

BRIGHT IDEAS

A monthly newsletter for BELD & BELD Broadband customers, published September 2010

BELD
Braintree Electric
Light Department
and
BELD Broadband

We're celebrating Public Power Week with two special events for our customers

Please join us for some special activities we've planned in celebration of Public Power Week—an annual event observed by more by more than 2,000 electric utilities that collectively provide electricity on a not-for-profit basis to 43 million Americans.

Life is short. Eat dessert first!

Join us at the Braintree Farmers Market on **Saturday, October 2**, 11 a.m.-1 p.m., for some tasty desserts prepared by Farmers Market vendors. Look for the tent BELD recently donated to Sustainable Braintree and help us celebrate by enjoying some of the best desserts you'll find anywhere.

Senior Breakfast

Back by popular demand! In partnership with the Council on Aging, we'll host another Senior Breakfast at the COA on **Monday, October 4**. Come to 71 Cleveland Avenue for a delicious breakfast prepared by members of the Braintree Rotary Club.

BELD General Manager Bill Bottiggi will provide an overview of recent BELD projects. Two seatings will be available—8:30 and 9:30—but seating is limited, so please call the Council on Aging at 781.848.1963 to make your reservation.

Thought the social media sites were immune to scams? Think again...

In earlier issues of this newsletter, we've written about "phishing"—emails that appear to be from BELD Broadband (or other businesses you're familiar with) requesting **confirmation of personal information**. Such emails are always fake and should be ignored!

But the bad guys know you're onto them, and they now have a new way to put one over on you—using popular social media sites such as Facebook and Twitter.

Messages from people you know?

Phishers now target social media sites via direct messages, wall comments and friend requests. They seem innocent enough, because sometimes the messages appear to come from people you know, but unfortunately your friends are unknowing victims themselves.

To protect yourself, **use the same care you do when reading emails and shopping online**—be aware of those you're dealing with, especially when using third-party applications.

Update your anti-virus software

Be sure to **keep your anti-virus software up to date**, as some newer versions now include features warning of potential threats to your system's security. And always use your common sense. As with everything else, if a malicious application offers something too good to be true, it most likely is.

Questions or concerns? Contact BELD Broadband's Help Desk at 348.BELD (2353) or tweet us @BELDBroadband.



WE'RE PLEASED TO ANNOUNCE ANOTHER REDUCTION IN OUR POWER COST ADJUSTMENT—STARTING OCTOBER 1

Braintree Electric Light Department announces a reduction in our Power Cost Adjustment (PCA) of \$.005/KWh, as of OCTOBER 1, 2010.

"BELD is in a position to pass these savings on to our customers because of moderating energy prices and a successful hedging plan," said Municipal Light Board Chairman Tony Agnitti during a recent meeting with Vice Chair Jim Regan and Secretary Tom Reynolds.

The decrease will reduce our electric rate by approximately 3.70%—saving our average residential customer close to \$3.25/month.



COMMUNITY BULLETIN BOARD

Concert Series at Thayer Library

The Friends of Thayer Public Library Concert Committee will present another series of free concerts, to be held in the upstairs auditorium of the Library at **3 p.m. on the third Sunday of each month** from September through May (excluding December). Light refreshments will be available. The performers are some of the best of our local professional musicians, and the genres will range from classical to popular to folk. The **September 19** concert features Brian McCarthy, a talented young pianist from the New England Conservatory of Music playing selections from Chopin. The **October 17** concert features Judy Cobble and Friends, who will play a varied repertoire including classical, popular, and even some Chinese Folk Music.

Braintree Choral Society

The Braintree Choral Society is welcoming new members—tenors and basses especially welcome! Rehearsals are Tuesday nights at 7:30 p.m. in the Braintree High School music room. The BCS is a non-audition chorus with a long history of high-quality choral performance on the South Shore. For more information see www.braintreesings.org or call President Carole Zarenski at 781.871.1293.

40th Reunion: BHS Class of 1970

Braintree High School Class of 1970 will hold its 40th Reunion **Saturday, October 2**, 7 p.m.-midnight, at the Port 305 Restaurant in Marina Bay, Quincy. Cost is \$35 per person; there will be a buffet and DJ. Contact Tom King at tking@tmlp.com, or Larry Caldwell at lcaldwell@beld.net.

Forget Me Not Road Race

The 6th Annual Forget Me Not 5K Road Race, in memory of Genevieve M. LaBier, will be held **Sunday, October 3**, starting at Braintree Town Hall. Registration opens at 8 a.m., and the 5K race and one-mile walk begin at 9:30 (rain or shine). Walkers are encouraged to bring their dogs—a “Best in Show” will be voted. All proceeds benefit Alzheimer’s research. The deadline for pre-registration (\$17) is September 30; registration on race day is \$20. Go to <http://tinyurl.com/forgetmenot2010> or email Linda at lal635@yahoo.com.

Braintree Autism Network meeting

Braintree Autism Network for our Daughters and Sons, BANDS Together, will meet **Monday, October 11**, 7:30 p.m., at Emmanuel Parish, Washington Street, Braintree. The meeting is open to all parents or guardians of children who live in Braintree and have an autism spectrum disorder (ASD) or live elsewhere but attend school in Braintree and

have an ASD. For more information, call Natasha Chomas at 781.356.4740.

Braintree Women’s Club Yard Sale

The Braintree Women’s Club will hold a yard sale **Saturday, October 16**, 9 a.m.-3 p.m. at the Braintree Town Hall. Proceeds will benefit the club’s scholarship funds and various community programs. Rain date: October 23. Call Rose Farrell at 781.848.0278 or Carolyn Loud at 781.843.4912.

St. Francis of Assisi Craft Fair

St. Francis of Assisi Church will host its 2nd Annual Craft Fair **Saturday, October 16**, 9 a.m.-3 p.m., in the lower church hall. There will be beautiful handmade items, fantastic raffle prizes, a kids’ craft table, and lunch available for purchase! Questions? Call Susan at 781.986.4353.

Pond Meadow Park Pumpkin Fest

The Friends of Pond Meadow Park will hold a Pumpkin Fest/Family Day **Saturday, October 16** (rain date Sunday, October 17), 11:30 a.m.-3 p.m., at the park. Hayrides, face painting, games, food, pumpkins, etc. Call the park at 781.843.7663.

35th Reunion: BHS Class of 1975

Braintree High School Class of 1975 will hold its 35th Reunion **Saturday, October 16** at Emerald Hall, Braintree. Details at <http://groups.google.com/grphp?tab=cg&pli=1> or contact Heidi Larson Hurley at heidihurl@gmail.com.

The Kids Clothes Closet has moved

The Kids Clothes Closet is now located at the Emmanuel Episcopal Church, Washington Street, Braintree and is open Wed. 7-9 p.m. and Thurs. 12:30-2:30 and 6:30-8 p.m. Open to the public; all funds raised support Braintree children. Donations welcome. Call 781.848.6724.

Braintree Park Department trips

Sat, Oct. 2: Winnepesaukee Scenic Railroad Trip w/turkey dinner on board; \$89 pp.

Fri-Mon, Oct. 8-11: Cooperstown & Lake George; transportation, lodging, meals; \$449 pp. twin.

Sun, Oct. 10: Mohawk Trail Foliage/lunch; \$89.

Sun, Oct. 17: Lake Winnepesaukee Cruise with champagne brunch; see the foliage; \$89 pp.

Sun, Oct. 24: Oktoberfest at Wright’s Mill Farm, Canterbury, CT; food/hayrides; \$89 pp.

Fri, Oct. 29: Annual Haunted Hayride at Braintree Municipal Golf Course; \$10 adults, \$6 children, kids 4 years and under free.

For more information, call the Recreation Office at 781.794.8901 or visit www.braintreerec.com.

“I cannot say enough about BELD and ALL its services,” says BELD Broadband subscriber Kathy DeWitt

“We have had BELD Broadband since its inception, and no matter what, it cannot be beat. Customer Service is very patient and polite, and this kind of customer service is beyond what you’ll find with any other providers. Keep up the good work, BELD!”



BELD

www.beld.com
150 Potter Road
Braintree, MA 02184
781.348.BELD (2353)

Bright Ideas Editor/Designer
Joan Marson
jmarson@beld.com

PAYMENT LOCATIONS

150 Potter Road

Our office is open from 7:30 a.m. to 4:30 p.m., Monday through Friday. Customer Service is open until 7 p.m. on Thursday.

Drop boxes

Top of Potter Road
Beside Town Hall

Braintree Cooperative Bank

1010 Washington St.
372 Washington St.
505 Quincy Avenue

Direct Payment

Call BELD at 781.348.2353.

Online payments

www.beld.com

BROADBAND HELP DESK

Mon-Fri: 8 a.m.-8 p.m.
Sat-Sun: 8 a.m.-4 p.m.

COMMISSION MEETINGS

Public meetings are usually held monthly. Call 781.348.2353 or check www.beld.com to confirm time and date.

COMMISSIONERS

Anthony Agnitti, Chair
James Regan, Vice Chair
Thomas Reynolds, Secretary

HOLIDAY CLOSINGS

Monday, September 6
Labor Day
Friday, September 17
Employee Appreciation Day
(Office will close at 10:45 a.m.)



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