



MESSAGE
FROM
CEO/GENERAL
MANAGER
TREY TEAFF

'Texas Co-op Power' Gets a New Look

But all your favorite content is here to stay

YOU MIGHT HAVE NOTICED something was different when you pulled this magazine out of your mailbox this month. Perhaps you thought the cover looked a little different. Well, you're right, but the changes go deeper than that.

Texas Co-op Power has undergone a complete redesign. But even though it has a new look and feel, it's the same magazine you know and love.

Every month, *Texas Co-op Power* is delivered to you to entertain, enlighten and educate you and your family. The magazine is a warm and friendly source for all things Texan, and like a well-informed neighbor, it can offer the secrets to making fabulous, family-pleasing meals; reveal hidden gems of the Texas landscape; and recount the humorous, quirky, solemn and often untold stories of our state's history. Also like a good neighbor, it even reminds you how to save on your electric bill.

Most importantly, *Texas Co-op Power* is one of the primary vehicles through which Wood County Electric Cooperative communicates directly with you, our members, and is a critical component in our

efforts to fulfill Cooperative Principle No. 5—Education, Training and Information.

Through these pages, we report on matters important to the co-op, such as director elections and changes to our bylaws; share tips to help you maximize the energy efficiency of your home; and offer safety information that could save your life. We also use this magazine to

help you understand how new technologies—which continue to advance at a sometimes overwhelming pace—fit into your daily life.

As with everything in life, tastes change—and magazine design is no exception. While WCEC is not one to jump on the bandwagon for the latest craze, we do realize when one of our products or

services is in need of an overhaul. That's why we're pleased to share this redesign with you.

For more than a year, the team behind *Texas Co-op Power* has worked diligently to update the look and feel of the magazine without sacrificing any of the content or character that inspires our members, month after month, to crack open these pages for some uniquely Texan stories—and a healthy dose of the cooperative spirit.

One of the major changes you may have noticed is the refreshed cover design and new *Texas Co-op Power* logo. The last time the logo was updated was in the mid-1990s, and though it suited that era well, sensibilities have changed. The new logo incorporates a modern feel that's in line with the magazine's evolution but sticks to its roots.

As you flip through this month's issue, you'll also see some smaller yet still significant changes, such as new colors and typefaces, new section headers, and more visually striking page layouts. Despite these changes all of your favorite content is still here.

Texas Co-op Power remains dedicated to telling the stories of Texas' unique people, history, mythology, culture and geography—the Texan way of life—as seen through the equally unique co-op lens. Readers will still enjoy all the best the magazine has to offer, from recipes, contests and event listings to travel narratives and other features, as well as local news concerning WCEC and the communities we serve. Readers can also still enjoy expanded content, contests and other special treats online at TexasCoopPower.com, on our Facebook page and by subscribing to our e-newsletters.

The magazine has evolved with an eye toward the future, but it retains all the hallmarks that generations of rural electric cooperative members have cherished since the first issue in 1944. Just like WCEC, it's here to stay and better than ever. ■





WOOD COUNTY ELECTRIC CO-OP

CONTACT US

501 S. Main St., Quitman
P.O. Box 182, Quitman, TX 75783
Local (903) 763-2203
Email info@wcec.org
Web wcec.org

CEO/General Manager
Trey Teaff

Board of Directors

Pat B. Lindley, President, District 1
Cathy S. Roberts, Vice President, District 5
Jane Roberson, Secretary-Treasurer, District 6
Burke Bullock, District 2
Kenneth Langley, District 3
Brent Glenn, District 4
Open Position, District 7

WCEC's Logo Gets a Refresh

JUST LIKE THE MAGAZINE. Wood County Electric Cooperative's logo has gotten a refresh. WCEC has sported only two logos since it was incorporated in 1938. The first was an oval that encircled Wille Wiredhand, a lightning bolt, a map of the service territory and the name of the co-op along with the name of the headquarters town, Quitman. That logo had so much detail to it that it was like fitting 5 pounds of stuff into a 1-pound bag.

In 2005 a logo that was originally created and simplified for embroidery was eventually adopted as an official logo for the co-op. It became a letter mark, incorporating the name of the cooperative with lines of text at the top and bottom separated by a line. Over time this logo went through various versions, sometimes appearing with Willie Wiredhand, sometimes with the logo of Touchstone Energy, of which WCEC is a member, and sometimes with both. At times, you could say, it got busy.

With the *Texas Co-op Power* redesign unveiled, now seemed the perfect time to modernize WCEC's logo. So that's what we did.

We looked at what worked and what did not. The first conclusion was that the name has a lot of letters—29, to be exact. Therefore we realized that we would need to keep with the letter mark style. We also wanted to ensure we highlighted our rich cooperative history.

The result is a logo that is very close to the previous letter mark—but with a modern flair. We reduced the letter count by abbreviating “cooperative.” That move actually helped to elevate and place more emphasis on our cooperative roots because with fewer characters the text could be bigger and bolder. We kept a similar top typeface and modernized the lower typeface. And in keeping with history, we separated the two lines of type but gave the line an angle and a little more presence and zing.

The angled line is a nod to our electric lines that reach out from Quitman to service points. It also lends a forward motion to the design. The historic red, which we have always used and our trucks are widely known for, will remain.

Extremely proud of our Touchstone Energy relationship, we'll still incorporate that logo at times; it just won't be part of the logo. As for Willie Wiredhand, you won't find him in the logo either, but he'll always be around, and in some cases Willie's presence will be bigger and better than ever before.

While a logo change takes time, we'll be incorporating it as we go. Above is a sneak peek of how the logo will look on our trucks. And guess who else appears? Yep—Willie. Like we said, bigger and better than ever before. ■

24/7

**Report
an
Outage**

CALL TOLL-FREE
1-866-415-2951

DOWNLOAD THE APP
Search for MY WCEC in
the App Store or Google
Play

TEXT
Learn how at wcec.org

ABOUT WOOD COUNTY EC

Founded in 1938, WCEC owns and maintains more than 5,140 miles of line to provide electric service to over 37,400 meters in parts of nine counties: Camp, Franklin, Hopkins, Rains, Smith, Titus, Upshur, Van Zandt and Wood counties.

MEMBER BENEFITS AND SERVICES

- Online account access and bill payment
- Paperless E-Bill services
- Free bill-paying app
- Visa, Mastercard and Discover accepted
- SmartPower prepay electric system
- Scholarships and youth programs
- Safety and energy conservation programs
- Operation Round-Up community grants

MOBILE CONVENIENCE CENTER SCHEDULE

Monday, First Methodist Church, Van
Tuesday, Family Dollar, Mount Vernon
Wednesday, City National Bank, Hawkins
Thursday, Brookshire's, Winnsboro
Friday, Economy Drug, Grand Saline

VISIT US ONLINE

wcec.org



Your Touchstone Energy® Cooperative



Put Your Computer to Sleep

JUST LIKE APPS and graphics eat up the battery power on your cellphone, extra features on computers can unnecessarily use energy.

If your home has multiple computers, don't let them waste energy. Here's how to start:

- ▶ Unplug seldom-used computers. Even if they are shut down, they continue to draw small amounts of electricity as long as they are plugged into the wall.
- ▶ Move computers and printers near the TV and phone charger, and plug them all into a power strip. That will make it easy to switch them all off when you leave the house for the day or turn in at night. The Natural Resources Defense Council estimates that devices that are always on use up to 23% of a home's electricity—even though the appliances are rarely in use.

All About Willie Wiredhand

A history of America's favorite spokesplug

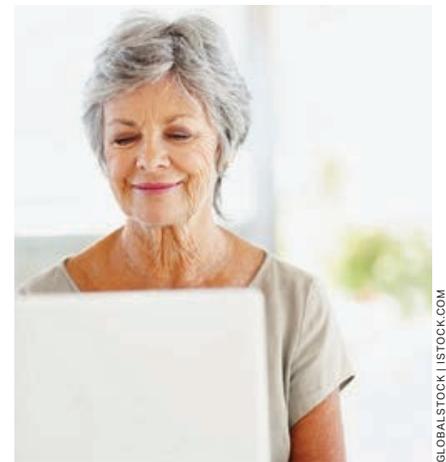
CREATED BY ANDREW MCCLAY in October 1950, during the heyday of cartoon advertising, Willie Wiredhand has become an enduring and much beloved mascot for electric cooperatives across the nation.

McClay created Willie at the behest of the National Rural Electric Cooperative Association, which represents electric cooperatives nationwide. The Willie Wiredhand cartoon is a representation of a farmer's "hired hand." A perfect standard-bearer of the movement that brought modernization and the ease of electricity to the rural farmer, Willie became a grand "spokesplug" for the electrification of rural life.

The illustrated character pulls together a plug for the hips and legs and incorporates wire for the arms, and his hands are never without safety gloves. He also has a socket head and a little push-button nose. And while he always appears happy and friendly, Willie is no pushover, as history shows.

In 1953 there was some courtroom drama surrounding Willie when a company sued NRECA, claiming patent infringement. The creator of Reddy Kilowatt, a lightbulb and lightning bolt mascot used by investor-owned utilities, charged that Willie was too similar to Reddy and would cause confusion. A judge, however, ruled differently, saying that the characters were entirely different from one another. We wholeheartedly agree.

While Reddy is not seen nor heard from too much anymore, Willie has endured with a thriving fan base and continues to be used by electric cooperatives across the nation. He's a symbol of the can-do pride built into the cooperative business model and an emblem of dedicated service to rural communities across America. As his trademarked slogan says, "He's small, but he's wiry!" He is that, but we'd also add he is always cheery! ■



- ▶ Set your computers to enter sleep mode when they're not in use—so they use less electricity.
- ▶ Program the "hibernate" function on your computers to turn them off when they're not in use for more than 30 minutes.
- ▶ Switch to a laptop or tablet. Portable devices use up to a third less energy than a big desktop computer and monitor. ■



DANILIN | ISTOCK.COM

Choosing the Right Lightbulb

STANDING IN THE LIGHTING aisle of a hardware store can be overwhelming because of the wide variety of lightbulbs and changes in lightbulb technology over the past several years.

The incandescent lightbulb was the go-to option for years, but now there are choices that are more energy efficient and better suited to specific tasks. Sometimes it can be hard to know where to start choosing the right bulb.

Standard light, can light, floodlight, globe light, candle light, tube light, vintage light, track light—the list of bulb types goes on and on. And it's not just the type of bulb up for consideration; there are also watts, lumens, light quality and temperature, and dimmability to think about.

Types

CFLs and LEDs are the energy-efficient bulbs of choice, and they last longer than traditional incandescents.

Watts and Lumens

Wattage refers to the amount of energy a lightbulb uses. Lumens refers to how much light the bulb gives off. A higher number of lumens per watt equates to more energy efficiency, so look for a high lumens-to-watts ratio.

If replacing an incandescent bulb, consider a low-watt LED equivalent. Some general guidelines are less than 60 watts (220–700 lumens) for ambient room lighting, 60–100 watts (700–1,300 lumens) for task lighting and 100-plus watts (1,300-plus lumens) for large-area lighting.

An LED bulb might be more expensive upfront, but it will save money in the long run because of its long life and energy efficiency.

Color and Temperature

The quality of light varies by lightbulb as well, and some thought should be given to color and temperature of the light. There are soft white lightbulbs for a warm, comfortable look; bright white lightbulbs for a cool, refreshing look; and daylight lightbulbs for an energizing, natural daylight look.

Choose a Star

As always, look for the Energy Star logo to ensure that you are buying the most energy-efficient bulb. ■

Degrees Equal Dollars

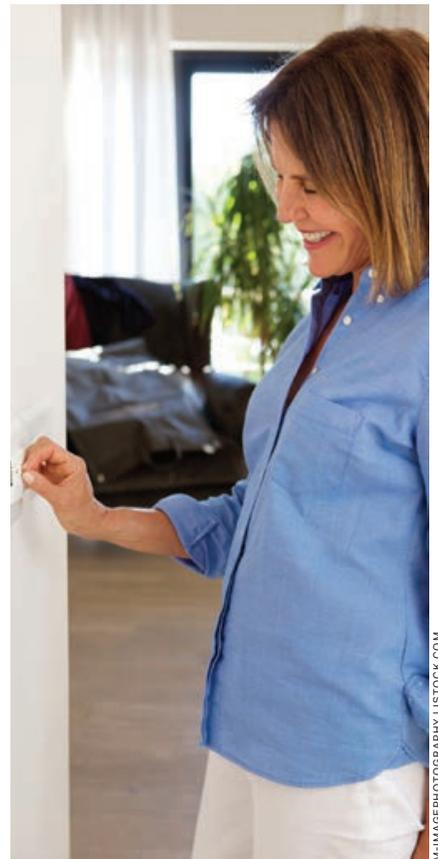
THINK OF YOUR thermostat like a cash register.

For every degree you decrease the temperature this summer, it's like ringing up another charge at the store. For every degree you increase the temperature, it's like using a coupon.

When home, set your thermostat to 78 degrees, as recommended by the U.S. Department of Energy. Setting the temperature at this level should allow you to stay fairly cool while avoiding a particularly high electric bill.

When going out for the day or overnight, turning your thermostat up 10–15 degrees can reduce your electric bill by up to 15%. That's 1% for every degree you raise your thermostat over eight hours, according to energysavers.gov.

On a \$200 electric bill, the savings would be \$30. That's money you can take to the store. ■



M-IMAGE PHOTOGRAPHY | ISTOCK.COM