

PRIDE Re-Energized



Conserving Energy &
Saving Money in
Southern & Eastern Kentucky



GUIDEBOOK




Jackson Energy

Working for You



Cumberland Valley
Electric, Inc.

A Touchstone Energy® Cooperative 

Harold Rogers

5th District, Kentucky

COMMITTEE ON APPROPRIATIONS

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Dear PRIDE Team Member:

I invite you to join the PRIDE campaign to use energy more wisely. PRIDE Re-Energized is the proactive response to the changing energy landscape, and I appreciate your help in sharing this timely message with all southern and eastern Kentuckians.

In Kentucky, we enjoy some of the lowest electricity rates in the nation. Affordable rates allow us to stretch our dollars further and help attract new industry. However, cheap electricity has also enticed us to consume electricity more freely than many Americans — a habit we can no longer afford, given rising energy prices. Because higher energy costs are here to stay, the time has come to develop new energy habits. Using less energy — conserving — is the practical response to current and future price increases.

Opportunity often arises from adversity, and we find ourselves at just such a moment. I believe that better stewardship can be the positive outcome of these tough energy times. We benefit immensely from our environment, and we are responsible for its care — a principle that led me to co-found PRIDE. Our region has embraced this notion of PRIDE since 1997. We have rejected our former bad habits, such as illegal dumping, to develop new ones, like volunteering to pick up litter. Our challenge now is to re-think energy in terms of PRIDE. Let's work together to become wise energy consumers — not just to save money in the short term, but to preserve our precious resources for the long term.

This PRIDE Re-Energized guidebook will help you further explore the reasons to conserve energy and the tools for getting the job done. The accompanying PowerPoint presentation, brochures and magnets are intended to help you share this message with others. PRIDE will spread the word through local and regional media, as well.

I am grateful to Cumberland Valley Electric and Jackson Energy for making these materials possible as sponsors of the PRIDE Re-Energized campaign. These electric cooperatives have long championed wise energy usage, offering many programs to assist their members in saving energy and money. Their support of PRIDE Re-Energized is evidence of their commitment to meeting the energy needs of rural Kentuckians.

I thank you for your commitment to this effort, and I wish you the best as you speak to groups in your community about PRIDE Re-Energized. Together, we are continuing the PRIDE legacy of shaping a cleaner, healthier, more prosperous future for our region.

Sincerely,

A handwritten signature in blue ink that reads "Harold Rogers".

Harold Rogers
Member of Congress

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Toolkit Contents

- **PRIDE Re-Energized** guidebook to why and how to conserve energy
- CD containing the **PRIDE Re-Energized** PowerPoint
- DVD containing a video Public Service Announcement (PSA)
- 50 **PRIDE Re-Energized** brochures
- 25 *Don't Forget to \$ave* magnets

Additional brochures and magnets are available from the PRIDE office.
Please call 888.577.4339 to request more.

How to Use This Guidebook & Toolkit

This guidebook is intended as your reference when you educate others about why and how to conserve energy. The first section, “Why to Conserve Energy,” highlights compelling reasons for your audience to begin conserving energy. “How to Conserve Energy” lists conservation practices they can begin right away and resources they can explore for more information. “Energizing Others” offers suggestions for your audience members who want to begin an energy awareness campaign. (You may find “Energizing Others” to be helpful as you plan your outreach for this campaign.) The “Energizing Others with the PRIDE Re-Energized Campaign” is your guide for sharing the **PRIDE Re-Energized** message in your community. Finally, the appendix has materials that you may want to photocopy prior to a speaking engagement, including a Speakers Bureau Sign-In Sheet and a PRIDE overview that could be used as a handout.

In the **PRIDE Re-Energized** kit, the PowerPoint is designed to accompany a presentation that follows this guidebook. The brochures are a quick reference to the issues covered in the guidebook. Finally, the magnets are based on the suggestion in the guidebook that energy awareness campaigns are most successful when they encourage people to build good energy habits at home.

Why Conserve Energy?

To Save Your Money

You are paying more for energy these days. From the gas pump to your electric bill, you can feel the pinch of the worldwide increase in energy costs.

What's going on? Our sources of energy — primarily coal, natural gas and petroleum — are more expensive, driven by trends like rising global energy demand, especially among developing nations like China and India.

Higher fuel prices make generating electricity more expensive. Operating and construction costs also are rising for electric utilities, due to more stringent environmental regulations. Kentucky's Public Service Commission has been approving rate increases across the state as fair, just and reasonable given utilities' expenses.

The bottom line? Everyone is paying more for energy, and that is expected to continue.



In Kentucky, the real price of electricity for all sectors rose by 12.5% from 2002 to 2009 (U.S. Energy Information Administration or "EIA")



Kentucky's K-12 public schools spent 92% more for energy in 2009/2010 than 2000/2001 (Kentucky Department of Energy Development and Independence, 2011)



The real price of coal rose from \$18.93/short ton in 2000 to \$28.81/short ton in 2008 (EIA, 2010)



From 2000 to 2008, the real price of natural gas rose from \$8.75 to \$12.80/thousand cubic feet for residential customers and \$4.94 to \$8.54/thousand cubic feet for the electric sector (EIA, 2010)

To Downsize Our Demand

Using energy wisely is cheaper, easier and more environmentally responsible than cranking out more power. Building new power plants has become very expensive, and few new plants are planned.

That's why Kentucky has set the goal of using energy efficiency to offset 18% of the state's energy demand by 2025. "Stated another way, about 60% of our new energy requirements could be satisfied with energy efficiency, not new production," according to *Intelligent Energy Choices for Kentucky's Future*, the state's strategic plan for energy.

Kentucky's energy demand could stand a good trim, it turns out. Kentuckians tend to consume more energy than other Americans due to our historically low electricity rates. Thanks in large part to our abundant supply of coal — the most affordable source of electricity — Kentucky's residential rates were third lowest in the nation, behind Washington and Idaho, as of June 2011.



Global energy consumption is projected to increase 53% by 2035, with demand in developing countries increasing by 85% (EIA, 2011)



Combined, China and India's share of world energy consumption was 10% in 1990 and 21% in 2008 and will be 31% in 2035, when China's energy demand will be 68% higher than America's (EIA, 2011)

Carbon Price Factor

"Many utilities include a CO₂ [carbon dioxide] emissions price in their long-term investment decisions. A carbon price would increase the cost of generation for all fossil fuel plants, but the largest impact would be on coal-fired generation. Thus, plant owners could be reluctant to retrofit existing coal plants, given the possibility that GHG regulations might be enacted in the near future. This uncertainty may influence the expectations of plant owners about the economic lives of particular facilities." (*Annual Energy Outlook 2011*, EIA, www.eia.gov/forecasts/aeo)



In 2009, Kentucky's total energy consumption per capita was the 8th highest in the nation. We ranked 11th in average energy expenditure per capita, even though our energy prices ranked 44th. (EIA, 2011)

To Protect Our Environment

Most of the nation's energy — 83% of it — comes from coal, petroleum and natural gas, which are fossil fuels (EIA, 2011). In Kentucky, 97% of our energy is supplied by fossil fuels, with coal being the primary source at 51% (Kentucky Energy and Environment Cabinet, 2010).

Fossil fuels are nonrenewable resources. Using less now means these assets will be available further into the future. Burning fewer fossil fuels also means releasing fewer byproducts into the environment.

It is time to be proactive in our homes and businesses by implementing conservation practices and using energy efficient products. For example, cutting your electric bill by only 50 kWh a month will save 600 lbs. of coal for future generations and reduce 778 lbs. of carbon emissions. You also can help by choosing alternative energy sources, such as EnviroWatts (see box below).

To Grow Our Economy

If you spend less on energy at home, you will have more money to save, invest or spend elsewhere. That holds true for businesses, schools and governments, too. It all adds up to a much-needed boost to our economy.

By conserving, you do your part to hold down prices and keep our electric rates attractive to businesses.

When you choose energy efficiency and renewable energy, you are supporting those industries. Their success means more jobs and tax revenues.

For example, when Kentucky Home Performance — a state and federally funded program to encourage energy-efficiency — was launched, a stated goal was to create a demand for certified professionals to perform home-energy evaluations and improvements.

To Promote Our Energy Independence

America's dependence on foreign petroleum has decreased since peaking in 2005, and many Americans want that trend to continue, given the volatility of the world oil market.

Competition for the world's scarce energy resources will only escalate. Relying less on foreign sources of energy may be seen as important to the stability of our energy prices and supply, as well as our national security.

To promote energy independence, Kentucky is developing its coal-to-liquids industry, according to *Intelligent Energy Choices for Kentucky's Future*.

If you want America to achieve greater energy independence, conservation is a good place to start.

America imported about 49% of its petroleum in 2010, with Canada and Mexico supplying 34% of U.S. imports (EIA, 2011)



Re-Energize with Alternative Energy Sources: EnviroWatts

You can buy into renewable energy if you are a member of one of the 15 Touchstone Energy Cooperatives that offers EnviroWatts. At six plants across Kentucky, methane gas produced by decaying trash is used to generate electricity — enough to power about 10,000 homes. That electricity is sold through the voluntary EnviroWatts program. Each EnviroWatts unit bought by a co-op member for \$2.75 has the annual environmental equivalence of:

- Reducing foreign oil imports by two barrels.
- Offsetting the use of 1,200 pounds of coal.
- Planting 1½ acre of trees.

Visit: www.ekpc.coop/envirowatts



How to Conserve Energy

When you look into ways to use energy wisely, you likely will get a sense of how important conservation and efficiency are these days. Vast resources are available to help Americans with cutting energy consumption. From utilities to nonprofits to government agencies, programs abound to guide and assist you.

The following pages feature some of those useful tips and resources. Below are a few suggestions to get you started.

Step 1: Call Your Utilities

The best place to start is a call to your electric and gas companies. Just say you want to save money, and you likely will be amazed by the amount of assistance available. The programs tend to be free or low cost, and they may even offset your costs for making improvements.

Visit EnergySavers.gov

Whether you are just learning to conserve or you're ready to take it to the next level, you will find what you need here. This web site by the U.S. Department of Energy offers quick tips, in-depth resources and assistance programs on all aspects of energy conservation for your home, vehicle and workplace.

At www.energysavers.gov/financial, search by state for rebates, incentives and financing.

Look for ENERGY STAR

You have seen the ENERGY STAR logo on appliances, but did you know homes can earn ENERGY STAR labels, too? (See page 6 for Kentucky schools and businesses distinguished by ENERGY STAR.)



The federal ENERGY STAR program offers many tools to help homeowners, schools and businesses save money and protect the environment through energy efficient products and practices. With ENERGY STAR, Americans saved enough energy in 2010 to avoid greenhouse gas emissions equivalent to those from 33 million cars — and saved nearly \$18 billion on utility bills.

Explore ENERGY STAR at www.energystar.gov.

Download Simple Savings

At SimpleSavings.coop, you can download brief how-to guides for easy ways to save money and energy while creating a more comfortable, healthy place to live, work or worship.

Under “Commercial and Industrial,” you will find guides designed for churches, convenience stores, motels, offices, small businesses, poultry growers, restaurants and schools.

The “Residential” section offers guides on such topics as AC maintenance, heat pumps, space heaters, and insulating attics and basements.

Re-Energize with Recycling

America saved the energy equivalent of 224 million barrels of oil by recycling and composting 82 million tons of municipal solid waste in 2009. Manufacturing from recycled materials requires less energy than using raw materials. For example, the glass container industry can turn down the furnaces when using broken glass (“cullet”), dropping energy costs 2% to 3% for every 10% cullet used. The energy savings vary by material, with recycled aluminum using 95% less energy than starting from scratch. Recycling just one aluminum can saves enough energy to run a laptop computer for five hours. To calculate the energy impact of your recycling choices, visit www.epa.gov/wastes/conserve/tools/iwarm/.



How to Conserve Energy ... At Home

Consider how you use energy at home. Reviewing your utility bills is a good start. If you don't have old bills on hand, your utility companies may provide copies or even analyze your past activities.

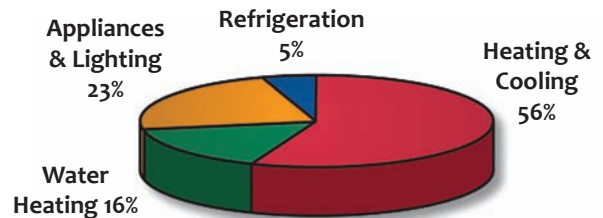
If you tackle your biggest energy expenses first, heating and cooling likely will top your "To Do" list. As you can see in the chart on this page, heating and cooling account for most energy costs in the average U.S. home.

NOTE: These tips can be applied to other settings, as well, such as offices and stores.

Know How You Use Energy:

Home Energy Costs

(National Average)



(U.S. Department of Energy data & Touchstone Energy Cooperatives image)

Tips for Heating and Cooling

- Always run your HVAC fan on auto
- Replace your HVAC filter monthly
- Set your thermostat on 78° F in the summer and 68°F in the winter
- Install and use a programmable thermostat
- Check your heating and cooling systems regularly to ensure proper operation
- Seal air leaks around your doors and windows and in your HVAC duct work

Tips for Appliances and Lighting

- Turn off unnecessary lighting and devices
- Replace your incandescent light bulbs with compact fluorescent light bulbs (CFLs)
- Unplug devices that drain energy even when not in use (phone chargers, TVs, printers, etc.)
- When appliances need to be replaced, look for the ENERGY STAR label (www.energystar.gov)

Tips for Water Heating

- Set your water heater temperature no higher than 120°F
- Install a thermal wrap on your water heater per manufacturer's instructions
- Use cold water for most laundry loads

Tips for Refrigeration

- Set your refrigerator temperature to 34° - 37°F and freezer temperature to 0° - 5°F
- Clean your refrigerator coils annually

Resources

- **Your Utilities.** Utilities offer free or low-cost programs to assist homeowners with many tasks, such as: energy audits, high-efficiency lighting and weatherization. Some, such as peak-demand energy conservation programs, even pay you to conserve.
- **TogetherWeSave.com:** Calculate the energy and dollars you will save based on the changes you are willing to make around your home.
- **Residential Financial Assistance and Incentives:** Visit www.energysavers.gov or energy.ky.gov/Programs/Pages/Homeowners.aspx.
- **Kentucky Home Performance (KHP):** KHP helps homeowners save money and energy while enhancing the comfort of their homes. KHP even offers rebates or below-market loans to implement energy efficiency improvements. Visit KentuckyHomePerformance.com to do a free energy self-assessment or find a KHP-certified service provider to make your improvements.



How to Conserve Energy ... At School

Re-Energized with SEMP in 2010-2011 School Year

In its first year, the 130 school districts participating in SEMP documented savings of \$4.5 million in ongoing annual savings, plus \$1.1 million in rebates and refunds. Below are two success stories from our region.

Bell County Schools

- Saved \$35,000 by cutting 4% from total energy consumption (gas and electricity)
- Avoided \$20,000 by renegotiating utility rates
- Formed a District Energy Team, led by the superintendent, with all areas represented

(Report by Chris Taylor, SEMP Energy Manager for Bell and Knox County Schools and Barbourville and Pineville Independent Schools)

Russell County Schools

- \$90,273 saved by 17% cut in electricity use
- \$41,939 saved with aggressive summer thermostat setback program
- \$32,622 refunded by utilities after bill analysis
- \$13,227 avoided through rate changes
- District Energy Committee and Energy Management Plan (with support for PRIDE initiative) in place

(Report by Scott Caslow, SEMP Energy Manager for Russell, Wayne and McCreary County Schools and Somerset, Monticello and Science Hill Independent Schools)

Re-Energized with Dedication: Floyd County Schools

With an energy manager for more than five years, Floyd County Schools proves a sustained effort is possible and worthwhile.

- Cut electricity usage by 17% from 2005 to 2010
- Two renovated schools earned ENERGY STAR certification, with three more ready to apply
- District-wide energy manager, energy team and energy-management policy, and school energy teams with teachers and students
- Actions include switching to efficient lighting, adding timers to lights and updating automated controls
- "People make the difference," said Ralph Gobles, district energy manager, who sees more teachers, cooks and others turning off lights in areas not in use

A 2008 state law (KRS 160.325) requires Kentucky's public school districts to respond to rising energy costs by managing their various uses of energy. Schools are supported in this effort by a network of partners, described below.

KEEPS (Kentucky Energy Efficiency Program for Schools)

- Administered by the Kentucky Pollution Prevention Center at the University of Louisville
- KRS 160.325 requires all public school boards to enroll in KEEPS for information regarding potential energy savings for every board-owned and board-operate facility
- Provides technical consulting services to all public school districts, thereby supporting SEMP managers
- Web: louisville.edu/kppc/keeps

SEMP (School Energy Managers Project)

- Administered by the Kentucky School Boards Association
- Pays a portion of the salary for a district-level energy manager, who coordinates the district's energy efficiency and sustainability programs
- Web: www.ksba.org/energymanagement.aspx

Kentucky NEED (National Energy Education Development) Project

- Part of a national nonprofit organization that develops energy curriculum
- Services include: energy workshops for teachers, grade-appropriate curriculum materials, kits for classroom energy activities and assisting student energy teams to study school's energy use
- Web: www.need.org/states/kentucky

Kentucky Green and Healthy Schools

- Administered by the Kentucky Environmental Education Council
- An inquiry-based program that uses the entire school complex as a learning lab where students develop and implement improvement projects in nine areas
- Web: www.greenschools.ky.gov

How to Conserve Energy ... in the Workplace

To be competitive, businesses must adapt to the tighter energy market. Re-thinking energy also is important to other facilities, such as government offices. Excellent resources are available to help you navigate this changing energy landscape.

Look into ENERGYSTAR.gov

The federal ENERGY STAR program offers products and processes to make any workplace more energy efficient.

At www.energystar.gov/buildings, you will find “Get Started” links for government, healthcare, hospitality/entertainment, industrial, retail, small business and congregations. Click “Portfolio Manager” for a free program to track and assess your energy consumption.

Guidelines for Energy Management

Based on the successful practices of ENERGY STAR partners, these guidelines offer a proven strategy for superior energy management, along with tools and resources to succeed. Your organization can improve energy and financial performance.

Building Certification

If you are goal-oriented, pursuing an ENERGY STAR may help you organize your transition to energy efficiency. Your goal will be to earn at least 75 on a 1-to-100 scale of energy performance. Resources are ready to help you along the way. If you succeed, your ENERGY STAR certified facility, compared to its peers, will:

- Use less energy.
- Operate less expensively.
- Cause fewer greenhouse gas emissions.

ENERGY STAR labeled school buildings can reduce energy expenditures between \$20,000 and \$50,000 per year for the life of the building (Kentucky Department of Energy Development and Independence, 2011)



More Resources

- **Your Utilities:** Your electric and gas utilities typically offer energy audits and commercial rebates for replacing or retrofitting existing equipment with energy-efficient models.
- **www.energysavers.gov/your_workplace:** The site has tips and assistance programs for small businesses, offices, commercial buildings, farms and churches.
- **Commercial Tax Credit:** Tax deductions are available for improving energy efficiency of existing commercial buildings in Kentucky. Call: 502.564.7192.
- **Industrial Technology Program:** This government program leads the effort to increase energy efficiency of U.S. industry through technology. Visit: energy.ky.gov/Programs/Pages/Industry.aspx.

More Tips

- Set the energy-saving feature on computers, monitors, printers, copiers, etc., and then turn off this equipment at day's end
- Minimize energy usage during peak demand hours (5 a.m. to 9 a.m. and 4 p.m. to 7 p.m)
- Consider timers for outdoor signs so they only run until 1 a.m.

ENERGY STAR Buildings in PRIDE's Service Area

As of October 2011 (energystar.gov)

Building Name	Type	Constructed
Walnut Hill Elementary (Casey Co. Schools)	K-12 School	2007
Corbin Primary (Corbin Independent Schools)	K-12 School	2008
Allen Central High (Floyd Co. Schools)	K-12 School	1972
Food Lion #0780 - Morehead, KY	Supermarket	1989
Jackson County Fiscal Court Judicial Center	Courthouse	2009
Kmart Store 9513 - Corbin, KY	Retail	1978
Laurel County Schools Central Office	Office	2007
John M. Stumbo Elementary (Floyd Co. Schools)	K-12 School	1962
Wyan-Pine Grove Elementary (Laurel Co. Schools)	K-12 School	2007
North Magoffin Elementary (Magoffin Co. Schools)	K-12 School	2008

Energizing Others

Now that you are re-thinking energy with PRIDE, why not energize others to do the same?

You can lead by example or discuss energy conservation with those around you. Or, you decide to spearhead an energy awareness campaign for your school, church, business or entire community. The resources below can guide your efforts.

Handbook and Materials

A comprehensive reference is *Creating an Energy Awareness Campaign: A Handbook for Federal Energy Managers*, which was published by the U.S. Department of Energy's Federal Energy Management Program in July 2007.

The handbook — along with awareness campaign materials, such as posters (see examples below and on pages 2 and 12) and animated on-screen reminders — is online at www1.eere.energy.gov/femp/services/create_campaign.html.

The tips below were drawn from the handbook.

Tips

- Appeal to their sense of PRIDE. We have seen in this region, and studies show, that joining a worthwhile cause motivates people to change their habits. Also, people tend to draw connections between good stewardship practices. If someone volunteers with PRIDE, they likely will take the next step to conserve energy.
- Encourage conservation at home, where the savings are tangible and personal. That positive reinforcement may foster the conservation habits you hope to see at work or school. (The **PRIDE Re-Energized** magnet, pictured on page 9, is designed for that purpose.)
- Gather the group's input on what conservation measures they would be willing to adopt. From that list, select only five to ten goals, to avoid overwhelming and discouraging the group.

- To inspire behavior changes, go beyond one-way communication about the benefits of conservation. To engage your audience, use vivid, personalized information. Pictures of the desired behaviors help people visualize themselves doing them.
- Involve families or children, perhaps partnering with a local school. Parents may be motivated to change their behavior to set a good example for children — or to adopt the kids' good example.
- Use Earth Day (April 22) and Energy Awareness Month (October) to highlight conservation.
- Ask people to make a personal commitment to change a behavior or two. For example, collect "Change-A-Light, Change-the-World" pledges to replace one traditional light bulb with a CFL (see energystar.gov).
- Provide incentives. Even simple rewards, like certificates or snacks, reinforce progress and serve as reminders.



Resources

- **What Your Organization Can Do:** energystar.gov/index.cfm?c=energy_awareness.awareness_org_can_do
- **What You Can Do:** energystar.gov/index.cfm?c=energy_awareness.awareness_you_can_do



Energizing Others ... with the PRIDE Re-Energized Campaign

The purpose of the **PRIDE Re-Energized** campaign is to increase awareness of energy conservation in your community and our entire region. The campaign also can be used to support your launch of a school, business or community energy conservation program. *Remember: the more times a person is exposed to a message, the more likely they are to retain the information.*

Video PSA

Ask your local access TV station/cable channel to broadcast the **PRIDE Re-Energized** public service announcement (PSA) video. Some may donate the air time as a community service. Ask your local movie theatre if they will play the PSA during the pre-movie ads. Ask public, private and post-secondary schools and other organizations if they will show the PSA.

If you are introducing an energy conservation program to a school or business, perhaps the video can be shown in house.

Audio PSA

Contact your local radio stations and ask if they would be willing to air a PSA for the **PRIDE Re-Energized** campaign. Many local stations will agree to broadcast such service announcements at no cost.

An audio PSA also can be used to promote an in-house energy-conservation program, perhaps during daily school announcements or business staff meetings.

Below is a sample 30-second PSA to record at your local radio station or use with your internal announcement system. We suggest that you add the name and phone number of a local contact person.

Presentations

PRIDE Re-Energized presentations are a great way to increase awareness of energy conservation in general or promote your new conservation program specifically. Whether you speak in the community or within your school or business, you will have the opportunity to interact with many individuals who may be interested in energy conservation but never knew how to start. Someone in your audience just may be the person inspired to “energize” others to conserve.

The **PRIDE Re-Energized** kit contains a Power-Point presentation, brochures and magnets designed for PRIDE Speakers Bureau members making community presentations. However, the materials also could be useful for anyone promoting energy conservation. These resources can be requested by calling the PRIDE office, toll free, at 888.577.4339. This guidebook and the



Script for a 30-Second Audio PSA

“Are you paying more for gas and electricity? Energy costs are rising, and that trend will continue. Now is the time to re-think energy to save money.

“Big savings can add up from little changes — like unplugging your cell phone charger when not in use and changing your furnace filter monthly. You save money — and the energy we all share.

“PRIDE can help you re-think energy. To Re-Energize with PRIDE, visit www.kypride.org.”

brochures also can be printed at www.kypride.org (search for “PRIDE Re-Energized”).

Scheduling Community Presentations

Make a list of local organizations or businesses that might be willing to host a lunch or after-work presentation. Organizations that hold monthly meetings, such as Chambers of Commerce or school PTAs/PTOs, would also be good choices. Promote the meeting in their communications, such as staff e-mails or newsletters, and with your own flyers.

Delivering the PowerPoint Presentation

The **PRIDE Re-Energized** PowerPoint is on the enclosed CD. The file is editable so you can insert local information on the final slide. No other information in the presentation should be edited.

The PowerPoint is intended to take approximately 15 minutes to present. It summarizes the content of this guidebook for a general audience. We suggest you be familiar with the guidebook so you can elaborate on the points most relevant to your particular audience. It also will be helpful to research your local utilities' energy conservation programs and share that information.

It is a good idea to practice the presentation to make sure you are comfortable with the talking points and can stay within the appropriate time. A run-through is also strongly encouraged to ensure there are no glitches with the PowerPoint. If you have any questions about the presentation or any of the presentation materials, please call the PRIDE office, toll free, at 888.577.4339.

If you are a member of the PRIDE Speakers Bureau, remember to ask all audience members to record their attendance on the Speakers Bureau Sign-In Sheet (see Appendix).

Answering Questions

After the PowerPoint, at least 10 minutes should be set aside to answer audience questions. If there are questions you can't answer, it's okay to say that you are unsure of the answer but you will follow up right away. After the presentation, ask for the person's contact information, and report back with the answer as soon as possible.

Handing Out Brochures & Magnets

Please distribute the **PRIDE Re-Energized** brochures and magnets. The brochure briefly outlines compelling reasons to conserve energy and tips for getting started. The magnet (pictured below) will remind your audience members to look for ways to save money and energy around their home.

To request more magnets, please call PRIDE, toll free, at 888.577.4339. The brochure can be printed at www.kypride.org (search for “PRIDE Re-Energized”).

Providing Local Materials

We all appreciate information that is specific to our needs. If possible, please make the extra effort to obtain and distribute information about local energy conservation programs.

One call to your local electric company likely will result in brochures or flyers about assistance available to you and your neighbors.

If you are promoting an in-house energy conservation program, consider providing handouts about it specifically.



We encourage you to join the PRIDE Speakers Bureau and begin earning incentives for the number of community presentations you make. Call the PRIDE office, toll free, at 888.577.4339.



About PRIDE

The PRIDE initiative promotes “Personal Responsibility In a Desirable Environment” in Southern and Eastern Kentucky.

PRIDE was founded in 1997 by Congressman Hal Rogers (KY-5) and General James E. Bickford, who was the Kentucky Environmental Protection and Natural Resources Secretary. Their vision was to restore the natural beauty of their native region by encouraging residents to take responsibility for protecting their environment and by providing the education and resources they need to do so.

The PRIDE initiative is coordinated by Eastern Kentucky PRIDE, Inc., a nonprofit organization. It links citizens with the resources of local, state, and federal agencies to accomplish three goals:

1. Improve the region’s water quality
2. Clean up solid waste problems
3. Advance environmental education

The 38 counties served by Eastern Kentucky PRIDE are:

Adair	Green	Leslie	Owsley	Whitley
Bath	Harlan	Letcher	Perry	Wolfe
Bell	Jackson	Magoffin	Pike	
Breathitt	Johnson	Martin	Pulaski	
Casey	Knott	McCreary	Rockcastle	
Clay	Knox	Menifee	Rowan	
Clinton	Laurel	Metcalf	Russell	
Cumberland	Lawrence	Monroe	Taylor	
Floyd	Lee	Morgan	Wayne	



PRIDE Progress as of September 2011

The region’s progress with PRIDE since 1997 is summarized below.

Goal: Clean The Region’s Waterways

- 7,305** Septic Systems Installed
- 22,251** Homes Served By Sewer Projects
- 29,556** Total Homes With Access To Sanitary Wastewater Treatment

Goal: Remove Illegal Dumps & Clean Up Solid Waste

- 2,869** Illegal Dumps Eliminated
- 695,827** Bags Of Trash Collected
- 958,278** Old Tires Recovered
- 188,692** Junk Appliances Recycled

Goal: Promote Environmental Education & Awareness

- 1,187** Environmental Education Grants Awarded
- 397** Outdoor Classrooms Built
- 129** Greenhouses Built
- 67** Nature Trails Built
- 61** Wetlands and Rain Gardens Built
- 55** School Recycling Projects Launched

Goal: Personal Responsibility

- 360,289** Volunteers
- 1,243,209** Volunteer Hours

PRIDE Contact Information

2292 South Highway 27 • Somerset, KY 42501
Phone: 606.677.6150 • Toll free: 888.577.4339 • Fax: 606.677.6055
E-mail: PRIDE@centertech.com • Web: www.kypride.org

Karen Kelly, President/CEO - kkelly@centertech.com

Tammie Wilson, Vice President/COO - twilson@centertech.com

Jennifer Johnson, Program Director - jjohnson@centertech.com

Mark Davis, Field Representative - bdavis@centertech.com

Jan Falconberry, Grants Manager - jfalconberry@centertech.com

PRIDE Coordinators

Adair Co. – A.L. Sinclair or Lisa Lee, 270.384.4703
Columbia – Rhonda Loy, 270.384.2501

Bath Co. – Ray Ellis, 606.674.6627
Owingsville – Mayor Gary Hunt, 606.674.6361
Salt Lick – Mayor Brad Frizzell, 606.683.5041
Sharpsburg – Mayor Dorothy Clemons,
606.247.4627

Bell Co. – John O’Boyle, 606.337.3076
Middlesboro – Randy Melton, 606.248.5670
Pineville – Ina Robbins, 606.337.2958

Breathitt Co. – Calvin Saum, II, 606.666.3818
Jackson – Mayor Rose Wolfe, 606.666.7069

Casey Co. – Judy Allen, 606.787.8311
Liberty – Bridgett Blake, 606.787.9973

Clay Co. – Chris Reid, 606.598.1281
Manchester – Kelly Clay, 606.598.3456

Clinton Co. – Lyle Norris, 606.688.2288, or Tuesday Davis, 606.387.4633

Cumberland – Judge-Executive John Phelps Jr. or Jerry Lynn Wheat, 270.864.3444
Burkesville – Hoy Spears, 270.864.5391

Floyd Co. – Ella Clay, 606.886.9193
Allen – Linda Gibson, 606.874.2953
Martin – Rita Whicker or Ginger Halbert,
606.285.9335
Prestonsburg – Mike Vanover, 606.886.2335
Wheelwright – Ruby Preston, 606.452.4273

Green Co. – Billy Durham, 270.932.4024
Greensburg – Jerry Cowherd, 270.932.4298

Harlan Co. – Lonnie Saylor, 606.573.2600
Benham/Cumberland/Lynch – Bobbie Gothard,
606.589.5812
Evarts – Kristi Lamb, 606.837.2477
Loyall – Margaret Yost, 606.573.6396

Jackson Co./McKee – Barry Spivey, 606.287.7688

Johnson Co. – Lillian Wheeler, 606.789.2550
Paintsville – Kim Blanton, 606.789.2600

Knott Co. – Roger Hicks, 606.785.4115
Pippa Passes – Carol Edmon, 606.368.6108

Knox Co. – Steve Warren, 606.546.6192
Barbourville – Wendy Thompson, 606.546.6197

Laurel Co. – Jim Ed McDaniel, 606.878.6845
London – Steve Edge or Scott Moore,
606.864.5521

Lawrence Co. – Bill Richards, 606.638.9600
Blaine – Regina Jordan, 606.615.3547
Louisa – Mayor Teddy Preston, 606.638.4038

Lee Co. – Sharon Jackson, 606.464.4126, or Sandy Gay, 606.464.8480
Beattyville – Sandy Lumpkins, 606.464.5007



To learn about PRIDE in your community, please call your local PRIDE Coordinator. PRIDE Coordinators are volunteers who work with PRIDE staff to schedule cleanup activities, recruit volunteers, and track cleanup results. PRIDE invites all mayors and county judge-executives in the region to appoint PRIDE Coordinators.

PRIDE Coordinators Continued

Leslie Co. – Angie Muncy, 606.672.4103, or Ronnie Melton, 606.279.4567

Hyden – Kay Hendrix, 606.672.2300

Letcher Co. – Gary Cornett, 606.633.9461, or David Caudill, 606.632.2267

Fleming-Neon – James Collins, 606.855.7900

Jenkins – Mason Tackett, 606.633.0126

McRoberts – Jim Scott, 606.832.4789

Whitesburg – Sandy Hammock, 606.633.3703

Magoffin Co. – Frankie Collett, 606.349.2313

Salyersville – Jackie Prater, 606.349.2409

Martin Co. – Mike Crum, 606.298.2084

Inez – Terril Crum, 606.298.4602

Warfield – Rhonda Price, 606.395.6423

McCreary Co. – Jackie Koger, 606.376.8737, or Andrew Powell, 606.376.2413

Menifee Co. – Lola Thomas, 606.768.3803

Frenchburg – Edward Bryant, 606.768.3457

Metcalfe Co. – Ashley Wilson, 270.432.3181

Edmonton – Dawn Devore, 270.432.2811

Gamaliel – Pinky Wood, 270.457.2901

Monroe Co. – Sheryl Conkin, 270.487.5505

Tompkinsville – Jesse Emberton, 270.487.6776

Morgan Co. – Linda Rose, 606.743.7817

West Liberty – Sally Barker, 606.743.3330

Owsley Co. – Lucy Burroughs, 606.593.6202, or Ronnie Callahan, 606.593.6800

Perry Co. – Rosa Couch, 606.439.0149

Hazard – Tammi Gorman, 606.436.3161

Vicco – Mayor Ernest Back, 606.476.2414

Buckhorn – Mayor Veda Wooton, 606.398.7381

Pike Co. – Jimmy Dale Sanders, 606.432.6245

Coal Run Village – Mayor C. Laverne Dye, 606.437.6032

Pikeville – Jesse Bowling, 606.444.5283

Pulaski Co. – Gerald Hines, 606.677.0320

Burnside – Crissa Morris, 606.561.4113

Ferguson – Linda Hughes, 606.679.6800

Friends of Lake Cumberland – Holly Myers, 606.679.6337

Rockcastle Co. – James Renner, 606.256.1902

Livingston – Mayor J.C. Griffin, 606.453.2061

Mt. Vernon – Jill Medley, 606.256.3437

Rowan Co. – Bob Wells, 606.784.6345

Lakeview Heights – Mayor David Bolt, 606.356.2658

Morehead – Lisa Bryant, 606.272.4383

MSU – April Haight, 606.783.2455

Russell Co. – H.M. Bottom, 270.343.2112

Russell Springs – Richard Roy, 270.866.3931

Taylor Co. – Debra McNear, 270.465.7729

Campbellsville – Cary Noe, 270.465.7011

Wayne Co. – Tim Bell, 606.348.4241

Monticello – Donna Carrender, 606.348.0167

Whitley Co. – Judy Brimm, 606.549.6000

Whitley Co. Schools – Heather Stewart, 606.549.7001 x4401

Williamsburg – Gina Hamblin, 606.549.6033

Wolfe Co. – Ashley Bowman, 606.668.7811

Campton – Ryan Campbell, 606.668.3574



Speaker Bureau Sign-In Sheet



COUNTY OR CITY _____

Name of Speaker: _____

Name of Group: _____

Date of Speaking Engagement: _____

Location: _____

Please have each participant to sign in.

	Name	Address	Email	Phone
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				



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HERE SINCE I SET OUR
THERMOSTAT TO CHEAP.**



**LAST WEEKEND, I SEALED MY
AIR DUCTS AND MY WALLET.**



**STICKING TO A BUDGET
IS EASIER WITH MY
COMPUTER TURNED OFF.**

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1. Set water heater temperature no higher than 120°F.
2. Set your thermostat on 78°F in the summer and 68°F in the winter.
3. Seal leaks in your HVAC ductwork.
4. Unplug computers when not in use.
5. Clean refrigerator coils annually.
6. Unplug large-screen TVs when not in use.
7. Replace incandescent light bulbs with CFLs.
8. Change HVAC filters monthly.
9. Always run your HVAC fan on auto.
10. Turn off unnecessary lighting.

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“Because higher energy costs are here to stay, the time has come to develop new energy habits. Using less energy — conserving — is the practical response to current and future price increases.

“I believe that better stewardship can be the positive outcome of these tough energy times. We benefit immensely from our environment, and we are responsible for its care — a principle that led me to co-found PRIDE. Our region has embraced this notion of PRIDE since 1997. We have rejected our former bad habits, such as dumping, to develop new ones, like volunteering to pick up litter. Our challenge now is to re-think energy in terms of PRIDE.

“Let’s work together to become wise energy consumers — not just to save money in the short term, but to preserve our precious resources for the long term.”

— Congressman Hal Rogers (KY-5), PRIDE Co-Founder

This publication was prepared by Eastern Kentucky PRIDE, Inc. under award NA09NMF4690273 from the National Oceanic Atmospheric Administration, U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author and do not necessarily reflect the views of the National Oceanic Atmospheric Administration or the U.S. Department of Commerce.