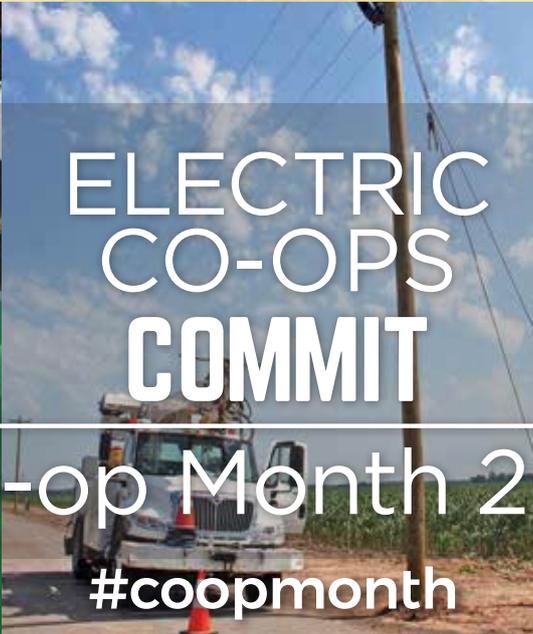


# Norris Electric

Your Touchstone Energy® Partner 

# News



## ELECTRIC CO-OPS COMMIT

### Co-op Month 2017

#coopmonth

## Our history, our future

*Looking back provides the path forward.*

By Adam Schwartz

One of my favorite quotes has always been, “Those who do not remember the past are condemned to repeat it.” Yet sometimes remembering our history with the goal of repeating it can actually be a good thing. As the nation’s 30,000 cooperatives celebrate National Co-op Month this October, it is a great time to take a look back – and a look forward.

Take the history of your electric co-op. Norris Electric was founded when neighbors worked together to bring electricity to our rural community. Big investor-owned power companies thought they couldn’t generate enough profit so they bypassed rural areas. Back then, there were frequent meetings among neighbors to discuss the formation of the cooperative.

Once established, annual meetings were the “must attend” event of the year. The co-op – on behalf of the member-owners – committed to provide the community with electricity.

Fast forward to today – and tomorrow. Norris Electric currently serves 19,478 meters. We have returned \$8,741,731.48 to our members since 1955.

We understand the spirit that helped create this co-op must be continually nurtured. While times and technology will continue to change, our commitment to you will not. Although we started out to provide electricity, our impact (with your support) has grown.

As we continue to look toward the future, you can be confident that

Norris Electric will commit to explore new ways to help our members and our community.

Over the years, as we’ve listened to you and your fellow co-op member-owners, we know that we have to keep pace as technology and consumer tastes evolve. As always, we welcome your participation as we plan for the future.

*Adam Schwartz is the founder of The Cooperative Way, a consulting firm that helps co-ops succeed. He is an author, speaker and member-owner of the CDS Consulting Co-op. You can follow him on Twitter @adamcooperative or email him at aschwartz@thecooperativeway.coop*

# Understanding energy demand and purchasing

By Meghaan Evans

You may not think you need to understand energy demand and purchasing, but do you ever look at your energy bill and wonder what it all means? If your answer to that question is “yes,” then you might be interested to learn how demand impacts your utility bill.

To start, it is important to understand how electricity is made and how it is delivered to your home.

Before Norris Electric can send electricity to your home, that electricity needs to be generated by a Generation and Transmission cooperative (G&T). Once the electricity has been generated, it travels over high-voltage transmission lines to substations, where the voltage is reduced to a safer level. The electricity then travels over distribution power lines and finds its way into your home. So, while you pay your bill to us – your electric distribution cooperative – we don’t actually generate the electricity you use. That is the job of the G&T.

We do help to determine how much electricity our members need

to power their homes and businesses, and you play a big part in determining how much electricity the G&T needs to create in order to keep the lights on in our community. That is where these terms “consumption” and “demand” come in.

Consumption is measured in kilowatt hours (kWh). Demand is measured in kilowatts (kW). A lightbulb “consumes” a certain number of watts, let’s say 100 watts per hour. If that lightbulb stays on for 10 hours, it “demands” a certain number of kilowatts (in this case, 1 kW) from the generation station producing electricity. Now, if you turn on 10, 100-watt lightbulbs in your home for one hour, you are still consuming the same number of kW. However, you are placing a demand on the utility to have those kW available to you over the course of one hour, instead of ten. This requires the generation and transmission plant to produce more power in less time in order to meet your demand.

Norris Electric Cooperative purchases kilowatt hours from the

G&T based on the average demand of our members. Peak demand refers to the time of day when the demand for electricity is highest. This is typically during the evening when families return home from work or school, cook dinner and use appliances the most. Using electricity during this peak demand period often costs more to both Norris Electric and to our members.

Demand is the reason your electricity bill fluctuates season to season and even year to year. Generating and distributing power can be a tricky and complicated business, but rest assured Norris Electric will always meet the necessary demand to provide safe, reliable and affordable electricity to your family.

*Meghaan Evans writes on consumer and cooperative affairs for the National Rural Electric Cooperative Association, the Arlington, Va.-based service arm of the nation’s 900-plus consumer-owned, not-for-profit electric cooperatives.*

**Norris Electric’s  
office will be closed  
Monday, October  
9 in observance of  
Columbus Day.**



★ HAPPY ★

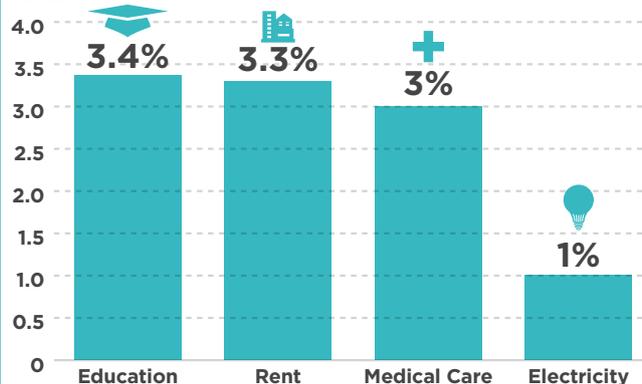
**COLUMBUS DAY**

## ELECTRICITY REMAINS A GOOD VALUE

The cost of powering your home rises at a slower pace than many of your typical expenses. Compare the average price increase of these expenses each year over the last five years, and the value of electricity shines.

### Average Annual Price Increase 2011-2016

Percent



Sources: U.S. Bureau of Labor Statistics Consumer Price Index



Norris Electric Cooperative is excited to be celebrating National Co-op Month.



# ELECTRIC CO-OPS COMMIT

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## Co-op Month 2017

Come join us on  
**October 17**  
for popcorn in  
the lobby.

The first 50 members  
will receive a gift!

Mark your  
calendars, and we  
hope you will come  
celebrate with us!

## Residential electric heat rate available

Did you know Norris offers an electric heat rate? The rate is available to residential members of the cooperative for uses where electricity is the sole source of all space heating energy. The heat source must be for the whole house and permanently installed. Types of

electric heat which qualify include geothermal heat pumps, air source heat pumps and electric furnaces.

The only obligation is the member must continue the electric heat rate for 12 month increments.

The electric heat rate offers a lower rate in the winter months that

more than offsets the slightly higher summer rate when compared to our standard rate.

Call our office today at 877-783-8765 for a rate comparison, and see if you can start saving money on your electric bill!

## Alerts & Reminders

Norris Electric offers many ways to pay your bill, but did you know there are numerous ways to receive notifications regarding your account? Through the Alerts & Reminders option, you can receive a text or email for:

- Due Date Reminder
- Returned Check Alert
- Outage Declared Alert
- Past Due Date Reminder
- Payment Confirmation
- Outage Restored Alert
- Account Profile Change
- High Energy Usage Alert

Call our office to get set up to start receiving your  
alerts and reminders today! 877-783-8765



# October is National Cybersecurity Awareness Month.

## Cybersecurity Tip

Create long passwords that only you will remember and change them every six months. Remember, a strong password is at least 12 characters long.

## Are you secure?

### October is National Cybersecurity Awareness Month

By *Alison Kennedy*

**S**ony, Target, Home Depot, Yahoo and even the U.S. Office of Personnel Management have all been attacked by cybercriminals. Let's face it: In today's world, the cybersecurity threats facing our nation can seem overwhelming – and downright scary. Cybersecurity, specifically the protection and security of consumer-members' assets and the nation's complex, interconnected network of power plants, transmission lines and distribution facilities is a top priority for electric cooperatives and other segments of the electric power industry.

This October, Norris Electric is participating in National Cybersecurity Awareness Month (NCSAM). Since its inception under leadership from the U.S. Department of Homeland Security and the National Cyber Security Alliance, NCSAM has grown

exponentially, reaching consumers, small and medium-sized businesses, corporations, educational institutions and young people across the nation.

By raising awareness and understanding of basic cybersecurity practices, we can all work together to combat cyberthreats.

You have a role to play in ensuring the security of your personal and professional data. Use the tips below to safeguard your computer:

Keep all software on internet-connected devices – including PCs, tablets and smartphones – up to date to reduce risk of infection from malware.

Create long passwords that only you will remember, and change them every six months. Remember, a strong password is at least 12 characters long.

Avoid the use of thumb drives and other portable memory devices.

Don't click on weblinks or attached files in emails when you're not certain of who the sender is.

Keep pace with new ways to stay safe online. Check trusted websites for the latest information. Share security tips with friends, family and colleagues, and encourage them to be web wise.

We hope you will join us in raising cybersecurity awareness. Use and follow #cyberaware on social media to show and share your support. To learn more about NCSAM, visit [www.staysafeonline.org](http://www.staysafeonline.org).

Alison Kennedy writes on business and technology strategies and cooperative affairs for the National Rural Electric Cooperative Association, the Arlington, Va.-based service arm of the nation's 900-plus consumer-owned, not-for-profit electric cooperatives.