

FALL RIVER FLASHES

August 2011

Providing safe, reliable and renewable power at the lowest possible cost to members.

Your Photos Say a Thousand Words

Share the unique beauty of Fall River's service territory with other members. Enter your original photo in the 2012 Calendar Photo Contest for a chance to have your photo featured in Fall River's next calendar and win a credit of \$100 for first prize.

Photos must be high resolution and taken within the Fall River service area. Electronic submissions are preferred. Contact Amy at 208-652-7431 or amy.marsden@fallriverelectric.com for more information.

Meter Replacement Project Hits Halfway Mark

You may have seen workers in your area changing out meters or may have come home to find a door-hanger letting you know your meter was replaced. We are halfway through a meter replacement project that will ensure Fall River is using the best technology available to improve the efficiency and reliability of our electric grid and to help you manage your own electricity use. Half of this project was funded by a grant from the Department of Energy.

Serving You Even Better

As a cooperative, Fall River is owned by you, the members. We are always looking for ways to better serve you. One of the ways we do this is through a member satisfaction survey. For the last few years, this survey has shown that you are increasingly using the internet to pay your bills and find information that is important to you.

At June's Annual Meeting of Members, Fall River introduced a new website. On this site, you can find up to date information on everything about the Cooperative, expanded information about safety and saving energy, and improved navigation so you can more easily find what you need. You can also continue to pay and manage your bill from our website. Visit www.fallriverelectric.com to see what is new.

The advanced metering system currently being installed across the service area will also make it possible to offer you a web portal from our website where you can access your electric use data every day, making managing your electric bill easy. Look for this feature next year.

The screenshot shows the website's navigation bar with links for HOME, ABOUT US, CONTACT US, a SEARCH box, and a I WANT TO dropdown menu. The main banner features the Fall River Rural Electric Cooperative logo and a 'Green Power - Nature's Energy' promotion with a 'LEARN MORE' button. Below the banner is an 'Online Bill Pay' section with a 'PAY MY BILL' button and links for 'About Your Bill' and 'Sign up for Online Bill Pay'. A navigation bar includes links for myACCOUNT, myHOME, myBUSINESS, myCOMMUNITY, myCOOPERATIVE, and SavingENERGY. The 'News & Events' section highlights three items: 'Record number of members attend Fall River's Annual Meeting', 'Cooperative gives money back through scholarships', and 'Name Those Turbines!'. The 'Highlights' section features a 'FALL RIVER PROPANE' logo and a 'Name Those Turbines!' promotion. The 'Quick Links' section lists various services like Green Power Program, Conservation Rebates, and Business Energy Advisor. A 'solar 4R schools' widget shows '6047 kWh of electricity' generated.

Fall River's new website launched at the Annual Meeting of Members on June 12th. The website features enhanced navigation, and expanded information about safety and saving energy. You can also find more information about the Cooperative and how it is governed. Of course, you can still pay your bill from the website. Visit www.fallriverelectric.com to see what is new.



Not the Same Old Incandescent Bulb

By Jan Dean, Conservation Specialist



Remember the Easy-Bake Oven? For over 45 years, it has helped children make their own cakes, brownies, sugar cookies, and any number of other treats, all with the help of a 100-watt incandescent light bulb.

Though great for the Easy-Bake Oven, the extra heat put off by the incandescent bulb wastes energy - not surprising as the bulb has not changed much since it was created 130 years ago. Traditional bulbs waste 90 percent of their energy by releasing heat, but that will

soon be a thing of the past.

In 2007, Congress passed the Energy Independence and Security Act, calling for incandescent bulbs to be at least 28 percent more efficient starting nationally in January 2012.

Each household could save about \$50 every year with this change.

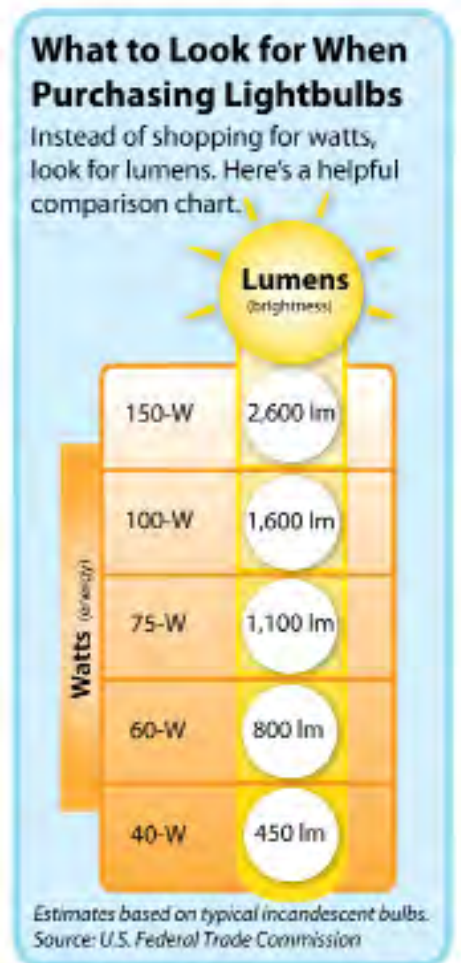
If you want to save energy now, check out these lighting options:

- **Halogen incandescent bulbs** cut energy use by about 25 percent and last three times as long as traditional bulbs.
- **Compact Fluorescent Lamps (CFLs)** are the most common and cost-effective efficient bulb on the market - offering an energy savings of 75 percent and lasting 10 times longer than traditional bulbs. The trademark swirly style is linked to the concept of efficient lighting, but you can also find CFLs encased to diffuse their light and provide the same look as traditional bulbs.
- **Light-emitting diodes (LEDs)** are commonly used in electronics. They use 75-80 percent less energy and last 25 times longer than traditional bulbs.

LEDs are small, about half the size of a pencil eraser, but by banding several bulbs together, a bright and dependable light emerges. LEDs are expensive, but prices will fall as the technology becomes more popular.

If you are ready to start saving, then look for new labels in January that will help you compare the lumens (light output) from your old bulbs and buy a comparable efficient bulb (see graphic above). You can learn more at energysavers.gov/lighting.

Sources: LUMEN Coalition, U.S. Department of Energy, Hasbro, Inc.



With so many new lighting options, select the right efficient light bulbs for your situation by comparing lumens, not watts.



A Touchstone Energy® Cooperative

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