

Ripley POWER & LIGHT COMPANY

TVA changes the way it calculates electric rates

Starting April 1, it will charge more for energy used during peak times in winter, summer

After more than two years of planning, the Tennessee Valley Authority will implement a new wholesale rate structure on April 1, 2011.

TVA's new rate structure will be a big change for Ripley Power and Light Company and other electric distributors in the Tennessee Valley who get their electric power from TVA and for our customers.

The most substantial changes will be: 1) TVA's effort to promote energy efficiency by sending "price signals" to consumers by charging more for electricity in the summer and winter and 2) TVA's effort to shift much of the pricing risk associated with billing for energy costs from TVA to Ripley Power and Light and other local distributors.

TVA plans to charge more for electricity in the summer and winter because its costs are higher at these times. TVA's costs to provide power vary considerably based on when customers use electricity. TVA's new rates will more accurately reflect those differences – charging more when the demand for power increases, which, in turn, forces TVA to operate its higher-cost power plants (such as natural gas peaking units) or to purchase power on the open market (which is typically more expensive) to meet consumer demand.

Because the demand for power at peak times continues to

increase, TVA must build or buy new power plants to make sure it has the electricity available when consumers need it. Investing in new plants that are needed only a few hours a day is not an efficient way to operate the power system.

However, when you flip your light switch, you expect the light to come on. That's why we must have a dependable distribution system that can meet the demands of cold winter days when the temperature is below freezing or hot summer days when the thermometer breaks 100 degrees.

Ripley Power and Light's largest expense is the power we buy from TVA; about 85 cents of every dollar we collect goes to pay our TVA wholesale power bill. Ripley Power and Light's board and management work hard to keep overall expenses down, just like you do with your household budget.

It's a big savings to ours — and our customers' — bottom line if Ripley Power and Light can lower the amount of power it buys. That's why it makes sense for us to encourage you to use your energy efficiently. We all will benefit with lower utility bills.

With rising fuel, construction and material costs, Ripley Power and Light and TVA are facing some expensive and complex budget issues. By implementing demand charges for electricity that vary depending on the time of the year, TVA

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Mike Allmand
President & CEO
Ripley Power & Light

An Important Notice to Customers in the Halls, Gates and Henning Areas

Beginning in April 2011, your due date for your Ripley Power and Light Company utility bill will change to the 15th of each month. Ripley Power and Light is making this change to coincide with changes being made by the Tennessee Valley Authority, which supplies our electricity.

• **Halls and Gates:** Your current due date is the 10th of each month. Your February and March bills still will be due on the 10th of those months. Your April and future bills will be due on the new date, the 15th.

• **Henning:** Your current due date is the 12th of each month. Your February and March bills still will be due on the 12th of those months. Your April and future bills will be due on the new date, the 15th.



Ripley Power & Light will be closed...

- Friday, April 22, for Good Friday
- Monday, May 30, for Memorial Day



Pay your bill online, inquire about our programs, learn how to conserve energy ... at www.ripleypower.com

Office Hours & Locations

We are open 47 hours each week to serve you better!

7:30 a.m. to 5 p.m.
Monday-Thursday

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

You can pay your utility bill at...

- 150 S. Main St. in Ripley
- 409 S. Church St. in Halls

If you have not been receiving your bills, call our office immediately so we can verify your mailing address.



731-635-2323 ■ 731-836-7595
www.ripleypower.com

Restoring power in an emergency

Tornadoes, ice storms — or just heavy winds and lightning storms — can cause widespread electric outages. When an emergency occurs, Ripley Power and Light Company follows a plan to restore power to our nearly 7,000 electric customers. With each decision, our goal is to restore power safely to the greatest number of customers in the shortest time possible. Ripley Power and Light employees always are on call to respond to emergencies, and when major emergencies occur, more employees are called in to help.

1 If an outage occurs, our first step is to assess the extent of the problem and to ensure any downed lines are not hazardous.

2 Problems on transmission lines and at electric substations are fixed first since they can affect thousands of customers and whole communities. We also give priority to critical places like our hospital and water treatment plants and customers who depend on life support. (You can get your name on our priority list with a doctor's statement saying you are dependent on life support equipment.)

3 We then fix problems on feeder lines that leave substations. Like branches on a tree, feeder lines serve many smaller lines that go down individual roads or to small groups of houses. We work our way across the system, first repairing problems serving larger groups of customers to gradually repairing problems serving smaller groups. It does no good to fix a problem on a line providing electricity to only a few homes if the line serving it still does not have power.

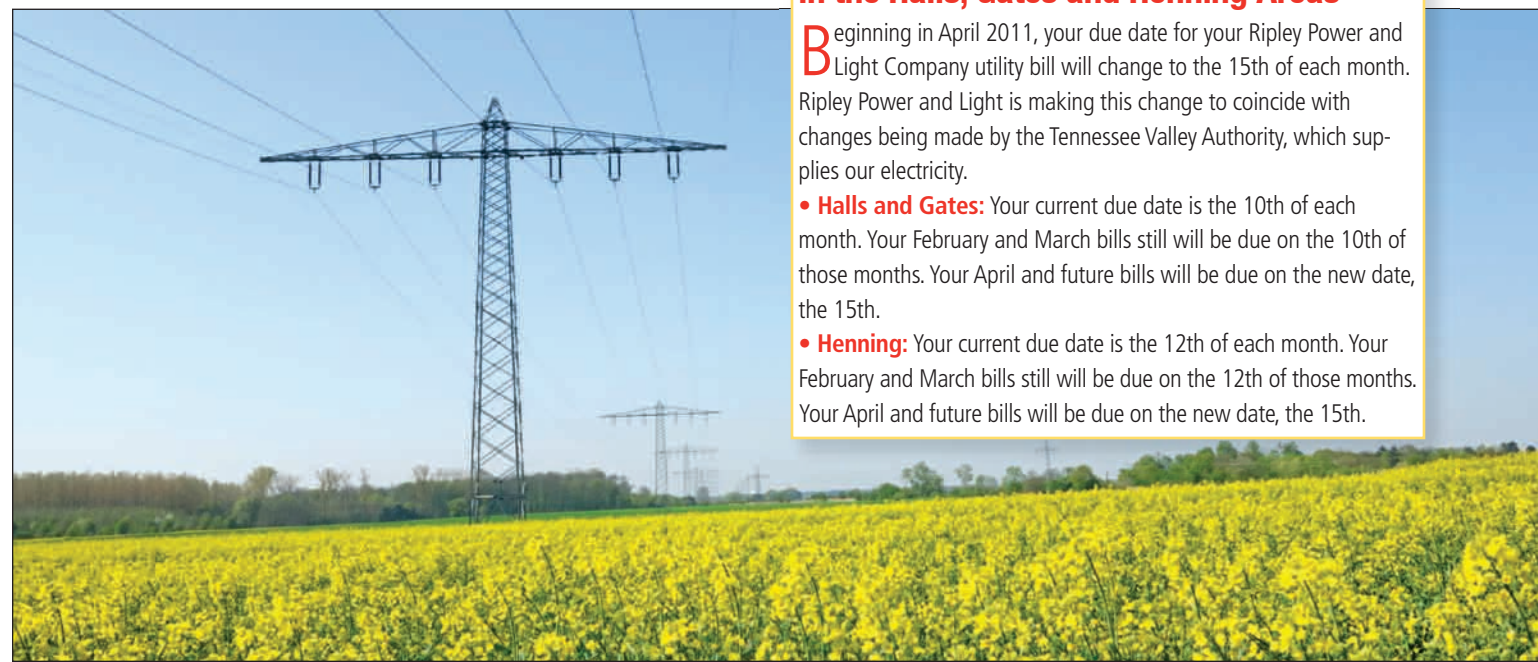
4 Finally, we repair damage to service lines to individual homes. Again, making a repair to an individual home first is useless if the main line into the neighborhood has no power.

At times our process may seem confusing, particularly if you have no electricity. We appreciate your patience. Meanwhile, if we leave your neighborhood — and your neighbors have power, but you do not — be sure to call us so we know to return to your home at some point.

One last note: Our electric monitoring system alerts us to power outages and helps us pinpoint the causes of the outage. Still, we rely on our customers to report outages. If you do not have electricity, call us at 731-635-2323 or 731-836-7595.

Change your clocks, change your batteries

Daylight savings time begins March 13. As you spring your clocks forward, it's also a good time to change your batteries in your smoke detectors and test your detectors to make sure they work. Working smoke alarms save lives.



Heating their home just got less expensive

When Horace David and Jayne Koonce bought their home in 1955, it did not have central heat and air. In 1997, daughter Pam and her husband, Dennis Drumwright, took over the home where she was raised. Thirteen years later, the home still depended on a floor furnace.

That all changed after the furnace went out on a cold November day last fall, just as the cold weather was starting.

"We had never bought a heating unit, but Dennis and I knew we wanted to go green," said Mrs. Drumwright, who is a volunteer at the Lauderdale County Animal Shelter and writes the weekly *Dry Hill Dog News* by Zeke in the Lauderdale County Enterprise.

"After talking with a representative from Quality Service, we learned that going with an electric heat pump was the best route to save money and be energy efficient."

The Drumwrights turned to Ripley Power and Light to finance their new unit. "I called Mike Demeris and he got our information," said Mrs. Drumwright. "We had approval for the program quickly, and the entire process could not have been easier. Mike even came out to do our final inspection." The Drumwrights are paying for their heat pump on their monthly electric bill.

Besides the new heat pump, the Drumwrights made



On a cold, snowy February day, Dennis and Pam Drumwright and Zeke, enjoy the warmth of a new electric heat pump.

Encouraging customers to be energy efficient makes sense. It helps both customers and Ripley Power and Light use less energy at peak usage times, when TVA is charging more for power.

other energy improvements to their home, such as blowing insulation in the attic and putting weather stripping around doors.

Within one month of their original furnace going out, the Drumwrights had a new unit installed and operational; they have been enjoying the warmth ever since. "In the interim we used radiator heaters," she said. "We almost froze to death. With the new system, we have a consistent warmth throughout the house. With the old furnace we had cold patches throughout the house."

A programmable thermostat on the new system allows the Drumwrights to no longer get up to a cold house or have to worry about turning the system down when they are gone. "It also tells us when to change the filter," said Mrs. Drumwright.

As far as her utility bills, she has seen them go down since the new electric heat pump was installed in spite of the frigid temperatures old man winter has brought West Tennessee. "The bills are much cheaper than before," she said. "We are so glad we went all electric."

however, can save energy dollars if their peak energy use times are different than Ripley Power and Light's peak use times.

Meanwhile, our automatic meters already are capable of tracking when you, our residential customers, use electricity. Eventually, the cost for electricity could vary depending on the time of day.

We know that these changes can be challenging and confusing. Ripley Power and Light is committed to keeping your energy costs as low as possible, to keeping you informed of changes and to providing the information you need to help manage your energy costs.

— Mike Allmand, President and CEO, Ripley Power and Light



Ripley Power and Light Company, a Relay for Life sponsor, raised money during last year's event with an inflatable jumper, center above. "Gavin's Express" takes children for a ride, right. Crowds flocked to the newly renovated Ripley Court Square, below.



Relay for Life brings out the community

With a successful kick-off behind them, the Lauderdale County Relay for Life Committee is looking forward to an even more successful event Friday, May 6, on the Ripley Square.

"Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported and that one day cancer will be eliminated from the face of this earth," said Keith Kluttz, who has been involved with Lauderdale County's Relay for Life since it started 15 years ago.

For months ahead of time, teams of individuals and local companies raise money by having yard and bake sales, car washes, auctions, softball tournaments and other events. The goal is to top last year's total, which represented \$3.14 per capita, said Kluttz, who co-chairs this year's Relay with Renate Jennings. There are no restrictions on how a team raises money or how much it can raise;

it all goes to the American Cancer Society, he said. "I am involved because I am tired of seeing

family members, friends, neighbors and coworkers having their lives cut short because of cancer," Kluttz said. "I want to see a world where my grandchildren will not have to deal with this dreaded disease. This is my way of fighting back."

The May 6 Relay for Life will be from 6 p.m. to 6 a.m. The evening starts off by recognizing cancer survivors with a medal presentation ceremony hosted by county and city mayors.

Cancer survivors start the relay by walking the first lap. Throughout the night, more money is raised through games, contests and entertainment. Luminary bags, sold in honor or in memory of cancer pa-



Relay for Life participants look over the names of friends and neighbors affected by cancer.

tients, line the track. One special time of the evening is the luminary ceremony, which remembers those that have lost their battle with cancer.

This year's theme is "Celebrate. Remember. Fight Back," said Kluttz. "CELEBRATE the lives of people who have battled cancer. The strength of survivors inspires others to continue their fight. REMEMBER loved ones lost to the disease. At Relay, those who have walked alongside others battling cancer can grieve and find healing. They are not alone. FIGHT BACK because we have been touched by cancer and desperately want to put an end to this disease."

Kluttz said there is plenty of time to put a team together or become a Relay for Life sponsor. Sponsorships begin at \$1,000. Sponsors do not have to pay a registration fee to form a team. "Teams consist of eight to 15 people from a corporation, business, church, a subdivision, a family, a group of friends, etc.," said Kluttz. "The registration fee is \$100, which helps cover the cost of t-shirts for team members. The team then raises money, sets up a campsite the night of relay and rotates having someone walking the track during the event."

"With every person who takes part in this event, we get one day closer when cancer never steals another year from someone's life."

For more information or to register a team, contact Kluttz at 731-225-9515 or Keith_Kluttz@vfc.com.