

## Bait and Switch?

There's a sales technique called "bait and switch" that's been around for a quite while and developed a nasty reputation. It goes like this: the sales team puts out an ad for an **attractive product** at a price that seems too good to be true. This is the bait. When the customer comes to see the product, they're shown a **more expensive alternate** and told that the advertised item is either stripped down, sold out, or has hidden costs associated with it. Then **an attempt is made to switch** them over to the costlier product.

### *How has UPC Wind presented its project?*

- *First people were shown Fenner, and UPC talked about 1.5 MW GE turbines standing about 328 feet high.*
- *By the time UPC got around to presenting its public DEIS, the size had grown to 405 foot high 2.0 MW Gamesa turbines.*
- *Now we're being told that UPC has ordered 2.5 MW Clipper turbines for installation in our area that are 425 feet high. That's 66% bigger, 30% taller, and significantly louder.*
- *In addition, the number of proposed turbines keeps changing. Is it 42 or 48 or 52 or ??? Probably it's whatever the traffic will bear.*

Once our local leaders and potential leaseholders took the bait, all the developer has needed to do is **work them slowly up**. What's the bait? Inflated promises of money, social relevance, and saving the planet. What's the switch? Bigger units with lots of hidden costs to taxpayers, residents, and the environment. **Is our whole town really this gullible?**

**Would you like to read more about this?** Stop by and check us out online at [www.cohoctonfree.com](http://www.cohoctonfree.com). While you're there, be sure to visit our "**Updates**" section. We keep hoping that more and more people will wake up and see what's happening in our community for what it is. We appeal to our Town leaders to **declare a Moratorium** and open a genuine community dialogue with *all* of our citizens, both pro and con.

