



# Energy Conservation and Efficiency ‘First Cousins’

Arriving home after a full day at work, most of us walk through a familiar routine. We turn on the lights and TV, boot up the computer and head to the kitchen to start dinner.

We hardly take a step that does not involve the reliable flow of electricity. Every light switch and appliance we turn on makes the electric meter outside spin a little faster and the monthly bill a little higher.

Meanwhile, it’s hard to escape the media coverage surrounding climate change as evening news reporters drone on about global warming.

We watch with concern and ask, “Is there anything one person can do to make a difference?” The answer is an emphatic, “Yes.” It starts with learning all we can about energy conservation and efficiency. While they are not the same thing, they are close relatives.

Conservation occurs when we reduce total consumption of electricity, often achieved by simply turning off anything that consumes electricity when not needed.

Energy efficiency occurs when we replace or upgrade the essentials in our lives (e.g., appliances, lighting, insulation), allowing us to realize the same benefit with less electricity.

If you want to help, call Pickwick Electric Cooperative and ask for a mail-in *energy right*® Home e-Valuation audit. By completing the audit, mem-

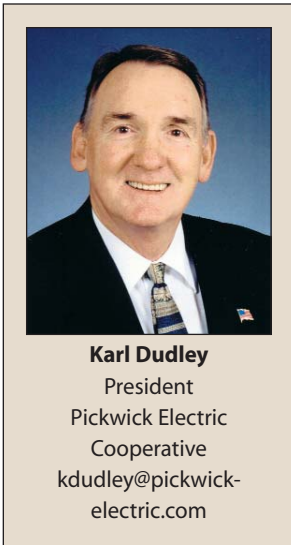
bers can learn how much energy your home consumes and evaluate what measures you can take to make your residence more energy-efficient.

Then, with audit results in hand, take action. The cumulative effect of such small steps in homes and businesses will have a direct impact on our nation’s entire electric grid — reducing demand during peak

periods, cutting emissions of greenhouse gases and lowering overall costs to co-ops and consumer-members. Not to mention energy efficiency helps manage load growth and delays the need to build new electric generation facilities.

America’s electric co-ops are working with public officials at all levels to identify and adopt achievable and balanced solutions to climate change. One of the quickest remedies involves embracing those “first cousins” — conservation and efficiency — and making them part of our daily routine.

Although energy consumption will continue to increase, by using electricity more efficiently, we can slow the overall growth for more power.



**Karl Dudley**  
President  
Pickwick Electric  
Cooperative  
kdudley@pickwick-  
electric.com

Serving members in all of McNairy County and portions of Chester, Hardeman and Hardin counties in Tennessee and Alcorn and Tishomingo counties in Mississippi



**530 Mulberry Ave.**

**P.O. Box 49**

**Selmer, TN 38375**

**Phone Numbers:**

**731-645-3411**

**731-632-3333**

**1-800-372-8258**

**Web site:**

**[www.pickwick-electric.com](http://www.pickwick-electric.com)**

**These five pages contain local**

**news and information**

**for members of Pickwick**

**Electric Cooperative.**



## Brooks and McKee attend Youth Leadership Summit

**K**ristin Brooks of McNairy Central High School and Nicholas McKee of Adamsville High School were among 42 high school juniors from across the state who attended the Tennessee Electric Cooperative Association's annual Youth Leadership Summit March 17-19 in downtown Nashville.

"Local electric cooperatives, along with school officials and guidance counselors, chose these outstanding students based on their interest in government and their leadership abilities," said Joe Jackson, TECA director of youth and member relations.

"The annual summit gives students an opportunity to learn about electric cooperatives and how they affect their lives," Jackson said of the students representing 21 of Tennessee's electric cooperatives. "It also gives them an opportunity to see, in person, the legislative process in the Tennessee Capitol."

The summit was hosted by TECA and funded in part by the National Rural Utilities Cooperative Finance Corporation, a not-for-profit cooperative financing institute that provides an independent source of financing to member cooperatives nationwide.

"It is encouraging to see this high caliber of future leaders in our service area," said Kevin Roy, PEC's electrification advisor.

The summit kicked off Monday night, March 17, with dinner at the group's hotel, the Millennium Maxwell House. "Get-acquainted" and leadership development activities followed, led by cooperative employees and special guests, including 2007 Miss Tennessee Grace Gore and Tennessee Titans cheerleaders Kindle Martin and Lindsey Roznovsky.

Tuesday morning began early with breakfast and preparations for a visit to the Legislative Plaza. Speakers included Rep. Doug Overbey of Maryville and TECA Director of Government and Public Affairs David Callis.

The 11th-graders made their way to the Legislative Plaza where they got to see state government in action and pose for photos in front of the historic Capitol. Brooks and McKee also met Rep. Randy Rinks of Savannah.

Following the visit to Capitol Hill, students boarded buses for afternoon activities at a Nashville-area YMCA camp.



**Students were greeted by their elected state representatives in front of the Capitol. From left are PEC Electrification Advisor Kevin Roy, students Kristin Brooks and Nicholas McKee and Rep. Randy Rinks.**

Later they made a quick stop for pizza before heading to watch a Nashville Predators hockey game followed by a night tour of Nashville. The busy day was capped off with an ice cream social back at the hotel.

Wednesday morning, the students learned more about Tennessee's electric cooperatives and the commitment these co-ops show toward the communities they serve. Then they fought it out in the "Energy Battle" competition, where teams answered trivia questions about electric cooperatives and the state.

PEC President Karl Dudley said, "The Youth Leadership Summit helps students to learn by experience. We offer these educational experiences for our students — our future members — because we want them to understand what makes a cooperative special. It's not like we're dealing with their grandparents, who might remember what it was like to live without electricity. These young people have had modern conveniences all their lives."

"We want them to be able to appreciate their electric cooperative and understand why it was so important to form electric cooperatives in the first place," Dudley said.

Kristin is the daughter of Mr. and Mrs. Anthony Brooks of Selmer, and Nicholas is the son of Mr. and Mrs. Randy McKee of Adamsville. Both families live in the PEC service area.

# Writing contest winners announced

Pickwick Electric Cooperative has announced the winners of the 2008 Washington Youth Tour Writing Contest.

Approximately 330 students competed for prizes including a week-long tour of Washington, D.C., cash awards and college scholarships. The five first-place winners to receive expense-paid trips to Washington, D.C., the week of June 13-19 are Logan Barnes and Emma Poland from Adamsville High School and Taylor

Jones, Justin West and Shelby Huggins from McNairy Central High School.

Local high school juniors participated in the contest and wrote short stories related to the theme “Electric Cooperatives: Energizing Our Communities.” These students are to be congratulated for their accomplishments.

PEC is proud to sponsor this program because it gives students the opportunity to learn more about their cooperative and government.



Writing contest winners from Adamsville High School are, from left, Logan Barnes, Brittany Middleton, Shayne Plunk, Emma Poland, Sarah Ramrup and Alex Rhodes.



Writing Contest winners from McNairy Central High School are, from left, Shelby Huggins, Katie McClain, Megan Owens, Michael Edwards, Allyssa Vandenburg, Justin West, Taylor Jones and Justin Droke. Not pictured is Samantha Burns.

## STATEMENT OF NONDISCRIMINATION

Pickwick 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. In accordance with federal law and the U.S. Department of Agriculture policy, this institution is prohibited from discrimination on the basis of race, color, national origin, sex, age or disability (not all prohibited bases apply to all programs).

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Arlington National Cemetery



Tomb of the Unknowns



Women's Vietnam Veterans Memorial

**The Pickwick Electric Cooperative office will be closed Monday, May 26, in observance of the Memorial Day holiday. Should there be an emergency, we will have standby crews available. Have a safe and enjoyable holiday.**



## Roberts Heating and Air Conditioning wins 2007 heat pump installation award

The Tennessee Valley Authority recently announced that Danny Roberts Heating and Air Conditioning in Selmer is the 2007 regional winner of the *energy right*<sup>®</sup> Heat Pump Installation Award.

The *energy right* program works through a trade ally network to assist consumers and small businesses in purchasing and installing high-efficiency electric heat pumps and water heaters. Qualifying trade allies such as Danny Roberts Heating and Air Conditioning earned regional recognition for top installations of all-electric and highly energy efficient heat pumps within the Tennessee Valley service region. This past year, the company installed 80 heat pumps for the *energy right* program.

"We are very pleased to announce Danny Roberts Heating and Air Conditioning as the contractor with the highest number of qualifying heat pumps within our service territory in 2007," said Jerry Prince, TVA marketing manager. "Through Danny Roberts Heating and Air Conditioning's work, many families are enjoying the benefits of superior energy efficiency with their new heat pumps.

Danny Roberts Heating and Air Conditioning, headquartered in Selmer at 186 Warren Ave., has been an *energy right* partner since 1976. It has been installing

heat pumps in the Pickwick Electric service area for the past 32 years and during that time has installed approximately 1,400 heat pumps for the TVA heat pump program.

The family-owned business not only provides new installations but also offers repair service to existing units. Roberts and his sons work on both residential and commercial units.

Pickwick Electric Cooperative and TVA developed the *energy right* program to help consumers save money

through efficiency improvements in their home and business energy usage. The *energy right* program provides support to builders and contractors who build energy-efficient homes and install all-electric heat pumps and water heaters.

Below is a list of contractors that participate in the *energy right* program. To learn more about the program, call 731-646-3825, 731-646-3786 or 731-646-3764.



From left, Jerry Prince, TVA marketing manager, presents the 2007 Regional Heat Pump Installation Award to Danny Roberts Heating and Air Conditioning employees Danny Roberts Sr., Darrell Roberts and Danny Roberts Jr.

## Quality Contractors Network of Participating Members

AD Service and Sheet Metal  
Savannah, TN 38372  
731-925-5735

Cooper Heating and Air  
Savannah, TN 38372  
731-925-4104

Maxedon Electric and Plumbing  
Selmer, TN 38375  
731-645-5956

Armour Brothers Co.  
Selmer, TN 38375  
731-645-6340

Danny Roberts Heating and Air  
Selmer, TN 38375  
731-645-6487

Sid Burks Heating and Air  
Adamsville, TN 38310  
731-632-1122

Bell Refrigeration Heating and Air  
Savannah, TN 38372  
731-926-2447

Harbin Heating and Air  
Counce, TN 38326  
731-689-3651

Yancey Heating and Air  
Corinth, MS 38834  
662-287-8022