

Upcoming Price Holidays

No High-Price Period These Days:

Thanksgiving Day
November 24

Christmas Day
December 26 (observed)

New Year's Day
January 2, 2012
(observed)

Saturday and Sunday are always price holidays. 100 percent of every minute during the weekend is either Low or Medium price – *always* lower than the standard residential rate. Enjoy your savings!

2012 Calendar Arriving Soon ...

With a new year approaching, Energy *Select* is preparing another edition of the program calendar, featuring beautiful local scenery from across Northwest Florida. This calendar not only features scenic photographs of the area but also gives energy conservation and environment-friendly tips and reminders.

The calendar is in the works and will be mailed to you by year-end in appreciation for your participation in the Energy *Select* program.

Winter Price Periods: November – April

	Weekdays		Weekends & Holidays (November 24, December 26 and January 2, 2012)	
Low	11 p.m.	– 5 a.m.	Low	11 p.m. – 6 a.m.
Medium	5 a.m.	– 6 a.m.	Medium	6 a.m. – 11 p.m.
	10 a.m.	– 11 p.m.		
High	6 a.m.	– 10 a.m.	High	None!



One Energy Place
Pensacola FL 32520

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Gulf Power Company Mission Statement:

Our mission is simple: to safely deliver affordable, reliable and environmentally responsible energy to very satisfied customers in strong communities.

ENERGY *select*

selectricity™

A NEWSLETTER FOR ENERGY SELECT PARTICIPANTS

FREE program participation equals more savings for you

As an Energy *Select* customer, you have already taken the first step to saving money and saving energy. The primary goal of the program is to help you reduce your overall energy consumption during peak demand times (High and Critical price periods). When you cut back during these periods, you're reducing the amount of energy we need to produce. So to encourage you to use less, we offer you a lower rate through Residential Service Variable Pricing (RSVP). And we no longer require a participation fee for this energy- and money-saving program. That means you can expect to see more savings on your bill.



CHANGE OF SEASON PROGRAMMING



November 1 is the start of the winter season for Energy *Select*, and that means a change in weekday price periods. To maximize your comfort and savings, review your time of day *and* price response settings to ensure they reflect the weekday winter price periods. Weekend price periods remain the same year-round.

For energy saving tips, we recommend you review your customer guide. It's also a good time to convert your water heating program to a year-round program if you haven't done so already. Pool owners should review the information on the winter operation of pool pumps.

Need a new customer guide? Call us at **1-877-655-4001**, and we'll send you one.



It's comforting to know you can save with Energy Select

The amount you pay for electricity on the program is determined by two things:

1. **Rate Savings** – the opportunity to shift usage to a lower price period and pay less for the energy used
2. **Energy Savings** – the reduction of the amount of electricity used in your home

Rate savings is the difference between the price an Energy Select customer pays for one kilowatt-hour versus what a residential non-Energy Select customer pays for the same unit of energy. Rate savings for program participants can be captured in a comparison of rates with RSVP and rates with Residential Service (RS) based on the energy used. To maximize your rate savings, review your monthly electric bill to see if most of your electric usage falls in the Low and Medium price periods. Some usage in the High price period is normal, but if you see an opportunity to shift some usage to the

lower price periods then you'll notice additional savings. When managing your energy costs, you have the advantage as an Energy Select customer to better control when you purchase your electricity. You can buy electricity at prices that are lower than the standard rate 87 percent of the time.

Energy savings is the energy that you *would have* used but didn't. Being an Energy Select customer, you have the ability to program your thermostat and appliances to be on or off when you choose, without sacrificing comfort.

When your cooling and heating system and appliances are not running, you are eliminating kilowatt-hour usage, which results in less generation needed for those hours. Over time, those hours add up to a value that reaches far beyond your pocket. As energy consumption eases, less generation is needed, which in turn helps the environment. With Energy Select, you're saving money, we're reducing the amount of energy produced and everyone involved is helping to protect the environment.



SELECTRICITY, FAQs AND MORE ...

If you ever find yourself searching for your newsletter, simply stop and sit down at the computer. We post each edition of *Selectricity* on the Energy Select area of the company's website. You'll find *Selectricity* along with other information about the program and how to maximize your savings. Go to gulfpower.com and follow the Energy Select link.

WINTER ENERGY SAVING TIPS

Looking for ways to beat the winter chill? Read on for tips that can lower your energy bill:

- On sunny days, open drapes or blinds to allow solar heat to warm the house. Keep drapes and blinds closed on cloudy days and at night. Use insulated or heavy curtains on windows facing the north side of the house.
- Cover bare floors. Carpeting adds to comfort and heat retention, especially if there is little or no floor insulation.
- Reverse the direction of your ceiling fans in the winter for added comfort. Using your ceiling fans in the winter will mix the warm air that collects at the ceiling with colder air below.

Energy efficiency saves money and protects our Earth

Gulf Power introduced EarthCents, a menu of programs and educational efforts to help customers save money and energy while preserving our natural resources.

Energy Select is an EarthCents program that provides special equipment and a price-responsive rate to customers, giving them the opportunity to save money and conserve energy while helping the company defer the need to build extra generation for peak demand times.

Other EarthCents programs include EarthCents Home, Energy Checkup, geothermal heating and cooling and solar water heating. You can check

out these and other programs and learn more at gulfpower.com. All of these programs encourage customers to learn more about energy efficiency, helping them to make Earth-friendly decisions. Gulf Power programs have already reduced the demand for electricity by 350 megawatts, enough to power 50,000 homes, which in turn lowers CO₂ emissions. So next time you see a program at Gulf Power labeled EarthCents, you'll know that it benefits everyone, including the Earth.



Planning for holiday travel? Put programming your thermostat on your checklist.

The change of seasons is upon us and the holiday season is right around the corner! This should serve as a reminder that the winter price periods will be in effect **November 1**. Perhaps you're making plans to take a trip or vacation during the upcoming holiday season. If so, make sure that energy savings is on your list of things to take care of before leaving. Have you ever thought about what temperature you should leave your thermostat set on? Think of it like this: Why pay extra to cool or heat your house if no one is going to be there? Adjusting the temperature a few degrees over an extended period of

time will mean savings in your bill. Maybe you wonder how often your water heater should run or if it should even run at all. Placing a permanent hold on your water heater while you are away will reduce the amount of energy used. When you return from vacation, simply remove the hold from the thermostat to return to your regular program. And remember – turning off or unplugging appliances such as computers, televisions, ceiling fans and lights before you travel will increase your savings as well.

We strive to provide you with helpful tips to save you money and give you peace of mind while you enjoy your holiday travel.



QUESTIONS? We want to hear from you

Questions about programming your thermostat or Energy Select in general? Contact Customer Service at **1-877-655-4001**. Our representatives are available and are happy to assist you.