



## Telephone numbers

740-653-4422  
1-800-282-5064

## Internet

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

## Offices

**LANCASTER**  
2780 Coonpath Road NE  
P.O. Box 250  
Lancaster, OH 43130

**CANAL WINCHESTER**  
10229 Busey Road  
Canal Winchester, OH 43110

**CIRCLEVILLE**  
2100 Chickasaw Drive  
Circleville, OH 43113

**HILLSBORO**  
110 Danville Pike  
Hillsboro, OH 45133

**BARNESVILLE**  
37801 Barnesville-Bethesda Rd.  
Barnesville, OH 43713

**OFFICE HOURS:**  
Monday through Friday  
8 a.m. to 5 p.m.

## Keep This Number

When reporting an outage, an automated outage reporting system may answer your call. It may ask for your 12-digit account number to help locate the outage site. This number is found on your monthly bill. It's handy to write it down and keep it near the phone.

## Suggestions

Please send your *Country Living* story ideas or comments to the attention of Lisa R. Hooker at South Central's Lancaster office.

# SOUTH CENTRAL POWER COMPANY

A Touchstone Energy® Cooperative 

## Co-op Connections Cards are on their way to customers

South Central Power's commitment to customers goes beyond providing safe, reliable and affordable electricity. The cooperative is always looking for ways to provide value to its customers and the communities it serves. That's especially true, and essential, during tough economic times.

The new Co-op Connections® Card is a Touchstone Energy® exclusive membership discount card that offers cooperative customers thousands of national and local deals.

Check your mailbox in late August for your Co-op Connections Card and a letter explaining the discount program.

**Helping you save money.** A wide variety of merchants across South Central Power's service territory are offering discounts. Sign the card and present it at the register to receive your discount at participating merchants.

South Central Power's website ([www.southcentralpower.com](http://www.southcentralpower.com)) features a link to the Touchstone Energy website for the Co-op Card Connections program.

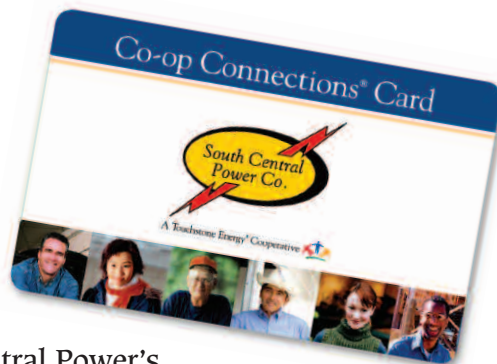
The cooperative also hopes those businesses that are participating in the program will benefit from increased traffic from South Central Power's customers. Companies can sign up for the program at no cost.

Additionally, the Co-op Connections Card gives customers access to online savings at more than 95 national retailers.

One of the most valuable features of the Co-op Connections Card is the pharmacy discount. While it's not insurance, the discount can mean savings of 10 to 60 percent on prescription drugs. The logo and information on the back of the card is recognized at more than 60,000 national, regional and local pharmacies.

The pharmacy discount has been widely used by members of Touchstone Energy co-ops across the country, resulting in combined savings of nearly \$20 million on prescriptions. Log on to [www.locateproviders.com](http://www.locateproviders.com) to search for pharmacies in South Central Power's service territory that honor the card.

Have questions? Contact Director of Community Development Brad Markwood at 1-800-282-5064, ext. 6257.





# The ins and outs of solar power

There's nothing new under the sun, as the common saying goes.

Even so, solar energy continues to evolve. The latest wave of solar technology focuses on generating electricity.

At the end of 2009, America's cumulative solar capacity reached 2,108 megawatts (MW), ranking it fourth in the world behind Germany, Spain and Japan.

The biggest growth area is photovoltaic (PV) installations, which jumped 38 percent. Solar water heating grew by 10 percent.

The growing trend in PV and solar water heaters is due in part to federal tax credits.

(For tax credit information, go to [www.energystar.gov](http://www.energystar.gov), keyword "tax credits." Federal tax credits are scheduled to expire Dec. 31.)

**How solar energy works.** Solar power plants build on basic premises such as reflective heating to create steam or they use advanced materials to convert sunlight directly into electricity.

Whatever the method, all solar power operates under one major condition: the sun must be shining to make things work.

There are two primary methods of harnessing the sun's rays: concentrating solar power, also known as solar thermal energy, and photovoltaics (PV).

Concentrating solar power is an outgrowth of the basic concept that a spinning turbine can generate electricity. Solar energy that's concentrated on heating water and creating steam can create electric power. This high temperature technology exists in a variety of forms such as trough systems, dish-engine systems and power towers.

Photovoltaic materials directly convert light into electrical energy without turbines, generators or other mechanical assistance.

When a PV system absorbs sunlight, energy passes on to electrons. The energized electrons break free and, in the right conditions, join an electric current, which then creates power.

PV systems most commonly consist of dark, flat panels installed on roofs. They are available in many sizes to serve different electric

needs both large and small, residential and commercial.

New, more flexible panels currently are being developed. Scientists at the U.S. Department of Energy Pacific Northwest National Laboratory think a transparent, thin film barrier used to protect flat-panel TVs from moisture could become the basis for flexible solar panels that could be installed on roofs like shingles.

These flexible rooftop solar panels — called building-integrated photovoltaics, or BIPVs — could replace today's boxy solar panels that are made with rigid glass or silicon and mounted on thick metal frames.

The flexible solar shingles would be less expensive to install than current panels and would be expected to last 25 years.

**The bottom line.** Sunlight may appear to be an easy way to generate electricity, especially in remote areas without easy access to transmission lines.

But there are drawbacks.

Solar is an intermittent energy source. The sun only shines for a limited number of hours each day. It's more effective at generating electricity at particular hours of the day than others. Some parts of the country are better suited to solar power than others. Cloudy or overcast conditions, particularly for long periods of time, can wreak havoc on solar power production.

Because of its intermittent nature, solar power is a good supplement to the existing power grid. When the sun stops shining, a reliable base load system must be available at a moment's notice to pick up the electricity needs of consumers. Otherwise, electricity would not be available.

The use and reliability of solar power is also limited by the fact that there is not an effective way to store electricity for nighttime and cloudy-day use.

*Did you know Ohio's electric cooperatives have a solar test project in place near Oxford? Real-time data from the project can be found at [www.buckeyepower.com](http://www.buckeyepower.com).*



### Reading helps children succeed

The importance of reading is front and center now that school is back in session.

If you want your children (or grandchildren) to have a good chance at succeeding in life, encourage them to read.

It is the one skill essential in all areas of achievement.

The U.S. Department of Education suggests reading aloud to your children often.

Start reading when they are babies and keep reading to them as they grow up. As you read, talk about the story and let kids ask questions. Let them read to you, too.

Encourage children to read on their own. Children who spend at least 30 minutes daily reading for fun develop skills to be better readers at school.

Set aside time for family reading. This good example shows the benefits of being a lifelong-reader.

Visit the library often. Begin making regular trips when your child is very young. See that the child gets his or her own library card as soon as is practical. Youth programs can be invaluable and help kids feel comfortable in a library setting.

Buy a children's dictionary and begin the "let's look it up" habit.

Give books and age appropriate magazine subscriptions as gifts. Let kids set aside a special space for their own library of books.



### Statement of Nondiscrimination

South Central Power Company, 2780 Coonpath Road NE, P.O. Box 250, Lancaster, OH 43130, 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, which provide that no person in the United States on the basis of race, color, national origin, age or handicap shall be excluded from participation in, admission or access to, denied the benefits of, or otherwise be subjected to discrimination under any of this organization's programs or activities.

The person responsible for coordinating this organization's nondiscrimination compliance efforts is Susan Everly, vice president of Human Resources.

Any individual, or specific class of individuals, who feels that this organization has subjected them to discrimination may obtain further information about the statutes and regulations listed above from and/or file a written complaint with this organization; or the Administrator, Rural Utilities Service, Washington, D.C., 20250; or the Secretary, U.S. Department of Agriculture, Washington, D.C., 20250.

Complaints must be filed within 180 days after the alleged discrimination. Confidentiality will be maintained to the extent possible.

### Help your co-op thwart copper thieves

Because copper theft is impacting your electric cooperative, South Central Power asks its consumers, especially those living nearby to cooperative facilities, to keep a watchful eye for any suspicious activity.

Call law enforcement and South Central Power if something seems amiss at an office, at a substation or along an electric line. For your safety, do not approach anyone.

Some thieves have been so brazen as to enter the co-op's substations or remove electric wire from the cooperative's poles when the lines are energized.

While the safety hazards are obvious for thieves and co-op employees who unknowingly walk into unsafe situations, the material replacement costs are significant, too. Ongoing copper thefts and associated vandalism impact customers' bills, because the increased costs impact the co-op's finances. As a not-for-profit entity, South Central Power passes the increased costs through to consumers.

These incidents continue to occur despite South Central Power's security enhancements. Several security measures, including installing surveillance cameras, have been taken at a number of locations.

***The cooperative reports all damage and thefts to the appropriate law enforcement agency. When and if the perpetrators are found, South Central Power will prosecute to the full extent of the law.***

South Central Power offers a \$5,000 reward for information leading to the arrest and conviction of the people who steal copper from the cooperative's facilities.