

# THE PILOT

Summer 09



CONNECTING WITH OUR CUSTOMERS & COMMUNITIES

## Laclede Gets the Gold for its Green Marketing Practices

**T**he Southern Gas Association (SGA) recently named Laclede Gas Company the winner of its 2009 Marketing Best Practices Award, "Green Marketing" category. The award recognizes a specific customer marketing effort that demonstrates a commitment to a healthier, more energy-conscious environment. Our submission, "Greening the 'Extreme Makeover: Home Edition,'" detailed the

company's participation in the planning and execution of an episode of the popular ABC television show filmed in St. Louis last fall.

We leveraged our expertise in constructing energy-efficient, environmentally friendly homes to help one family receive the "green" home of its dreams. The episode also provided a platform to raise awareness of how natural gas can be utilized as a key component in building

a "green" home, beyond the traditional applications. The Home Builders Association of St. Louis conferred on the home a SILVER Award designation under its Green Building Initiative, a first for the television series.

The "Best Practices Awards" program started in 2001. SGA introduced the "Green Marketing" category this year. This is the third time Laclede has won an SGA "Best Practices" award.

## Above & Beyond

**T**echnician Paul Winkler, Service and Installation Department, recently found himself in a unique position...that of a lifesaver. As he was leaving a service call at an area home he noticed a young man lying in the street. Winkler went to investigate and found the teen unconscious, convulsing and struggling to breathe. Winkler acted quickly, cleared the teen's air passage and took steps to revive him. Winkler stayed with the teen until emergency workers arrived at the scene.

"I'm glad the kid is alright," said a very modest Winkler. "I didn't do anything special. It was the right thing to do."

Winkler has been recognized by the company for his heroic efforts. In addition, he's been nominated to receive a "Citizen's Award" from the St. Louis County Police Department.

According to Steven Rowland, the officer who responded to the call, "We believe that Paul's efforts saved this boy's life. Without Paul's intervention, the teen very well may have died."

Laclede employees are encouraged to be aware of their surroundings and to lend a helping hand. During the winter of 2008, three Laclede employees noticed a toddler, clad only in a diaper, walking in the street. They were able to quickly locate the child's home and return him safely to his parents.

*Paul Winkler (left) receives a commendation from Tom Reitz, Superintendent, Service and Division Operations, Laclede Gas Company.*



A leading natural gas industry association for 100 years, SGA's broad-based membership includes more than 150 distribution, transmission and gas supply marketing companies serving millions of customers from coast to coast and border to border.

## Cocooning – the Latest Trend in STL



**A**cross the country homeowners are moving outdoors and creating a desirable living experience. This exciting trend, known as cocooning, puts a focus on home life and makes it possible to bring nearly every aspect of indoor living to your backyard in the form of an outdoor room.

Outdoor rooms can be designed to fit any style or budget. Typically, the main feature is a natural gas grill. Add to that a natural gas heating unit, such as a firepit, patio heater or fireplace, and you are on your way to comfort. Outfit your room with the latest furniture designs and you are there. The casual furnishing industry has embraced the concept and is now making outdoor furniture that is just as comfortable and attractive as its indoor counterparts.

Let us help you design your own private oasis, please visit [lacledeappliances.com](http://lacledeappliances.com). For more information on outdoor rooms, see the Spring/Summer 2008 issue of Natural Living Magazine; a free publication available on our website: [lacledegas.com/products/Natural Living Magazine](http://lacledegas.com/products/Natural_Living_Magazine). Enjoy the summer.

## Green Convenience!

**W**e ran the numbers and found that the amount of paper used to send paper bills to our customers annually is the environmental equivalent of powering an average American household for 26 days or nine trees that supply enough oxygen for five people for one year. Startling, isn't it!!

At Laclede, we do what we can to reduce our impact on the environment by using a vendor certified by the Forest Stewardship Council (FSC) and bill stock that is recyclable. We also offer opportunities for you to make a difference: e-bill and Customer Connection.

E-bill allows you to receive and pay your monthly statement electronically, thereby reducing the number of paper bills we print and mail. Customer Connection is an online account management tool that allows you to monitor your natural gas usage and understand the variables that are driving usage. In addition, your monthly billing statements are archived for viewing and comparison over a 13-month period. Coming later this summer, we'll be adding new functionality to allow you to research usage in relation to the outside temperature; view scheduled service requests; request your natural gas service to be turned off or transferred; enroll in Easy Pay (electronic payments); and determine your Budget Billing amount and enroll in the program.

For more information on e-bill or Customer Connection, or to sign up for either, please visit [lacledegas.com](http://lacledegas.com). The earth will thank you.



## Rebate Program Extended

Laclede's rebate programs for residential and commercial/industrial (C/I) customers will be available while funding remains through July 31, 2010. Customers can receive a rebate check for installing energy efficiency measures, including ENERGYSTAR thermostats and high-efficiency heating equipment. For more information on the residential program, ask your heating contractor, visit [lacledegas.com/conservation](http://lacledegas.com/conservation) or call the residential rebate coordinator at 866-542-4352. For more information on the (C/I) program, visit [lacledegas.com/conservation](http://lacledegas.com/conservation) or call the commercial/industrial rebate coordinator at 800-426-5784.

## In the Community

### KidsFest

St. Louis Science Center  
Saturday, June 6

### Laclede Gas 6th Annual United We Grill BBQ

(United Way Benefit)  
Downtown St. Louis  
Friday, June 12

### Susan G. Komen STL Race For The Cure

Downtown St. Louis  
Saturday, June 13

## THERMOSTATS

## Safe & Sure Corner

**P**ipelines are the safest, most reliable and efficient manner of transporting natural gas and other petroleum products. Laclede takes many steps to ensure that the health, safety and security of the communities and the environment along our pipelines are maintained. For more information on how we maintain our network, please e-mail [customerservice@lacledegas.com](mailto:customerservice@lacledegas.com). For more information on the pipeline industry, visit [pipeline101.org](http://pipeline101.org).

### Safety Reminders

Do you know the appropriate color of a natural gas flame? You should. The color of a natural gas flame could indicate improper combustion or venting, posing a potential risk to you and your family (...it's a true blue with very little yellow or orange in the flame, by the way). Please use common sense when working around or with natural gas and remember the following:

- Call before you dig! Before you start any outdoor digging project, call 1-800-DIG-RITE, or 811, the national one-call number to have the underground utility facilities within your project area marked.
- If you detect the odor of natural gas, which resembles rotten eggs, leave the building immediately. Avoid creating a spark – do not turn anything on or off. From another location, call our emergency number (314-342-0800) or your local authorities.
- Do not tamper with the meter set or fuel lines and do not attempt to turn gas service on or off yourself. This illegal practice could damage the meter set or fuel lines, resulting in a dangerous condition. Call us to have service restored or turned off.
- Check connections on natural gas appliances. Flexible pipe connectors can begin to leak over time and should be inspected regularly. Connectors should be replaced if found to be in poor condition and should never be reused from one appliance to the next.
- Gas pipes should be capped whenever an appliance is disconnected. Also, never use gas pipes as clotheslines, free-form closets or grounds for electrical appliances. Undue stress could result in a breakage or leak.

## Correction

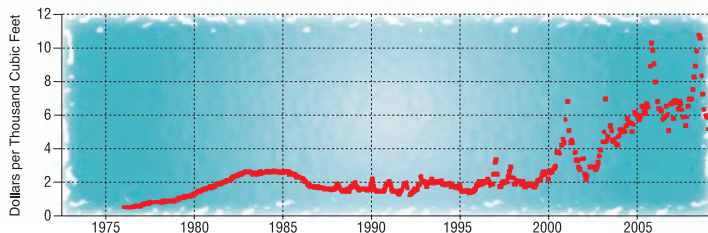
**T**he spring 2009 issue included an incomplete web address for the Earthquake Safety brochure posted on Laclede's website. The correct address is [lacledegas.com/safety/earthquake.php](http://lacledegas.com/safety/earthquake.php).



For more information, please visit [lacledegas.com/safety](http://lacledegas.com/safety).

**A**t the beginning of the natural gas supply chain there is the wellhead. Over the last 30 years, wellhead prices have shown high volatility related to weather and various market factors. The following graph details wellhead pricing from 1976-2008:

Monthly U.S. Natural Gas Wellhead Price



Source: U.S. Energy Information Administration, <http://tonto.eia.doe.gov/dnav/ng/hist/n9190us3M.htm>

## Dollar-Help Distributes Record Amount



**T**hanks to all who donated to Dollar-Help during the fall and winter months, especially the residents of Kirkwood, St. Peters/Cottleville, Ballwin, Affton and Chesterfield. From October through mid-March, residents in these areas were the most generous in donating to the heating assistance charity. Donors in every community make a difference. And, 100% of every dollar donated supports Eastern Missourians who struggle with their heating bills. To enroll, check a red box on your gas bill.



## Gas Backs

The St. Louis Cardinals were once known as "The Gashouse Gang," a nickname originally applied to the 1934 team led by Frankie Frisch and Leo Durocher. The reference is a throwback to the amateur baseball once played by Laclede employees in the industrial leagues held around the city each summer.

