

# Roanoke Electric FLASHES

Serving 14,400 Members

"Owned by those we serve"

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## Members get conservation tips, prizes and fellowship at Roanoke EC annual meeting

Roanoke Electric Cooperative enjoyed another successful annual meeting and Member Appreciation Day. Held Saturday, August 25, reports show 404 registered members attended, along with friends, community organizations, neighbors and

Roanoke Electric employees.

The event, held at Hertford High School in Ahoskie, served up a chicken and barbecue lunch. Attendees browsed information booths and learned about financial resources for business.

At the business meeting, keynote speaker Rick Thomas, Executive Vice President & CEO of the North Carolina Association of Electric Cooperatives, discussed

the rising costs of energy and challenges of renewables. Curtis Wynn, Executive Vice President & CEO of Roanoke Electric, shared energy conservation tips and encouraged members to be involved in learning about energy issues.

When the business meeting concluded, Marshall K. Cherry, Vice President of Member Services & Marketing, gave away door prizes. Winners left with radios, toolboxes, tools, a television, a clock, a movie theme gift basket and much more. Cash prizes totaled \$960: \$250 (two); \$100 (two); \$50 (four) and \$20 (three).

All registered members who attended were given free compact fluorescent light bulbs, which last longer and use less energy than traditional light bulbs.



# Reading program sparks summer challenge for students



Their mission was simple: Get kids involved in reading and build positive character. The outcome was better than they expected — a host of young people reading and challenging themselves ahead of the school year.

This past summer, leaders from St. Peter's Missionary Baptist Church in Weldon set up an Enrichment Reading Program to encourage and promote literacy development in students entering first through sixth grades in the 2007-2008 school year. Lead

instructors Takima Brickell, Selwynn Thomas and Earlie Brooks, along with volunteers Tevin Shearin, Annie Williams, Mary Mitchum and Glenda Harrison and Communities In Schools of the Northeast (CISNE)

Program Coordinator Rosetta Smith used a variety of hands-on activities to engage students in active reading.

Over a four-week period, 15 children joined St. Peter's Missionary Baptist Church's Summer Reading Enrichment Program and read 1,474 books. Daily lessons began with a Bible study, story or video for the group as a whole and then students were separated based on grade level for reading activities that called for small group work and

independent silent reading.

The program allowed students an opportunity to engage in role-playing, skits, physical fitness activities and character education as well. Though all the children excelled in the program, one child's efforts in particular were extremely remarkable. Caleb Taylor, who will enter kindergarten this school year, read approximately 400 books on his own.

"I believe this program has been highly successful," said Reverend Willie Greene, Pastor of St. Peter's Missionary Baptist Church.

*CISNE housed in The Roanoke Center in Rich Square, is a state-sponsored organization that connects community resources with local schools to help young people learn, stay in school, and prepare for life. CISNE is a division of Communities In Schools, the nation's largest stay-in school network, serving at least one million youth in 154 U.S. communities.*

## "Stuff the Bus" a driving force in collecting school supplies

You wouldn't go fishing without a pole nor driving without a car, so neither should students go to school without supplies they need to succeed. "Stuff the Bus," a recent, joint initiative undertaken by CISNE, REDI (Roanoke Economic Development, Inc.) and Wal-Mart, helped provide children in need of supplies in Bertie, Gates, Halifax, Hertford and Northampton counties.

The drive began with a visible campaign outside the Wal-Mart in Ahoskie and Roanoke Rapids during North Carolina's tax-free weekend in August. It solicited a multitude of paper, pens, notebooks and more than \$800 in cash donations and gift cards combined.

Donations taken up at Wal-Mart in Ahoskie went to supplies for students in Bertie, Gates and Hertford counties while those made at the Wal-Mart Super Center in Roanoke Rapids supported students in Halifax and Northampton counties.

"This has been a very positive campaign," said CISNE Program Coordinator Rosetta Smith. "It's always refreshing when the community gets behind its young people in

support of education and literacy," she said. "The school years are very formative years and when a student knows he or she has people cheering them on, whether verbally or by supplying items to help them succeed and do well in school, the result is confident kids and enhanced learning."

CISNE Executive Director Diana Mitchell agreed, saying it was wonderful to see the tremendous amount of school supplies donated to the "Stuff the Bus" campaign. "We thank our supporters, volunteers, area residents, and community for their support, contribution, and the opportunity to help our youth excel in the classrooms this year. You have put a bright smile on someone's face."

Communities In Schools of the Northeast



*Staff at The Roanoke Center and Roanoke Electric help with donated supplies. In front (left to right) are Curtis Wynn, Eva Wiggins, Diana Mitchell, Rosetta Smith and Shirley White. In back (left to right) are Marie Jones, Marshall Cherry and Kim Braxton.*

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# October pays tribute to America's co-ops

Cooperative businesses such as Roanoke Electric Cooperative generate hundreds of thousands of jobs and billions in income for their communities while also supporting local causes ranging from education to the environment, according to case studies.

The studies, put together to help mark October as National Co-op Month, show that co-ops take a back seat to no other sector when it comes to making economic and charitable contributions to their communities.

Nearly 3,000 farmer cooperatives, for example, account for as many as 300,000 jobs nationwide and a total payroll of more than \$8 billion. Some 270 local, consumer-owned telecommunications cooperatives employ an average of 47 people each and generate more than \$2 billion in revenues annually.

In Minnesota alone, cooperatives of all types generate more than \$10 billion in economic activity annually. In New York, credit unions alone generate \$4 billion annually.

But that's not all co-ops do. They also have a strong commitment to the communities in which their members live and work. Every day, through cash contributions and volunteerism, co-ops support local causes ranging from education to the cooperatives around the country have demonstrated similar community commitment. For example:

- A rural electric co-op in South Dakota helped fund an ethanol plant that today adds \$50 million to the area's economy.

- Four credit unions combined to assist low-income New Yorkers with their tax forms, triggering \$2.5 million in tax refunds that otherwise would have gone unclaimed.

- An Arizona food co-op formed a recycling program that now

OCTOBER  
IS  
CO-OP  
MONTH

C O O P

M O N T H

*Roanoke Electric Cooperative  
is proud to be a part of the  
national cooperative family.*

includes approximately 100 businesses and was cited as the best in the state.

- A co-op printer in Massachusetts donates 10 percent of its profits to the community in support of causes including labor and human rights, the environment, child development and the homeless.

It is no coincidence that co-ops show a special loyalty to their communities. As member-controlled enterprises, co-ops are run largely by the people who live and work in the communities they serve. That gives them a different perspective from businesses owned by distant investors.

Cooperatives serve 120 million members, or four in 10 Americans. They operate in virtually every industry and range in size from small storefronts to Fortune 500 companies.

Despite this diversity, co-ops have some things in common. They

are owned and democratically controlled by the people who use their services or buy their goods. They are motivated by service to their members, not by profit. These characteristics give co-ops an uncommon loyalty and commitment to the communities in which they are located.

Community is not just where we work; it's why we work.

Cooperatives are motivated to serve their members, not outside investors. Doing that means we must also serve the communities in which our members live, work and play.

At a time of increasing concern about the national economy, co-ops are creating jobs, income and opportunity in their communities every day. Sure, investor-owned businesses generate jobs and make charitable contributions. But for co-ops it's more personal. It's a critical part of where we work, what we do and why we do it.

# Prioritizing home efficiency improvements

Homeowners across America are struggling to meet the increasing cost of utilities. The best way to lower your energy consumption is to improve the efficiency of your home. But what should you do first?

Your choice of energy improvement projects should be based upon the type and condition of your home. Consider these questions as you craft a personal energy plan:

What is the condition of the exterior of your home? Repair any broken windows, loose siding, or missing trim before you do anything else. You'll spend extra money on energy each month if outdoor air is whistling through your home. Don't worry about caulking small holes and cracks.

How much insulation do you have in your attic? Attic insulation keeps your home warm in winter and cool in summer. More insulation is always better – install at least 10 to 12 inches (R-30) in temperate climates, and 15 to 20 inches (R-50) in cold climates.

Has your furnace or air conditioner been serviced lately? These hard-working appliances are the largest consumers of energy in most homes. Periodic service can improve their efficiency and extend their

lifespans. If you hire a professional technician, ask about simple maintenance tasks you can perform yourself.

How many old-fashioned incandescent lights do you have? These traditional bulbs use three times more electricity than modern compact fluorescent lamps (CFLs). Buy and install CFLs in any light fixtures you use more than a few hours a day.

How old is your refrigerator? The newest refrigerators take advantage of technology that cuts their consumption to one-quarter that of older units. Shop for an ENERGY STAR-rated refrigerator to get the most efficient models. Buy a smaller refrigerator than you currently have for added savings.



# Tune up your furnace for fall energy savings

You can save energy this fall and winter by having your furnace tuned up. Electric, gas and propane furnaces can go approximately three to five years between service calls and longer, if you change the

filters regularly. Oil furnaces need to be serviced once a year because they get dirty and need annual adjustment.

As many know, changing filters regularly is one of the key maintenance tasks to keep any type of furnace running efficiently. Make sure that you know where your furnace's filter is located and what size it is. Inspect it periodically, and replace it when it is dirty. How frequently you need to change the filter depends on the amount of dirt in the house and around the furnace and also how much time the furnace runs.

Duct air leakage is one of the largest energy-wasters in your heating system. Heating contractors can check your ducts for air leakage, and seal the biggest leaks. Contractors start by sealing the larger joints near the furnace, and then work out towards the branch ducts as access allows.

Believe it or not, duct tape is not a good choice for sealing ducts because its adhesive usually fails after a short time. Duct mastic, available in cans or buckets, is an effective and permanent material for sealing duct air leaks.

Saturn Resource Management ([www.srmi.biz](http://www.srmi.biz))

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P.O. Box 440,  
Rich Square, NC 27869  
Office: (252) 539-2236  
or 1-800-433-2236

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