

BELD *Business* POWER

Vol. 7 Issue 2

Braintree Electric Light Department

Summer 2009

The Braintree Farmers' Market is now open for business

The Braintree Farmers' Market, hosted by Sustainable Braintree, is now operating on Saturday mornings until October 31 at the Braintree Town Hall Mall. Hours are 9 a.m.-1 p.m., rain or shine.

The Farmers Market Committee has been working diligently to bring this event to the town and is confident that it will become a treasured resource for the community.

Locally grown and made products that will be available at the market include

(continued on reverse)

The Thomas A. Watson Generating Station commenced commercial operation June 23

At Braintree's annual Town Meeting on May 9, 2006, just prior to the near unanimous approval of a new municipal power plant, BELD's GM Bill Bottiggi told the audience, "**Construction of this plant is vital to stabilizing Braintree's electric rates and protecting residents from market forces that we believe will begin to dominate the New England region within the next few years.**"

Last month, just over three years later, The Thomas A. Watson Generating Station commenced commercial operation. Moving from the construction phase to the commissioning phase this spring, extensive tests were completed on the 38 mechanical and electrical systems required to run the plant—including electrical distribution, instrument air, natural gas, and the Rolls-Royce gas turbines.

First fire of the two gas turbines (Watson Unit #1 and Watson Unit #2) took place in April, followed by *first sync to the grid*, when electricity actually flows to the electric grid and provides power to the region. Both units were then tested up to full load (58 MW each) and run on both gas and oil. Other milestones this spring included the completion of the 115 KV interconnection, the fuel oil pipeline interconnection, and the fuel gas interconnection.

Another major milestone was finalizing the long-term financing for the plant. Working with the Town of Braintree and taking advantage of the currently low-interest rates, we were able to secure a 20-year long-term bond. The Watson project includes seven other municipal owners who represent a 70% share, while BELD retains the remaining 30%.

(continued on reverse)

(continued from front)

vegetables and fruits, locally-raised, hormone-free beef and pork, fresh local seafood, gourmet pies, eggs, honey, artisan breads, pastries, jams, jellies, locally-made cheeses, granola, plants, flowers, herbs, gourmet cupcakes, preserves, fresh pasta, pesto, salsa, local pottery and much more.

For more information go to Sustainable Braintree's website at www.sustainablebraintree.org/food or email food@sustainablebraintree.org.



Mike Ford
Key Accounts Representative

Questions about your electric or broadband service? Call Mike at 781.348.2370 or e-mail him at mford@beld.com



Braintree Electric Light Department and BELD Broadband
150 Potter Road
Braintree, MA 02184-1364
781.348.BELD • www.beld.com

Business Power
Editor/Designer: Joan Marson

(continued from front)

The Watson Generating Station is now being bid on a daily basis into ISO New England's energy and capacity markets—a state-of-the-art power plant protecting Braintree Electric Light Department customers from potentially high electricity prices for years to come.

We're making plans for a public event in the fall, when we hope you'll come for a visit. Watch for more details.

See your own commercial on eight cable networks for \$300 a month!

Sound like a good deal? It is! For as little as \$300 a month, BELD Broadband's cable advertisers can run a commercial on up to eight highly-rated cable networks: CNN, ESPN, Fox News, HGTV, Lifetime, NESN, TNT and USA.

Cable networks such as ESPN, CNN and Lifetime have recently enjoyed a dramatic increase in audience growth over broadcast networks like ABC, CBS, and NBC. **As more people tune in to the cable network channels, advertisers have more opportunities to reach and attract local customers.**

BELD Broadband has partnered with Prime Media to offer cable advertising to local businesses. Prime Media specializes in **customizing advertising campaigns** to the specific needs of each client, and—with targeted network sponsorships such as Major League Baseball, National Football League, NASCAR and even breast cancer awareness on Lifetime—video advertising specialists there can design an affordable commercial campaign that will help you meet your marketing goals.

And our cable advertisers are seeing results! We spoke recently with Dr. Gene MacDonald of C.E. Optical, 820 Washington Street, Braintree. Here's what he had to say: **"C.E. Optical's affiliation with Prime Media has been a wonderful experience. Our current promotion has resulted in positive feedback from established clients and those who are new to our practice as well."**



Dr. Gene MacDonald, C.E. Optical

We think *you'll* find that television advertising with BELD Broadband will bring positive results. Call 888.442.0057 to learn more.