

**OWEN Electric**

A Touchstone Energy Cooperative 

**RECEIVED**

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PUBLIC SERVICE  
COMMISSION

April 3, 2017

Ms. Talina Mathews  
Executive Director  
Kentucky Public Service Commission  
P.O. Box 615  
211 Sower Boulevard  
Frankfort, KY 40602

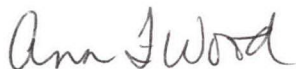
Re: PSC Case No. 2017-00018

Dear Ms. Mathews:

Please find enclosed for filing with the Commission in the above-referenced case, an original and ten copies of Owen Electric Cooperative, Inc.'s Affidavit of Mailing of Hearing Notice provided by *Kentucky Living* magazine, along with the tear sheet.

Please contact me if you have any questions.

Very truly yours,



Ann F. Wood  
Vice President of Corporate Services

Enclosures



Celebrating the energy of your community

AFFIDAVIT OF MAILING  
OF HEARING NOTICE

Notice is hereby given that the April 2017 issue of *KENTUCKY LIVING*, bearing official notice of hearing of PSC Case No. 2017-00018, for the purposes of examining the application of the Fuel Adjustment Clause of OWEN ELECTRIC COOPERATIVE from November 1, 2014, through October 31, 2016, was entered as direct mail at Florence, Kentucky on March 29, 2017.

Anita Travis Richter  
Editor  
*Kentucky Living*

County of Jefferson  
State of Kentucky

Sworn to and subscribed before me, a Notary Public,

This 24<sup>th</sup> day of March, 2017.

My commission expires January 10, 2020

Notary Public, State of Kentucky

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# ENERGY 101

## Co-op members embrace mobile technology



"Mobility is the trend, and cooperatives need to be communicating in mobile platforms and making sure

their websites and apps are able to

adapt to whatever device a member is using," says Mary McLaury, chief operating officer of Touchstone Energy Cooperatives.

McLaury says the Touchstone Energy 2015-2016 National Survey on the Cooperative Difference found the technology divide between young and old members is shrinking, as the latter continue to embrace new tech.

For example, among members 65 and older, 46 percent now have a smartphone, up from just 6 percent in the 2011 survey. For members in the 55-64 age bracket, the jump went from 20 percent to 70 percent.

"Increasingly, our mobile communication efforts are going to reach all of our members, not just our youngest," says McLaury.

At the same time, landlines continue to vanish, even among the 65 and up members; 72 percent now have a landline, down from 86 percent in 2011.

"We continue to see this transformation in the telecom industry, with a shift away from landlines toward mobile devices, particularly smartphones," says McLaury. "We're also seeing that laptops and tablets have surpassed desktops, with the only exception being in the oldest age category."

But don't expect that to last long. The survey found that tablets are already found in the majority of members' homes where the head of the household is younger than 55. And their popularity is increasing even among seniors.

"Ease of use of tablets has undoubtedly led to a growing presence in senior households with one-third of those over age 74 now owning a tablet computing device," wrote researchers from TSE Services, which conducted the survey for Touchstone Energy.

—Michael W. Kahn/NRECA

### HEARING NOTICE

A public hearing will be held on Tuesday, April 18, 2017, at 9 a.m., Eastern Daylight Saving Time, at the offices of the Kentucky Public Service Commission, 211 Sower Boulevard, Frankfort, Kentucky, to examine the application of the fuel adjustment clause of the following corporations for the period of November 1, 2014, through October 31, 2016. Individuals interested in attending this hearing shall notify the Public Service Commission in writing of their intent to attend no later than April 14, 2017. If no notices of intent to attend are received by this date, this hearing will be cancelled. Written notice of intent to attend this hearing should be sent to: Executive Director, Kentucky Public Service Commission, P.O. Box 615, Frankfort, Kentucky 40602.

**Big Sandy RECC**  
Case No. 2017-00007

**Blue Grass Energy Cooperative**  
Case No. 2017-00008

**Clark Energy Cooperative**  
Case No. 2017-00009

**Cumberland Valley Electric**  
Case No. 2017-00010

**Farmers RECC**  
Case No. 2017-00011

**Fleming-Mason Energy Cooperative**  
Case No. 2017-00012

**Grayson RECC**  
Case No. 2017-00013

**Inter-County Energy Cooperative**  
Case No. 2017-00014

**Jackson Energy Cooperative**  
Case No. 2017-00015

**Licking Valley RECC**  
Case No. 2017-00016

**Meade County RECC**  
Case No. 2017-00025

**Nolin RECC**  
Case No. 2017-00017

**Owen Electric Cooperative**  
Case No. 2017-00018

**Salt River Electric Cooperative**  
Case No. 2017-00019

**Shelby Energy Cooperative**  
Case No. 2017-00020

**South Kentucky RECC**  
Case No. 2017-00021

**Taylor County RECC**  
Case No. 2017-00022