



# THE WIRE

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## Versus Is Now NBC Sports Network

The NBC Sports Group has rebranded the Versus Network as the NBC Sports Network.

The name change went into effective January 2, 2012.

NBC Sports President, Mark Lazarus, said it is more than just a name change. "It's a complete repositioning of the brand." Versus has covered NHL games, but it never really competed with its national rival, ESPN.

The NBC Sports Net-

work will serve as the NBC Sports Group's 24/7 cable platform.

programming.

On Feb. 5, 2012, Super Bowl XLVI, the most-watched program of the year, will provide an unprecedented opportunity for cross-promotion between NBC and the NBC Sports Network.



Many NBC Sports production and programming elements have already been introduced on Versus, such as "Inside the Glass" production for all its NHL games, and adding horse racing and Notre Dame Football related

The rebranding also comes with a redesigned NBC Sports logo.

The NBC Sports Network will continue to be located on channel 28 in the AMU Expanded Basic lineup.

## New Lighting Efficiency Regulations Effective in Late 2012



New lighting regulations, which take effect later this year, will require

common light bulbs to use 25% less energy (measured in watts) for the amount of light produced (measured in lumens.)

Currently, a 100-watt incandescent bulb produces about 1,600 lumens. Under the new regulations, bulbs with level of brightness must have a

maximum wattage rating of 72. Most incandescent products currently on the market do not meet these requirements and will no longer be manufactured or imported for sale in the U.S. after October, 2012.

There are a variety of energy-saving alternative technologies available that still provide the light quality that homeowners expect.

Halogen incandescent have a capsule inside that

Holds gas around a filament to increase bulb efficiency. These lights are 25% more efficient than traditional incandescent bulbs and last up to three times longer.

Compact-Fluorescent Lamp (CFL) is 75% more efficient and last up to 10 times longer than a comparable incandescent bulb. CFLs are available in cool white or warm yellow tones. Some are encased in a cover to diffuse the light and provide an appearance similar to incandescent bulbs. CFLs do contain a **Continued on Page Two - Bulbs**

## Use Your Smartphone to Save Energy

Smartphones are becoming commonplace in today society. Now there are applications available for smartphones to help you make your home more energy efficient.

People Power helps manage a home's energy use. It connects with power monitoring devices that allow the homeowner to view past, current, and projected energy costs. The information can be compared against statistical averages. The app can

also provide energy-saving recommendations, and allow the homeowner to take an energy quiz.

The Green Outlet app calculates how much energy household appliances use. Select from a list of devices, enter the hours of use, and receive estimates of how much energy the appliance uses each month, along with the carbon footprint. The homeowner will be alerted when the recommended carbon usage has been exceeded.

The Light Bulb Finder app helps you switch from conventional bulbs to more energy-efficient alternatives that have the fit, style, and light quality that you are looking for.

By the way, if you are looking to purchase a smartphone, stop by Algona Municipal Utilities, your authorized MEGAtalk by i wireless dealer. AMU has a great selection of smartphones to choose from.

## Riverdale Rustlers Make Contribution to Project Share

The Riverdale Rustlers 4H Club have made a \$103.00 contribution to AMU for the Project Share program.



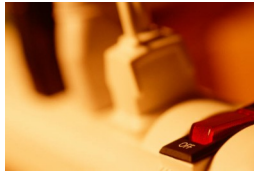
Charles Berte of Riverdale Rustlers presents \$103.00 check to Bob Jennings of AMU for Project Share

Project Share is an ongoing program directed by AMU to assist needy families with wintertime heating bills. Donations can be made through regular monthly utility bill or by making a direct donation to Project Share.

Those qualifying for help are carefully identified by an area social service agency. These funds will then be distributed to neighbors in need for wintertime energy costs.

## Power Surge Suppressors Can Save Equipment

Taking preventative steps may help protect your home from electrical spikes or power surges.



Electrical appliance such as TV's, DVD players, computer and other home office equipment could be damaged by power surges.

If your lights are dimming or getting brighter or

your electronic equipment acting unreliably, you may have problems with your wiring. Make sure the equipment is plugged into a grounded outlet.

Check appliances for loose or damaged plugs or poor connections and repair or replace them.

Install outlet surge suppressors between the appliance and electrical outlet to prevent surges from reaching sensitive equipment.

Some power strips only function as extension cords with little protection against power surges. Surge suppressors should also be equipped with connections to cable and telephone lines to protect appliances.

## 100-Watt Bulb On The Way Out

### From Page One: Bulbs

small amount of mercury and should be properly recycled at the end of their life.

Light-Emitting Diodes or LEDs are made from a coated semiconductor material that produces light when exposed to an electric current. LEDs are one of the most energy efficient and rapidly developing technologies in today's market. An Energy Star

qualified LED bulb is 75% to 80% more efficient than an incandescent bulb and lasts up to 25 times longer. LEDs are used in recessed fixtures and small track lighting. LEDs are more expensive, but their low energy use and durability can save money over the life of the bulb.

The new regulations apply only to conventional 100-watt bulbs; three-way and other specialty lighting

products are not affected. New efficiency standards for 75-watt incandescent bulbs will take effect on January 1, 2013. Regulations covering 60 and 40-watt bulbs will begin on January 1, 2014.

The U.S. Department of Energy estimates compliance with the regulations will save consumers 6 billion dollars in energy cost by 2015.



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Community Benefit!  
That's Our  
Commitment to You,  
Our Customer and  
Owner!**