

Time well spent

Paying attention to what matters

As CEO of Fleming-Mason Energy, I spend a lot of time thinking about our mission and values, and the best ways to allocate resources to meet our goals. This year, time itself is on my mind—understanding where it goes, and how to use it better.

I've learned during my career that time is a resource—and perhaps the most limited one we have. The way we talk about time makes this clear. We “spend” time, and we “pay” attention; sometimes we “waste” time or “lose” focus. And for each of us, there are moments when we discover a discrepancy between our goals and what we are doing with our time.

I love the cooperative business model because it encourages us to pay attention to what matters. Here at Fleming-Mason Energy, we are smaller than many investor-owned utilities, and we are also less dense, with fewer consumers per mile. Our close connection with our communities is a source of strength. Because we are owned by the members we serve, and because we live here, too, we understand what matters to our members. And because we're your neighbors, you can count on us to give you the time and attention you deserve.



Our personal lives demand the same thoughtful care and planning we devote to our work. Time moves faster than we think, and of the things we save, spend, or squander, time is precious. I'm reminded of a quote from the author Annie Dillard: “How we spend our days is, of course, how we spend our lives. What we do with this hour, and that one, is what we are doing.”

Heading into another year, we at Fleming-Mason Energy are proud to be your trusted energy partner. We are fortunate to be guided by clear objectives: providing safe, reliable electricity at the cost of service and improving the

quality of life in our communities. We carefully allocate our time and other resources to serve those goals.

This year, I challenge each of us—myself included—to become more effective CEOs of our personal lives. What truly matters to us, and how do we actually spend our time? More importantly, when we find a mismatch between the two, what will we do about it?

We have a new year in front of us. Let's make it count.

At your service, 24/7

Should you experience an electric outage, cooperative employees are standing by to respond 24/7. To report an outage, call 1-800-464-3144.

Brandon Hunt
PRESIDENT & CEO



Contact us:
In Fleming County:
(606) 845-2661

Other Counties:
(800) 464-3144

Hours:
7:30 A.M. – 4:30 P.M.

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Take it slow in ice and snow

Snow, ice and slush are often the cause of serious accidents during Kentucky winter weather events. If you're in an industry that has to hit the road regardless of the conditions, drive with caution. Fleming-Mason Energy urges you to remember these safety pointers to avoid accidents.

- **Winterize your vehicle.** Before bad weather arrives, check the car battery, tire pressure and brakes. The heater, defroster, headlights and windshield wipers should work correctly.
- **Be prepared.** Have a full tank of gas. Stock your vehicle with an ice scraper, jumper cables, blankets, flashlight, phone charger, nonperishable snacks and a first-aid kit—items that can come in handy if you get stranded on the road.
- **Know before you go.** Check goky.ky.gov for up-to-date traffic and roadway conditions. Expect

delays; allow extra time for regular commutes.

- **Take it easy.** Drive slowly and increase the distance between vehicles. Stopping in snow may require up to four times greater distance. Navigating icy conditions is even more challenging.
- **Beware of black ice.** Slow down when approaching intersections, off-ramps, bridges or shaded areas where black ice—a thin coating of clear ice—can form.
- **Move over.** Give a wide berth to large trucks, snowplows and other snow-clearing equipment.
- **Stay alert.** Avoid distractions such as using your phone or eating while driving.

When winter weather impacts our Kentucky roadways, Fleming-Mason Energy urges members to avoid travel unless necessary. If you must be on the roads, put safety first.



Annual Meeting Scholarship Essay deadline is April 4

Fleming-Mason Energy is proud to sponsor its 2025 Annual Meeting Scholarship Essay contest. This program was designed to enhance the education and resulting careers of deserving students by offering 10 scholarships of \$1,000 each. Some of the participation requirements are:

- Candidates must be from the Fleming-Mason Energy service area and their parent(s) or legal guardian(s) must be a resident of the said area AND a member of Fleming-Mason Energy. Applicant's parent(s) or legal guardian(s) must have a residential or business account with Fleming-Mason Energy and the account must be registered in one or both names.

- The candidate must be a graduating high school senior in good standing.
- The applicant must be enrolled or planning to enroll in an educational or training institution.
- Candidates must agree to appear in person at the Fleming-Mason Energy Annual Meeting to be held on June 19. All applications must be received and/or postmarked on or before April 4.

To apply, ask your high school guidance counselor for an application and complete qualifications, call Fleming-Mason Energy at (800) 464-3144 or visit www.fme.coop and click on the "Our Community" tab.

Enter drawing for scholarship opportunity

Application deadline is May 23; winners drawn at annual meeting

For the third year, Fleming-Mason Energy will award two additional \$1,000 scholarships to graduating high school seniors whose parents and/or guardians are members of FME. The scholarships will be awarded based on a random drawing during our annual meeting on Thursday, June 19, conducted during the business meeting. All eligible students must check in at the assigned drawing area before the meeting and must be present to win. In addition, applications must be submitted with proof of eligibility by close of business on May 23 to be eligible for the drawing. Those selected for an Annual Meeting Essay Scholarship WILL NOT be eligible for the drawing. Some of the

participation requirements are:

- Candidate must be from the Fleming-Mason Energy service area, attend a school in our service region, and reside with a parent or guardian who is a Fleming-Mason Energy member. The account must be registered in one or both names.
- Applicant must be enrolled or planning to enroll in an accredited educational or training institution.
- All candidates must agree to allow their image to be used for promotion on Fleming-Mason Energy's website and/or social media accounts.
- The applicant cannot be a member of the immediate family or

reside in same household of an employee or director of Fleming-Mason Energy, its subsidiary, or its power supplier, East Kentucky Power Cooperative.

- Incomplete applications, applications received after the deadline and/or applications submitted on prior year's application forms WILL NOT BE considered.
- Applications for the Annual Meeting Scholarship Drawing must be received by May 23.

You may obtain a complete list of qualifications and applications for both by visiting www.fme.coop and clicking on the "Our Community" tab or calling Fleming-Mason Energy at (800) 464-3144.

Is a heat pump water heater right for your home?

Most of us don't give our water heater much thought. It remains out of sight and out of mind until we're confronted with an icy shower that indicates it's time to buy a new one. An electric Energy Star-certified heat pump water heater could be your best choice for a replacement, advises Kentucky Touchstone Energy Cooperatives' Josh Littrell.

"Heat pump water heaters are the highest efficiency water heating method you can find, and efficiencies keep getting better," Littrell says.

Water heating is one of the biggest energy users in the typical home, accounting for more than 10% of electricity costs. Heat pump water heaters use significantly less energy than standard water heaters because they borrow heat from the surrounding space and transfer it into the water.

Littrell installed an Energy Star-certified heat pump water heater at his Kentucky home a few years ago.

Here's what he's learned:

PRO

- **Energy efficient.** They use about a third of the electricity of standard water heaters.
- **Save money.** Littrell finds that a Kentucky household of four can save about \$330 per year on electric bills compared to a standard electric water heater.
- **Simple replacement.** It can be easily interchanged with an existing electric water heater, which requires a 240-volt outlet.
- **Tax incentive.** There is an energy efficient home improvement federal tax credit available that covers up to 30% of project costs, capped at \$2,000.

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- **Higher upfront costs.** A standard 50-gallon hot water heater can cost \$500 to \$1,000 (not including installation) while a heat pump water heater is priced between \$1,500 and \$3,000.
- **Location limitations.** For maximum performance, 700 cubic feet of surrounding air (approximately the size of a 10-foot by 10-foot utility room with a 7-foot ceiling) is needed. A confined space, such as a closet, is not an ideal location.
- **Drain line installation.** Adding the heat pump water heater's required condensate drain line can be problematic in some locations.

Consider an Energy Star-certified heat pump water heater for your next water heater purchase to enjoy hot showers and long-term energy savings.



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