



# Roanoke Electric FLASHES

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## CEO Quarterly Report:

# REC encourages balanced climate change solution

By Curtis Wynn

*Executive Vice President and CEO*

American ingenuity has always produced creative solutions to meet new challenges. American innovation is again the key to one of the most vexing problems facing our world today: climate change.

Due to the importance of the climate change legislation and its potential impact on members and their cost of power, I have decided to increase the frequency of my "Quarterly Message" to you.

It is clear that President Obama and Congress will address the issue of climate change, and we must be involved to help them find the right solution—a solution that marries America's tradition of developing cutting-edge technology with our fundamental respect for the land on which we live and the air we breathe. The wrong solution will cause steep increases in electric bills for families, businesses and our economy as a whole. We can't solve the issue of climate change by placing impossible burdens on the backs of hardworking Americans. We CAN have a cleaner environment and a healthy economy if we make the right choices.

As we seek a solution to energy challenges, it is clear that any legislation to decrease carbon emissions must be balanced and avoid long-term economic consequences to consumers and the economy. It must have achievable targets and tangible benefits. Priority

should be given to policies that lower energy costs by improving energy efficiency because such policies would help alleviate financial burden to consumers.

A call to make reliability and affordability of electricity the central considerations in climate change legislation is a call to do the right thing, to choose significant, long-term greenhouse gas reduction that imposes the smallest increases in energy bills to mitigate the impact of rising electricity prices on consumers. The wrong choices on the issue would devastate our economy and our future. What are the right choices?

Roanoke Electric Cooperative, along with cooperatives across the state, proposes the implementation of a broad range of new technologies over the next two decades. Electric cooperatives propose reducing carbon dioxide emissions dramatically, but in a way that softens the impact to already increasing energy costs. Congress must focus on technology development to reduce carbon dioxide emissions and make the timing of reductions more in line with technology developments.

A sensible plan to protect the environment and our economy must include:

**Consumer Protection:** Consumer price protections must be put in place to mitigate harmful economic conditions on the end consumers of electricity.

Find A  
Balanced Solution



**Careful Timing:** Any defined emission reduction targets must be achievable and timed with the advancement and commercialization of technologies.



Curtis Wynn

**Regulatory certainty:** Utilities need to know the rules of the road if they want to keep the lights on. Further, the rules cannot change once a non-reversible decision has been made and should provide a uniform playing field for the entire country to avoid detrimental regional economic impacts.

**All sectors must be included:** Every entity that produces greenhouse gas emissions must be included in the legislation, not just electric generation.

**World-wide effort:** It's not just the United States producing CO<sub>2</sub>. A worldwide effort is needed to make a measurable CO<sub>2</sub> emission reduction.

You can make a difference on this issue that's critical to our future. Let your Congressional representatives know that they need to find a balanced solution for climate change. Contact your Congressional representatives today by logging onto [www.findabalancedsolution.com](http://www.findabalancedsolution.com) or calling toll-free 1-877-40BALANCE (877-40-225-2623).

# New Co-op Connections® program offers value to Roanoke EC members

Roanoke Electric Cooperative has launched a program that offers further proof that being a member of an electric cooperative has its advantages.

The Co-op Connections program, a new card-based member benefit program for Touchstone Energy® cooperatives, is designed to deliver added value to cooperative members. Roanoke EC is implementing this program in conjunction with the other Touchstone Energy co-ops serving 30 million member-owners nationwide.

A free offering for co-op members and participating businesses, the program benefits cooperative members by offering valuable discounts at participating local and national businesses. At the same time, those businesses benefit from increased customer visits by co-op members participating in the program.

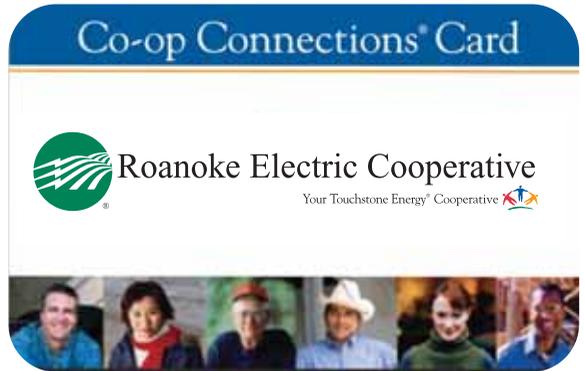
Roanoke EC members will receive Co-op Connections cards in the mail in the coming weeks. Once the member has signed the

back of the card, it may be used at participating businesses locally and nationwide.

It will be easy to pick out which local businesses are participating—just look for the Co-op Connections sticker in their windows.

Whenever a Co-op Connections customer—whether from Roanoke EC or from one of the hundreds of Touchstone Energy electric co-ops across the country—shows their card at a participating business, they receive a discount.

“The Co-op Connections card is a valuable tool that creates an even greater sense of membership and reinforces Roanoke EC’s longstanding commitment to community,” said Marshall Cherry, vice president of Member Services and Marketing. “It will add value and increase customer loyalty at participating businesses. Simply put, the Co-op Connections



program is another way our members benefit from being a part of their electric cooperative,” added Cherry.

Touchstone Energy is a national alliance of local, consumer-owned electric cooperatives providing high standards of service to customers large and small. More than 680 Touchstone Energy cooperatives in 46 states are delivering energy and energy solutions to approximately 30 million customers every day. Touchstone Energy cooperatives serve their members with integrity, accountability, innovation and a longstanding commitment to communities.

## Roanokeelectric.com is a valuable resource for members

Roanoke Electric Cooperative’s full-service Web site provides a wealth of information about your electric utility provider and services it offers.

The site provides information about money-saving and electrical safety tips, scholarships, grants and economic development loan programs, online bill payment options, small and minority-owned business programs, workshops and seminars—you can even obtain a copy of the Roanoke Flashes newsletter, annual report, guidebook, by-laws, and a rate schedule, all at the click of your mouse. It’s quick and easy, and it saves you time and money.

To learn more about Roanoke Electric Cooperative’s many programs and services, visit us online at [www.roanokeelectric.com](http://www.roanokeelectric.com)



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# Roanoke Rapids Theatre breathes economic hope in Northeast region

It's about 3 o'clock on a Saturday afternoon in March at Roanoke Rapids Theatre, located off Interstate 95 in the Carolina Crossroads Music and Entertainment District.

And though the immaculately crafted, white pillared building with the burgundy dome-shaped roof stands alone, for now, upon several acres of undeveloped land, there is a glimmer of hope for the northeast region.

Inside the building, people scurry around making sure that everything and everyone are in place for an evening Gospel Music Celebration. It's the second entertainment concert for Marguerite and Lafayette Gatling of L&M Hospitality RR, LLC, since receiving a \$12.5 million purchase approval from the Roanoke Rapids City Council in October.

They are visionaries with unyielding faith, deeply rooted in Christian values. They haven't forgotten their humble small-town beginnings on the farm.

"We spell success w-o-r-k," said Lafayette, who is a native of Northampton County, and whose Chicago-based business has orchestrated many hefty commercial development deals. "It's going to take hard work, but you earn it by the sweat of your brow."

Marguerite, in preparation for the show, swiftly moves from room to room providing direction to employees. In the dimly lit auditorium her husband, Lafayette, focuses his attention on band rehearsals. By 4 o'clock, the musicians have fine-tuned their guitars, piano and drum. Ami Rushes, one of the headliners for the event, has come on stage to rehearse a few of her songs, while audio and lighting technicians adjust the sound and multi-colored stage lighting.

The 1,500 seat, state-of-the-art theatre, once run by country star Dolly Parton's brother, Randy Parton, was



*Music group Light of Love performed recently at Roanoke Rapids Theatre.*

built to anchor an entertainment complex. Amid low ticket sales and allegations of mismanagement, the Gatlings are now at the helm and see this as an opportunity for all who have a vested interest. They are hopeful that with the help of business and residential communities, the facility will not only withstand the current economic climate, but stimulate a regional economy tattered by the out-migration of manufacturing industries.

"We're not looking for the support of any one community or group," said Marguerite. "In order for this to be successful, we need everyone's input."

Roanoke EC provides electricity to the theatre. By the theatre attracting more businesses to Carolina Crossroads, it could bring more businesses to the area, resulting in more jobs.

"We're looking forward to this project being an economic driver," said Marshall Cherry, Roanoke EC Member Services and Marketing Vice President. "Other things may potentially come in the way of economic development, because of their success."

The Gatlings are looking to provide more than music concerts. The building can accommodate corporate meetings and receptions. Plans are also under way for a casino, apartments for seniors and a shopping center with more than 130 stores. "The advantage for any economic developer is that you can build cheaper and better in North Carolina," said Lafayette.

"The word 'we' is one of the most important words in the English vocabulary," asserted Bennett Taylor, who went to elementary school with Lafayette in Seaboard, a small town about 13 miles from Roanoke Rapids. "It makes me proud to know they haven't forgotten where they came from, and that they've included the entire community in this endeavor."

For more information about coming attractions at Roanoke Rapids Theatre, visit their Web site at [www.rtheatre.com](http://www.rtheatre.com)

*Source: Charles Martin, who writes about issues relating to North Carolina's electric cooperatives.*

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