

# Plotting out big energy savings

As cold weather sets in, many good gardeners are already thinking about the garden they'll put out next spring. By the time the soil warms enough for the first seed, they'll likely have scribbled out half a dozen or more blueprints for what they'll plant and where. In the end, their gardens will be better for it.

Like most things, getting things right in a garden calls for a certain amount of planning — an understanding of how all the rows work together.

We at Holston Electric Cooperative often suggest ways that you can reduce your electric bills by making home energy-efficiency improvements. Weatherization — sealing air leaks and installing the proper amount of insulation — can make a big difference.

But just as scattering seeds randomly usually yields a lean harvest, energy-efficiency upgrades done without knowledge of how your residence uses energy overall may not produce significant savings.

Spending a few hours on a home energy audit — a full assessment of how your house uses energy and where problems lie — will ensure that money designated for efficiency is spent wisely. For instance, investing in additional insulation has little impact on heating bills if a drafty front door conspires against it.

On average, weatherization reduces heating bills by 32 percent and overall energy bills by more than \$350 per year. As you can see, the potential payback can be substantial.

For folks who want some professional advice on improving their home's efficiency, Holston EC offers a professional energy audit conducted by a trained and certified energy adviser. When you participate in the In-Home Energy Evaluation, advisers provide advice on energy-conservation measures and will systematically inspect your home, creating a checklist of



**Larry Elkins**  
General Manager  
Holston Electric  
Cooperative

potential weatherization improvements. The cost of this home evaluation is \$150, but if the homeowner makes at least \$150 in recommended improvements, the initial costs are refunded, and an additional \$500 of incentives can also be earned. To learn more about this program or to schedule your home evaluation, simply call 1-866-441-1430.

You can also conduct a basic home energy audit yourself with a simple but diligent walk-through. When auditing your home, keep a checklist of places you have inspected and problems you find. Most trouble spots can be found in a few key areas. Check-

lists are available through Touchstone Energy Cooperatives® Home Energy Saver (at [www.touchstoneenergysavers.com](http://www.touchstoneenergysavers.com)), the Alliance to Save Energy Home Energy Checkup (search for it at [www.ase.org](http://www.ase.org)) and at the Tennessee Valley Authority's *energy right*® Program Web site (find it at [www.energyright.com](http://www.energyright.com)).

Perhaps most importantly, middle- and low-income members can apply for help through the federal Weatherization Assistance Program. Households with incomes at or below 200 percent of the national poverty level are eligible. For a family of four, that's \$44,100. Program participants receive professional energy consultation; workers then arrive to make energy upgrades like insulating walls and roofs, sealing air leaks and installing more efficient heating and cooling systems, all free of charge.

The program covers all of those under the set income limit, whether they own or rent or live in a single-family home, multi-family housing complex or mobile home. Those wishing to participate can contact the Tennessee Department of Human Services at 615-313-4700.

Regardless, fashion a plan before tackling home energy-efficiency improvements. When it comes to weatherization, a little work up front goes a long way.



Serving more than 30,000 customers in Hawkins and Hamblen counties.



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To report an outage or electrical emergency, call 423-272-8821 or 423-235-6811 day or night.

## Community members mourn the passing of Danny Price

Friends, family and co-workers were stunned to learn of the sudden and unexpected death of Danny Roy Price on Oct. 22. Price had been the District 4 representative on the Holston EC board of directors since he was first elected in October 2000. He had been re-elected for his fourth three-year term at the Holston EC annual meeting on Oct. 13 this year.

Price was a strong advocate for Hawkins County and had worked in several political campaigns over the past 45 years, including Howard Baker's U.S. Senate race and Ronald Reagan's presidential contest. At the time of his death, he was field representative for First

District Rep. Phil Roe and had served as campaign manager for State Rep. Mike Harrison. He worked on U.S. Rep. Bill Jenkins' campaign staff from 1996 to 2004 and also served as regional campaign manager for Van Hilleary's 2002 gubernatorial bid and northeast Tennessee chairman of the Ed Bryant for U.S. Senate campaign in 2006. He was named Tennessee Republican Party's "Statesman of the Year" in 2007.

Price is survived by his wife, Carol Livesay Price; a daughter and son-in-law, Jennifer and Jim Miller of Knoxville; a son and daughter-in-law, Brent and Crystal Price of Rogersville; and a granddaughter, Neyla Price.



Danny Price

## Dena Alley hired as new Holston EC customer service representative

Nov. 2 was the first day of full-time employment at Holston Electric Cooperative for customer service representative Dena Alley. Alley greeted many familiar customers at the drive-through payment window in the Rogersville office where she has worked on a part-time basis for the past five years.

Alley is a graduate of Volunteer High School and has a bachelor of science degree in organizational management from Tusculum College in Greeneville. She also has 16 years of work experience at TRW Automotive. She and her husband, Kim, live in Rogersville.

Dena loves being outdoors and especially enjoys horseback-riding trips to area parks with friends and hiking in the hills and mountains of East Tennessee. She's never met an animal she didn't like and has adopted several rescued pets from the local humane society.

After working in the cooperative offices over the past five years, Alley was quick to summarize her thoughts about Holston EC: "It is wonderful to work for an organization that appreciates the employees and cares about the communities it serves."

We're glad to have Dena full-time at HEC.



Dena Alley

# HOLSTON ELECTRIC COOPERATIVE

*will be closed Thursday and Friday, Dec. 24 and 25, for the Christmas holidays and Friday, Jan. 1, for New Year's Day.*

*We wish you and your family a most joyous holiday season!*

*Remember — cut Christmas trees can be dropped off at the Rogersville and Church Hill offices Dec. 26-Jan. 10 to be recycled for mulch.*



# Cooperative members turn out for 69th annual meeting

Holston Electric Cooperative's 69th annual meeting was held on Tuesday, Oct. 13. A total of 414 members were officially registered for the meeting held at the cooperative headquarters in Rogersville. Member-owners enjoyed entertainment provided by the Appalachian Express barbershop harmony chorus and music of the Keith Longbotham Band.

In the uncontested races for three seats on the board of directors, Bill Young, Danny Price and Danny Cockreham retained their positions as directors from Districts 3, 4 and 5, respectively.

Special guests at the meeting included Julianne Price, the winner of Holston EC's Washington Youth Tour Writing Contest and first-place winner in the statewide Washington Youth Tour Scholarship Competition; Rev. Sheldon Livesay of One Accord Ministries; Tom Purkey, general manager of the Tennessee Electric Cooperative Association; Michael Scalf, Tennessee Valley Authority Northeast District customer service general manager; 2009 Washington Youth Tour participants Stephanie Derocher, Jessika Fletcher and Katie Lawson; and Youth Leadership Summit delegate Justin Barton.

Purkey briefly addressed the members and urged them to exercise their true democratic responsibilities by contacting

Tennessee's senators to voice their concerns about the drafting of climate-change legislation. And Scalf spoke to the audience about factors influencing TVA wholesale rates, including the slowed economy, increased rainfall across the Valley, lower fuel costs and a 7-percent decline in sales.

In his annual report to the members, Holston Electric Cooperative General Manager Larry Elkins emphasized the importance of participating in the Our Energy Our Future campaign by mailing in the postcards that were inserted in the October issue of *The Tennessee Magazine*. The postcards will give Tennessee's senators an indication of how the people who elected them to office want them to vote on climate-change legislation.

"Climate-change legislation must be fair, affordable and achievable," Elkins stressed. "One part of the country or one segment of society should not bear the entire burden of policies enacted to control emissions into our atmosphere — MAKE IT FAIR! Don't set standards that will make industries shut down because they can't attain lowered emissions levels — MAKE IT ACHIEVABLE! Don't add excessive taxes to the cost of electricity and make it a commodity for the rich and privileged — IT MUST BE AFFORDABLE!"



From left, Director Lynn Parker, Holston EC engineer John Long, Director Danny Cockreham and Carolyn Parker pause at the auditorium entrance.



Director Otis Munsey gets a hug from friend Rita Dewitte.



Director Bill Bales greets cooperative members in front of the Touchstone Energy balloon.



Bob McCracken, left, and Holston EC retiree Bob Edens enjoy the annual meeting each year.



Holston EC General Manager Larry Elkins reports on local electric rates and outage hours as well as national issues, including pending climate-change legislation.



Juanita Hunley is the grand prize winner of the evening, taking home an Emerson 19-inch LCD high-definition TV/DVD combination.



Youth volunteers include, from left, Madi Harris, Katie Lawson, Julianne Price, Justin Barton, Jessika Fletcher and Stephanie Derocher.



Mark and Penny Derrick of Church Hill are attending annual meeting for the first time — but hopefully not the last!



Credentials and Election Committee members, from left, Kelly Moore, Maurice Dewitte and Galen Williams are present for the member registration process.



Ina and John Stapleton make their way to the barbecue tent after registering as cooperative members.



Hale Vance admires Shirley Helton's new grandson.



William Mounts of Mounts Mechanical Contractors, far right, talks to folks about the heat pump financing program.



Dorcas and Joe Fairchild enjoy the music and entertainment planned for the evening.



From left are State Rep. Mike Harrison and HEC Supervisor of Engineering Services David Stanton.



From left, HEC Accounting Supervisor Phil Campbell and Accountant Aundrea Johnson explain the In-Home Energy Evaluation program to a member.



From left are State Sen. Mike Faulk, HEC Director of Operations Don Morrell, TECA General Manager Tom Purkey and HEC Director Bill Young.



Kathleen Harrison, left, and Judy Reeves get ready to find their seats before the meeting starts.



From left, HEC serviceman Roger Jones chats with Charles and Laura Brooks.

# Cool roofs gain popularity, offer energy savings

By Megan McKoy

**W**ith snow falling this time of year, white roofs are a common sight in many parts of the nation. But if U.S. Department of Energy (DOE) Secretary Steven Chu has his way, Florida roofs would be white, too — year-round.

“When you’re thinking of putting on a new roof, make it white,” Chu told host Jon Stewart during an interview earlier this year on “The Daily Show.” “It costs no more to make it white than to make it black. If you’re in a warm climate, a white roof can lower air-conditioning (costs) anywhere from 5 percent to 15 percent or 20 percent. Plus, lower air-conditioning bills mean less electricity generated, which means less carbon dioxide emitted.”

The concept of using white or reflective roofing to lower home-cooling costs has deep roots. Residents living in warm Mediterranean spots like the Greek island of Santorini are known for whitewashing not only roofs but entire buildings and cities to reflect heat. But in countries with air conditioning widely available, the benefits of white buildings were largely forgotten.

Today, retailers and large businesses are leading the charge in the white-roof revolution. More than 75 percent of the nation’s 4,268 Walmart stores boast white, energy-efficient roofing. The National Rural Electric Cooperative Association, an Arlington, Va.-based national service organization representing more than 900 consumer-owned, not-for-profit electric cooperatives, uses a white roof and unique cooling techniques to lower energy bills in an 11-story companion building at its headquarters complex.

How much of a difference can a roof’s color make? DOE’s Lawrence Berkeley National Laboratory has studied “cool-roof” techniques and results since the 1980s. According to the lab, replacing conventional roofs with a cool variety — using solar-reflective materials or just white paint — can reduce air conditioning energy use, on average, 20 percent.

Cool roofs aren’t perfect for everyone. According to Energy Star, buildings with high air-conditioning bills, large roof surfaces and lower levels of insulation and located in hot,

sunny climates benefit the most from cool roofing. It’s also more cost-effective to wait to install Energy Star-qualified roofing products until you’re reroofing or applying a new coat of paint as part of regular maintenance.

Other options are available to increase your roof’s energy efficiency as well. Solar-reflective roofing comes in a wide variety of colors and materials like asphalt shingles, clay and cement tiles and metal. Just look for the Energy Star label and certification from the Cool Roof Rating Council.

To help with cost, all Energy Star-certified metal and reflective asphalt shingles qualify for an energy-efficiency tax credit through the American Recovery and Reinvestment Act of 2009. Roofing efficiency upgrades made to existing homes through 2010 are eligible for a tax credit of 30 percent of the cost of materials, up to \$1,500. Installation costs are not covered.

To learn about efficient roofing options and available tax credits, visit [energystar.gov](http://energystar.gov), keyword “reflective roofing.”

*Sources: Lawrence Berkeley National Laboratory and Energy Star.*

*Megan McKoy writes on consumer and cooperative affairs for the National Rural Electric Cooperative Association.*



**Light-colored, heat-reflective tiles cover the roof of the NRECA headquarters building in Arlington, Va., reducing the urban heat island effect. Photo by Michael Lynch, NRECA**