

LEAGUE OF WOMEN VOTERS OF NORTHEAST TENNESSEE

For the fourth year in a row, the League of Women Voters has helped promote the Green Power Switch program by hosting the program's booth at the Appalachian Fair in Gray, TN. The League is seeking to focus public attention on both the need and effectiveness of transitioning to renewable energy sources. League members and volunteers from other environmental groups in East Tennessee and the staff of the Johnson City Power Board manned the booth. Hundreds of visitors received information about the program. New subscribers who signed on during Fair week (subscriptions for 54 blocks were gained!) were rewarded with a TVA energy conservation kit.



Marietta Chapman of the Johnson City Power Board and Frances Lamberts of the League of Women Voters manning the GPS booth.



Green Power Switch

winter 2007

www.greenpowerswitch.com

news

ONE PERSON CAN MAKE A DIFFERENCE. 12,000 CAN CREATE A MOVEMENT!

The statement above is a variation on the headline of our print ad that was used in the spring advertising campaign for Green Power Switch. The great news is that since this spring we have added another 2,000+ participants to the program and are continuing to grow. We have seen tremendous support from Valley residents like yourself for this program, and TVA and the local power companies that offer this program are very thankful. Green Power Switch's success is because of you, and we will continue to strive to make this one of the premier renewable energy programs in the country.



COMMENTS OR SUGGESTIONS

Let us hear from you!

We'd like to know if you're satisfied with our newsletter, and we're interested in what you would like to read in future issues. So e-mail us your comments today at greenpowerswitch@tva.com.

■ Please recycle this newsletter by passing it on to a friend. Thanks for your help and your interest!



GREEN POWER SWITCH ANNOUNCED AS FINALIST FOR MARKETING CAMPAIGN OF THE YEAR

The Green Power Switch spring campaign "10,000th Customer" has been named a finalist for the Platts Global Energy Awards Marketing Campaign of the Year. Platts, a division of The McGraw-Hill Companies, is a leading global provider of energy and metals information. One of the most prestigious honors bestowed in the industry, Platts Global Energy Awards have been described by past entrants and winners as both the "World Series" and "Academy Awards" of energy.

RHODES COLLEGE MAKES SIGNING UP FOR GPS EVEN MORE REWARDING.

Tracy Adkisson of the Facility Management group at Rhodes College offered a challenge to the staff and students: Make a difference by enrolling in Green Power Switch and purchasing blocks. To further encourage enrollment, she created a contest in which weekly drawings were held with everyone who had signed up for GPS automatically entered in the drawing. She solicited prizes from local attractions — zoo, theatre, etc. In addition, everyone who signed up received an energy-efficiency kit for their home that included compact fluorescent lightbulbs. The participation level was so high that additional drawings

and prizes were required to reward those involved. A total of 73 blocks of Green Power were purchased. Ms. Adkisson managed this effort in conjunction with Memphis Light, Gas & Water (MLGW). This example shows that with the right motivation and leadership, potential participants will take action and sign up. We congratulate Rhodes College and MLGW for a wonderful effort. For more information on this initiative or if you have an example of an ingenious college or distributor effort, please e-mail lypucket@tva.org.

Nashville, TN 37229-2409
P.O. Box 292409, OCP 2F
TVA and your
local power company



TVA and local public power companies, working in cooperation with the environmental community, developed Green Power Switch as a way to bring green power—electricity that's generated by clean, renewable resources like solar, wind, and methane gas—to Valley consumers.

Presorted
Standard
U.S. Postage
Paid
Chattanooga, TN
Permit No. 366



KUDOs

Remote Backup Systems in the Memphis Light, Gas & Water (MLGW) district has raised the bar for business owners concerned about Mother Earth. They are sponsoring 45 blocks of GPS per month, which equals 100% of their annual usage. They are the forerunners for the GPS initiative in the Memphis area. Congratulations to them, and thank you for helping make our Earth a better place to live.

WHAT WE CAN DO AT HOME

Replace three frequently used lightbulbs with compact fluorescent bulbs – reduce your carbon footprint by 450 pounds a year

Carpool, use public transportation or drive a fuel-efficient car – reduce your carbon footprint by 1 pound for every mile you do not drive

Keep your tires properly inflated and get better gas mileage – reduce your carbon footprint another 20 pounds for each gallon of gas saved

Change your car's air filter regularly

Run your dishwasher only when it's full

Make sure your printer paper is 100% post consumer recycled

Move your heater thermostat down 2 degrees in winter and up 2 degrees in summer – reduce your carbon footprint by 2,000 pounds

Keep your water heater insulated and the thermostat no higher than 120°F

Clean or replace dirty air conditioner filters as recommended

Take shorter showers because showers account for 2/3 of all water heating costs

Use a low-flow showerhead because less water means less energy to heat the water – reduce your carbon footprint 350 pounds a year

Use cold water to wash your clothes – reduce your carbon footprint by 500 pounds a year

Buy locally and reduce the amount of energy required to drive your products to your store

Buy products with less packaging and recycle paper, plastic and glass – reduce your garbage by 10% and you'll reduce your carbon footprint by 1,200 pounds a year

Plant a tree because trees suck up carbon dioxide and make clean air for us to breathe


Buy energy-efficient appliances


Weatherize and insulate your home, and consider double-pane windows


Turn off what you're not using and even unplug electronics you're not using – reduce your carbon footprint by thousands of pounds a year

Buy organic food because the chemicals used in modern agriculture pollute the water supply, and require energy to produce

GENERATION UPDATE JANUARY 2007–AUGUST 2007

 **Solar Power**
560,291 kWh

 **Wind Power**
51,885,607 kWh

 **Methane Power**
23,749,549 kWh

 **GP Total**
76,195,447 kWh

For a complete listing of solar sites and their daily output, please visit www.greenpowerswitch.com.

PARTICIPATION UPDATE AS OF AUGUST 30, 2007

37,149 / Total number of green power blocks subscribed

12,034 / Number of residential customers subscribing

2.0 / Average number of green power blocks per residential customer

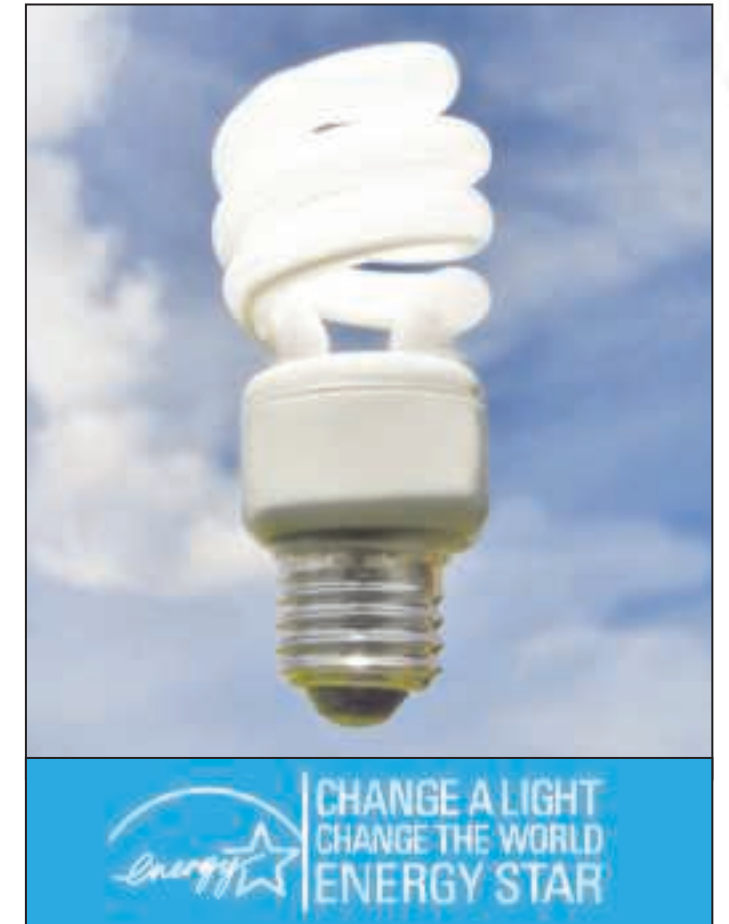
476 / Number of business customers subscribing

For a list of participating business customers and monthly updates of generation figures, please visit www.greenpowerswitch.com.

HOPKINSVILLE (KY) ELECTRIC SYSTEM MOVES FORWARD IN ENERGY CONSERVATION TO “HELP CHANGE THE WORLD.”

Hopkinsville Electric System (HES) customers had the opportunity to take the Energy Star Change-a-Light Campaign Pledge, committing themselves to replace at least one light in their home with one that has earned the Energy Star rating. The first 500 HES customers who took the pledge (on paper or online at the Energy Star website) at the annual Public Power Week Celebration and Customer Appreciation Day received a Free Compact Fluorescent Lightbulb. The Energy Star Change-a-Light campaign is a national challenge to encourage every American to help change the world, one light—one energy-saving step—at a time. “Like an increasing number of organizations, businesses, schools, individuals, we want to play a role in environmental stewardship,” says HES General Manager Austin Carroll, “so we have joined the national Energy Star Change-a-Light/Change the World campaign. We are proud to encourage our community to make a simple, yet meaningful commitment by taking the pledge.”

HES kicked-off its efforts along with the national Energy Star Change-a-Light/Change the World official campaign kick-off on October 3rd, and HES is well on its way to a goal of 500 pledges, saving 141,000 kWh of energy and preventing 223,000 pounds of greenhouse gas emissions. HES received over 300 pledges at the October 4th Customer Appreciation Day.



THE GPS NEWSLETTER IS GOING PAPERLESS.

In an effort to be environmentally friendly, we would like to make the GPS Newsletter electronic in 2008. Please take a few minutes and go to www.greenpowerswitch.com to subscribe to the new e-Newsletter. If you are unable to view the newsletter over the Internet, please let us know by sending a note, along with your mailing address, to: Green Power Switch, P.O. Box 292409, OCP 2F, Nashville, TN 37229-2409.

