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Green Power Switch is a renewable energy initiative that offers consumers in the Tennessee Valley a choice in the type of power they buy. 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 cleaner, renewable resources like solar, wind, and methane gas—to Valley consumers.

Green Power Switch is sold to residential consumers in 150-kilowatt-hour blocks (about 12 percent of a typical household's monthly energy use). Each block adds \$4 to the customer's monthly power bill.

For more information, visit www.greenpowerswitch.com.



Green Power Switch®

TVA and Lenoir City Utilities Board Kick Off Generation Partners Demonstration



TVA Director Skila Harris and the General Manager of Lenoir City Utilities Board, Kenneth Dutton, present Adam Indrajaya and his wife Lina Kinandjar with a plaque and a check for \$500. Adam and Lina are the Valley's first homeowners to join the Green Power Switch Generation Partners program.

TVA and the Lenoir City Utilities Board (LCUB) joined together on August 5 to recognize the first consumer-owned, solar-generation system to supply green power to the TVA system. Leaders of Lenoir City, Habitat for Humanity, the Department of Energy, and the environmental community also joined in celebrating with the first participants in the Green Power Switch Generation Partners program.

The Lenoir City home, owned by Adam Indrajaya and his wife Lina Kinandjar, is not only a power-generating site, but also a model for energy efficiency. The 1,057-square-foot home was built by Habitat for Humanity under the direction of the Department of Energy Building America project.

"We welcome Adam and Lina and their family as the first Green Power

Switch Generation Partner in the Tennessee Valley," said TVA Director Skila Harris, who also praised LCUB for being one of the first distributors to join the demonstration project. "Not only does LCUB provide the vital link between the solar generator and the TVA power grid, it provides the technical expertise to ensure that the green power is delivered effectively and safely."

"Today's event exemplifies the power of partnerships," said Jim Keiffer, Senior Vice President, Marketing, TVA. "TVA, Lenoir City Utilities Board, the Department of Energy and the Oak Ridge National Laboratory, and Habitat for Humanity have worked to reach the common goal of affordable housing for this family and a better environment for residents of the Valley."

Other distributors participating in the GPS Generation Partners demonstration include Caney Fork Electric Cooperative, Dickson Electric Department, Harriman Utility Board, Sevier County Electric System, and Prentiss County Electric Power Association.

Participants receive a credit on their power bill of 15 cents per kilowatt-hour for green power produced from qualifying solar or wind energy systems. Residential consumers may also be eligible for a one-time incentive payment of \$500 from TVA for participation. For more information on the GPS Generation Partners program visit www.gpsgenpartners.com.

**Comments?
Suggestions?
Let us hear from you!**

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

Also, please recycle this newsletter by passing it on to a friend. Thanks for your help and your interest!

—Gary Harris
Program Manager
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Help Us Save Trees

If you would like to help us save paper by reading this newsletter online (it's available on the Web at www.greenpowerswitch.com), we'll be happy to notify you by e-mail when future issues are published. E-mail us at greenpowerswitch@tva.com

if you'd like to be taken off the snail-mail list and added to our electronic distribution list instead.

FYI



Did you know that the purchase of two blocks of green power for one year is equal to planting an acre of trees in the Tennessee Valley?

Give the gift that keeps giving this holiday season

Purchase one block of GPS for one year in the name of someone special and give the gift of clean energy all year long. Simply email us at greenpowerswitch@tva.com with your name, the name of your local power utility, and the person you wish to receive the gift. An additional block will be added to your monthly utility bill for one year. The recipient will receive a holiday card from GPS notifying them of your gift.

A Powerful Case for Making the Green Power Switch

Green Power Switch®, a renewable energy initiative that offers consumers in the Tennessee Valley a choice in the type of power they buy, is providing the following electricity label to increase public awareness regarding selected environmental impacts of generating and using electricity. Similar to food nutrition labels, electricity labels provide you with information to make informed consumer choices. You have a choice when you buy electricity. You can choose to buy blocks of power from Green Power Switch or use electricity generated by the methods listed below.

For each additional \$4 that Green Power Switch participants add to their electric bills, a block of 150 kilowatt-hours of renewable energy, such as solar, wind, and methane gas resources, will be generated and placed on the TVA electric grid. Green Power Switch is accredited by the Center for Resource Solutions; the distribution of the electricity label is a requirement of accreditation. If you're interested in joining Green Power Switch or just want to find out more, visit us online at www.greenpowerswitch.com.

TVA Power Content

In 2002, TVA's generation resources included the following:

RESOURCES	% SUPPLY
CoalFired & Combustion Turbines	64%
Nuclear	29%
Hydro	7%
TOTAL	100%

TVA Air Emissions

Electricity provided to you in 2002 created the following emissions from fossil fuel generation:

EMISSIONS	AMOUNT
Sulfur Dioxide (SO ₂)	7.74 lbs/MWh
Nitrogen Oxide (NO _x)	3.44 lbs/MWh
Carbon Dioxide (CO ₂)	1,350 lbs/MWh
<i>MWh = megawatt-hour or 1,000 kilowatt-hours</i>	

Green Power Switch Content

In addition, TVA also generated 150 kilowatt-hour blocks of renewable energy. Each block contained the following resources:

RESOURCES	AMOUNT
Methane Gas	127 kWh/month
Wind	21 kWh/month
Solar	2 kWh/month
<i>kWh = kilowatt-hour or 1,000 watts</i>	

Green Power Switch Air Emissions

In 2002, electricity from a block of Green Power Switch created the following emissions:**

EMISSIONS	AMOUNT
Sulfur Dioxide (SO ₂)	0.1 lbs/MWh
Nitrogen Oxide (NO _x)	3.0 lbs/MWh
Carbon Dioxide (CO ₂)	0 lbs/MWh
<i>MWh = megawatt-hour or 1,000 kilowatt-hours</i>	

Green Power Switch represented approximately 0.01% of TVA's total electric generation.

** These emissions are from methane gas, which would have had SO₂ emissions and some NO_x emissions even if the gas had been burned without generating electricity.

For more information about TVA and the environment, visit us online at www.tva.com/environment.

Who are the Leaders for Green Power Switch?

The Green Power Switch (GPS) steering committee is responsible for ensuring that GPS meets the accreditation criteria set forth by the Center for Resource Solutions (CRS), a nonprofit organization committed to promoting customer confidence in environmentally friendly electricity choices.

Meet the members:

James Keiffer is the Senior Vice President of Marketing for TVA. Mr. Keiffer has more

than 25 years of experience in the utility industry and is also a registered professional engineer in the state of West Virginia.

Gary Harris is the program manager of TVA's Green Power Switch® program. Mr. Harris brings more than 21 years of combined management, staff, and operations experience in the electric utility, oil, and natural gas industries.

Daryl Williams is currently the Senior Manager of Biomass & Renewable Energy

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Green Power Switch

Technologies with TVA's Public Power Institute. Mr. Williams has helped in developing the southeast's first wind farm and 13 solar power installations throughout the Valley.

Tobie Bledsoe currently serves as the mayor of Jonesborough, Tennessee, where she has worked to make recycling and composting an integral part of the community. Ms. Bledsoe is a retired registered nurse.

Sandra Kurtz was one of the founders of the Tennessee Environmental Education Association in 1974. In 2002, she received the Tennessee Environmental Education Association Distinguished Service award for her contribution to environmental education.

Dr. Frances Lamberts, a former licensed psychologist, is now retired and devotes

a large amount of her time to environmental issues and education. She currently serves as the natural resources chair for Tennessee's League of Women Voters.

Dr. Stephen Smith is a veterinarian and the cofounder of the Foundation for Global Sustainability. He has been involved in environmental policy for 18 years and currently serves as Executive Director of Southern Alliance for Clean Energy.

Christopher Beiber is the Vice President of Engineering at Memphis, Light, Gas and Water. Currently he is responsible for managing and coordinating all engineering functions, as well as the planning and directing of the department of Energy Services.

Sandy Buquo currently serves as the Vice President of Marketing and Communications for the Electric Power

Board in Chattanooga. Before joining EPB, Ms. Buquo was a partner and Director of Account Services at the Johnson Group in Chattanooga.

Brian Headrick is a Business Management Analyst at the Knoxville Utilities Board. He also works with other team members to organize special KUB events throughout the community.

Chris Jones is the Director of Marketing and Communications for Middle Tennessee Electric Membership Corporation. Mr. Jones was previously the Green Power Switch coordinator for MTEMC.

Edward Holt currently serves as the President of Ed Holt & Associates, an independent consulting firm that specializes in all facets of energy policy and planning.

Generation update

Solar power sites

Generation May 1 - August 31 2003

Adventure Science Center	10,440 kWh
Dollywood Tram C	4,828 kWh
Dollywood Tram D/E	5,482 kWh
Gibson County High School	9,019 kWh
Ijams Nature Center	6,032 kWh
Cocke County High School	4,702 kWh
Duffield-Pattonsville Elementary School	5,045 kWh
Sci Quest/North Alabama Science Center	16,013 kWh
American Museum of Science & Energy	6,594 kWh
Lovers Lane Soccer Complex	9,981 kWh
Finley Stadium	40,969 kWh
Oak Ridge National Laboratories	3,640 kWh
Florence Water Treatment Facility	18,851 kWh
University of Mississippi	14,552 kWh
Mississippi State University	9,421 kWh
Total solar generation	165,569 kWh

Wind power site

Generation May 1 - August 31 2003

Buffalo Mountain Wind Park	811,472 kWh
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Methane gas sites

Generation May 1 - August 31 2003

City of Memphis Wastewater Treatment Facility	5,820,044 kWh
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Participation update

Total number of green power blocks subscribed:	22,651
Number of new green power blocks subscribed from May 1, 2003 to August 31, 2003:	1,498
Number of residential customers subscribing:	7,109
Average number of green power blocks per residential customer:	1.7

Number of business customers subscribing: **355 business customers purchasing 10,312 blocks***

*For a list of participating business customers, please visit www.greenpowerswitch.com.

Mark Your Calendar

GPS Generation Partners will host an orientation on the Technical Installation of Grid Connected Solar and Wind Systems featuring Kevin Lynn from the Florida Solar Energy Center. The event will take place Friday, October 3 from 9:30 AM - 2:00 PM, EDT at the Knoxville Utilities Board (KUB) Corporate Services Building, 4505 Middlebrook Pike, Knoxville, TN 37921.

Please RSVP to Carmen Copeland at cacopeland@tva.gov and include number attending and local power distributor.

For more information, see www.gpsgenpartners.com.

Win a T-shirt by sending us your comments and suggestions. Let us hear from you!

Green Power Switch News is interested in knowing what you'd like to read in future issues of our quarterly newsletter. Please write to us at Green Power Switch, P.O. Box 292409, OCP2-400, Nashville, TN 37229-2409 or send an email message to greenpowerswitch@tva.com. When you send us a story, we'll send you an official Green Power Switch T-shirt.

Maryville College Makes the Switch

Maryville College has added its name to the list of the Valley's Green Power Switch® participants. It has agreed to purchase 45 blocks of green power for three buildings on the Maryville, Tennessee, campus. Maryville College has made its mark by being the second higher-education institution in the Valley to enroll in the Green Power Switch program offered by TVA and Maryville Electric.

Mark Cate, vice president for advancement and admissions, said while the overall electric bill for the college will increase by \$2000 to \$3000 for this fiscal year because of the involvement in GPS, it is an investment in the future of the college.

Dr. Mark O'Gorman, associate professor of political science and environmental studies and chairperson of the College's Environment and Forestry Advisory Committee (EFAC) said the College's participation in the Green Power Switch is more visible proof of the College's commitment to living out its institutional envi-



ronmental ethic.

"Maryville College students are very aware that citizens need to become better stewards of the planet," O'Gorman said. "From classes on ethics and the

environment taken from the freshman through senior years, environmental-related courses and majors in a number of disciplines, and a variety of eco-related service and ministry projects, our students and campus community commit themselves to helping the environment."

Students and faculty can expect education concerning GPS when they return to campus this fall. They will have the opportunity to visit a booth sponsored by GPS and Maryville Electric and learn more about green power and renewable energy in a back-to-campus event in September.

"My hope is that businesses in Maryville will take the College's lead and decide to purchase GPS energy blocks," Debbie Ryan, energy program coordinator for the city of Maryville's Electric Department, said.

www.greenpowerswitch.com

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