



Roanoke Electric FLASHES

Co-op Connections Card Program Spotlight: L&M Printing/Technology Solutions Inc.

As Director of L&M Printing/Technology Solutions, Inc., Keisha Faison is more than familiar with the impact marketing has on a business.

Accustomed to managing everything from printing newsletters and booklets to installing security systems and designing and updating websites, Faison and her team understand the value of presentation. That's why they chose to participate in Roanoke Electric Cooperative's Co-op Connections program, which reaches a national audience of 22 million Touchstone Energy members, 200-plus participating cooperatives and 14,000-plus local cooperative members at no extra cost...and that's quite a market!

"No job is too big or small," said Faison, who believes in maximizing L&M's potential by seeing her service area as

unlimited. "We can do regular printing, web design and maintenance or even office automation," she said, explaining the latter as a kind of electronic filing system.

"Sometimes we just get our clients started by digitally scanning information and documents and providing them access to streamline the operation of their daily business."

Appropriately named, Faison said Co-op Connections is a wonderful tool for businesses to network with one another.

"We have been in business for four years now and aside from quality products and customer service, relationship building is key," she stated, noting how participation in the program affords L&M an opportunity to increase traffic by increasing their exposure.



"Not only do we increase our potential for sales, it's a great way for us as a business to extend our gratitude to card-holding members by providing them a 10 percent discount on our services in the process, so it's a win-win situation."

Participating businesses like L&M benefit from being listed on the co-op's website, along with other participating businesses at www.roanokeelectric.com (click on the Co-op Connections Program icon at the bottom of the page). They also display signs and stickers to allow members and potential clients/customers to easily identify locations offering various incentives.

If you or someone you know is interested in learning more about the Co-op Connections Program, please contact Diana Mitchell at (252) 539-4600 ext. 601 or email dmitchell@roanokeelectric.com.

To learn more about the services available through L&M, visit the business at its new location at 1146 Highway 305 in Aulander or online at www.LMPrint.com.



Calling All Juniors!

Apply now for 2011 Youth Tour to D.C.

Are you a high-school junior? Do you know a high-school junior who might like a one week, all-expenses-paid trip to a national youth leadership tour in Washington D.C., this summer? All high-school juniors are invited to apply for the exciting 2011 Rural Electric Youth Tour.

The Tour is an annual event coordinated by the National Rural Electric Cooperative Association (NRECA) and North Carolina's Electric Cooperatives. Some 1,500 high school students from 40 states will gather in Washington, D.C., from June 11-17. Participants will visit the historical sites they have studied about, such as the Smithsonian Mall, The White House, Arlington National Cemetery, The Newseum, Mount

Vernon and much, much more. Also, participants will learn about the rural electrification program and see U.S. government in action.

North Carolina has participated in the Youth Tour since 1967, and since then, about 1,000 young people have experienced this once-in-a-lifetime opportunity. Although learning is a major aspect of the trip, the fun of getting to know other teens from across the state, as well as across the nation, is important. Many life-long friendships have been created on the Youth Tour.

Every year Roanoke Electric Cooperative sponsors a student for this life-changing experience. Applications may be downloaded from the REC website at www.roanokeelectric.com or picked



up at your high school guidance counselor's office. If your guidance counselor does not have an application on hand, you may request one from Robin M. Phillips at (252) 209-2259 or email at rphillips@roanokeelectric.com. The deadline to apply is by 5 p.m. Friday, on April 1.

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WHERE CO-OP MEMBERS ARE LIKE FAMILY

Why did my electric bill go up during the holidays?

Co-op members usually use more energy during the holiday season. Winter's colder temperatures are also a factor. If your energy bills have been higher, it may be because of these reasons:

- ❑ Holiday lights and decorations use energy. Try switching to energy-efficient LED holiday lights.
- ❑ Holiday entertaining involves extra cooking and baking, which requires extra electricity.

- ❑ Holiday guests mean more hot water for showers, laundry and dishwashing, more heating and lighting in guest rooms, and more cooking.
- ❑ Shorter days and longer nights mean lights stay on longer, both inside and out.
- ❑ With colder temperatures, space heaters are often used in garages, basements and other places to provide warmth.



- ❑ Even if you don't use electric heat, many heating systems use electricity to power fans and other functions.

To save energy and money during the holidays and all year long, please visit www.roanokeelectric.com/togetherWeSave.

What is budget or levelized billing?

Energy bills have a way of zigzagging due to changes in weather or other factors. The cooperative's budget billing program gives you the option of a more equalized method of paying your electric bills.

How Does It Work?

When enrolling in the budget billing program, we'll calculate your annual energy cost from the previous year's billing and split that into equal monthly payments over the next year along with other variables. This billing method spares you from receiving unpredictable bills that result from seasonal usage

variations. Although we estimate your Budget Billing installment amount as accurately as possible, changes in energy cost, weather and lifestyle can happen at any time.

During your review month, the final month of the year that you are on the plan, we'll settle your account by billing you the actual balance. The actual balance billed during the review should be close to your previous amount billed providing your usage is consistent with the projected usage at the time of establishing the budget billing account. You can monitor this by comparing your actual balance to the amounts paid monthly via

budget billing. We will also reestablish the budget billing amount after the review to reflect an average of the most recent 12 months of billing.

To qualify for this program the account must be residential and the member must not have a past due balance. While enrolled in the program, it is important to remain current to avoid removal from the program. To find out what your Budget Billing payment amount is, or for more information, please contact a member services representative at (252) 209-2236.

2010 Tax Returns Filed Free Volunteer Income Tax Assistance Site



Pressured to Save Money?



409 N. Main Street
Rich Square, NC 27869
Phone: 252-539-4602
Web: www.roanokecenter.org

*Let a trained IRS Volunteer do your taxes at no cost.
Receive your refund in less than 10 days.
Annual income cannot exceed \$49,000.*

Will Prepare	Will NOT Prepare
Form 1040	Schedule C (Profit & Loss from Business)
Form 1040 EZ	Schedule D (Capital Gains & Losses)
Form 1040A	Schedule E (Rents & Royalties)
	Form 2106 (Employee Business Expense)

*By Appointment Only: Tuesday and Thursday
February 1, 2011 through April 18, 2011*

Have first-aid kit, flashlights, supplies on hand in case of outages this winter

Consider the following scenario: it's a blustery winter night—the kind that makes you thankful for the warmth and protection your home provides. Just as you put the finishing touches on a comforting meal, you see the lights blink once, blink twice, blink off. You're surrounded by darkness and you immediately anticipate cold creeping in. What do you do?

Power outages can occur at any time of the year, but winter outages pose some unique challenges. Winter outages can be of a longer duration than others because icy conditions make the restoration process especially difficult for line crews. You can prevent serious issues, like hypothermia or frozen pipes, by following a few safety tips:

Create an emergency supply kit with the following items: a battery-powered radio to monitor weather forecasts, extra batteries for your radio and flashlights

(LED or fluorescent lights will last longer than incandescent lamps), extra clothes, blankets, and a basic first-aid kit including a week's supply of prescription medications, non-perishable food items, a manual can opener and bottled water.

Remember that cordless phones will not work if the power goes out and cell phones could lose charge, so always keep one corded phone in your home.

Fill your gas tank before the storm. Gas stations may be closed after a storm.

To keep your home safe, make sure that all batteries in your smoke alarms are working properly. Also, check your home's fire extinguishers and teach each resident the proper way to use them.

If you have pipes in uninsulated areas, consider allowing those faucets to drip during extremely cold weather to prevent the pipes from bursting.



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For electronic bill payment:

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We accept VISA, MasterCard

& E-check.

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Visit our web site at:

www.roanokeelectric.com

What is a kilowatt hour?

A kilowatt hour (kwh) is a standard unit of energy sold by Roanoke Electric Cooperative to its members. It is calculated by multiplying the power it takes to run a piece of equipment and the amount of time that the equipment is in operation.

The unit of power is known as watts and 1,000 watts equals 1 kilowatt (kw). If you know the wattage of an appliance and the length of time it will run, then the kilowatt-hour usage can be easily determined.

An electric heater rated 1,500 watts uses 1.5 kwh per hour of use. A 1,000-watt electric iron uses 1 kwh per hour of use. A 20-kw electric furnace with a 1 horsepower fan will use 21 kwh per hour of use.

