

heartland LINK

A publication of East-Central Iowa Rural Electric Cooperative

Brightening Up BECCA

Story on page 3

ON THE MOVE page 3

ECI REC crews make a barn move possible.



NOMINATE NOW

page 4

Now taking names for Director positions on the Board to be voted on in June 2017.

SAFETY TRAINING

page 5

Annual fire extinguisher training was completed in November.



2017 REBATES RELEASED

page 6

Get money back on appliances, heating and cooling systems, weatherization, and lighting.



A Touchstone Energy® Cooperative

Photo by Lisa Franck

03 OPERATIONS UPDATE

Brightening up BECCA, relocated drop box, and a barn move.

03 LEGISLATIVE PRIORITIES

Co-ops, Iowa Rural Power list 2017 areas of focus.

04 NOMINATE NOW

Committee is now taking names for 2017 Board elections.

04 SAVE THE DATE

June 2017 Annual Meeting

05 YOUTH PROGRAMS

Now is the time to apply for Youth Tour and scholarships!

05 FIRE EXTINGUISHER TRAINING**06 2017 REBATES RELEASED**

Ag, residential, and commercial members all qualify!

07 BUYERS GUIDE

Buy the right ENERGY STAR® appliance.

07 YEARS OF SERVICE

Employees and Directors honored

08 CO-OP CONNECTIONS®

Explore all the ways we help you save!

08 OUTLET OVERLOAD**09 HOW WE RESTORE POWER****09 MEMBER INFO UPDATE****10 ARE YOUR CHILDREN PROTECTED?****11 TAKE CONTROL WITH SMARTHUB****05 THE VALUE OF ELECTRICITY****05 MONEY SMART TIP****11 BOARD OF DIRECTORS****11 CLASSIFIEDS****12 CEO MESSAGE**

our members say thank you

“Thank you for the \$10 credit on our bill! What a great surprise! We really appreciate it! Thanks for your service.”

TIM AND MARSHA FANNIN, URBANA

“Thank you for the \$10 credit on my bill from the newsletter contest. The contest is a fun reason to read the newsletter each month. Thanks, too, for the great electrical service you provide. It seems to be more efficient and reliable each year. We benefit from it more than we realize.”

MARSHA LEHS, INDEPENDENCE

“We just wanted to give a big thank you to our REC! The security pole light at the Northfield Ranch entrance had burned out. My husband called Monday, and it was done the very next day! Thank you for the very prompt service; it is much appreciated by all of us here.”

PHIL AND SHELLEY BISHOP

take the member challenge

1. LOOKING OUT FOR YOU: We support an _____ to increased property tax value from geothermal system installations.

2. COMMUNITY CONNECTED: ECI REC offers \$ _____ scholarships to ten students each year to continue their education in any field.

3. KEEPING THE LIGHTS ON: High-voltage _____ stations power ECI REC's 24 distribution substations.

Find the answers within the stories, features, and content of this newsletter and you could win a prize. Send your answers to memberchallenge@ecirec.coop. Or, print the word(s) at the top of the back page, cut it out, and send it to: ECI REC, PO Box 248, Urbana, IA, 52345. You may mail your entry along with your electric bill payment, but remember there is a deadline! Entries for this issue must be received by February 1. Sixteen names will be drawn from all correct entries. Members will not be allowed to win more than once per calendar year.

last issue's challenge winners

The following names were drawn from the November/December 2016 *Heartland Link* entries. These members will receive a \$10 credit on their account.

Bruce Anderson	Anthony & Renae Michael
Dennis Andresen	Marcella Ortner
Bernard Durnan	Anna Pentecost
Everett Heitshusen	David Pippert
Nan & Andrew Jennings	John & Jane Richmond
Brian & Angela Jones	Garry Slife
Peter Kalb	Richard J. Sloan
Donna Lohrer	Steve & Janell Wollschlager

Calendar Notes

Jan. 2
Closed for New Year's Day

Contact ECI REC

EMAILS

memberservices@ecirec.coop
(rebates, product sales)

csr@ecirec.coop
(billing, new customers)

WEB SITE

www.ecirec.coop

MANAGEMENT TEAM

Steve Marlow
Chief Executive Officer
Ext. 421
steve.marlow@ecirec.coop

Teresa Floyd
Manager of Finance and Consumer Service
Ext. 450
teresa.floyd@ecirec.coop

Gary Marlow
Operations Manager
Ext. 413
gary.marlow@ecirec.coop

Adam Albertsen
Director of Member Service
Ext. 503
adam.albertsen@ecirec.coop

Lisa Franck
Manager of Communications
Ext. 472
lisa.franck@ecirec.coop

Nathan Groom
Information System Administrator
Ext. 410
nathan.groom@ecirec.coop

ADDRESS

2400 Bing Miller Lane
PO Box 248
Urbana, IA
52345-0248

PHONE

319-443-4343

TOLL FREE

877-850-4343

FAX 319-443-4359

HOURS

Monday-Friday
Office: 8:00 a.m. to 4:30 p.m.

(closed Saturdays, Sundays, and holidays)



OPERATIONS NEWS
OUTAGE UPDATES

facebook.com/
eastcentraliowarec



photo by Lisa Franck



photo by Kevin Walton



photo by Tom Schmitt

COVER STORY OPERATIONS UPDATE

a Keeping the Lights On report

Brightening Up BECCA > The BECCA substation and Bing Miller Lane should now be a little brighter! In recent months, bulbs in the security lights around the substation as well as some bad underground lines (top left photo) that were feeding these lights were replaced. Thanks to Line Foreman Kevin Walton and Linemen Dane Peterson and Justin Nelson for their work on this maintenance project!

November Outage > An unexpected outage happened on November 3 when contractors digging in a residential subdivision one mile west of Urbana hit and cut an ECI REC underground distribution cable, tripping a breaker in ECI REC's BECCA substation. Thirteen members were without power for about 30 minutes before power was rerouted. ECI REC crews were able to make repairs to the distribution cable and substation breaker that same day.

An Authentic Barn Move! > ECI REC crews assisted in clearing a safe path for the three-mile move of a 30-foot barn structure in Fairbank Township in our northern service territory. The move began on 160th Street, headed north on Benson Avenue, then to 145th Street. Members in the area likely experienced a planned outage for a short period of time that afternoon. Crews were onsite for four hours and saw the barn safely to its new home on an Amish farm.

Payment Drop-Box Move > Due to pre-construction taking place in preparation for the Independence Operation center, the payment drop-box has been moved near the entrance of the west driveway and includes a gravel drive-through for your convenience. Thank you for your patience during the construction of the new building! 🔄

2017 Legislative Agenda for Iowa's Electric Cooperatives

a Looking Out For You update

WITH THE SUPPORT and advocacy efforts of Iowa Rural Power, Iowa's electric cooperatives will focus on the following legislative issues in 2017:

- » **Our line personnel safety.** We support legislation focused on the safety of line personnel.
- » **Rural economic development programs.** We support state programs that complement federal rural economic development programs.
- » **Geothermal property tax exemption.** We support an exemption to increased property tax value from geothermal system installations. Iowa's electric cooperatives are focused on providing power that



- is safe, affordable, reliable, and environmentally responsible.
- » **Duane Arnold Energy Center tax exemption.** We support the exemption of machinery and equipment at Duane Arnold Energy Center from sales and use tax.
- » **Review and revision of energy programs.** We support the review and revision of the purpose, oversight, and value of the Iowa Energy Center, the Center for Global and Regional Environmental Research, and energy efficiency programs. Iowa's electric cooperatives are committed to affordable and environmentally responsible power for their members. 🔄

Committee Now Taking Nominations for 2017 Board Elections


a Cooperative Difference notice

AT A RECENT Board of Directors meeting, each ECI REC Director selected a member from his or her individual Board District to serve on ECI REC's Nominating Committee. The committee's purpose will be to nominate one to two East-Central Iowa REC members to be placed on the ballot as a candidate for Director of each Director District, a matter that will be voted on at the 2017 Annual Meeting of the Members.

There are two positions up for election from District 1, Benton area, and there is one position up from District 2, Buchanan area. If you are interested in being a candidate for one of the positions, would like to make a recommendation, or have a petition nominating a member, please contact the

Nominating Committee member (contact information below) representing the applicable Director District that you or the nominated member could represent. Nominations may also be submitted to the Urbana office.

Nominations by petition must have 35 names. Candidates must live in the Director District they could potentially represent. All nominations must be registered at Urbana Administrative Headquarters before 11:00 a.m. on Thursday, February 16, 2017.

All candidates will be reviewed and nominations confirmed at the 11:00 a.m. Nominating Committee meeting at Urbana Administrative Headquarters on Thursday, February 16, 2017. 

Director Positions up for Reelection and the Representing Nominating Committee Members

District 1: Director District #11
Currently represented by Jeff Elliott,
La Porte City

Serving: Big Creek (sections 31-36) and Spring Creek (sections 31-32) Townships in Black Hawk County; Jefferson (section 34) Township in Buchanan County; Geneseo, Clark, and Oneida Townships in Tama County; and Bruce, Cedar, Harrison, Monroe, and Jackson Townships in Benton County.

Nominating Contact: Robert Hanson
5071 15th Ave
La Porte City, IA 50651
(319) 342-2918 / (319) 560-9933
Robert.hanson@plantpioneer.com

District 1: Director District #12
Currently represented by Chris Sackett,
Center Point

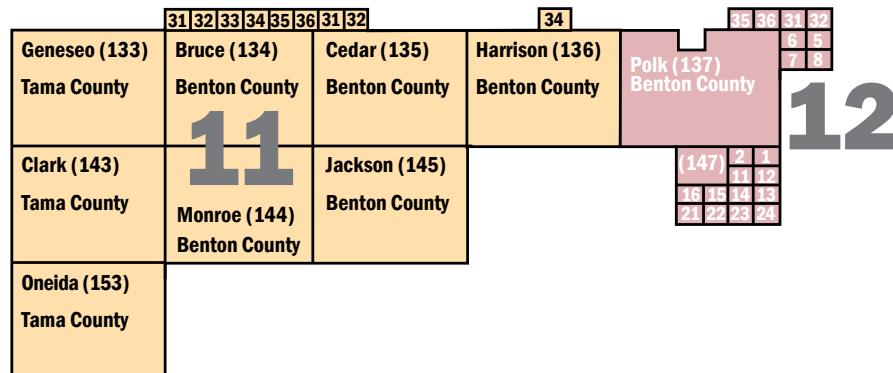
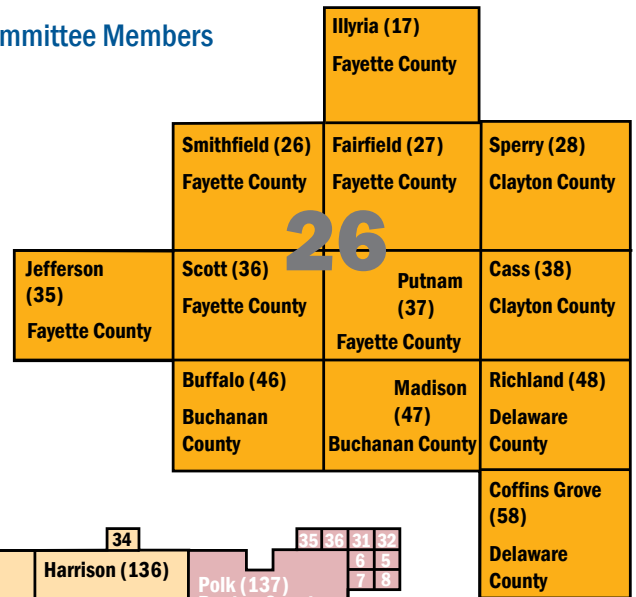
Serving: Cono (sections 31-32) and Homer (sections 35-36) Townships in Buchanan County; Polk (all sections less section 4) and Benton (sections 1-4, 9-16, and 21-24) Townships in Benton County; and Grant (sections 5-8) Township in Linn County.

Nominating Contact: Tony McKinley
5044 32nd Ave Dr
Walker IA 52352
(319) 448-4630

District 2: Director District #26
Currently represented by Steve Rau, Stanley

Serving: Illyria, Smithfield, Fairfield, Jefferson, Scott, and Putnam Townships in Fayette County; Sperry and Cass Townships in Clayton County; Buffalo and Madison Townships in Buchanan County; and Richland and Coffins Grove Townships in Delaware County.

Nominating Contact:
David Derflinger
11724 35th St.
Stanley, IA 50671
(319) 361-2418



TRUST **COMMUNITY** **JOBS** **LOCAL** **Delivering VALUE for a BRIGHTER Tomorrow**

SAVE THE DATE
ANNUAL MEETING OF THE MEMBERS
Thursday, June 15, 2017
Vinton-Shellsburg High School

WIN A WEEK-LONG TRIP TO



WASHINGTON D.C.
2017 IOWA YOUTH TOUR

JUNE 9-15

Want to spend a week in Washington, D.C., this summer—for free? Apply to attend the Youth Tour, made possible by ECI REC. We'll send two area juniors to this fun-filled week. On your trip, you'll meet Iowa's members of Congress, spend a day on Capitol Hill, tour historical sites, and more.

APPLY BY FRIDAY, FEBRUARY 24.

APPLY NOW FOR YOUTH TOUR & SCHOLARSHIPS

Both scholarship and Youth Tour opportunities are available to students whose parents are members of ECI REC. Read more about both programs at ecirec.coop.



ECI REC offers \$1,000 scholarships to ten students each year to continue their education in any field. If you're interested in a career as a lineman, the Cooperative offers two additional \$1,000 scholarships to those who are accepted to attend the Powerline Technology Program at Northwest Iowa Community College.

APPLY BY THURSDAY, MARCH 2.

the **VALUE** of **ELECTRICITY**
a dollar's worth can get you:

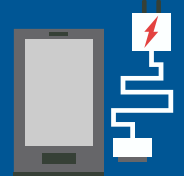
48 hours of watching TV

72 freshly ironed shirts



72 hours of laptop internet access

5.3 cell phone charges



Sources: U.S. Department of Energy; National Rural Electric Cooperative Association

MONEY SMART Member Tip



Electric bills increase during the winter for a variety of reasons – holiday gatherings, houseguests, and shorter days and longer nights. Small measures, like turning down your thermostat, replacing incandescent bulbs with LEDs and washing clothes in cold water can help control energy costs.

Source: TogetherWeSave.com

IAEC Job Training/Safety Instructor Matt Posiask operates the igniter to the fire pan while Lineman Travis Schellhorn sweeps the extinguisher nozzle side to side to put the fire out during ECI REC's annual fire extinguisher training on November 8.



photo by Lisa Franck

Members Save More With Energy- Efficiency Rebates

an Energy Wise message



WHETHER YOU'RE A residential, agricultural, or commercial member, take advantage of the savings your Cooperative offers through our extensive energy-efficiency rebate program. For example, you can get a rebate of \$60 on a new clothes washer if both your washer and dryer are electric. We've listed the residential rebates here; complete rebate listings for all members can be found at ecirec.coop or at any ECI REC office. Please note: additional qualifications apply to many of the rebates. Complete requirements can be found on the rebate forms, so it's wise to review these before you shop.

2017 Residential Energy-Efficiency Incentives

Heat Plus Rate

- \$100 per home - (where available, requires separate meter)
- \$50 per apartment

Geothermal Heat Pump

- Closed Loop System, \$350/ton
- Open Loop System, \$250/ton - (no "pump & dump" systems)
- Unit Replacement, \$250/unit

Air-Source Heat Pump

- Standard Air-Source Heat Pump, \$150/ton - (including mini-splits)
- Hybrid Air-Source Heat Pump, \$250/ton
- ENERGY STAR® Bonus, \$350/unit - Min. SEER 15.0, HSPF 8.5, EER 12.5

ENERGY STAR Central Air Conditioning

- ENERGY STAR Qualified, \$75/unit - Min. SEER 15.0 & EER 12.5
- ECM Fan Motor Replacement, \$50/unit - (requires qualified AC replacement)

Limit two air conditioner incentives per residence.

Indoor Air Quality

- Heat Recovery Ventilator (HRV), \$250/unit
Equipment must serve the entire conditioned space of the home. Limit of two HRVs per home.

Heat Pump Water Heater

- ENERGY STAR Integrated Unit, \$650/unit
- Add-on to Electric Storage Tank, \$300/unit - \geq 2.00 EF

Solar Water Heater with Electric Auxiliary Tank

- ENERGY STAR Qualified, \$350/unit

High-Efficiency Electric Water Heater

- Electric Storage Unit, \$50/unit - (50-55 gal. tank - min. EF \geq 0.95)
- Geothermal Assisted Storage Unit, \$150/unit - (50-55 gal. tank - min. EF \geq 0.95)

Drain Water Heat Recovery Systems

- Heat Recovery Pipe System, \$450/unit
Not to exceed cost of system. Must have an electric water heater. Homemade systems are not eligible for the incentive.

ENERGY STAR Appliances

ENERGY STAR Clothes Washer (replacement only)

- If both water heater & dryer are electric, \$60/unit
- If only water heater is electric, \$30/unit

Interior Lighting

- ENERGY STAR Hard-Wired LED Fixtures, 50% of price up to \$10/fixture

Maximum incentive of \$10/fixture. Household limit of \$600 applied over a 5-year period (installs prior to 1/1/13 are exempt). Fixtures with screw-in adapters do not qualify.

Be Bright Program

Just visit a store listed at www.iowabebright.com and purchase bulbs and fixtures identified on the shelf with Be Bright promotional materials.

Outdoor Security Lighting

- ENERGY STAR or DesignLights Qualified LED Fixtures
- 20-34W, \$15/fixture
- 35-49W, \$20/fixture
- 50-74W, \$40/fixture
- 75-124W, \$50/fixture
- \geq 125W, \$60/fixture

Rebate cannot exceed 50% of installed cost.

Weatherization

Requirements:

- Must have electric heat and/or central air (homes with natural gas do not qualify).
- Home must be built prior to 1996.
- Must be upgrade to existing home (new additions do not qualify).
- Project cost must be \$150 or more (labor costs for self-installed projects cannot be included).
- LIHEAP-qualified members may not combine ECI REC incentives with their county's Weatherization Assistance Program (WAP) benefits.

Non-LIHEAP Members

Electric Heat (with or without air conditioning)

- Attic/Ceiling Insulation, 60% up to \$600
- Wall Insulation, 60% up to \$600
- Foundation Insulation, 60% up to \$600
- Infiltration Control, 60% up to \$200
- Duct Insulation/Sealing, 60% up to \$200
Maximum incentive per home \$2,200

Central AC Only (non-electric heating)

- Attic/Ceiling Insulation, 15% up to \$150
- Wall Insulation, 15% up to \$150
Maximum incentive per home \$300

LIHEAP-Qualified Members

Electric Heat (with or without air conditioning)

- Attic/Ceiling Insulation, 80% up to \$800
- Wall Insulation 80% up to \$800
- Foundation Insulation, 80% up to \$800
- Infiltration Control, 80% up to \$200
- Duct Insulation/Sealing, 80% up to \$200
Maximum incentive per home \$2,800

Central AC Only (non-electric heating)

- Attic/Ceiling Insulation, 20% up to \$150
- Wall Insulation, 20% up to \$150
Maximum incentive per home \$300

Call 811 Before You Dig



Protect What Really Matters

A Public Service Announcement of Iowa One Call



ENERGY STAR Buyers Guide

Purchasing **ENERGY STAR**-certified appliances and electronics is a great way to save energy in your home. But how do you choose the right product? It depends on your energy-saving goals *and* how you use energy in your home.



Do you wash multiple loads of laundry each week? Investing in an ENERGY STAR-certified washer could save you around \$45 on your utility bill each year. Some of the top-rated ENERGY STAR-certified large washers come from LG and Samsung. Visit ENERGY STAR's "Most Efficient 2016" page to learn more.



Home computers can use a shocking amount of energy each year. If all computers in the U.S. were ENERGY STAR certified, we would save more than \$1 billion in energy costs per year. If you can't buy an ENERGY STAR-certified computer, consider updating the power management setting on your computer. Visit energystar.gov/products/office_equipment/computers.



The larger TVs get, the more energy they use. But ENERGY STAR-certified TVs are, on average, 25% more efficient than conventional models. LG, Samsung and Vizio make the list of ENERGY STAR's most efficient 2016 TVs.

There are many different types of ENERGY STAR-certified products, including:

- Air purifiers
- Roof products
- Set-top boxes and cable boxes
- Decorative light strands
- Data center storage
- Pool pumps
- Vending machines
- Dehumidifiers

Learn more about **ENERGY STAR** products.
Visit energystar.gov/products



AMERICA'S ELECTRIC
COOPERATIVES

Years of Service Honorees



< **Steve Marlow,**
CEO,
35 years



< **Tom Schmitt,**
Line Foreman,
25 years
*Honored with a
certificate from IAEC*



< **Molly Cook,**
*Consumer Service
Representative,*
15 years



< **Lisa Franck,**
*Manager of
Communications,*
15 years



< **Holly Cashman,**
*Consumer Service
Representative,*
10 years



< **Don Shonka,**
Director,
10 years



< **Robin Moore,**
*Consumer Service
Representative,*
5 years



< **Scott Rast,**
*Inventory/
Maintenance
Technician,*
5 years



< **Chris Sackett,**
Director,
5 years

We're Always Thinking of Ways to Help Members Save Electricity...

And then we thought, why stop there?

TO HELP OUR MEMBERS save money on goods and services of all kinds, we started the Co-op Connections® program. There are six ways to save!

The card is yours. The savings are yours. All because you're a member of a Touchstone Energy® cooperative.

Local savings. There are many participating businesses in the Vinton and Independence areas. Download a printable PDF of participating retailers from ecirec.coop or visit the Co-op Connections website for a continuously updated list.

National savings. Check out great online discounts at more than 98 national retailers like Barnes&Noble.com, Hertz Rental Cars, Best Western hotels, and ProFlowers.com.

Healthy savings. Prescriptions, dental care, vision, hearing aids, lab work and imaging, and chiropractic care could all come cheaper thanks to your Co-op Connections Card. Save from 10 to 60%. Visit connections.carrythecard.com for the most up-to-date provider lists.

Cash Back Mall. With Co-op Connections' Cash Back Mall, you can earn cash back on purchases of more than 300,000,000 products from more than 5,000 leading online merchants. It's the same sites you're already shopping at today, but now you get more for your money. The Cash Back Mall replaces the MY VIP Savings online shopping benefit previously offered through our Co-op Connections program.

Coupons. Online coupons are available daily from coupons.com.

Pet Assure. For \$7.95 per month or \$79 annually, this program provides you and your family a way to save money on veterinary care as well as other pet-related products and services.

Get mobile access! The free app is available for the iPhone, iPad, and iPod touch, as well as Android phones and Blackberries. The app provides instant access to deals, and you can still get the deals even if you don't have your Co-op Connections Card handy.



For more information on these deals and programs, visit connections.coop.



DANGER! Outlet Overload

Every year, U.S. fire departments respond to an estimated **25,900 home electrical fires**. These fires cause an estimated **280 deaths**, **1,125 injuries** and **\$1.1 billion in property loss**.

Thirty-nine percent of home electrical fires involve outlets and receptacles, and other electrical wiring.

To ensure safety, you should only use about 80 percent of the available current for each electrical outlet in your home.

Are you overloading outlets?
Use this formula to find out:

$$\text{WATTAGE/VOLTS}=\text{AMPS}$$

Example:

Let's say you are using 2,000 watts of power (for one outlet). Divide the watts by the volts in your home (typically 120), and you come up with 16.6 amps of current being used. With a 20 amp electrical outlet, you are using about 80 percent of the available current.

Source: U.S. Fire Administration, Home & Garden

Five Years of Facebook!

Help us celebrate by checking out our page, if you have not already done so. Go to facebook.com/eastcentraliowarec and like our page to get our posts about out-ages, safety tips, and more on your News Feed today!





You're Not Alone in the Dark

When a power outage happens, ECI REC springs into action. Here's the process we follow to ensure that power is restored to the majority of members as quickly, and safely, as possible. It all starts with identifying what distribution equipment has incurred damage.

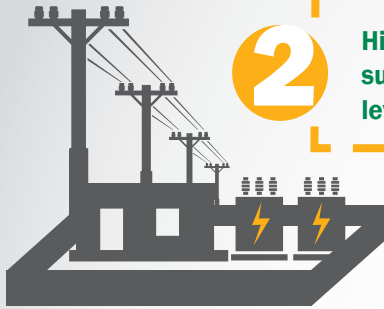


Scan to watch a video from National Rural Electric Cooperative Association explaining the steps co-ops go through to restore power.

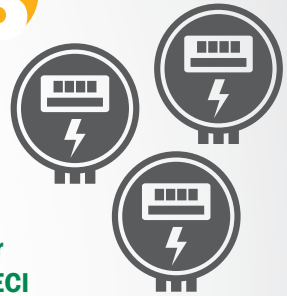
1 Occasionally during a major storm, transmission towers can be damaged. Repairing these is the responsibility of our power supplier and is top priority.



2 High-voltage transmission stations power ECI REC's 24 distribution substations. If the issue is isolated and can be resolved at the substation level, thousands of members can get their power restored at once.



3 Next, crews inspect distribution lines between the substations and the meters they serve. If the distribution lines can be repaired, power can be restored to the meters on those lines.



To help us handle your outage calls and other electric service information with efficiency, please make sure to update your contact information with any recent changes. Please list accounts that you wish to follow the same notification process. If an account under your name should require a different notification process, please note this account number in the second space provided. Fill out the form below and return it to:
ECI REC, Info Update, PO Box 248, Urbana, IA 52345.



4 If your lights are out but your neighbors' are blazing, call ECI REC right away so we can send a line crew to your home.

NOTIFICATION PROCESS 1

Member account #:

- (1) _____
(2) _____
(3) _____

Name on above account(s):

First notification device:

Home # Cell # Work # Email

First device # or address:

Second notification device:

Home # Cell # Work # Email

Second device # or address:

Third notification device:

Home # Cell # Work # Email

Third device # or address:

NOTIFICATION PROCESS 2

Member account #:

Notification device:

Home # Cell # Work # Email

Device # or address:

Please list the cell phone number(s) that would be acceptable to send text messages to with outage and electric service related information when that service becomes available.

(1) _____

(2) _____

(3) _____

I do not wish to be notified via text of outages and electric service related information.

____ Yes, I agree to receive periodic auto-dialed or prerecorded calls and/or text messages from East-Central Iowa REC at the number(s) identified above. I understand that such calls and/or texts may relay information about planned and/or unplanned power outages and/or service interruptions, or other important service-related information, and that I can opt out of receiving such calls and/or texts at any time. I further understand that I am not required to provide consent as a condition of purchasing any property, goods, or services. I agree to notify East-Central Iowa REC immediately in the event that I voluntarily or involuntarily relinquish any number(s) identified above.

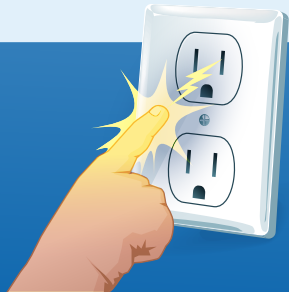
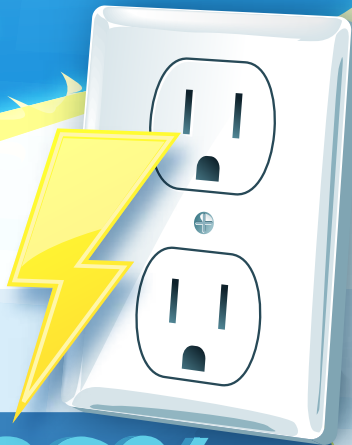
SIGNATURE

You can also scan the code to access an update form online.



HOW PROTECTED ARE CHILDREN FROM **ELECTRIC SHOCK**?

Each year, **2,400 children** in the U.S. are treated for injuries caused by **electrical outlets**. ESFI surveyed mothers with young children to gauge the public's understanding of the importance of **Tamper Resistant Receptacles (TRRs)**, which have been **required by the National Electrical Code since 2008** to prevent these injuries.



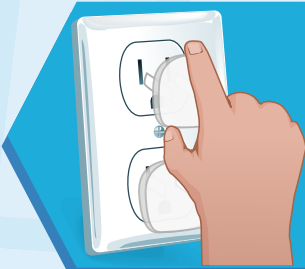
1/3

Nearly **1/3** of parents with young children **do not** have their **outlets childproofed**.



86%

of parents who childproof their outlets use **plastic outlet caps**.



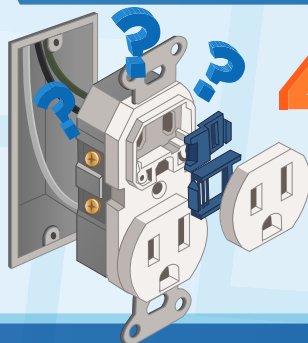
40%

agree that plastic outlet caps could be **removed by toddlers**.



1/3

Over **1/3** are **unaware** if their child's daycare provider or school **childproof** their electrical outlets.



44%

of respondents are **not familiar at all** with TRRs.



62%

of respondents who have **TRRs** have them due to **previous installation** before they moved.

Why are TRRs preferred over other outlet protection devices such as receptacles with caps or with sliding receptacle covers?



100% of all **2-4 year olds** were able to **remove one type of plastic outlet cap** within **10 seconds** in a study conducted by Temple University.



Outlet Caps may pose as a **choking hazard**.



TRRs provide **permanent security** against the **insertions of objects** other than cord plugs into the energized slots.



www.facebook.com/ESFI.org



www.twitter.com/ESFI dot org



www.youtube.com/user/ESFI dot org

FOR MORE INFORMATION VISIT:

Take control of your account with SmartHub.
Available on Apple and Android devices and on the Web.



Take control of your account and never miss a payment again. With SmartHub, a Web and mobile tool that helps you manage your account information, you can store credit card information and set up automatic payments that are secure and simple. Take the worry out of paying your bill and set up auto pay with SmartHub.

Message From the CEO, *continued from 12*

Protecting From Disruptions

In an era of terrorism and natural disasters, electric cooperatives in every state, county, and community—no matter how large or how small—must protect their equipment and electrical system from possible sources of disruption. ECI REC does this while also ensuring an affordable, reliable, and secure energy supply.

Cybersecurity has become a household word. From hearing of hacked emails to major power outages in other countries, cybersecurity is something ECI REC takes very seriously. We're committed to protecting our members at every point along our power lines.

Working Together to Protect our Systems

How do we protect ECI REC? It revolves around creating a constant culture of cybersecurity awareness among our locally elected Board of Directors, cooperative employees, and members. We have robust policies and processes in place to fast-track responses to problems—should they arise—before a potential incident can spiral into a bigger situation.

When it comes to cybersecurity, we know that there is no one-size-fits-all approach. Through our statewide and national electric

cooperative associations, we work with cooperative members, industry partners, and government agencies to develop effective approaches to protecting our members' access to affordable, reliable, and secure electricity.

In our communities, ECI REC stays alert so that we can quickly identify and act on potential security issues. We ask our members to be mindful of unusual situations and to immediately report them to us or local authorities. For example, if you see non-cooperative personnel near a substation, that's noteworthy and should be reported. Cybercrime comes in all forms—those we can witness and those that happen remotely from faraway locations.

Grid security is not a new challenge. ECI REC has decades of experience working together with other industry professionals to protect our shared infrastructure, and we are constantly reevaluating threats and taking steps to protect the system.

The importance of electricity in our daily lives is something we don't take for granted. We know that it's impossible to entirely eliminate cyber issues from our daily lives. But what we can do is implement due diligence into every aspect of our business culture.

We remind you that if you *see something, say something*. We're united through our cooperative structure, and both our safety and your safety is everyone's job! 🙌

YOUR BOARD



- Board District 11 - Jeff Elliott
- Board District 12 - Chris Sackett
- Board District 13 - Allen Albers
- Board District 15 - Gary McKenna
- Board District 17 - Burt S. Byers
(2016/2017 Vice President)
- Board District 21 - Don Shonka
- Board District 23 - Jim V. Alberts
(2016/2017 Secretary/Treasurer)
- Board District 24 - Jim Barz
- Board District 26 - Steve Rau
(2016/2017 President)
- Board District 27 - Ryan Kress
(2016/2017 Asst. Secretary/Treasurer)

CLASSIFIEDS: Free to members only

Please email your ad to classifieds@ecirec.coop. Ads for the March/April Heartland Link must be received by Feb. 1, 2017.

East-Central Iowa REC will publish non-commercial advertisements as a service to our members. All ads are free. They may be submitted by a member or employee of East-Central Iowa REC. Ads should contain a phone number, name (if desired), a brief description of items with price if applicable. Each ad is limited to maximum of 50 words; please type or print clearly. Editor reserves the right to edit or reject any ad. No ads will be taken over the telephone—please email, mail, or bring your ad to the office.

Heartland Link (USPS No. 313-160) is published bimonthly for \$3.30 per year by East-Central Iowa Rural Electric Cooperative, 2400 Bing Miller Ln., Urbana, IA 52345-0248 with outposts located at 1707 First St. E. Independence, IA 50644 and 1600 West D. St., Vinton, IA 52349. Periodicals class postage paid at Independence, IA, and additional mailing offices.

POSTMASTER: Send address changes to Heartland Link, 2400 Bing Miller Lane, PO Box 248, Urbana, IA 52345.

Phone: (319) 443-4343
Ownership: East-Central Iowa Rural Electric Cooperative
Publisher: Steve Marlow
Editor: Lisa Franck

East-Central Iowa REC is an equal opportunity employer.










CLIP AND MAIL

See page 2 for the Member Challenge questions.

Answers: 1. _____ 2. _____ 3. _____

Please note: NO ANSWERS will be taken over the phone.

Members get connected at www.ecirec.coop

-  **24-Hour Bill Pay With SmartHub**
See account information at ecirec.smarthub.coop or download the app.
-  **Outage Center & Map**
View current outages via SmartHub or at outages.ecirec.coop:81.
-  **Online Forms**
Access rebate, service request, and program sign-up forms.
-  **Call Before You Dig**
Notify utilities before you dig at www.iowaonecall.com or call 811.
-  **Facebook**
Find news and updates at facebook.com/eastcentraliowarec.
-  **Co-op Connections®**
Get discounts on everyday expenses. Visit www.connections.coop or download the mobile app.
-  **Heartland Link E-Newsletter**
Email ecirec@ecirec.coop and ask to receive our newsletter via email.
-  **HomeEnergyCalculator**
Break down monthly energy costs. Click the HomeEnergySuite™ icon at ecirec.coop.
-  **Iowa Rural Power**
Join grassroots advocates for Iowa's electric cooperatives. Visit www.iaruralpower.org.



Message From the CEO

Cybersecurity and Your Cooperative

YOU'VE HEARD THE STORIES about credit and debit card information being stolen while shopping at big-name retailers such as Target and Home Depot. You've likely taken steps to protect your data and private information from online hackers or from callers trying to capture your credit card information through a scam. You know you must be constantly alert and mindful of potentially unsecured situations in order to keep personal information safe.

Just as you need to protect your own data and information from hackers, East-Central Iowa REC faces those same challenges with data and protecting the power grid from attempts to disrupt service. ECI REC is at work around the clock, 365 days a year, to protect our members and the infrastructure that allows us to provide essential electricity.