



AMEA *Communiqué*

Power That Works For You[®]

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MISSION STATEMENT

AMEA's mission is to provide for our Member communities a reliable and economical source of electric power, enabling them to preserve and enhance the benefits of municipal utility ownership for their citizens and the electric customers they serve. We strive to offer services that our Members need and can adapt to provide the best value for their communities and customers.

AMEA Member cities featured in April *Business Alabama*

Three AMEA Member cities are featured in the April issue of *Business Alabama* magazine.

Main Street and downtown revitalization programs in Dothan, Fairhope and Opelika are highlighted in the article, entitled, "Main Street Revisited: Alabama cities and towns think outside the big box and beyond the factory."

"As recently as the 1990s, downtowns were barely considered when industries looked for a new location. Today, downtown quality of life and vitality is one of the first things a potential industrial recruit looks for. If your downtown is dead, it affects the rest of your city," according to the article.

To learn more about what these cities, as well as other cities throughout the state are doing in their downtowns, go to www.businessalabama.com.



AMEA and its Members announce 2012 scholarship winners

Thirty-three high school seniors will be enrolling in a four-year university or two-year college this fall with help from AMEA and its 11 Members through the 2012 AMEA Scholarship Program. AMEA has provided scholarship assistance since 1992.

Approximately \$82,500 will be awarded in this year's program. AMEA received 154 scholarship applications in the 2012 program. To be eligible for the AMEA scholarship or technical school scholarship, a student's family must receive electric service from a Member's electric utility and the student must attend an Alabama college or university.

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Scholarship

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"We are very pleased with the response to this year's program and we congratulate the winners," said Pamela Poole, AMEA Scholarship Program Coordinator. "Through



such initiatives as the AMEA Scholarship Program, AMEA and its Members are helping enrich the lives of students throughout the state, and the benefits of this program will have a long, lasting effect."

Ms. Poole said AMEA will begin marketing the 2013 program to schools within its Member cities and also on the AMEA web site, www.amea.com, Scholarship Program, this fall.

This year's winners are:

2012 AMEA Scholarship

- Savanna N. Winslett, Benjamin Russell High School, Alexander City
- Jaylan H. Reynolds, Benjamin Russell High School, Alexander City
- Hagan R. Pemberton, Benjamin Russell High School, Alexander City
- Carly M. Sowell, Dothan High School, Dothan
- Brittany L. Allums, Headland High School, Dothan
- Eric M. Layer, Providence Christian School, Dothan
- Carly T. McRae, Fairhope High School, Fairhope
- Lauren E. Bowling, Fairhope High School, Fairhope
- Jacqueline C. Jones, Fairhope High School, Fairhope
- Harold B. Lampkin, Spanish Fort High School, Riviera Utilities (Foley)

- Anna C. Raley, Fairhope High School, Riviera Utilities (Foley)
- Tanner M. Shaw, Fairhope High School, Riviera Utilities (Foley)
- LaKeitha T. Seroyer, LaFayette High School, LaFayette
- Evan M. Tucker, First Baptist Opelika Christian School, LaFayette
- Timishiyee J. Walker, Lanett High School, Lanett
- Alexis N. Boyd, Lanett High School, Lanett
- Brendan W. Hermeling, Luverne High School, Luverne
- Yeon S. Park, Luverne High School, Luverne
- Loren C. Sanders, Luverne High School, Luverne
- Mercedes J. Menefield, Opelika High School, Opelika
- Andrew T. Overstreet, Opelika High School, Opelika
- Stephen A. Shirley, Ballard Christian School, Opelika
- Mariah L. Gowens, Piedmont High School, Piedmont
- Christa D. Smith, Piedmont High School, Piedmont
- Connor A. Minton, Alabama School of Mathematics & Science, Piedmont
- Shannon C. House, Sylacauga High School, Sylacauga Utilities Board
- Samuel L. Jackson, Sylacauga High School, Sylacauga Utilities Board
- Alexis N. Brown, Booker T. Washington High School, Utilities Board of Tuskegee
- Terry L. Dallas, Jr., Booker T. Washington High School, Utilities Board of Tuskegee
- John J. Bradford, Saint James School, Utilities Board of Tuskegee

2012 AMEA Technical School Scholarship

- CanShavia S. Zachery, LaFayette High School, LaFayette
- Ericeiyah T.Z. Darden, Lanett High School, Lanett
- Brien A. Szczypinski, Sylacauga High School, Sylacauga Utilities Board

Opelika Power Services recognized by Alabama House of Representatives



Opelika Power Services was recently presented with a proclamation from the Alabama House of Representatives for its efforts in helping restore power in Cullman after the tornadoes on April 27, 2011. Shown are (L to R): Patsy Jones, President Pro Tem, Opelika City Council; Jerry McConnell; and Robert Williams, Assistant Director, Opelika Power Services. **Source: *The Opelika-Auburn News***

Below average Atlantic hurricane season forecast

The 2012 Atlantic hurricane season will be "below average" with 10 tropical storms, four of which will strengthen into hurricanes, Colorado State University forecasters recently predicted.

Two of those will become major hurricanes with winds of at least 111 miles per hour, the team founded by forecasting pioneer William Gray said.

In an average year, there are 11 tropical storms, six hurricanes and two major hurricanes in the Atlantic, Caribbean and Gulf of Mexico during the season that runs from June

1 to November 30. The outlook for a milder 2012 season was based on two main factors. Hurricanes thrive on warm water and the tropical Atlantic has cooled this year, the researchers said. There is also a "fairly high" likelihood that an El Nino effect will develop this summer, they said.

There was a 42 percent chance that a major hurricane will hit the U.S. coast this year, compared with a historical average of 52 percent, the researchers said.

The forecasters said there was a 24 percent chance a major hurricane would hit the U.S. East Coast, compared with a historical average of 31 percent, and a 24 percent one would hit the Gulf of Mexico coast, compared with an average of 30 percent.

Weather watchers may notice a few small changes when the National Hurricane Center begins issuing its advisories this year. Forecasters made small tweaks to the Saffir-Simpson scale of hurricane intensity to fix a longstanding problem that arises from rounding.

The scale divides hurricanes into five categories based on wind speed measured in 5-knot increments. For public advisories, knots are converted to miles per hour and kilometers per hour, rounded to the nearest 5 mph or 5 kph. That created problems when storms neared the threshold dividing the categories. Because of rounding, it was possible for a storm to fall into Category 4 when measured by knots and Category 3 when measured in miles or kilometers per hour. To fix that, small adjustments in thresholds were made to categories 3 through 5, while categories 1 and 2 were left unchanged. The change takes effect on May 15 and does not affect categories assigned to hurricanes that occurred previously.

Source: Yahoo! News

Online interactive energy tools for AMEA Members

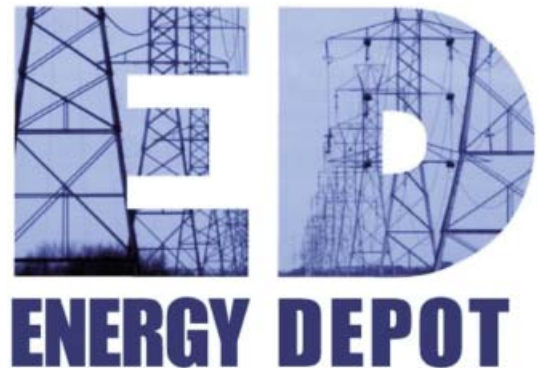
Increase traffic to your web site with Energy Depot AdBuilder

In March, AMEA and Enercom, a Hometown Connections vendor/partner, provided a webcast to AMEA Members to introduce a new Energy Depot resource – AdBuilder. Participants learned about easy ways to promote the Energy Depot site. They also received a preview of the new Energy Depot features.

Enercom's new AdBuilder website offers you free promotional materials you can use to engage and direct your customers to Energy Depot's online resources. It is easy and quick to use. Simply select the item you want, choose from a number of designs and add your utility logo and Energy Depot web address. You can then save the item to your computer for your use, or e-mail it to your publisher for printing.

Promotional materials are professionally designed for three integrated ad campaigns. Items include:

- Full-color magazine style print ads
- Statement stuffers
- Trade show handouts
- Black and white newspaper ads
- Flash and static web banner ads



To get started, go to the URL for the AdBuilder tool,

<http://63.66.21.232/CRS>. You can also type this into any web browser and go directly to the site.

To access the AdBuilder, you will need a login. In early April, AMEA provided Members with a specific username and password. Every employee at each member-utility can use the same login, and two or more people can be in the AdBuilder resource at the same time.

"This is a fun and easy way to promote the Energy Depot site to your customers," said Lisa Miller, Manager of Communications and Marketing, AMEA. "We encourage our Members to use this free resource in promoting the residential energy audit to their customers."

"By providing Members with this resource, it will enhance their position as an energy expert. It also helps engage and empower customers in understanding their energy consumption, as well as learn ways on how to control their energy costs," she added.

If you were not able to participate in the March webcast and would like to schedule a presentation, please contact Ms. Miller, (800) 239-2632, Ext. 118, or lmiller@amea.com.