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# POWER PARTNERS

Providing Powerful Solutions For Business & Industry

NEWS



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## President's Message

### We have good news at Ripley Power and Light Company

This is an exciting time at Ripley Power and Light Company.

In March, we became one of only 154 public power utilities in the country to receive the Reliable Public Power Provider Award (RP<sub>3</sub>®) from the American Public Power Association. In April, the Ripley City Board gave an initial okay to allow Ripley residents to vote on Power and Light's move to become Ripley Energy Authority. With approval from the State Legislature, the referendum will be on the August 5, 2010, ballot.

The RP<sub>3</sub>® Award recognizes Power and Light for providing the most reliable, safe and efficient electric service possible and for our progressive approach to meeting that goal. You can read more about this in the story below.

Our effort to become an Energy Authority is to help keep politics out of our ability to be innovative and progressive

as we provide our customers with that reliable, safe and cost-efficient electric service. We believe that becoming an Energy Authority will be a good move for our customers. We encourage you to vote in the August 5 election.

This issue of Power Partners also contains information to help you make informed decisions about your energy use. You'll find stories on the Commercial Energy Advice Program, TVA's Green Power Switch Program that produces green power, our free Comp Services and Online Resources that are available for your use and information from TVA on the rate restructuring that will occur this summer.

At Ripley Power and Light, we fully understand the importance of our commercial and industrial customers. Do know that we are doing everything we can to be your partner in helping you achieve success.

## FOCUS ON SUCCESS



### Ripley Power and Light Receives National Recognition For Reliable Electric Operations

Ripley Power and Light Company's industrial and commercial customers can be assured that they are receiving the most reliable electric service possible.

Ripley Power and Light is one of only 154 public utilities of more than 2,000 public power utilities across the United States to earn recognition from the American Public Power Association for providing its customers safe, reliable and efficient electric service.



Ripley Power and Light Engineer John Perry, foreground, and Senior Engineer Chris Mooney do system planning and monitor the new load-control AdaptiVolt system through state-of-the-art SCADA equipment.

Ripley Power and Light Co. earned the Platinum Level Reliable Public Power Provider (RP<sub>3</sub>®) Award from the American Public Power Association at APPA's Annual Engineering and Technical Conference on March 29 in Omaha, Nebraska. Only 96 other utilities in the United States hold the RP<sub>3</sub>® Platinum status.

"Our employees work hard to provide our customers with the highest level of electric service possible," said Mike Allmand, Power and Light's President and CEO. "Joining a select few utilities across the country to be recognized at a national level is a much appreciated recognition for this hard work."

The recognition also should help make Power and Light's service area in Ripley, Henning, Halls and Gates attractive to industrial prospects and help the company receive good bond ratings, Allmand said. "Industrial and commercial customers depend on reliable electricity; they cannot afford to have down time."

"The RP<sub>3</sub>® designation represents a high level of service to communities all over the country," said Paul Allen, Vice President of engineering for Nashville Electric Service and chairman of APPA's RP<sub>3</sub>® review panel. "Utility companies winning this award stand out as models of safe, reliable and efficient utility operations."

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## Meet TVA's New General Manager of Customer Service: Laura Campbell

Laura Campbell, formally Assistant Manager of Energy Resources with Memphis Light, Gas and Water, has joined TVA as the new General Manager of Customer Service in the West Tennessee district. She will be providing support to TVA distributor customers in the region.

Laura's main responsibility at TVA will be maintaining and enhancing TVA's relationship with its customers including the twenty-two local power distributors in West Tennessee. She will manage the West Tennessee team that is responsible for enhancing the day-to-day relationship with local power distributor customers and serves as TVA's point of contact for the delivery of the vast array of TVA products and services available to customers such as rates, transmission and generation, and energy efficiency.

Before joining MLGW, she worked in Memphis for Allen & Hoshall in their energy engineering practice; at Johnson Controls as a project development engineer, and at Federal Express as a senior financial analyst. Laura began her career at Southern Company as an analyst in System Planning, responsible for the analysis of Southern's purchase power bids.

Laura earned her B.S. and M.S. in Electrical Engineering from the University of Memphis and is a registered engineer in Tennessee.

Laura's experience will benefit both her distributor customers and TVA in her new role.



## Why Less Is More: Businesses Turn To Efficiency To Trim Costs, Fight Recession

Whether a corner market or a large paper mill, electricity is essential to the success of any business. That's why more and more companies are turning to energy efficiency not only to lower costs, but to keep the doors open. Energy savings equal dollar savings and that can result in lower prices, which can have a "domino effect" throughout the economy. All of this helps to improve a business's competitive position and that can help keep it, and the jobs it provides, in the Tennessee Valley.

That's why local power distributors and TVA are partnering to offer two new initiatives – the Commercial Efficiency Advice and Incentive and Major Industrial Programs – to help companies identify energy-saving opportunities that will improve system operations and help lower their power costs. In addition, businesses are eligible to receive financial incentives for making recommended efficiency improvements.

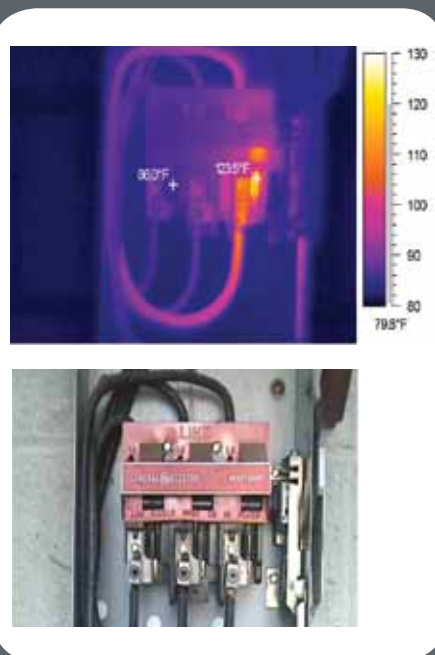
For facilities such as hospitals and office complexes this can mean assessments of heating, ventilation, cooling and lighting systems. In industrial facilities where 90 percent of the energy usage is in plant production, the assessments look for improvements in the process as well as equipment efficiencies.

In today's global economy, business leaders are having to make tough decisions to balance production costs with revenue, even to the point of shutting down some facilities. Often, businesses not only compete with others in the industry but between sister plants. The more efficient the facility is, the greater its competitive advantage and likelihood to remain in operation.

Increases in productivity, greater efficiency, and cost savings are just a few good reasons for companies to get an energy assessment and begin implementing recommended improvements. Better energy management can also enhance employee commitment, corporate identity, and improve a company's environmental performance.

When businesses and industries practice energy efficiency, everyone wins. The benefits are felt in the community, the economy and the environment.

For more information visit you local distributor's website.



## TVA Comprehensive Services – Your Key to Implementing Cost Savings

To support you in your energy reduction and cost saving strategies, TVA offers a wide range of assistance through the TVA Comprehensive Services Program (CSP). Here is a list of the services that are offered by the program:

|                                      |                                                 |
|--------------------------------------|-------------------------------------------------|
| Power Quality                        | HVAC                                            |
| Energy Audits                        | Lighting                                        |
| Power Factor Grounding/<br>Lightning | Wiring and Electrical<br>Distribution Equipment |
| Demand-Side Management               | Infrared Scans                                  |
| Water Heating                        | Ultrasonic Testing                              |

**Infrared Scans** - Infrared scans of electrical equipment such as transformers, breakers, bus and conductor connections for hot spots, as well as scans for facility heating and cooling loss.

For more information call your local power distributor.

## Energy Evaluation Online Resources

There are numerous tools and resources available online that can assist you with your energy usage evaluations and demand reduction strategies. We have listed a few of our favorites below.

### TVA.gov

- Business Energy Use: Understanding Demand - information about understanding your electric bill, how energy demand is computed and billed, and a calculation for appliance energy use.
- Commercial Energy Calculator - provides estimates of energy usage and costs based on your inputs. Provides recommendations for potential opportunities for savings.

### EnergyStar.gov

- Building Upgrade Value Calculator - estimates the financial impact of proposed investments in energy efficiency in office properties.
- Tools & Resources Library - includes numerous evaluator tools and literature on how to reduce energy usage and consumption.

### EnergyDepot.com

- Energy Profile - assists with understanding your business's overall energy use and cost as well as identifying specific actions you can take to reduce energy bills.
- Energy Library - includes information on energy topics and frequently asked questions and answers on energy use.

These sources will list many other websites with more specific info on EPACT 2005, DOE approved software, lighting manufacturing brochures, IRS Final Rules, etc.

### EnergyTaxIncentives.org

#### Tax Incentives Assistance Project

- Free Commercial Flyer that can be downloaded and given to customers showing all Federal energy tax incentives available to businesses.

### EfficientBuildings.org

#### Commercial Building Tax Deduction Coalition

### LightingTaxDeduction.org

#### Commercial Lighting Tax Deduction

### NemaSavesEnergy.org

#### Enlighten America, a NEMA website

- Lighting upgrade library
- Brochures

1.800.336.2036 | [wtia.org](http://wtia.org)



## 2010 Marks 10-Year Anniversary of Green Power Switch Program

This year not only marks the 40th Earth Day, 2010 is also the 10th anniversary of Green Power Switch®. Green Power Switch is a program offered by TVA and distributors in the region that gives consumers the choice to purchase clean, renewable energy from resources like wind, solar, and methane gas.

"On Earth Day 2000, TVA launched Green Power Switch with only one solar site in Nashville," said Jennifer Brogdon, Renewable Energy Programs Manager. "Today there are 15 solar sites, 18 wind turbines, and one methane gas plant here in the Tennessee Valley that are part of the program. Renewable energy is also supplied by end-use customers through TVA's Generation Partners program."

Almost 12,000 residential customers and more than 500 business customers across the seven-state TVA service area purchase blocks of green power generated from those facilities. Over the last ten years, those purchases of renewable energy have avoided nearly 500,000 metric tons of carbon dioxide emissions. To help put that into perspective, the emissions avoided are equivalent to taking 85,000 passenger vehicles off the road for a year.

"In the Tennessee Valley, we have about 12,000 residential customers and over 500 business and industrial customers buying 55,000 blocks of renewable energy each month," said Jennifer. "And with the ever increasing interest in corporate sustainability and green building certification, more business customers are signing up all the time. They account for over 55 percent of green power sales."

Businesses buy green power in blocks of 150 kilowatt-hours. Those blocks are added on to the customer's monthly electric bill, which helps pay for the renewable energy added to the power grid. Each block is \$4, and there is no contract associated with the purchase. Minimum monthly purchases are based on energy usage, as shown in the chart below.

Businesses that sign up for the Green Power Switch demonstrate a unique commitment to reducing their impact on the environment while generating positive publicity about the renewable energy purchase. Participating businesses receive recognition on TVA's website, promotional materials and upon request, a customized press release announcing the company's participation.

To sign-up, please contact your local distributor or visit [www.greenpowerswitch.com](http://www.greenpowerswitch.com).

| Rate Class             | Minimum Monthly Purchase                           |
|------------------------|----------------------------------------------------|
| <b>GSA-1</b>           | <b>5 blocks</b>                                    |
| <b>GSA-2</b>           | <b>25 blocks or 5% load (whichever is highest)</b> |
| <b>GSA-3</b>           | <b>250 blocks</b>                                  |
| <b>GSA-4, GSC, GSD</b> | <b>375 blocks</b>                                  |

## TVA Rate Restructuring Update

TVA and the distributors of TVA power have been working for more than two years on a new rate structure that would be more reflective of TVA's costs to provide electricity to consumers and to promote energy efficiency and reduce peak demand. TVA's costs vary significantly based on when its customers are using electricity – both the times of year and times of day. The proposed new rates would better reflect those differences.

This rate change is designed to be revenue neutral for TVA, although there could be some increases and decreases for individual distributors and for their (retail) consumers, depending on how and when they use electricity.

Details of the new rate structure are still being finalized, and the proposed new rate structure must be approved by the TVA Board before implementation. If approved, this summer, the proposed rate structure could be in place later this year.

## Commercial Efficiency Advice and Incentives Program

The Commercial Efficiency Advice and Incentives Program (CEAI) offers our commercial customers varying levels of facility energy assessments to help you make informed decisions on energy-saving investments. Financial assistance is also available for those projects that help reduce power use during TVA's summer peak periods. These incentives can help shorten project payback periods and are offered through Ripley Power and Light Company in partnership with TVA.

All commercial facilities with a demand greater than 50 kW that are served by Ripley Power and Light are eligible for this program. Energy efficiency incentives are customized for your facility depending on how much the proposed project will reduce your company's power use during TVA's summer peak periods.

### Incentive amounts are determined based on the following per-kilowatt values:

- Lighting: \$200 per summer peak kW reduced.
- HVAC systems: \$200 per summer peak kW reduced.

To find out if your business qualifies for an efficiency incentive:

- Contact us at 731-635-2323 to sign up for an initial assessment.
- Work with your designer/installer to develop a project plan.
- Complete a participation application form.

Ripley Power and Light will work with you to determine if your project is eligible for an efficiency incentive. Questions? Call Mike Demeris at 731-635-2323.



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## Ripley Power and Light Receives National Recognition For Reliable Electric Operations (continued from front)



Mike Allmand, center, President and CEO of Ripley Power and Light Co., accepts the RP<sub>3</sub> Award from Paul Allen, at left, RP<sub>3</sub> Panel Chair and Vice President Operations (Engineering) for Nashville Electric Service and Marc Gerken, Board Chair of the American Public Power Association and President/CEO of American Municipal Power, Inc. in Columbus, Ohio.

He pointed out several examples ...

- Ripley Power and Light was the first utility in the Tennessee Valley to build a back-up generator for an industrial customer. The 6 MW generation facility provided a reliable source of power to address the industry's critical load requirements.
- It was the second utility in West Tennessee to use SCADA (supervisory control and data acquisition system) to monitor the electric system.

The RP<sub>3</sub>® award is given to public power utilities that demonstrate proficiency in four key areas: reliability, safety, workforce development and system improvement. Criteria within each category are based on sound business practices and represent a utility-wide commitment to safe and reliable delivery of electricity.

"Though we are a small electric utility, we consider ourselves very progressive," Allmand explained.

- Power and Light installed dark fiber around Ripley and to Halls and Henning. Industries and businesses can lease the fiber for transferring large amounts of data to other locations within the system and most anywhere in the United States.
- Ripley Power and Light is the only utility system east of the Mississippi River to install an AdaptiVolt Voltage Control System (Smart Grid), which is a sophisticated load control system. TVA and the Electric Power Research Institute is studying this system for use in other electric utilities across the United States.

APPA started the RP<sub>3</sub>® award five years ago to recognize those utilities that take the extra step to provide reliable power delivery, safe work practices and system innovation.

"Our customers deserve these efforts," said Power and Light Board Members Kenny Parham, Elizabeth Lague and Tommy Sanders. "We will continue to look for ways to make Ripley Power and Light the best municipal utility possible."

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