

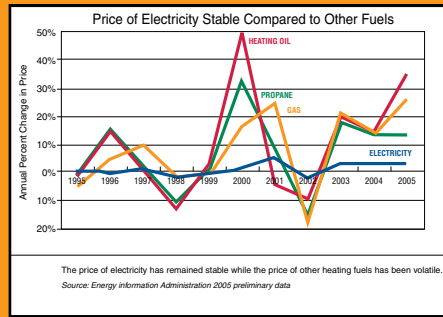
PEAK MANAGEMENT



HOW YOU USE POWER TODAY
CAN SAVE YOU MONEY TOMORROW



Whether you're replacing a furnace or water heater, choosing new appliances, or building a new home, how well you use energy has become an increasingly important factor in your decision. Making the right choice can mean big cost savings. But other factors are important too, like size, efficiency and reliability.



That's a lot of information to collect and digest, especially if you need to decide quickly. Wouldn't it be easier if there was someone you could go to for advice? Someone who knows all the options and won't try to sell you on just one?

That's when your local electric cooperative's Energy Advisor can help. As a member-owner of a Touchstone Energy® cooperative, you already have energy professionals who work for you. It's one of the benefits of ownership – being able to call on your employees for expertise. And because they're also your neighbors, they understand your needs and will give you honest, unbiased advice.

You have the power to control your energy costs. It's the power of human connections provided by the Energy Advisors at your local Touchstone Energy® cooperative. And it's there to help you make the best choices both for your family and your community.



USING POWER WISELY CAN SAVE YOU MONEY

Electric cooperative members across the state have already saved more than \$70 million by allowing their cooperatives to control their use of electricity at certain times through Peak Management.

It's simple. Electricity costs the most when it's most needed – that's less than one percent of the hours each year, typically occurring at the busiest times in the mornings and evenings on a few really hot and humid summer days and a few really cold and windy winter days. That's when our power plants have to work their hardest.

By reducing the demand for electricity created by electric water heaters, home-heating systems, and central air-conditioning systems in the homes of members who volunteer to help, your cooperative reduces its costs for power. So, when you volunteer to participate in a Peak Management program, you're joining thousands of other electric cooperative members across Ohio who are helping their cooperative control its use of electricity at critical times. And you're saving money for yourself and your neighbors.

LOWERING PEAK DEMAND IS CRITICAL TO KEEPING RATES AS LOW AS POSSIBLE

The goal of Peak Management is to reduce peak demand – the amount of electricity used by you and all of the other members of your cooperative at the same time.

Demand peaks occur when members are using more power than usual. Now that most folks have air conditioning, it usually happens in the summer, on those very hot humid days, usually between 4 and 10 p.m. It also can happen in the winter, on extremely cold and windy days, in the mornings between 6 and 10 a.m. when people are getting ready

for work or school, and then again from 5 to 9 p.m. when they are coming home, cooking, washing clothes and dishes, and taking baths and showers.

Managing demand during these few hours each summer and winter saves electric cooperative members money, because it costs more to produce and transmit your power when everyone else in the region wants more power, too. And because, even though we have more than enough power to meet our needs now, it delays the day when we may need to build new power plants.



HOW DOES IT WORK?

You can find timers all through your home these days – in your stove, microwave, coffeemaker, washer, and dryer. They're also in lighting systems for security and in programmable thermostats.

The radio-controlled switches (RCS) electric cooperatives use for Peak Management work in much the same way. Except they only turn electric water heaters and some home heating systems off

temporarily, and only during times of peak demand.

In summer or winter, whenever your cooperative is in danger of reaching a new peak demand, the Peak Management system sends a signal to the RCS and temporarily shuts off electricity to the appliances they control. It doesn't harm the equipment and doesn't affect performance when the power is turned on again.

Water in an electric water heater can stay warm for several hours without power, especially in homes with large-capacity, well-insulated tanks, so you might not even notice the temporary shutdown. In homes where heating systems are briefly turned off, a backup system takes over and keeps the house warm.

There also is a Peak Management program called “Cool Returns” that can be used with central air-conditioning systems, including heat pumps. An RCS is installed

which manages the compressor. The fan still continues to circulate cool air, but the compressor is periodically turned on and off.

Research has shown that most participants in the program either don't notice or only see a 1° or 2° Fahrenheit (F) difference. Not all cooperatives offer the Cool Returns program. Call your Energy Advisor at your local electric cooperative to see if it is available.



Photo courtesy of Marathon® Water Heaters



Load management control room at Buckeye Power

MANAGING YOUR ELECTRICITY USE WITH A FREE RCS

The RCS is the foundation of your cooperative's Peak Management system. More than 110,000 water heaters, 9,000 home-heating systems and 1,500 central air-conditioning systems throughout the state already have an RCS.

The Ohio Electric Cooperatives' Peak Management system was the first of its kind in the state, and it's still regarded as one of the best in the country. When demand is very high, Buckeye Power can send out signals from its control room to the RCS, telling them to temporarily shut off the power to their water heaters and heating and air-conditioning systems. When demand begins to drop, the Peak Management system begins to allow normal operations again. Peak Management typically occurs less than one percent of the hours in a year.

MORE TIPS FOR REDUCING PEAK DEMAND

Be aware of how you use electricity any time the weather is extreme, especially during those busy periods in the mornings and evenings. Listen for peak alert broadcasts on local radio stations and take steps to reduce your demand for power, such as delaying the use of the washer, dryer, or dishwasher until later, or waiting to take a bath or shower.



Radio-Controlled Switch (RCS)

You also can save money on your electric bill both now and in the future by:

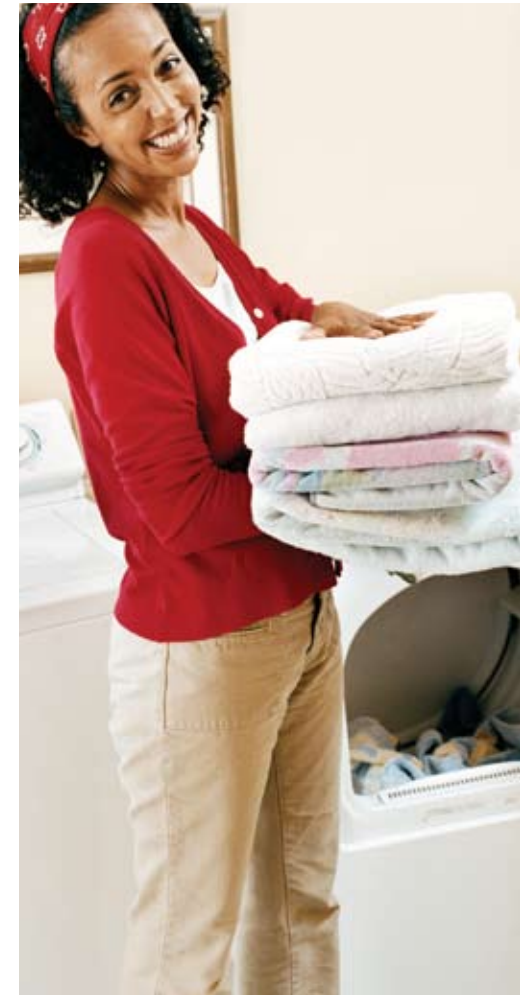
- Turning your thermostat down a few degrees in winter and up a few notches in summer
- Turning off lights in unoccupied rooms
- Shutting down computers, video games and other electronics when not in use
- Keeping curtains and blinds drawn during extremely hot or cold weather
- Adding caulking and insulation where the hot and cold air come in
- Replacing some of your light bulbs with compact fluorescent lights. These use a fraction of the power, last much longer, and give off less heat



CUTTING BACK A LITTLE SAVES A LOT

Reducing your electricity use during peak times will result in savings on your next month's power bill. But what you probably don't realize is how much it saves over the long term.

For example, drying a load of clothes in an electric dryer during a period of peak demand will contribute only a few cents to the next bill. But because it costs Buckeye Power and your electric cooperative more in future generation and transmission costs, that load of clothes adds more in new demand charges that will be spread among all cooperative members – including you – in the form of higher rates.



YOUR PARTICIPATION HELPS EVERYONE

Saving a little now during just a few critical hours each year will save all of us a lot down the road. You might experience some slight inconvenience from time to time, but it's a small price to pay to delay or reduce rate increases in the future.

**YOUR ELECTRIC COOPERATIVE IS A
TOUCHSTONE ENERGY® COOPERATIVE.**

Touchstone Energy® is an alliance of more than 600 cooperatives in 46 states that offers reliable power, a strong local presence, and the expertise and resources of a nationwide network of energy professionals.

Your Touchstone Energy® electric cooperative is there for you when you have questions or need information. Call the Energy Advisor at your local cooperative to learn how you can use energy wisely and save money too!

