

Member Newsletter



www.svalleyec.com

SEQUACHEE VALLEY
ELECTRIC COOPERATIVE

Your Touchstone Energy® Cooperative 

March 2011

New TVA rate structure to take effect April 1 Seasonal rate applied to promote energy efficiency

The Tennessee Valley Authority has been the “not-for-profit” wholesale electricity provider for the Tennessee Valley for over 75 years.

In the past TVA has charged one flat rate for wholesale power year-round regardless of the actual cost to provide electricity.

During part of the year TVA lost money at this rate, part of the year they made money and the remainder of the year they broke even. The thinking was that it all averaged out at the end of the year with TVA being able to cover their costs.

However, when the cost of fuel for generating power and the cost of purchasing power on the open market began to hit record setting highs, TVA saw that the risk of not having the income to cover costs was becoming too great.

The year-round flat rate also gave consumers a false idea of the true cost of electricity and no feeling of need to conserve it.

Today, however, with environmental concerns in the news and an economy that has everyone watching closely where their money goes, the time has come to “get real” about the true cost of electricity.

With that in mind, TVA is implementing a new rate structure that will better reflect the “real time” cost of providing service to its customers. This new rate is based on the cost of generation when electricity is being used — both the time of year and the time of day.

The changes to the rate structure are intended to promote energy efficiency in homes and businesses, reduce peak demand on TVA’s power system and give customers the opportunity to lower their electric bills.

The changes that will go into effect on April 1, mark a totally different kind of rate structure. TVA will be charging their distributors—such as SVEC—a higher rate when generation costs go up and low-

ering the rate when costs go down to better reflect the “real-time” cost of providing electricity

The thinking is, that if consumers realize that they will have to pay more for electricity used during more expensive peak times, then they will begin to take measures to change their electric consumption habits. Just as when the price of gasoline increases, people start thinking about how they can reduce the amount of gas they use

Over time, as consumers shift more of their electricity use to off-peak periods, TVA expects to be able to avoid or delay construction of costly new generating plants and avoid higher-priced on-peak power purchases from the market. This will reduce the need for future rate increases.

SVEC operates on such a small margin of each dollar that comes in from customer payments – 78 cents going to TVA for the electricity and only 22 cents per dollar to run the co-op—that we have no choice but to pass along this new rate structure to our customers. If we don’t, the financial stability of the co-op could be weakened

Therefore, SVEC will be implementing the new “Seasonal” rate structure with your April bill. Although we cannot be sure how much this will affect your electric bill at the present time, **TVA does not expect consumers to see a drastic change.**

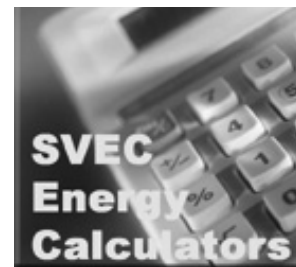
Remember that ultimately your bill is dependent upon HOW MUCH electricity you use. Factors such as the weather, the energy efficiency of your home and appliances, the number of people in your household and their energy use habits contribute to your total energy consumption.

To learn how to make your home more energy efficient and improve your energy use habits to get the most out of every energy dollar, visit our website www.svalleyec.com and check out our

Energy Calculators and our *energy right* Solutions programs.

Through March 31 you can register online for a drawing for a \$50 credit on your electric bill when you use our FREE energy calculators. You may also call your local SVEC office for more information.

**Save Energy. Save Money.
Win a \$50 Credit on your
Electric Bill !**



Visit www.svalleyec.com.

Service Centers

97 Resource Rd, Dunlap
423-949-2198

3396 Main Street, Pikeville
423-447-2131

512 South Cedar Avenue,
South Pittsburg
423-837-8605 or 1-800-923-2203

14002 Hwy 41, Tracy City
931-592-2511

14087 Highway 28, Whitwell
423-658-7832 - Mon, Wed. Fri.

SV Propane
1426 Altamont St. Tracy City
931-592-5126 or
877-521-3055 (toll free)

After Hours: 1-888-421-SVEC
www.svalleyec.com

2011 Spring Calendar of Events

Spring is almost here and there are slots of events across the Sequatchie Valley Electric Cooperative service area that you will not want to miss. Following are a few of them.

Distinguished Young Woman of Marion County Competition

March 12, at 6 p.m. in the South Pittsburg High School Auditorium.

For more information on the competition formerly know as the Junior Miss Pageant, visit the website: www.ajm.org/about/state_programs/tennessee/local_programs/marion/

"Taste of the Mountain" 11th Annual Area Food Fair

March 14, 5:00 pm - 8:00 pm, National Guard Armory, Monteagle, TN \$8 per ticket in advance or \$10 at the door. Children 3 years and under free. A portion of the ticket price will go to benefit FORC - the Rural Grundy County Food Bank. Entertainment by Trapper Haskins & Friends. For more information call: 931-924-5353 - or see www.monteaglechamber.com.

Head Start's 14th Annual Community Partnership Conference

April 1 - Kimball Church of Christ- 8:30 am to 2:30 pm
Contact: Crystal Samples: 1-800-762-8432 or 423-837-6724 or Crystals4hs@aol.com. It's a day full of workshops, exhibits and a free lunch. It is all about children and families.

Trails & Trilliums - A Celebration & Sale of Native Plants



April 15 -17, Monteagle Sunday School Assembly
Monteagle, TN
Sponsored this year by the Friends of South Cumberland. Enjoy hikes, workshops, garden tours, the native plant sale, music, food and crafts to raise awareness about conserving native plants. Contact: Margaret Matens at 931-924-2623 or mmatens@yahoo.com. Visit the web site at <http://www.friendsofscsra.org> for the schedule of events.

Valley Fest "A Cultural Experience"

April 16 -17,

Downtown Dunlap

The first annual celebration of the diverse cultures of the Sequatchie Valley. Enjoy music, crafts, food and fun! For more information visit www.sequatchie.com/Visiting/Festivals.aspx, visit Valley Fest on Facebook or call the Chamber of Commerce at 423-949-7608.



National Cornbread Festival

April 30-May 1

Downtown South Pittsburg

Arts & crafts, music, a carnival, a children's activity area in addition to all the great food. For more information visit www.nationalcornbread.com or call 423-837-0022.



American Cancer Society Relay For Life Events

April 29-30 - Bledsoe County

May 13-14 - Marion County

May 20-21 -Sequatchie County

June 3-4- Grundy County

Check your local newspapers, call the ACS at 423-267-8614 or visit www.relayforlife.org for information on how you can get involved.

Nine Mile Bluegrass Festival

May 13-14- Nine Mile Volunteer Fire Dept., Pikeville, TN

Contact: Helen Fields (423) 533-2526. Music begins at 7:00 p.m on Friday and at noon on Saturday and lasts until the last one quits pickin.'

Coke Ovens Bluegrass Festival

June 4-5- Coke Ovens Park, Dunlap

For more information call: 423-949-2156 - Coke Ovens Museum (Mon-Wed & Sun) 10:00 a.m - 3:00 p.m.

Lion's Club Horse Show

June 25 - O.K. Hege Memorial Horse Show. Sequatchie Co. Ball Park, Dunlap, TN. Contact Wayne Reynolds at 423-949-3420



SAVE MONEY. EARN CASH. CASE CLOSED.

Call today to schedule an
**In-Home Energy
Evaluation**

Have a professional energy efficiency inspection performed to evaluate the follow:

- Heating and Cooling System/Ductwork
 - Insulation
 - Water heater
- Windows and doors
- Caulking and Sealing
 - Lighting

Take advantage of up to \$500 in energy efficiency rebates when you make recommended, reimbursable improvements to your home through TVA and SVEC's In-Home Energy Evaluation Program.

OR

Eligible participants may choose 6% financing on approved recommendations. There is a \$150 fee which will be reimbursed if you spend at least \$150 on recommended improvements.

Call your local SVEC office for details.

energyright solutions **TVA**