



BRIGTH IDEAS

A monthly newsletter

for broadband customers, published April 2010



Are you planning outdoor projects this spring? Before you start digging, you must call 888-DIG-SAFE (or 811)

April is Safe Digging Month! One phone call to 888-DIG-SAFE (or 811) 72 hours in advance of excavating starts the process of alerting all appropriate utilities of your plans. The member utilities will then locate and mark their pipes, cables and other conduits. And the service is free!

Underground utilities exist everywhere, and—depending on the degree of soil erosion—lines on your property may be located 18" deep or less. Visit the Dig Safe® website www.digsafe.com for additional information, and remember to call before you dig—it's the law!

BELD will plant two maple trees in your yard—and they're free!

We'll soon be out planting trees again for Braintree residents. Since we began the Braintree Re-leaf program, we've planted well over 3,000 maple trees at **no cost to the recipients**. The young trees begin to reduce carbon dioxide in the atmosphere right away, and in a few years their shade will help lower your home cooling costs.

BELD residential customers are eligible for two FREE maple trees—sorry, no repeat customers. To sign up for the Braintree Re-leaf program, call our Energy Advisor at 781.348.1032, and we'll add you to our 2010 spring planting schedule!

Thomas A. Watson Generating Station named one of the fourteen best power plants worldwide

The World's Best Power Plants is an annual feature of *Diesel & Gas Turbine Worldwide* magazine, and this year the publication recognized BELD's Watson Generating Station along with thirteen other plants representing Japan, the Philippines, Australia, Taiwan, Pakistan, Austria, Germany, Cuba, Peru, and the United States.

Rolls-Royce Trent 60 gas turbines

The Watson plant is powered by the **first two Rolls-Royce Trent 60 gas turbines built for the U.S. power generation market**. The turbines entered commercial service in June 2009 and are already lowering costs for Braintree residents, who have seen a total reduction in rates of more than 11% in nine months.

According to Rolls-Royce, the two turbines, which can reach full load in 10 minutes, allow an element of redundancy that a single unit cannot provide. As a result the plant can still deliver 50% of its capacity even if one unit goes offline.

A win-win partnership

The agreement reached by Braintree Electric and Rolls-Royce favored both BELD's commitment to provide maximum-value power to its customers while maintaining maximum flexibility, and Rolls-Royce's commitment to build its market for aero-derivative gas turbines in North America—a win-win-win for BELD, Rolls-Royce AND the residents of the Town of Braintree.

Braintree Rotary HAITI RELIEF PROJECT

The Braintree Rotary Club is requesting donations to the Braintree Rotary Foundation—Haiti Relief Fund, a town-wide humanitarian relief effort to raise funds for the purchase of ShelterBoxes for the victims of the earthquake in Haiti.

Each box, which contains a tent and enough survival supplies to aid a family of ten for six months, costs \$1,000 fully equipped and delivered directly to Rotary distribution centers located in Haiti.

Braintree Rotary's goal is to raise enough money to purchase 30 ShelterBoxes, enough to shelter 300 people. They are asking you to help them reach their goal.

PLEASE LOOK FOR THE DONATION ENVELOPE ENCLOSED IN YOUR WATER & SEWER BILL—AND HELP SUPPORT THIS WORTHWHILE CAUSE.

Truth in cable advertising? You be the judge...

Because advertising is based on persuasion, ads can often be full of half truths and evasions. A company bankrolling an ad wants to showcase its offerings, so it puts a positive spin on the product's features...while ignoring other details.

For example, you may have heard the area's fiber carrier conveying the impression that video service delivered over fiber has superior clarity or resolution when compared to cable. What these ads don't mention is that **cable companies also transmit television service over fiber**—the only difference is the distance from the house where that fiber is terminated and converted to coaxial cable. **Modern digital television has identical clarity and resolution whether it comes from a satellite, coaxial cable, or fiber.** In fact, in nearly all cases, the signal travels the final few feet to the TV in coaxial cable.

Similarly, most providers currently use 256 QAM technology. "Quadrature amplitude modulation" is the way digital signals are transmitted to our homes through the fiber optic network. Currently, 256 QAM is the highest bit rate being deployed. **Any provider claiming their digital signal is better is not telling the truth—all 256 QAM signals are the same.**

At BELD Broadband, we believe informed customers are the best customers. So if you are ever confused by the hard-to-swallow claims of another provider, let us know—we'd be happy to help you decipher the marketing mumbo-jumbo and make sure you have all the facts. **For more information, call 348.BELD (2353).**

COMMUNITY BULLETIN BOARD

Plant sale at Pond Meadow Park

The Friends of Pond Meadow Park will sponsor a plant and flower sale **Saturday, May 8**, 9:30 a.m.-3:30 p.m. at Pond Meadow Park. Hayrides will be ongoing 11 a.m.-3 p.m. Purchase your plants and flowers for Mother's Day, Memorial Day and for your yard and help support the park. Call Joan Fabrizio at 781.843.7214 or Sean Cleaves at 781.843.7663 for more information.

Annual Rabies Clinic is May 8

The annual Rabies Clinic will be held **Saturday, May 8**, 10-11:45 a.m. outside Town Hall. Local Veterinarian Dr. Richard Harris of VCA South Shore Animal Hospital will inoculate the animals for a fee of \$13/animal. All proceeds go toward the Jaycee scholarship, awarded each year to a graduating BHS student. Call 781.843.7414.

DATE CHANGE for B.A.S.E. event

Braintree After School Enrichment (B.A.S.E.) will host our Second Annual Mother/Daughter Tea Party **Saturday, MAY 15**, at 426 Pond Street. We'll have raffles, Jenny Boston, Nail Salon, Face Painting, Crafts, Dolly Salon and more! We're raising money for the B.A.S.E. program and for the Roselyn Karll Memorial Scholarship. For more information about B.A.S.E. and the tea party, go to our website at www.basekids.com or call Alysya Rynne or Meridith Duffy at 781.849.3484.

Comedy Night & Silent Auction

Come to the Ross School Comedy Night & Silent Auction **Saturday, May 15**, 7 p.m.-midnight, at the D.A.V. Hall, 788 Liberty Street, starring comedians Danny Miller, Tony V. and Mark Riley. Dinner will be by Viola's Restaurant. To purchase tickets for \$20 please contact Chris McAuley at 781.843.1449.

Splish! Splash! It's a Beach Bash!

The Parent Support Board at Archbishop Williams High School is sponsoring a "Beach Bash" Auction and Social **Saturday, May 15**, at the Lantana. Please call 781.843.3636 for more information.

AARP meeting on May 18

Braintree AARP Chapter #4042 will meet **Tuesday, May 18**, 1:30 p.m., at the D.A.V. Hall on Liberty Street. AARP Massachusetts State President Linda Fitzgerald will address the group. AARP will prepare and serve lunch at Fr. Bill's Place on Friday, May 21, at noon.

Braintree All Scout Jamboree

Are you or your son or daughter involved with Scouts? We are organizing the first Braintree All Scout Jamboree—open to all Braintree Boy Scouts, Girl Scouts and Cub Scouts—to be held **Sunday, June 20**, at Pond Meadow Park. (The rain date is June 27.) It will be a day of fun and activities for Scouts and their families. More information will follow in the next couple of months. If you are interested in having your son/daughter's troop participate in this event, please contact Mark Smith at occpack196@yahoo.com.

Braintree Park Department trips

Thursday, May 13: "Jersey Boys" at Providence
Sunday, May 16: Statue of Liberty/Ellis Isle trip
Thursday, May 20: Red Sox vs. Twins at Fenway
Friday, May 21: Boston Pops "Honors America"
Tues-Fri, May 25-28: Atlantic City Trip
Saturday, May 29: Pops "Ray Charles Tribute"

For more information about these and other trips, please call the Recreation Office at 781.794.8901 or visit the office at 85 Quincy Avenue for individual itineraries.

BELD

www.beld.com
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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, April 19
Patriot's Day
Monday, May 31
Memorial Day



Electric tools and water don't mix!

While working in the yard this spring, remember that electric tools—such as clippers, hedgers, and trimmers—should not be used on wet surfaces.

And never mow the lawn with an electric mower if the grass is wet.