



Spotlight on Excellence



Willie's World

A Publication of Arkansas Valley Electric Cooperative

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Enter to win a \$50,000 Energy Efficiency Makeover!

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**Entry Deadline
July 15, 2010**



Happy 4th of July from your Arkansas Valley Electric Cooperative

July 2010 Issue

EDUCATION, TRAINING, AND INFORMATION

Pictured (L-R) are Bob Burris, Engineering Manager, and Clay Crowley.



Congratulations!

"Today is life-the only life you are sure of. Make the most of today. Get interested in something. Shake yourself awake. Develop a hobby. Let the winds of enthusiasm sweep through you. Live today with gusto."
Dale Carnegie

Carnegie first spoke those words about the time Arkansas Valley Electric Cooperative formed. That spirit helped create this cooperative and the lessons of Dale

Carnegie still play a role in how things are done at Arkansas Valley. Many of our employees attend Dale Carnegie training every year.

Recently Kevin Baskin, Member Service Representative, and Clay Crowley, Systems Engineer, joined people from around the River Valley and from a variety of occupations to participate in Dale Carnegie training. The class enabled them to become more self-confident, exhibit leadership, hone interpersonal skills, and enhance their communication ability and control worry and stress. William Peters, Arkansas Valley Electric CEO stated "we are confident they will lead richer and fuller lives, contribute to this organization and help them be leaders in the area for years to come."



Pictured (L-R) are Kevin Baskin and Ron Vest, HR/Safety Manager.

Safety

Willie Wirehand wants you to remember...



"Always follow appliance instructions carefully, and do not attempt amateur repairs or upgrades."

WORLD'S MOST EXPENSIVE DIRT

Are you wasting your money on DIRT?

Dirty air filters cause a heating and cooling system to work harder and break down faster. That's because unfiltered dust and grime work into critical parts, creating friction that causes unnecessary wear and, eventually, failure.

How does a dirty air filter cost you?

- Reduces air flow in the home, leading to up to 15 percent higher operating costs
- Leads to costly duct cleaning or replacement
- Lowers system efficiency

To avoid these expenses, change filters monthly when your heating and cooling system's in regular use. Discuss cleaning the unit and ductwork with your heating and cooling service professional.

Learn more ways to save at www.energysavers.gov.

Source: High Performance HVAC, U.S. Department of Energy

Dust dollars off your energy bill by regularly changing air filters.

The most expensive dirt in the world may lurk in your home's heating and cooling system. If neglected, dust collecting the equipment's air filter could increase your energy bills hundreds of dollars every year and result in costly repair or replacement costs.

Dirty filters cause a system to work harder and break down faster. That's because unfiltered dust and grime work into critical parts, creating friction that causes unnecessary wear and, eventually, failure.

As you move around your home you drive dust into the air from carpets, drapes, and furniture. Pets generate dust particles by shedding, grooming, and tracking in dirt from outside.

Regardless of where it comes from, dust trapped in a heating and cooling system air filter leads to several problems, including:

- Reduced air flow in the home and up to 15 percent higher operating costs.
- Costly duct cleaning or replacement.
- Lowered system efficiency.

Every time a system with a dirty filter kicks on, the day of reckoning—total replacement—draws closer. To avoid this expense, change filters monthly when a system's in regular use. Discuss cleaning the unit and ductwork with your heating and cooling service professional.

While most types of filters must be replaced, a few filters are reusable. They're available in a variety of types and efficiencies, rated by a Minimum Efficiency Reporting Value (MERV). MERV, a method developed by the American Society of Heating, Refrigerating and Air-Conditioning Engineers, tests filter effectiveness. The higher the MERV number, the higher the filter's effectiveness at keeping dust out of your system.

To learn more about how to save energy around your home visit

www.TogetherWeSave.com.

Sources: High performance HVAC, U.S. Department of Energy

John Bruce is a freelance writer based in South Carolina. He writes on energy efficiency for the National Rural Electric Cooperative Association, The Arlington, VA-based service arm of the nation's 900-plus consumer-owned, not-for-profit electric cooperatives.



DOUG RYE LIVE

You've probably heard energy consultant Doug Rye on the Radio. Now is your chance to see him live at no cost.

Arkansas Valley Electric Cooperative will present Doug Rye Monday July 12th at Arkansas Tech University – Ozark Campus at noon. Come have pizza and talk with Doug.

On Tuesday the 13th, Doug will be at the University of Arkansas - Fort Smith, Baldor Technology Center at 3 p.m. Come learn how you can slash your energy bill by as much as 65%.

Doug Rye Live, a service of Arkansas Valley Electric Cooperative, your local energy partner.

ENERGY EFFICIENCY



Energy Efficiency

Tip of the Month

Consider using ceiling and other fans during the cooling season. They provide additional cooling and better circulation so you can raise the thermostat and cut down on air conditioning costs. ENERGY STAR-certified ceiling fans do even better, especially those that include compact fluorescent light bulbs.

Source: Alliance to Save Energy

Willie's World

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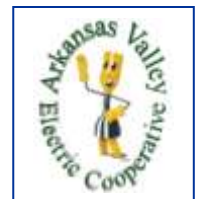


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SAVING YOU MONEY!

The advertisement for the Co-op Connections Card features a blue header with the text "Co-op Connections® Card". Below the header is the Arkansas Valley Electric Cooperative logo. To the right of the logo, text states: "Since its launch in August 2009, the Co-op Connections card program has saved Arkansas Valley Electric members \$130,399.47 on prescription medication!". Below this text, it says: "For more information, contact [Member Services](#) at 800-468-2176." At the bottom of the advertisement is a row of six small photographs showing diverse people of various ages and ethnicities.

JOIN AND WIN!

If receiving our award winning eNewsletter, *Willie's World*, or outage updates were not good enough reasons to join our email list. How about winning a \$100 gift card?

Join our email list by August 31, 2010 and be entered into a drawing to win a \$100 Wal-Mart gift card. One lucky winner's name will be drawn in September.

All you have to do is go to our [website](#), enter your email address, and click "Join". You can sign up to receive *Willie's World*, outage updates, or both. It's that easy!

So what are you waiting for? Sign up today and enter to win a \$100 gift card, courtesy of Arkansas Valley Electric Cooperative, your local energy partner.

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