

We're Different— We're Looking Out for You



**MESSAGE
FROM
MANAGER
ALAN
LESLEY**

Most of you know that electric cooperatives are different from other businesses you deal with. To tell you the truth, I like being different. And the fact that you're reading this article shows you like that difference, too.

We're different because CECA is looking out for you. Now, more than ever, that's important because we need to work together to keep your electric bills affordable.

Congress did not pass a comprehensive climate bill last year. In January, the U.S. Environmental Protection Agency (EPA) began regulating greenhouse gases—an action made possible by a 2007 Supreme Court decision, followed by rulings allowing the EPA to use the Clean Air Act to curb carbon emissions. Policies dealing with coal ash and even more stringent controls on other power plant emissions could also lead to higher costs. It's hard to predict the future, but one thing seems certain: Government regulations are likely to increase the cost of doing business.

We're committed to taking every possible step to minimize the effect of this on our members. We're controlling costs through innovation and taking advantage of new technologies throughout our system. On the consumer side, we're providing a wealth of energy conservation resources, to make sure you're getting the best

value out of the energy you use. Also, this past year we developed our ecoPOWR Rebate Program to provide cash incentives for members who elect to upgrade the energy efficiency of their homes and businesses.*

Above all, we're member focused. No matter what comes our way, we'll continue to put you, our members, first. CECA is member controlled and locally operated. As a member, you have a voice in how your co-op operates. At our annual meeting each year in August, you have the opportunity to elect fellow members to our board of directors to represent your best interests.

Member control means we are accountable to those we serve and are dedicated to assisting our communities—your money stays at work close to home. When it comes to your electric bill, our rates are set simply to cover the cost of doing business, not to generate profits for stockholders.

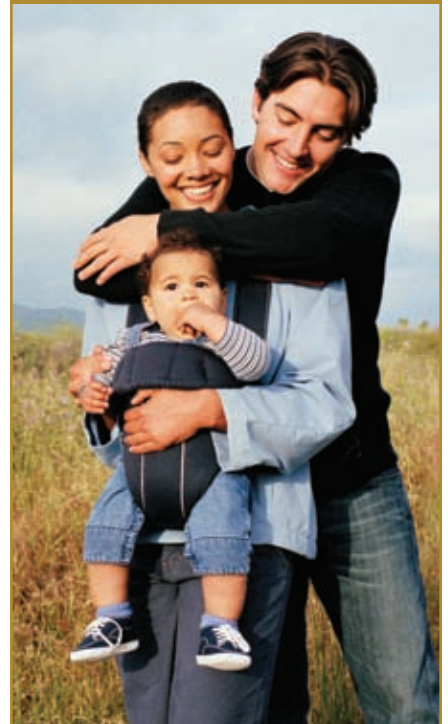
In fact, as a not-for-profit organization, any revenue we earn beyond expenses is allocated back to the members as capital credits. And, when financial conditions allow, the funds are returned to the members.

The bottom line? We exist only to serve you and meet your needs for safe, reliable and affordable power.

As you can see, we're different. We're working together to keep your electric bills affordable. We're controlling costs through innovation. And we're continuing to put you, our members, first. No matter what the future brings, one thing is certain: CECA is looking out for you.

**For more information on CECA's ecoPOWR Rebate program, contact a member service representative at (325) 356-2533 or 1-800-915-2533.*

Continuing To Put You, Our Members, **FIRST**



It's hard to predict the future, but one thing seems certain: New government regulations on greenhouse-gas emissions will increase the cost of electricity.

We're controlled by members like you, and your money stays in our community. In fact, we give money back to you when revenues exceed costs. Find out how we're looking out for you at www.ceca.coop.



Looking Out for You.

CHECK OUT THE NEW ACCOUNT MANAGEMENT SERVICES ON OUR WEBSITE AT WWW.CECA.COOP

Take A Look At Us Now!

When Comanche Electric Cooperative ran its first line in 1938, it was designed to serve a total of 596 members in Comanche County. A lot has changed since that time. For instance, we now serve over 9,000 members in Albany, Brown, Callahan, Comanche, Mills, Shackelford and Stephens counties.



Along with expansion and growth comes progress and change, and as CECA (Comanche Electric Cooperative Association) began to face new challenges in the ever-changing energy market, it became apparent that something needed to be done to keep up with the new generation comprising its membership. Through a series of meetings over several months, your board of directors decided it was time to make some changes in the image and availability of the cooperative.

First and foremost was the need for a more interactive website capable of offering online bill pay and account management. Second was a new image that would better reflect the cooperative. After much consideration, your board of directors has approved our new image.

But that has not been our main focus over this last year. We were listening when you told us you wanted a more convenient bill-pay option. Our website has been updated and now offers you the option of paying your bill online as well as managing your account.

Options available on the new system are:

- Online bill payment
- Account management (change address, telephone number, e-mail address, etc)
- Billing and payment history
- Applying for budget or levelized billing
- Opting in or out of Operation Round-Up
- Applying for e-mail notifications

These options are available on our newly redesigned and more user-friendly website. Visit us at www.cecacoop.com to see our new look, then give us a call at 1-800-915-2533 for login instructions.

We are very excited about our new image and our advanced account options and hope that you are, as well. We look forward to hearing from you!



Your Touchstone Energy® Cooperative

HEADQUARTERS

201 W. Wright
Comanche, TX 76442
(325) 356-2533
1-800-915-2533

EASTLAND OFFICE

1311 W. Main St.
Eastland, TX 76448

EARLY OFFICE

1801 CR 338
Early, TX 76801

OFFICE HOURS

7:30 a.m. to 4:30 p.m.
Monday through Friday
Eastland closed from noon to 1 p.m.
Early closed from 1 to 2 p.m.

FIND US ON THE WEB
AT WWW.CECA.COOP



YOUR "LOCAL PAGES"

This section of Texas Co-op Power is produced by CECA each month to provide you with information about current events, special programs and other activities of the cooperative. If you have any comments or suggestions, please contact Shirley at the Comanche office or at sdukes@cecacoop.com.

Trucks Available

CECA has two “retired” vehicles that will be auctioned to members through a closed bid process. These vehicles have a few battle scars, some chipped paint and are both well broken-in, as you would expect from work vehicles, but the engines run like a charm. Additional photos can be viewed on our website at www.ceca.coop. You may also come by the office at 201 W. Wright in Comanche for an in-person view. Sealed bids can be mailed to: Comanche Electric Cooperative, Attn: Sealed Vehicle Bid, P.O. Box 729, Comanche, TX 76442. Questions can be directed to Shorty Hatley or Dale Ogle at (325) 356-2533. Deadline for bids is February 1, 2011.



TRUCK #2: Minimum Bid \$3,500
2005 Chevrolet, 2500 Crew Cab, 5.3 liter engine, automatic transmission, flat bed, 4x4. Mileage: 124,776*



TRUCK #69: Minimum Bid \$2,500
2003 Chevrolet, 2500 Crew Cab, 5.3 liter engine, automatic transmission, flat bed, 4x4. Mileage: 133,134*

CECA reserves the right to reject any or all bids at the discretion of the board.

**Mileage current as of December 1, but subject to change, as these are working vehicles.*

Students Get Lessons in Leadership

BY SHIRLEY DUKES

CECA and John Ben Shepperd joined ranks again for another record attendance at the John Ben Shepperd System of Service (SOS) Program. The SOS Program is a joint effort between CECA and The University of Texas of the Permian Basin. The purpose of the forum is to draw on the experience of current Texas leaders to develop leaders of the future.



Eastland High School student Leah Woolam was awarded a \$500 scholarship from UTPB at this year's John Ben Shepperd System of Service leadership program

In September, CECA sent out invitations to all 25 schools within our service district to send the top 10 leaders from their junior class. Eleven out of 25 schools responded, sending a record-breaking 100 students to the one-day leadership training. Schools attending were: Albany, Bangs, Comanche, Cross Plains, De Leon, Early, Eastland, Gorman, Rising Star, Sidney and Zephyr.

John Ben Shepperd, the namesake of the Shepperd Institute, devoted countless hours and energy to the people of Texas during his 50-year career as a public servant and private citizen. He served as secretary of state and as Texas attorney general. Over the course of his lifetime, he received numerous honors and awards, yet he emphasized that the awards were not the goal; service to one's community, state and country were what mattered. His legacy of public service continues through the Shepperd Leadership Institute's programs and the lives of individuals who have been influenced by his ethics, morals, values and his truly effective style of leadership.

The program model teaches practical information and skills to students with leadership potential. It is interactive, entertaining, and educational. The experiences, skills and techniques of successful business, political and civic leaders are combined with the ambition and idealism of students for a sound System Of Service. Students with diverse backgrounds are not only introduced to current and future leaders, but are also given a networking opportunity with students of similar backgrounds.

UTPB provided an added bonus this year: a \$500 scholarship that was awarded to Leah Woolam, an Eastland High School student.

Leah is currently ranked among the top 10 students at her school. Her long-term goal is to become a pharmacist.

Comanche Electric Cooperative is proud of the students and the school administrators who support them.



Conservation MATTERS

THE LATEST NEWS AND INFORMATION ABOUT ENERGY CONSERVATION FROM YOUR ELECTRIC COOPERATIVE

Businesses Can Pad Bottom Line with Energy Efficiency

In all the talk about ways to save energy, sometimes we forget that it's just as important to conserve at work as it is at home. By instituting some energy-saving practices in the workplace, you can help reduce expenses.

Encourage co-workers to:

- Turn off lights when not in the office/restroom/breakroom. Or, with a small investment, install motion-sensitive switches that automatically turn out lights when no one has been in those rooms for a while.

- Enable energy-saver settings on computer monitors, or if not available, turn off monitors when no one is in the office (even for an hour or two). There is software available that can be put on a network to put monitors "to sleep" when not in use.

- Turn off computers, printers, copiers and lights when leaving for the day. Make that task simple by plugging all devices into a power strip and switching it off when work is done.

- Put signs by elevators asking people to walk up one flight or down two.

Purchasing

- When replacing lights, use compact fluorescent bulbs or other high-efficiency models.

- When buying new office equipment, look for Energy Star labels—only purchase energy-efficient equipment.

- Buying recycled products and instituting recycling programs at your business decreases energy use on the large



The 'off' button is the key to saving energy.

scale, so it is the right thing to do even if it doesn't result in direct energy savings for your business. It is an example of "Think globally, act locally."

Maintenance/Building

- Caulk windows and doors where fittings are not snug.

- Install UV protective film on windows where none exists. This film reduces heat gain through the glass.

- Perform routine maintenance of air-conditioning, heating and ventilation systems. When replacing, go with high-efficiency systems.

- Keep temperatures at comfortable, yet reasonable, levels for the season—76 to 78

degrees in summer, and 68 to 70 degrees in winter.

- When possible, allow more daylight into rooms to reduce the need for artificial lighting. Studies have found that workers are more productive with natural lighting.

- When building new facilities, use green design. Consider solar panels and other renewable technologies. Use the new International Energy Conservation Code.

Other

- Plant trees and lighten pavements and roofs to reduce the urban "heat island" effect. Lots of paved, dark, impermeable surfaces raise temperatures and create the need for more artificial cooling.

- Include water conservation in efforts. Repair leaky sinks, toilets and water fountains. Replace old toilets with the low-flow variety. This saves energy because water pumping is a huge energy drain.



Walk Across Texas

These employees of CECA recently participated in “Walk Across Texas,” an eight-week program designed to help Texans establish a habit of regular physical activity. These “Co-op Babes” finished in second place and accumulated a total of 3,259 miles over the eight-week period. This is the equivalent of walking from Comanche to New York City and back. Pictured are: back row, from left, Mary Johnson, Shirley Dukes, Dora Ballard and Nancy Isham, and front row, from left, Jennifer Hanson, Tiffany Evans and Rachel Ford. Not pictured is Kay Slavens.

Statement of Nondiscrimination

Comanche Electric Cooperative is the recipient of federal financial assistance from the Rural Utilities Service, an agency of the U.S. Department of Agriculture, and is subject to the provisions of Title VI of the Civil Rights Act of 1964, as amended, Section 504 of the Rehabilitation Act of 1973, as amended, the Age Discrimination Act of 1975, as amended, and the rules and regulations of the U.S. Department of Agriculture which provide that no person in the United States on the basis of race, color, national origin, sex, religion, age or disability shall be excluded from participation in, admission or access to, denied the benefits of or otherwise be subjected to discrimination under any of this organization’s programs or activities.

The person responsible for coordinating this organization’s nondiscrimination compliance efforts is Rachel Ford, human resource administrator. Any individual, or specific class of individuals, who feels that this organization has subjected them to discrimination may obtain further information about the statutes and regulations listed above from and/or file a written complaint. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Ave., S.W., Washington, DC 20250-9410 or call 1-800-795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal-opportunity provider and employer. Complaints must be filed within 180 days after the alleged discrimination. Confidentiality will be maintained to the extent possible.

RESOLVE TO STAY SAFE

Most of our lists of New Year’s resolutions include some common elements: Spend less, save more, eat less, exercise more, work less and spend more time with family.

The folks at CECA encourage you to add a few things to this year’s list to help keep your family safe.

1. Practice “out with the old, in with the new” with appliances. If an appliance snaps, crackles or pops and shouldn’t, toss it out and replace it with a safer, energy-efficient model. Check cords carefully for cracks and nicks. If you find any, it’s time to replace that appliance.

2. If you have switchplates or outlets that get warm to the touch with use, or your lights dim when certain appliances come on, it’s time to call an electrician. The electrical load of most homes has increased substantially in the past 10 years, but your home’s wiring may not be up to the challenge. To keep your loved ones safe, have it checked out and make the necessary improvements and repairs.

3. If you regularly find yourself headed to the breaker box with flashlight in hand to restore power, it’s probably time for repairs or an upgrade. Have an electrician do an inspection and make repairs.

4. Smoke detectors and fire extinguishers only help if they work properly. Regularly test and replace the batteries on smoke detectors. Replace or recharge fire extinguishers so they’ll be ready in the event of an emergency.



I'M HELPING MY ENERGY STAR® TV REALLY SHINE.

Who would've thought? Just by turning the TV off when I'm not using it and using a sleep timer at night, I'm making my ENERGY STAR® qualified TV even more efficient. Now we're both energy stars. What can you do? Find out how the little changes add up at TogetherWeSave.com.



TOGETHERWESAVE.COM