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ncy not a new strategy at E. Ky Power

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ky's population and economy grow, there is a greater need for new home stores, offices and factories. And these facilities need additional power fr the Kentucky Public Service Commission projects our commonwealth will r f 10 new power plants by 2025.

meet this challenge? Energy efficiency, along with renewables and altern: cal roles. But Kentucky's traditional fuels, natural gas and coal, will remain

of the Herald-Leader's Dec. 5 article "The meter's running," should be awa ower Cooperative's 16 member cooperatives are leading the way in promo nong the 500,000 Kentucky homes, farms and businesses served in 87 cc

operatives have offered innovative programs to boost energy efficiency, i

, Tune Up and Touchstone Energy Home programs, providing incentives t ing efficiency in home building and remodeling;

fluorescent bulb giveaways, providing nearly 500,000 free bulbs to cooper: nce 2003;

ivings informational bulletins, providing step-by-step instructions for quick, rojects that can improve energy efficiency.

EKPC and its members are offering new, innovative efficiency programs, s central air-conditioning units and water heaters, in order to strategically m g periods of peak demand. And EKPC member systems recently received alie Service Commission to offer a real-time pricing program to large ener

investment. EKPC is proud to attract good-paying jobs to Kentucky and will

also depend more on electricity for heating than most other states, another reason Kentucky has higher per-capita power usage rates. For example, nearly 60 percent of homes owned by EKPC's member cooperatives are heated by electricity, compared to about 40 percent of housing units nationwide. And nearly 87 percent of our members have electric water heaters, compared to about 40 percent of housing units nationwide.

Electric cooperatives were created years ago because the residents of rural Kentucky knew that electric power improves lives. It still does. That's why EKPC and our member cooperatives continue to work hard each day to provide reliable, affordable power that

Bill is president and CEO of East Kentucky Power Cooperative, a not-for-profit providing wholesale electricity.