enroll in the SimpleSaver program.

Signing up for the program entitles you to proudly wear the title SimpleSaver Superhero without having to wear the cape. You will also get money back for each central air unit and each electric water heater you enroll.

The program is simple. The savings are super.

\$impleSaver

1-800-305-5493 • www.simplesaver.coop

Ask an Expert

Heat pump savings

Q: Can I save money by adjusting the thermostat frequently?

A: If you own a heat pump thermostat, one of the most effective ways to save money on home energy costs is also one of the simplest: try to leave the thermostat alone.

Many homeowners don't understand how their heating and air-conditioning systems really work. Consequently, they waste electricity by pushing the thermostat up or down every time they feel a bit cold or slightly stuffy. This is counter-productive. It wastes energy and drives up your costs.

Here are some ways to use your heating and air-conditioning system more effectively.

- **Become knowledgeable about the type of system your house has.** Each type of system functions differently, so learning more about your own system will help you to use it better.

- **If your house has a heat pump, set the thermostat at a moderate tem-**

perature at the beginning of each season and leave it there. Government experts recommend that your summertime setting be around 76 degrees and your winter setting be around 68 degrees. Many people believe that if they turn their thermostats down 10 degrees at night during the winter, they're saving.

But if you own an electric heat pump, you're doing just the opposite, especially during the cold-weather season. The next morning when you return your thermostat straight to its normal setting, the thermostat will not use the heat pump to heat the air. Instead, it will use the more costly auxiliary/emergency heat to recover to your normal setting. Heat pumps are very effective at maintaining the temperature, but they must rely on the more expensive auxiliary/emergency heat when your unit attempts to recover to a comfortable room

temperature the next morning. It's less expensive to leave your heat-pump temperature setting alone.

On a heat pump, when you move the thermostat up more than 2 degrees that often will kick on your system's expensive auxiliary heat. In general, the average heat pump costs about 45 to 50 cents an hour to operate. But auxiliary heat can cost \$2 or more an hour. Please note that some thermostats also do not have a light that indicates when the auxiliary heat is on, but it still costs you much more when the auxiliary system operates.

In the summer, this is less of an issue because no auxiliary power comes on with your heat pump's air conditioner. Just remember that for a heat pump, the best thing to do is find a moderate temperature and leave the thermostat alone.



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AUGUST 2011 DEALS

Your Co-op Connections Card

The Co-op Connections Card puts you in touch with savings at more than 20,000 businesses and provides savings of up to 60 percent on prescriptions. It can also put you in touch with these close-to-home getaways.

- **Waterway Adventures**

– Waterway Adventures on Lake Cumberland is your source for boating. Receive a \$25 per day discount on the rental of pontoon boats, wave runners, deck boats, and ski boats. For more information, call (606) 561-0378 or go to www.waterwayadventures.com and be sure to mention the Co-op Connections Card.

- **Hidden River Cave** – One way to get some relief from the August heat is a tour of Hidden River Cave, located in downtown Horse Cave, Ky. Enjoy the adventure and receive a 10 percent discount on your tickets and museum gift-shop purchases. For



additional information visit www.cavern.org, or call (270) 786-1466.

- **Kentucky Railway Museum** –

Recapture the romance of train travel on an excursion into the Kentucky countryside. Buy one ticket and get 50 percent off the second ticket. You must present or mention the card when making reservations. For additional information, visit www.kyrail.org, or call (800) 272-0152.

To find other discounts, go to www.bigsandyrecc.com and click on the Co-op Connections Card or log on to www.co-opconnections.coop.

I DON'T LEAVE THE TV ON FOR THE COFFEE TABLE. WHY COOL AN EMPTY HOUSE?

It only makes sense. My house shouldn't have to work so hard when I'm taking it easy on vacation. I adjust my thermostat, turn off my water heater and unplug as much as I can. Those simple acts save me some serious money. Money I can spend on things like vacations. What can you do? Find out how the little things add up at TogetherWeSave.com.



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