

100th Anniversary Shrewsbury Electric 1908-2008

SELCO History

The First Hundred Years



Shrewsbury Electric & Cable Operations

100 Maple Ave. Shrewsbury, MA 01545 | 508-841-8500



Dedication

This 100th anniversary booklet is dedicated to all of the Shrewsbury Electric and Cable employees who over the past century have worked day and night to keep the lights on; and to those current employees who work diligently to serve the best interests of all Shrewsbury residents.

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This history was compiled and written by Jackie Pratt and C. David Bowers using information from newspaper articles, Annual Town Reports, and records kept by electric and Town employees over the course of more than 100 years. Special recognition goes to Margaret Mitchell, long-time Electric Department secretary from 1933 to 1975, who kept superb records of Shrewsbury Electric during her many years of service to the company, and who continued to document Shrewsbury Electric's major milestones long into her retirement years.

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Letter from the SELCO Commission

This 100th anniversary booklet is dedicated to past and present employees of Shrewsbury Electric and Cable Operations. They are the people who provide excellent service, competitive prices, and reliability, the hallmarks of the Town's electric and cable enterprise.

Without giving it much thought, SELCO provides the simple essentials of life. It's all too easy to press a button to have light, hot food, a warm house, clean clothes, access to TV news, entertainment, Internet and telephone services. All of this is made possible through the knowledge, conscientious hard work, and perseverance of SELCO's dedicated staff, on-call and available all hours of the day and night.

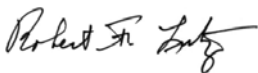
So the next time you flip on a switch, join us in thinking about all SELCO's employees who make life a bit easier. Thank the Linemen, Meter Readers, CATV Technicians, Customer Service Representatives, Headend Network Staff, Help Desk Technicians, Administrative and Accountant/Billing Personnel, Engineers, Management Personnel, and the General Manager.

Sincerely,

SELCO Commissioners



Clifford T. Jefferson, Jr. – Chairman



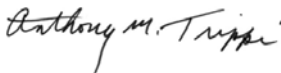
Robert F. Lutz



Patricia Lyons-Gallo



Michael A. Refolo



Anthony M. Trippi - Clerk

Introduction - About SELCO

The Town of Shrewsbury, Massachusetts, has operated a municipal electric department since 1908. Over the years Shrewsbury's municipal utility has been referred to by a variety of names, but is currently known as Shrewsbury Electric and Cable Operations (SELCO).

SELCO is a community owned and operated utility offering Shrewsbury residents and businesses high-quality electric and cable programs and services at highly competitive prices. SELCO currently offers electric, cable, telephone and high-speed Internet service.



SELCO primarily purchases its power from the Massachusetts Municipal Wholesale Electric Company.

SELCO is overseen by a Municipal Light Commission that consists of five board members to whom the General Manager reports.

SELCO's business office is located at the Shrewsbury Town Hall, 100 Maple Avenue.

Other SELCO facilities include:

- Service Area Garage – Municipal Drive
- Cable Headend – Parker Road
- TownISP & Telephone Help Desk – Parker Road
- Shrewsbury Media Connection – Parker Road

SELCO's major electric facilities include:

- Rolfe Avenue Substation – Rolfe Avenue
- Logan Substation – Worthington Avenue
- Johnson Substation – Municipal Drive
- Peaking Plant – Turnpike Road (Route 9)

In The Beginning

The right to operate a municipal electric utility was established in 1890 when the Massachusetts Supreme Judicial Court issued an advisory opinion to the State House of Representatives that it was within the constitutional power of the legislature to enact a law, conferring upon the cities and towns within the Commonwealth, the authority to manufacture and sell electricity.

In 1891, the State House of Representatives enacted the first statutes that would allow cities and towns to establish and operate municipal electric utilities.

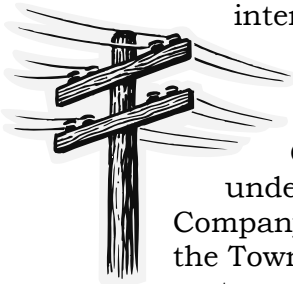


Shrewsbury center looking South down Grafton Street from the common 1908.

Taking the Initiative 1907

In 1907 a Street Lighting Committee was established to bring electricity to the Town of Shrewsbury. The Street Lighting Committee approached several companies about bringing power to Shrewsbury, and initially received either lukewarm replies or no response at all.

Finally, the Marlboro Electric Company showed some interest and offered its encouragement and assistance. In late 1907 discussions between the Street Lighting Committee and the Marlboro Electric Company resulted in an agreement under which the Marlboro Electric Company would supply power to Shrewsbury if the Town built its own “plant” consisting of a system of poles, wires and lines.



Creation of Shrewsbury Electric 1908

During the Annual Town Meeting on March 2, 1908, Shrewsbury residents voted 115 in favor, 22 against for “constructing and maintaining a plant for the distribution of electricity for street lights, for municipal use, for use of inhabitants, and to purchase current from any electric light company or street railway company from whom a satisfactory contract could be obtained.”

A second vote, required by law, recorded 110 in favor and 16 against the proposal at a Special Town Meeting on May 12, 1908. This cleared the way for construction of a light plant. The meeting voted to borrow \$16,000 for the purchase of equipment and construction.



During the March 2nd meeting, the town also authorized the Street Lighting Committee to construct a plant and begin making other contracts necessary for establishing electric power in Shrewsbury.



Let There be Light

On Sunday, September 20, 1908, Shrewsbury Electric turned on the first street lights in town. The September 21, 1908 edition of the *Worcester Telegram* reported the event. One month later, on Tuesday, October 20, 1908, the first houses in town received power. The very first house wired and active was The Mitchell house at 118 Spring Street.

CURRENT IS TURNED ON.

Shrewsbury Lighted by 140 Lamps of
Forty-Candle Power.

Special to The Telegram

SHREWSBURY, Sept. 20. - The Delta Electric Co., Worcester, turned on the current about 1 o'clock today, and tested its plant, and tonight the town is ablaze with 140 of the new Tungsten lamps of 40 candle power each.

**Reproduction of September 21,
1908 Worcester Telegram article**

Because there were very few electric appliances available on the market at the time, most homes used electricity solely for lighting during this period.



This composite photo of the Mitchell House, the first residence in Shrewsbury to receive power, was taken in 1976. The home was torn down to make way for a new housing development and the construction of Park Grove Lane in the summer of 2003.

In 1908 the cost of electricity was \$0.15/kilowatt hour (kWh). When adjusted for inflation, that equals around \$3.30/kWh in 2008 dollars.

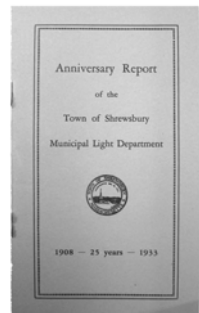
By the end of February 1909 Shrewsbury Electric was supplying power to 178 street lamps and 40 individual households within the Town of Shrewsbury.

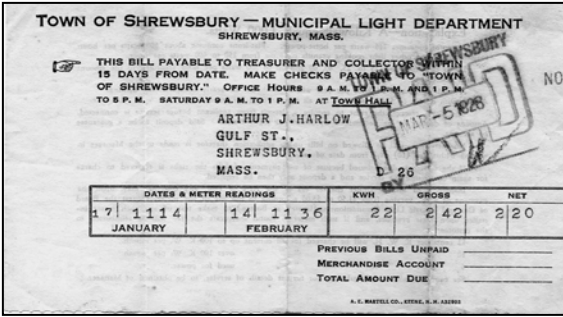


1908-1933: A Quarter-Century of Progress

The first 25 years of Shrewsbury Electric's history was one of growth, expansion and change. The first of many changes was the hiring of the electric company's first general manger, Mr. Edward A. Logan in 1910.

Shrewsbury saw a significant increase in electric use during this period due in part to





This February 1928 electric bill shows rates at the time were 12¢ per kWh for up to 100 kWh/mo and 10¢ per kWh over 100 kWh/mo. 1928 bill courtesy of Raymond Harlow.

lower electric rates. However, a major contributing factor to this increase in use was the invention and utilization of new electric appliances such as the refrigerator, radios, and electric ovens.

Giving Back to the Community 1912

The practice of returning money to the town to help lower the property tax rate began in 1912, when Shrewsbury Electric returned \$1,048 to the Town.

New England Ice Storm 1922

In 1922 a major ice storm practically leveled Shrewsbury Electric's facilities and lines. It took several weeks of around the clock work to restore temporary service and another couple of years before the electric company returned to full operating capacity.

Sale of Electric Co. Considered 1926

In 1926 the town contemplated selling the municipally-owned electric utility to help subsidize the building of a new Fire Headquarters located on Church Rd.



The above political cartoon, depicting Shrewsbury's debate over selling the Electric Company, appeared in a local newspaper in 1926.

The sale of the electric company was defeated in a Special Town Meeting on Saturday,

October 3, 1926 when the 2/3 majority vote required to sell the electric company failed to be reached.

Rapid Growth

Despite having to overcome some major setbacks in its first 25 years, by the end of 1933 the number of Shrewsbury Electric's customers had increased 5,575% from 1909. The number of individual electric customers in Shrewsbury had risen from just 40 in 1909 to 2,230 at the end of 1933.



1934-1958: The Age of Electricity

The second 25 years of Shrewsbury Electric's history saw a huge increase in electric use due to a boom in residential construction as well as the sudden widespread availability of electric appliances for daily household use.

Expansion 1937-56

During its second quarter-century, Shrewsbury Electric saw many improvements to its infrastructure as well as major upgrades and renovations to the Worthington Avenue substation beginning in 1937.

In 1941 the Service Area located on Municipal Drive was built along with the adjacent Hilltop substation (now known as the Johnson substation).



This 1942 photo of Shrewsbury Electric employees and equipment was taken in front of the brand new Service Area on Municipal Drive built in 1941.

Battling Nature to Survive 1938-1953

From 1938 to 1953 Shrewsbury Electric faced a number of intense weather events that tested its resources and perseverance to the extreme.



Shrewsbury linemen “Red” Rossboro [top] and Joe LeCoure repair damaged wires during a 1943 blizzard.

In 1938 a category-five hurricane devastated the Atlantic coast and caused severe damage to Shrewsbury’s facilities and lines. It took Shrewsbury Electric almost two years to fully recover from The Great New England Hurricane of ’38.

A blizzard in the winter of 1943 caused significant damage to Shrewsbury Electric’s lines, but to a much lesser extent than the Great Hurricane of 1938 did.

Ten years later, in 1953, Shrewsbury Electric faced one of the most devastating natural disasters of its existence. On June 9th of that year, a vicious tornado ripped through Worcester County, causing devastation in Shrewsbury and damaging Shrewsbury Electric’s facilities and lines. It took Shrewsbury Electric crews several months to repair the damage caused by the infamous tornado.

End of an Era 1948

In October 1948, after 39 years of service, Edward Logan retired as the general manager. Mr. Logan, Shrewsbury Electric’s first general manager, was replaced by Mr. Philip H. Holbrook in October 1948.

Tumultuous Times 1954

Mr. Holbrook’s tenure as general manager, which came to an end in 1954, proved to be a rocky one. Mr. Holbrook

resigned from his post in protest when the Light Commission was disbanded by Shrewsbury's first town manager Allen L. Wilcox after continuing conflicts.

The department was temporarily run by the town manager's office until a new general manager, Mr. Robert E. Bacon, was hired in 1955. The Light Commission was reinstated later that same year with three new members.

First Bucket Truck 1958

Bucket trucks were a new invention in the late 1950's. Prior to that, ladders, ladder trucks and pole climbing gear were standard industry equipment.

In 1958 Shrewsbury Electric purchased its first bucket truck. Equipped with pneumatic tools and a compressor, it was used for both tree trimming and regular line work.



Shrewsbury Electric's first bucket truck

A Changing of the Guard 1958

Mr. Bacon served as general manager for just three short years until April 1958 when he was replaced by Mr. James E. Baker. Under Mr. Baker, Shrewsbury Electric would grow exponentially, largely taking the shape of the company as it exists today.



James E. Baker

Sustained Growth

By the end of 1958 the number of electric customers had reached 5,182 and the staff had increased to include a general manager, a line foreman, a full-time wire inspector, 12 linemen and four office and administrative employees.

1959-1983: The Growth Years

From 1959 to 1983 Shrewsbury Electric not only grew in staffing and infrastructure, but also in the number of customers served and the amount of power sold.

As the average American came to rely more and more on electricity in their daily life, Shrewsbury Electric began to market its electric services in ways it never had before.

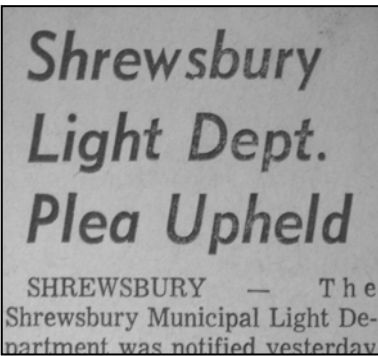


Electricity becomes a part of daily life in the 1960s.

The Shrewsbury Case 1962-1964

In 1962 Shrewsbury Electric, under the guidance of general manager James E. Baker, filed a landmark lawsuit against New England Power Company (NEPCO) demanding that Shrewsbury Electric be allowed to purchase electricity directly from power generation companies. This lawsuit would become known as “The Shrewsbury Case.”

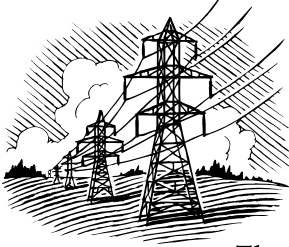
Although Shrewsbury Electric was able to purchase power at the same commercial rate being offered to customers of Mass Electric, the lawsuit argued that because Shrewsbury Electric was operating as a utility and reselling power to end users, it should be allowed to purchase power at cheaper wholesale rates directly from electric generation companies, rather than having to purchase power through Mass Electric or other utilities at higher rates.



Headline from the July 28, 1964 Worcester Telegram.

In 1963 the Federal Power Commission held a hearing regarding the complaint filed by Shrewsbury Electric more than a year before.

It took several years for the case to wind its way through the courts, but when all was said and done, the Federal Government found in favor of Shrewsbury Electric, paving the way for public power companies throughout the United



States to purchase electricity at wholesale rates and to enter into direct contracts with generators. This made the economics of running a community-owned utility much more favorable.

The decision in the Shrewsbury Case has been a major reason why customers of Shrewsbury Electric and other municipally-owned utilities have enjoyed rates far lower than those of investor-owned utilities for the past four decades.

Living Better Electrically 1960s & 70s

In the late 1960s Shrewsbury Electric's office was home to a showroom that promoted "Living Better Electrically."

This program encouraged residents to purchase the latest and greatest electric appliances with the hopes that overall electric use in town would increase, and Shrewsbury would be able to purchase bulk power at lower wholesale rates.

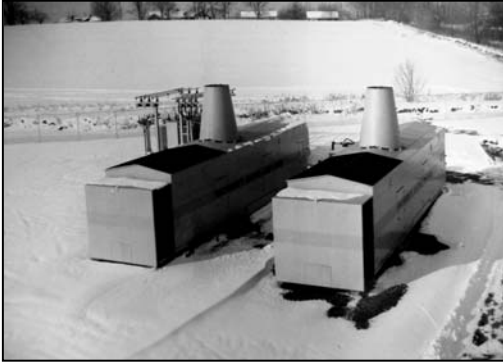
Various modern appliances from electric stoves to electric water heaters were sold by Shrewsbury Electric on behalf of local vendors. The "Living Better Electrically" program ended in 1976.



The photo above may look like an appliance showroom, but it's actually the Shrewsbury Electric office lobby back in the "Living Better Electrically" days of the late 1960s and early 1970s.

Peaking Plant 1969

In the mid 1960s Shrewsbury Electric experienced a recurring spike in the electric load between the hours of 5:30 and 7:30 pm during the months of November and December resulting in a “demand fee” above and beyond what it was already paying to purchase power.



Early 1970 photo of the two original peaking plant generators.

To help reduce the demand fee and save residents money, Shrewsbury Electric decided to build a “peaking plant” that would generate electricity during times of peak use to help cut the peak load.

At a Special Town Meeting on March 17, 1969, Town Meeting

Members approved a \$450,000 bond for two diesel generators that would make up the Shrewsbury Electric peaking plant.

The two peaking plant generators went into operation in early November 1969, just in time for the maximum load period. During the first two months of operation, the peaking plant generated 275,000 kWh of electricity. This marked the first time in Shrewsbury Electric’s history that power was generated locally within the Town of Shrewsbury.



The peaking plant was so successful at reducing peak costs that two more generators were added in 1975 to increase generation capacity from 5.5 Megawatts to 11 Megawatts. As the power cost savings continued to grow, Shrewsbury Electric decided to add a fifth generator in 1978.

Though the peaking plant still saves Shrewsbury residents money, it is currently being used in a different way.

Due to the dramatic rise in diesel fuel prices in recent years, as well as increased environmental regulation by the government, the cost to generate electricity at the peaking plant has become comparatively expensive. As a result, the peaking plant is no longer operated on a regular basis.



Interior view of a peaking plant generator.

There are times, however, when the cost of energy on the market surpasses the cost of generating electricity at the peaking plant. When times of peak load and peak cost are reached, the peaking plant generators are turned on, reducing overall power supply costs. This helps keep electricity costs low for all Shrewsbury customers.



Shrewsbury Community Cablevision Established 1983

The groundwork for Shrewsbury Cable was first laid back in the mid 1960s when Shrewsbury Electric began looking into creating a Town-owned cable television system to improve reception for local residents.

The decision to pursue a Cable TV (CATV) franchise occurred in 1970 after completion of a feasibility study. However, due to the confusion and disarray of the cable industry at the time, the franchise proposal was dropped until 1982.



Shrewsbury Community Cablevision's Parker Road satellite dishes and antennas in 1983.

In 1982, the Board of Selectmen, with the community's overwhelming support, approved the formation of Shrewsbury Community Cablevision (SCC). However, there

was some initial interference from cable providers in other communities.



Shrewsbury Community Cablevision's Parker Road headend facility in 1983.

Despite Shrewsbury having challenged the local cable providers in court, industry interference continued unabated until Shrewsbury Electric petitioned the Federal Communications Commission for an investigation into the matter.

Finally, on March 28, 1983 Shrewsbury Electric was granted a CATV license, and construction for the new Shrewsbury Community Cablevision system began. Shrewsbury was the first Town in the Northeast to own and operate a state-of-the-art telecommunications system.

On September 9, 1983 the first cable customer was activated, and by year end approximately 1,000 subscribers were up and running. By the end of 1984, the number of cable subscribers had surged to an astounding 5,600 households.

A Modern Company Emerges

By the 75th year of service, Shrewsbury Electric Light Plant and Shrewsbury Community Cablevision (SELP/SCC) had grown to include 34 employees, a fleet of service vehicles and various electric and cable facilities spread across the Town of Shrewsbury. By the end of 1983, the number of electric customers had grown to 9,177, and the first few months of cable service had netted approximately 1,000 new cable subscribers.

1984-2008: A Changing Market

Shrewsbury Electric and Cable Operations has seen tremendous growth over the past 25 years. Advances in technology have led to the addition of many new cable services, and a changing electric market has brought about a stronger focus on energy conservation and load management.

Shrewsbury Public Access 1983-1987

When Shrewsbury Electric was first awarded a CATV franchise in 1983, an agreement was made whereby a community television studio would be built and a channel funded by the newly formed Shrewsbury Community Cablevision to provide “public access” programming to the community.

The agreement would allow Shrewsbury Public Access Channel (SPAC) to operate autonomously to air locally-produced programming, governmental meetings, and educational programming.

Although the creation of SPAC got off to a rocky start, an organizational change made in 1986 finally got the project moving forward. Within months, SPAC took up residence in the North Shore Auditorium on Parker Road which was renovated to provide studio space for the fledgling organization. The very first SPAC telecast to air was Shrewsbury’s 1987 Annual Town Meeting which took place on February 19, 1987.

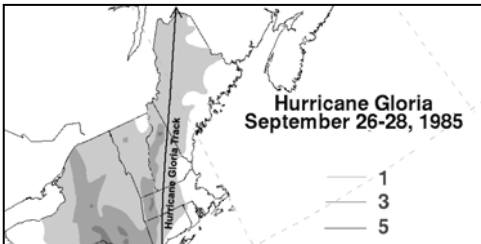


Shrewsbury Media Connection's Parker Road studio in 2008.

Since the early days, SPAC has grown exponentially and has been renamed Shrewsbury Media Connection (SMC). SMC currently encompasses three distinct local channels including Shrewsbury Public Access Channel (SPAC-28); Educational Television (SETV-29); and Government Television (SGTV-30). SMC provides tremendously valuable programming to the residents of Shrewsbury.

Hurricane Gloria 1985

On September 27, 1985, Hurricane Gloria swept through New England resulting in eight fatalities and causing over \$900 million in damages to the region.



Shrewsbury Electric was able to recover quickly from Hurricane Gloria, despite being directly in the storm's path.

Hurricane Gloria caused significant damage to Shrewsbury's power facilities, leaving 7,000 Shrewsbury customers without electricity.

Despite taking a direct hit, Shrewsbury Electric had all major circuits back in working order by 11:00 p.m. the day of the storm. By 2:00 p.m. Sunday, September 29, electric service had been restored to all residents within the Town.

The quick recovery after the storm was credited to both the consistent use of high-quality equipment, as well as Shrewsbury Electric's dedicated, hard-working, and knowledgeable employees.

A New Focus 1986

In 1986 long-time general manager James E. Baker retired and Thomas R. Josie was hired to fill his shoes. Under Mr. Josie's guidance, and because of his foresight and vision, Shrewsbury's municipal utility has provided fair prices and excellent service, in addition to being at the forefront of the telecommunications industry, for much of his tenure.

Beat the Peak 1987

In the mid-1980s Shrewsbury Electric began experiencing high electric loads during days when temperatures reached extremes. These “peak” loads were negatively impacting both electric reliability and power costs within the Town of Shrewsbury.

To combat the sharp peaks, Shrewsbury Electric instituted a “Beat the Peak” program in 1987. “Beat the Peak” utilized the cable television Emergency Broadcast System to notify customers of peak load periods and request that non-essential use of electricity be curtailed until the peak had passed.

During its first year in use, the “Beat the Peak” alert was activated three times, and saved Shrewsbury Electric approximately \$96,000 in energy costs.



In 2006 Shrewsbury Electric again experienced new peaks during the hot summer months. Remembering the success of the original program, SELCO resurrected “Beat the Peak” in the form of a pop-up notice on the Town website.

Keeping Long Distance Local 1998

On May 1, 1998, Shrewsbury Community Cablevision made its first foray into the telephone industry with the launch of its long distance phone service.

**“We Keep
Long
Distance
Local”**

In an alliance with New England Municipal Telephone Associates (NEMTA), SCC launched its new service to 1,000 customers and became one of the first municipalities in the country to offer long distance telephone.

One of the benefits of the service was that profits would stay within the community rather than having

profits go to stockholders as with other long distance telephone providers. The slogan for Shrewsbury Long Distance was “We keep long distance local.” The service was discontinued in 2003 due to telephone industry changes.

TownISP High Speed Internet 1999

With the increasing popularity of the World Wide Web, SCC saw an opportunity to expand its telecommunications services by offering broadband Internet service. SCC launched TownISP high speed Internet on August 21, 1999.



To launch the TownISP service, SCC had to improve its telecommunications platform in a dramatic way. A \$6.3 million system upgrade and enhancement of existing services brought state-of-the-art communications to Shrewsbury.

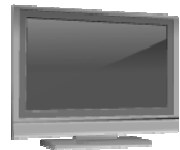


The success of TownISP demonstrated SELP/SCC’s versatility as both an electric utility and telecommunications provider, and boosted confidence in the Town’s ability to provide a variety of cutting-edge cable and communications services.

Digital Cable 1999

As part of the system upgrade necessary to launch TownISP Internet service, SCC also made significant upgrades to its cable plant, increasing channel capacity and launching Digital Cable service.

Through the addition of Digital Cable, the number of available channels increased from 80 channels to over 180 channels. This added capacity paved the way for SELCO to become the very first cable provider in Massachusetts to offer High Definition television service.



Shrewsbury Electric & Cable Operations 2003

In 2003 a decision was made to combine “Shrewsbury Electric Light Plant” and “Shrewsbury Community Cablevision” to form Shrewsbury Electric & Cable Operations (SELCO), the name by which Shrewsbury’s municipal utility, established in 1908, is known today.

Energy Conservation & Efficiency Mid-2000s

In the early years of the 21st century, a “green” environmental movement began to take hold in America. People were not only concerned with limiting their

individual impact on the world around them, but also looked to corporations to reduce waste, curb emissions of greenhouse gasses, and improve the environment.



In response to increasing peak electric loads, rising power costs, and growing environmental concerns, SELCO voluntarily

began a series of successful and highly effective energy conservation programs that informed and educated residents about the need to conserve electricity and improve energy efficiency.

Some of the programs that became a part of SELCO’s environmental efforts during this time include annual Arbor Day celebrations, the SELCO GreenLight wind power program, 0% interest Energy Conservation loans, discounted energy efficient compact fluorescent light bulbs, and EnergyStar appliance rebates.



State Senator Edward Augustus (left) and SELCO employee Thomas Desilets (right) plant trees for Arbor Day in 2006.

SELCO Telephone 2006

By 2006 cable companies had begun offering a multitude of bundled telecommunications services to their customers.

To remain competitive in the cable marketplace, SELCO decided to re-enter the telephone industry by offering a high-quality, digital alternative to traditional home phone service.



Partnering with Sprint/Nextel Communications, SELCO created a telephone network for its residents that placed SELCO in the fore-front of telecommunications providers.

In December of 2006 SELCO Telephone was made available to Shrewsbury residents. Within the first month of service, SELCO Telephone had 158 customers. By August of 2008, that number had grown to more than 2,200 customers.

Berkshire Wind Power Co-Op 2008

In 2008 SELCO banded together with 14 other municipally owned electric utilities in Massachusetts to form the Berkshire Wind Power Cooperative. In mid-2008, the Berkshire Wind Power Cooperative purchased the assets of a proposed wind power project to be built in Hancock and Lanesboro, MA.



The wind project, consisting of ten 1.5 Megawatt turbines, is expected to begin producing power in 2010. Pursuit of the project is consistent

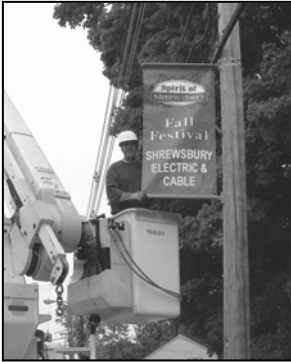
with SELCO's ongoing efforts to explore and develop alternatives to fossil fuels for power generation.

By investing in alternative energy solutions, SELCO is working to diversify the municipal power supply and bring greater stability to power prices.

When the wind farm becomes operational, SELCO will receive about 5 million kWh per year from the project, which is approximately 1.6% of the Town's total energy usage, or enough to power about 600 Shrewsbury homes.

A Tradition of Community Service

SELCO's commitment to the Shrewsbury community does not end at providing high quality electric and cable services at competitive prices. Throughout its 100 year history, SELCO has provided countless services, opportunities, and investments that go above and beyond what is usually expected of an electric utility. Here are just a few...



Lineman Kevin McNeil hanging a Spirit of Shrewsbury fall banner on Maple Avenue 2007.

Payments In Lieu of Taxes

Since 1912, SELCO has returned money to the community in lieu of taxes to help keep property tax rates down. The amount of money SELCO contributes on an annual basis has traditionally been far greater than what a comparable investor-owned utility would have contributed.

Decorations and Seasonal Banners

Traditionally SELCO has purchased and installed the annual holiday wreaths and decorations that grace the town common each December.

In fact, when Shrewsbury Electric purchased the Town's first-ever bucket truck in 1958, its inaugural job in January of 1959 was to dismantle the Town Christmas tree located on Route 9.

Today, in addition to the holiday decorations, SELCO crews work to

install seasonal banners for spring, summer, and fall at the center of town and along Route 9.



Dismantling the Town Christmas tree 1959.

SELCO employees also hang banners over Maple Avenue promoting school plays, the Spirit of Shrewsbury Fall Festival, election-day reminders, church fairs, and many other important Town reminders, public notices and community events.

New Town Hall Construction & Renovation

By 1965 the rising number of Town and Electric Department employees working from the Town Hall building located at the center of town began to exceed the space available in the existing building.

Because Shrewsbury Electric was already planning to move its offices to a new building due to cramped quarters, the Electric Department offered the Town the opportunity to replace the old Town Hall with a brand new facility located on a much larger lot off of Maple Avenue.



The new Shrewsbury Town Hall built by SELCO in 1966.

Construction was to be financed by Shrewsbury Electric funds given annually to the Town in lieu of taxes. Many skeptical residents thought that paying for construction of a new Town Hall would require an increase in electric rates. Some residents questioned whether it was even appropriate for Shrewsbury Electric to fund the project at all.

The final vote at Town Meeting was 124 to 7 in favor of the project. The Town Hall was built in 1966, and despite concerns electric rates were not increased to cover construction costs.

In 1997 the Town Hall was again reaching capacity, and SELCO offered to finance construction of an addition to the rear of the existing 1966 building.

By moving SELCO's offices to the new wing, space was freed up in the existing portion of the Town Hall to house the growing School Department. The new addition also provided space for a new Selectmen's meeting room, a computer room, a mail and equipment room, a small conference room, restrooms, and additional space for the Treasurer's and Assessor's offices.

Annual 4th Grade Open House

Every year since 1992, SELCO has invited all fourth-grade students in the Town of Shrewsbury to its annual 4th Grade Open House.

Each elementary school fourth-grade class experiences a field trip tour of SELCO's Service Area, electric and cable trucks, and Johnson substation. The students learn where electricity comes from, about electrical safety and how to conserve electricity at school and at home.

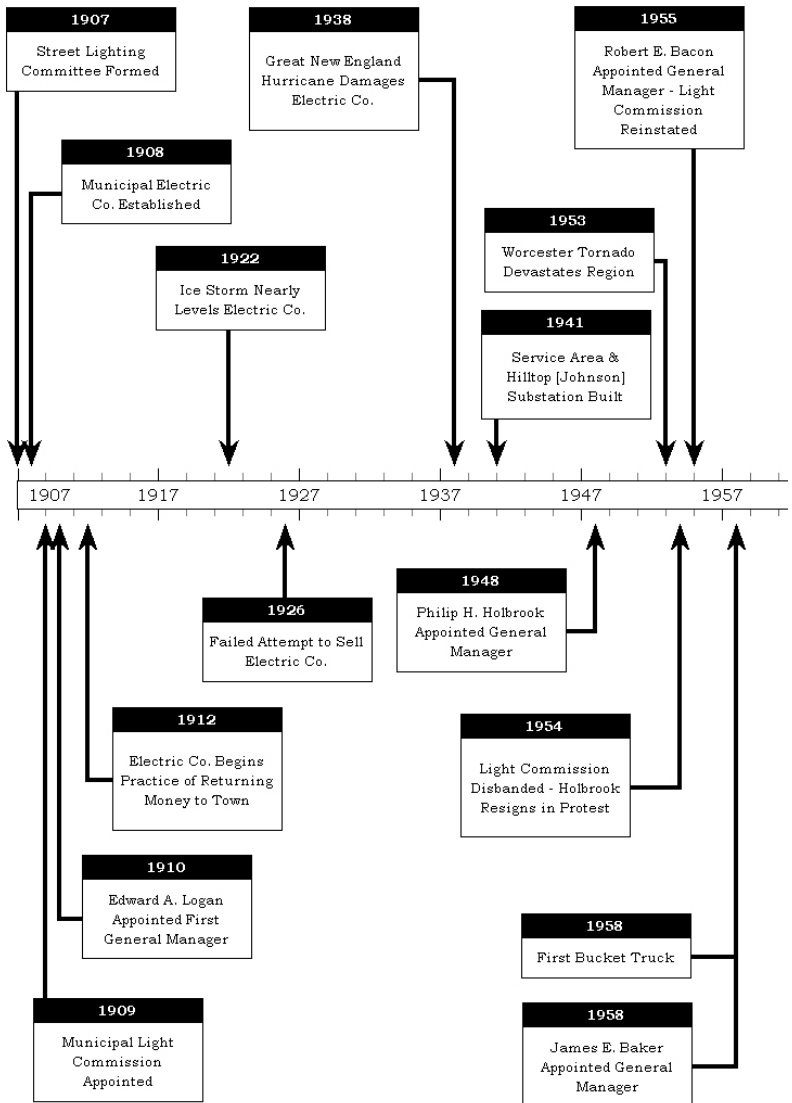
2006 Annual Open House Events



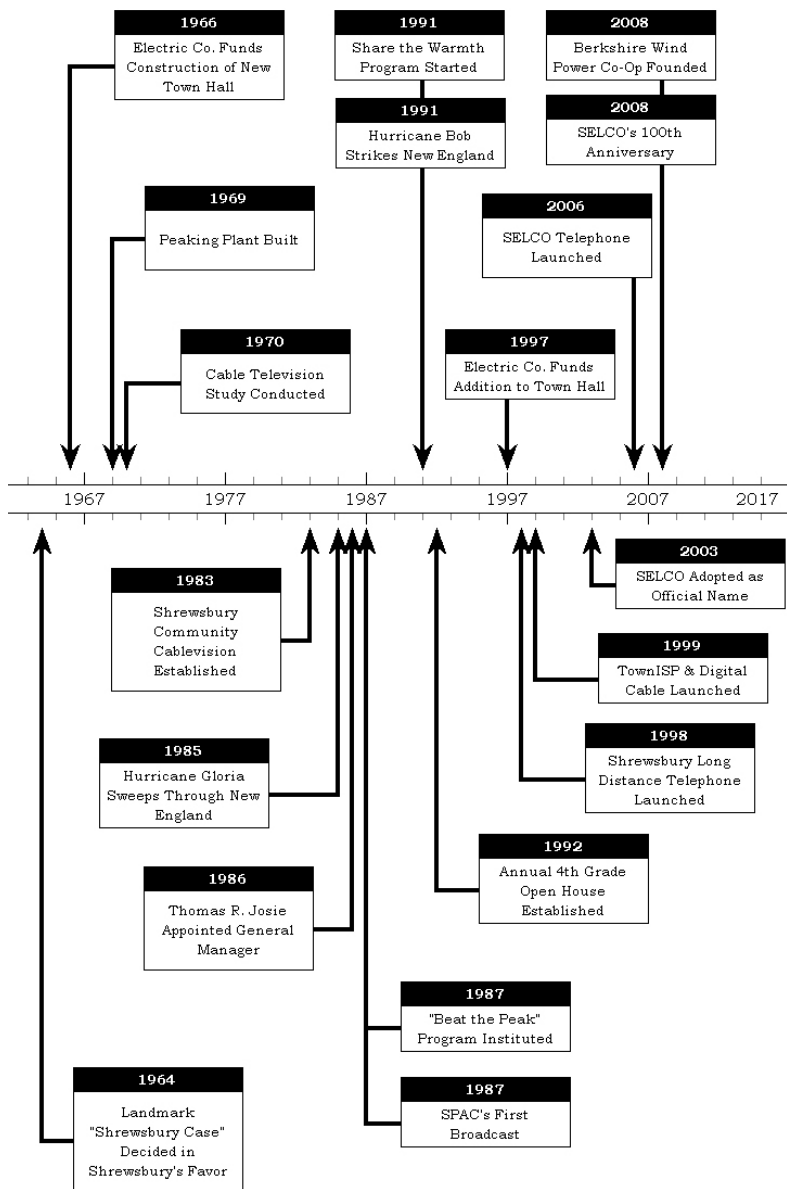
Share the Warmth

Annually since its inception in the early 1990s, SELCO's *Share the Warmth* program asks the community to assist needy Shrewsbury residents through donations that will help to maintain electric service for heat, light and hot water throughout the cold winter months. Each year the community responds with generosity.

Shrewsbury Electric & Co.



able Operations Timeline



Shrewsbury Electric Commissioners

The original Municipal Street Lighting Committee was formed in 1907 to bring electric power to the Town of Shrewsbury. After the Town-owned utility was established and became active, the Street Lighting Committee was renamed the Municipal Light Commission in 1909.

The launch of Shrewsbury Cable in 1983 expanded the oversight responsibilities of the Commission, and in 1984 the Commission, originally consisting of three members, was retooled to include a total of five commissioners.

- Edward L. Knowlton (1909-1926)
- Maurice E. Cook (1909-1931)
- Frank A. Bancroft (1909-1920)
- Harry C. Midgley (1921-1924)
- Herbert H. Gates (1925)
- Carl S. Herrmann (1926)
- Harvey C. Friars (1927-1945)
- Edwin L. Smith (1927-1936)
- Frederick K. Pope (1931-1944)
- Joseph A. Fleming (1936-1947)
- Thomas Cummins (1945-1954)
- R. Lisle Marston (1946-1954)
- Charles F. Woodward (1948-1954)
- Don R. Percival (1955-1968)
- Robert F. Lutz (1955-1960 & 1975-Present)*
- Curtis M. Clark (1955-1993)
- Merrill A. Henderson (1960-1975)
- Stanley L. Davis (1969-2006)
- Paul M. Lynch (1984-1987)
- Clifford T. Jefferson, Jr. (1984-Present)*
- Anthony M. Trippi (1987-Present)*
- June K. Tomaillo (1993-2003)
- Patricia A. Lyons-Gallo (2003-Present)*
- Michael A. Refolo (2006-Present)*

* Denotes current commissioners.

Shrewsbury Electric General Managers

Without the hard work and dedication of the five men shown below, Shrewsbury Electric and Cable Operations would not be the strong, successful organization it is today.



Edward A. Logan
1910-1948



Philip H. Holbrook
1948-1954



Robert E. Bacon
1955-1958



James E. Baker
1958-1986



Thomas R. Josie
1986-Present

Current SELCO Employees

SELCO Management

Robert Cellupica, Technical Support and IT
Wayne Cullen, CATV Technical Operations
Ralph Iaccarino, Engineering
Thomas R. Josie, General Manager
Norman Ludovico, Electrical Operations
Jackie Pratt, Marketing
Michael Quitadamo, Accounting & Finance
John Terrasi, Customer Service & MIS

Town Hall Office

C. David Bowers	Kendra Rozett
Cheryl Cobb	Kathleen Ryba
Tiffany Derie	Stacey Soter
William Gordon	Ann Trainor
Dawn Holmberg	Lynda White
Robin King	Meg Wright
Paula Munro	Patti Young

Electric Operations

Carl Bergman	Joseph Maynard
Francis Foster	Paul Maynard
Carole Giannino	Kevin McNeil
Brian Henderson	John McQuade
Brian Keeley	Joseph Monfette
Karen Kennedy	William Moore
Robert Lavalley	Thomas O'Connor
John Laverty	Scott Stark
William Ludovico	John Welch
Mark Maciejewski	

Cable Operations

Jeffrey Black

Robert Brunelle

Scott Dorsey

Edward "Gene" Duhamel

John Norden

Jose Otero

Arthur Rubino

Hank Skiba

Archie Torosian

William Yovan

TownISP & SELCO Telephone Help Desk

Gerald Bilodeau

Edward Crowley

Ferdnando Evangelista

Paul Lang

Joel A. Malaver

SELCO Commission

Clifford T. Jefferson, Jr.

Robert F. Lutz

Patricia A. Lyons-Gallo

Michael A. Refolo

Anthony M. Trippi

Shrewsbury Media Connection

Lorianne Bergman

Anthony DiBenedetto

Paul Gustafson

William Nay

Elizabeth Poplawski

Marc Serra

2008 SELCO Staff Photos



SELCO Town Hall Office Employees

[Front Row L-R: Patricia Young, Lynda White, Jackie Pratt, Michael Quitadamo. Second Row L-R: William Gordon, Kendra Rozett, Tiffany Derie, Cheryl Cobb, Stacey Soter. Third Row L-R: Robin King, Dawn Holmberg, Paula Munro, Kathy Ryba, Ann Trainor. Back Row L-R: Ralph Iaccarino, C. David Bowers, Thomas R. Josie, Meg Wright]



SELCO Service Area Personnel

[Front Row L-R: Paul Maynard, Scott Stark, Brian Keeley, William Ludovico, Joseph Maynard, John Norden, Archie Torosian, Gene Duhamel. Back Row L-R: John Welch, Henry Skiba, Norman Ludovico, Robert Lavallee, Wayne Cullen, Arthur Rubino, Robert Brunelle, William Yovan, Kevin McNeil, Jose Otero, Francis Foster, Bud Keeley, Brian Henderson, Carl Bergman, Mark Maciejewski, Karen Kennedy, John Laverty]



SELCO Headend Staff

[L-R: Joel A. Malavar, Gerald Bilodeau, John Norden, Jeffrey Black, Jose Otero, Paul Lang, Edward Crowley, Scott Dorsey, Ferdnando Evangelista]



SELCO Commissioners

[L-R: Anthony M. Trippi, Michael A. Refolo, Patricia A. Lyons-Gallo, Clifford T. Jefferson, Jr., Robert F. Lutz]



Shrewsbury Media Connection Employees

[L-R: Lorianne Bergman, Anthony DiBenedetto,
William Nay, Marc Serra, Elizabeth Poplawski]



SELCO 100th Anniversary Dedications

Robert F. Lutz SELCO Administrative Offices
Shrewsbury Town Hall – 100 Maple Avenue

SHREWSBURY ELECTRIC AND CABLE OPERATIONS

ADMINISTRATIVE OFFICES – TOWN HALL

DEDICATED TO

ROBERT F. LUTZ
SELCO COMMISSIONER

In honor of Bob's public service spanning more than 38 years on the Light Commission.
His ever present enthusiasm and heartfelt commitment to the Town of Shrewsbury
and SELCO are a hallmark of his leadership.

September 20, 2008
100th Anniversary

Curtis M. Clark SELCO Service Area
Electric & Cable Garage – 30 Municipal Drive

SHREWSBURY ELECTRIC AND CABLE OPERATIONS

SERVICE AREA

DEDICATED TO

CURTIS M. CLARK
SELCO COMMISSIONER

In honor of a man who guided the Light Department with his intellect, perseverance,
foresight, unwavering support and deepest appreciation of the work performed
by the Light Department's service and field employees.

Term of Service – 1955 to 1993

September 20, 2008
100th Anniversary

Stanley L. Davis Renewable Energy Project

Oak Middle School – 45 Oak Street

This project, expected to begin in late 2008, will consist of a 5 kW solar array to be installed at the Oak Middle School. The project will serve as a pilot project that will help Town and SELCO management assess whether solar is a viable renewable energy solution for Shrewsbury's future.



Prior SELCO Facility Dedications

Edward A. Logan Substation

Worthington Avenue – Dedicated 1963

“Erected 1962 & Dedicated Nov 24, 1963 as the Logan Substation in Honor of Edward A. Logan Manager of Shrewsbury Electric Light 1910-1948”

James Baker Public Access Studio

15 Parker Road – Dedicated 1986

“Shrewsbury Community Cablevision Public Access Studio Dedicated to James Baker General Manager of Shrewsbury Electric Light and Community Cablevision 1958-1986”

Paul “Booga” Johnson Substation

Municipal Drive – Dedicated 1997

“Dedicated in Memory of a Devoted Employee June 27, 1997”

SELCO 100th Anniversary Events

Peaking Plant Tour

Saturday, June 7, 2008

A tour of the SELCO Peaking Plant was held on Saturday June 7th. Visitors learned how SELCO uses this small-scale diesel generation plant to help save money during times of peak electric demand.

SELCO 100th Anniversary Open House

Saturday, September 20, 2008

Municipal Drive & Parker Road

On Saturday, September 20, 2008, SELCO is celebrating the 100th anniversary of electric service and the 25th anniversary of cable service!

Come tour SELCO's electric and cable facilities, trucks, substation, public access studios and more.



Spirit of Shrewsbury Oak Street Expo

Saturday, September 27, 2008

Visit SELCO's booth at the annual Spirit of Shrewsbury Oak Street Expo on Saturday, September 27 at Oak Middle School. SELCO will be providing information on cable, electric, Internet and telephone services, as well as giveaway items, prizes, raffles and much more.

Spirit of Shrewsbury Parade

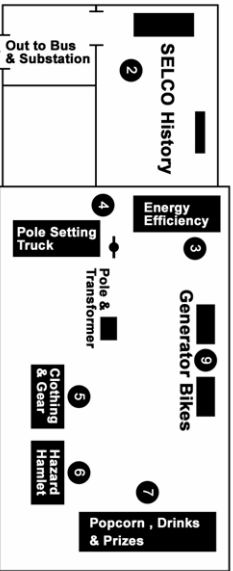
Sunday, September 28, 2008

Watch for SELCO's bucket truck and float in the annual Spirit of Shrewsbury parade on Sunday, September 28.

SELCO 100th Anniversary Open House Map

Electric Truck Tour (10)

8 Hot Dogs



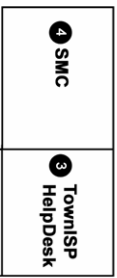
Parking Lot Closed
Park at Paton School

SELCO SERVICE AREA
SELCO PARKER ROAD FACILITY

P



x Shuttle Bus to Service Area



P

1 Cable Truck Tour



Parker Road Preschool - CLOSED TO VISITORS

1

Substation Tour

x Shuttle Bus to Parker Rd.
Municipal Drive

Park at Paton School or Parker Road. A free Shuttle Bus is available to transport visitors between the two facilities.

