

the Messenger

September 2017

A monthly publication of North Arkansas Electric Cooperative

SCAM ALERT

Phone-based scam reaching state's co-ops

North Arkansas Electric Cooperative is alerting its members to a phone scam that affected at least two fellow Arkansas co-ops in August.

In this scam, the caller threatens to disconnect service because of an alleged past-due balance. He or she then tells the member to call a toll-free 800 number and make a payment. A copy of the co-op's phone system menu even plays once dialed.

Please know that NAEC employees will not threaten members with disconnection in this manner.

Anyone who wants to confirm they are speaking with an NAEC employee always is encouraged to hang up and dial the co-op at any of the following numbers:

- From Baxter County – 870-425-2141
- From Fulton County – 870-895-3221
- From Izard County – 870-670-5600
- From Sharp County – 870-994-2191

In addition, members may access their account information or pay their bill through the Member Account Portal accessible at www.naeci.com at any time.

A variation on this scam is one where the member is told to purchase a pre-paid debit card and call the scammer back with the card's number. Any member who has experienced a scam is asked to notify NAEC.

Ten members win LED kits

All can save by replacing 5 most used bulbs

Ten NAEC members received LED kits in August as prizes in the annual Energy Efficiency Makeover Contest sponsored by the Electric Cooperatives of Arkansas.

Each winner can retrofit their home's lighting with 72 General Electric energy-efficient LED general purpose, recessed, outdoor flood and decorative candlebra bulbs.

The 10 randomly selected winners were:

- Pete Landrum of Horseshoe Bend
- Linda Dempsey of Mammoth Spring
- Alan Whitely of Midway
- Beverly Arrowood of Mountain Home
- Chris and Brandy Proctor of Mountain Home
- Fred Bach of Mountain Home
- Heather McCurley of Mountain Home
- John Ruff of Mountain Home
- Joyce Sturms of Mountain Home
- Sandra Olson of Mountain Home

Replacing every light bulb in your home at once could become pricey, but a smaller step is to switch the five most frequently used fixtures from incandescent to LED bulbs. The U.S. Department of Energy estimates that changing those five bulbs out with models that have earned the ENERGY STAR rating could save you \$75 each year.

LED Technology

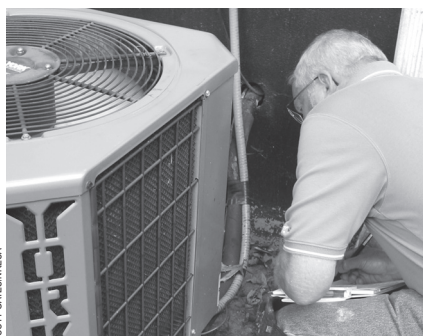
LED stands for light emitting diode, which is essentially digital light. Known for their longevity and efficiency, LED lights have an estimated operational life span of 25,000 hours. Typical incandescent bulbs average around 1,000 hours. When used four hours daily, the estimated life expectancy of an LED is approximately 17 years.

LED lights are different from fluorescent and incandescent light sources because they do not contain a gas or filament of any kind. Instead, the entire LED is made up of a semiconductor, which is solid in nature and makes LEDs more durable. LED lights are small, packed electronic chip devices where two conductive materials are placed together on a chip (a diode). Electricity passes through the diode, releasing energy in the form of light.

Unlike fluorescent lights that require a few minutes to warm up before reaching their full level of brightness, LEDs achieve full illumination immediately.

— Continued on back

Efficiency Tip of the Month



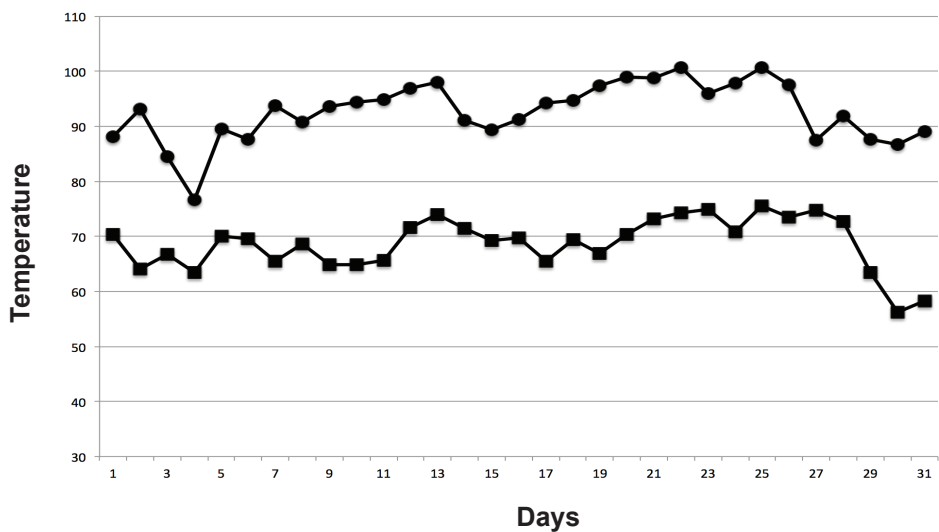
SCOTT GATES/NECA

Cooler temperatures will be here soon! No matter what kind of heating system you have in your home, you can save money and increase your comfort by properly maintaining and upgrading your equipment.

Contact a licensed professional to inspect your system before the winter chill arrives.

— U.S. Department of Energy

Daily Highs & Lows — July 2017



Average Daily High:
92.7 compared to 93.4 in 2016

Average Daily Low:
68.7 compared to 70.3 in 2016

Total Rainfall Amount:
5.94" compared to 6.37" in 2016

Warmest Days:
July 22, 100.6 degrees at 3:30 p.m.
July 25, 100.6 degrees at 3:30 p.m.

Coollest Day:
July 30, 56.2 degrees at 6:30 a.m.

— Continued from front

Cost of older bulbs
If you are hanging on to your traditional incandescent lighting, your light bulb is operating at only 20 percent energy efficiency. Eighty percent of the electricity from the bulb is lost as heat. LEDs emit far less heat, which is beneficial in the summer and lowers the cost for air conditioning.

Ideal for outdoor use
LEDs are ideal for outdoor use because of their durability. LED lights are resistant to vibrations, shock and external impacts, such as exposure to weather, wind and rain. In addition, they are temperature resistant and operate in colder outdoor temperatures. In contrast, colder temperatures may affect operation of fluorescent lamps. LEDs also can be dimmed, allowing maximum flexibility in usage.

Buying LEDs
When purchasing an LED light, look for the ENERGY STAR label to ensure you have a genuine product, as there are poor-quality LED products in the marketplace. Some of these products are manufactured outside of the U.S. with components that produce low light levels, don't stand up on long service life or have exaggerated energy-saving claims. As with any other purchase, research before you buy. Visit energystar.gov for more information about LED lights.

Although it is true that LEDs generally cost more to purchase than fluorescent and incandescent lights, they are much less expensive to operate over time. LEDs are energy efficient, so the replacement and maintenance requirements are dramatically lower. In addition, as with other electronics, prices are expected to keep coming down as more products enter the market.

Photos of the 10 Energy Efficiency Makeover Contest winners may be found on the co-op's Facebook page at www.facebook.com/NorthARElectric.

— Anne Prince/NRECA



Beverly Arrowood, right, receives her LED kit from co-op employee Konnie Coleman.



Linda Dempsey, left, receives her LED kit from co-op employee Debbie Martin.

Magician educates, entertains

Right-of-Way



Magician Randall Eller tries to read the mind of a Fulton County Fair Kids Day participant. North Arkansas Electric Cooperative sponsored the "Making Accidents Disappear" electrical safety magic show in the Salem Civic Center on July 28. The co-op also provided lunch.

West Tree Trim Crews:
Lakeview area