



Spotlight on Excellence



# Willie's World

A Publication of Arkansas Valley Electric Cooperative

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Flag Day – June 14



Happy Father's Day  
June 20

## June 2010 Issue

### WILLIE'S WORLD - AWARD WINNING PUBLICATION

Arkansas Valley Electric recently received recognition in the 2010 "Spotlight on Excellence" national awards program, sponsored by the Council of Rural Electric Communicators and the National Rural Electric Cooperative Association.

Arkansas Valley Electric received an Award of Merit in the Best Application of Electronic Communication Category for "Willie's World." Tony Wilson, Member Services Representative, wrote and produced the award-winning E-Newsletter.

"The judges noted the emphasis on being good stewards of each cooperative's resources, while still doing the vital job of communicating with members" said Maggie Tilley, administrator of Spotlight on Excellence. "In difficult economic times, this has been especially challenging, yet, cooperative communicators have risen to the occasion."

A special luncheon honored the award recipients during the Connect 2010 Conference held in Kansas City, MO on May 12. Winning entries were displayed during the event.

The annual Spotlight awards competition recognizes the top-rated communication and marketing efforts by electric cooperatives and related organizations. Participants in the awards competition competed with electric cooperatives of similar sizes in 19 categories. Electric cooperative communicators and marketing professionals submitted more than 804 entries in the Spotlight on Excellence program, now in its 22nd year. Faculty members from the University of Missouri – Columbia and the University of North Carolina – Chapel Hill judged the entries.

The Council of Rural Electric Communicators was organized in 1982, and

seeks to advance the recognition, education, and professionalism of electric cooperative communicators and their affiliated organizations. It is a volunteer association working on behalf of more than 4,000 electric cooperative communicators across the United States.

The National Rural Electric Cooperative Association, the service organization representing the national interests of cooperative electric utilities, coordinates the Council's activities. Other national organizations supporting the work of the Council are the National Rural Utilities Cooperative Finance Corporation, the National Cooperative Services Corporation, the National Rural Telecommunications Cooperative, and Federated Rural Electric Insurance Exchange.

## Safety



Willie Wirehand wants you to remember...

**"If an appliance has a three-prong plug, use it only in a three-slot outlet. Never force it to fit into a two-slot outlet or extension cord."**

## KEEPING COOL: TIPS FOR BEATING THE SUMMER HEAT AND HIGH BILLS

Don't let the warmer weather turn into "summertime blues" when the monthly electric bill arrives. Here are some tips from Arkansas Valley Electric on keeping your electric bill in check.

**Adjust the Thermostat.** As [TogetherWeSave.com](http://TogetherWeSave.com) demonstrates, lowering a thermostat in the winter can save as much as \$85 a year. During warmer months, raising the thermostat a few degrees can save money, too. Set the temperature between 78-80 degrees Fahrenheit, and you could save up to 8 percent on monthly cooling bills.

Programmable thermostats make it easy to save by offering four pre-programmed settings to regulate a home's temperature throughout the year.

**Be a "fan-atic".** While they don't replace an air conditioner or a heat pump, fans move the air so everyone feels more comfortable. On milder days, fans can save as much as 60 percent in electric bills. Fans cool people, not rooms, so turn them off when you leave.

**Regular maintenance is essential.** Arkansas Valley Electric recommends that members have their HVAC systems serviced annually by a NATE (North American Technician Excellence)-certified technician. This HVAC professional will check the entire system to make sure it is running efficiently. This will help to extend the life of the system and save money.

**Look for ENERGY STAR equipment.** When it's time to replace that cooling system, [TogetherWeSave.com](http://TogetherWeSave.com) recommends replacing it with an ENERGY STAR qualified model. This could reduce energy costs by as much as 30 percent. Tax credits and rebates on qualifying ENERGY STAR models may be available so check with [AVECC Member Services](#) for more information.

**Bigger isn't always better.** Too often, cooling equipment isn't sized properly and could lead to higher electric bills. A unit that is too large for your home will not cool evenly and might produce higher humidity indoors.

Instead of getting burned this summer with high energy bills, check out Touchstone Energy's energy-saving website, [TogetherWeSave.com](http://TogetherWeSave.com), for more money-saving ideas or call the [energy experts](#) at Arkansas Valley Electric.



## Holiday Closing

Arkansas Valley Electric Cooperative offices in Ozark, Waldron, Pocola, and Van Buren will be closed Monday, July 5, 2010 for the Independence Day Holiday.

In case of emergency in the Ozark, Van Buren and Pocola service area call 1-800-468-2176.

Waldron service area calls 1-800-468-2152.

For automated [outage reporting](#) or account information call 1-866-TOAVECC.

1-866-TOAVECC



Energy Efficiency

*Tip of the Month*

Use shade trees in landscaping design to block summer sun and reduce cooling costs.

Deciduous trees shed leaves in winter to let heat in.

*Source: U.S. Department of Energy*

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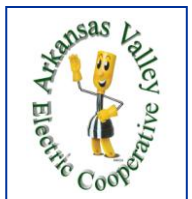


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[www.avecc.com](http://www.avecc.com)

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## SAVING YOU MONEY!

### Co-op Connections® Card



Since its launch in August 2009, the Co-op Connections card program has saved Arkansas Valley Electric members **\$118,526.20** on prescription medication!

For more information, contact [Member Services](#) at 800-468-2176.



## VIEW YOUR BILL ONLINE

Want to view your bill online? Now you can. Visit [avecc.com](http://avecc.com) or click on the "My Account Info" button below and enter your account number exactly as it appears on your bill (ex. 123456-001).

**Note:** April bills are currently available online. Future bills will be uploaded when available depending on your billing cycle, so check back often to see if your new bill has been posted.

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We Welcome Your [Comments and suggestions](#).