



Roanoke Electric **FLASHES**

Together We Save “Solutions” include community awareness forums

Roanoke Electric Cooperative’s latest communications campaign addresses the various energy challenges we face each day. This series of messages, “Together We Save” Community Forums, educates our co-op members about the importance of developing new energy technologies while striking the right balance between meeting demand for reliable and affordable electricity.

Roanoke Electric Cooperative has begun holding “Together We Save” Community Awareness Forums in each of its board districts. The concept of the forums, led by each of the cooperative’s board members, is to raise member awareness and engagement to challenge Congress to find balanced solutions when creating energy policies.

“As we strive for a greener world, it is important that we understand the price tag associated with delivering on some measures recommended by policymakers,” said Curtis Wynn, president and CEO of Roanoke EC, at one of the recent events. 0011067201

“A recent EPA proposal to set standards for hazardous emissions from power plants could be very difficult and costly for systems like Roanoke,” Wynn added. He has encouraged members to stay connected to efforts like the “Our Energy, Our Future” and “Find A Balanced Solution” campaigns. More information is available at

www.ourenergy.coop and www.findabalancedsolution.com.

Furthermore, the forums also educate members on things they can do to save energy and money as well as programs Roanoke EC offers to assist in these efforts.

Other staff members are available at the forums to demonstrate REC’s Together We Save “Solutions,” which can be found at www.roanokeelectric.com/togetherwesave. This interactive web application is linked to a virtual home tour, all designed to teach members what to do to save and the cost-savings impact of those actions. This site illustrates numerous ways our members can reduce their energy bills, saving them money by implementing small changes around their homes or businesses.

“Energy saving measures is not difficult; it includes simple things like unplugging unused appliances, replacing light bulbs, changing the temperature setting on your thermostat, resetting the blinds or adding an extra layer of insulation in the attic,” said Marshall Cherry, vice



Members listen to Roanoke EC staff at a recent community awareness forum.

president of member services and marketing at Roanoke EC, at one of the recent forums.

“High-impact savings is what Roanoke Electric Cooperative wants to deliver to its members,” Cherry added. “That’s really where the rubber hits the road. That’s the reason we’re providing these forums for our members.”

Roanoke Electric will continue to conduct these forums throughout the cooperative’s service area over the next several months. Please be on the lookout for one of these forums coming to your area soon.



*Find your account
number in this newsletter,
contact us and win
\$25 Roanoke Bucks!*

Roanoke EC offers prepaid metering program

Would it be easier for you to make weekly or bi-weekly payments rather than one large payment each month? If so, prepaid metering may be for you.

Prepaid metering offers the opportunity to pay-as-you-go for electricity. Instead of receiving a traditional paper bill that is generated once each month, usage is calculated daily. Prepaid metering's primary focus is to "facilitate member access to easy and accessible electricity that is affordable, efficient and most importantly manageable," said Travis Pickrell, Advanced Metering Infrastructure Specialist for Roanoke Electric Cooperative.

For members the prepaid metering program is like today's mobile phone contracts, offering consumers a host of benefits but with none of the downsides. Benefits include:



- ❖ Better management of finances
- ❖ Greater visibility into costs and energy use
- ❖ Greater predictability

For more information or to sign up for the Kilowatcher Prepaid Metering program, please call Member Services at (252) 209-2236.

Co-op representatives discuss energy issues with legislators at rally

Representatives from Roanoke Electric Cooperative joined more than 170 board members and employees from North Carolina's 26 electric cooperatives at the state legislature February 22-23 for the annual 'Rally in Raleigh.' Roanoke Electric Cooperative used the Rally in Raleigh to discuss issues critical to the success of our cooperative with members of the state General Assembly.

Roanoke Electric Cooperative's board members and employees talked to legislators about the North Carolina Rural Electrification Authority (NCREA), an organization electric and telephone cooperatives use to mediate issues with consumers. The NCREA also reviews loan applications for Roanoke Electric and other cooperatives.

"The NCREA is an excellent organization that serves the specific needs of the cooperative member," said Curtis Wynn, President and CEO. "It is also an excellent resource for cooperatives as they apply for loans used to build and maintain a safe, reliable electric system." Roanoke Electric Cooperative's board members and employees used the Rally as an opportunity to educate legislators on the importance of the NC Rural Electrification Authority to our members-owners.

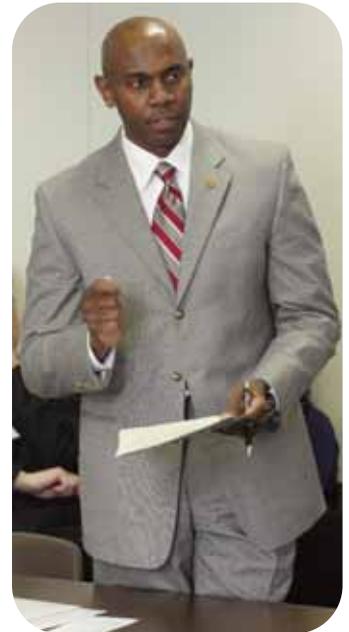
This year's Rally was particularly important as there are more than 50 legislators who are in the House or Senate for the first time.

"The board members and employees who represent Roanoke Electric Cooperative have worked diligently since the election to familiarize these new lawmakers

with our business model and the concerns of our consumer-members, our employees and our cooperatives," said Wynn. Cooperative representatives have also been working hard to strengthen the existing bond with the new leadership of the House of Representatives and the Senate.

Cooperative employees and board members also took this opportunity to share their successes with projects they are completing in their districts including new construction, energy efficiency, economic development, smart grid, smart meters, community outreach and more.

As always, Roanoke Electric Cooperative will continue to look out for its members by providing safe, reliable and affordable electricity, while enhancing the quality of life in the diverse communities they serve.



Curtis Wynn, president and CEO of Roanoke Electric, was among cooperative representatives who discussed important issues with members of the state General Assembly at the annual rally.

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2011

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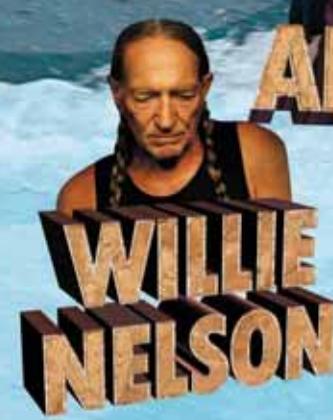
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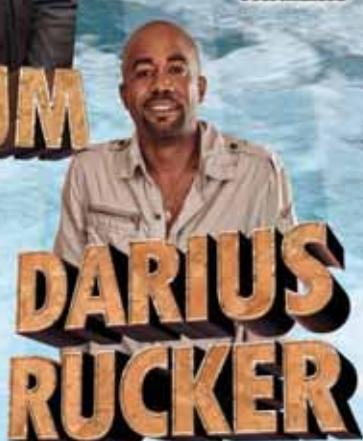
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THURSDAY, JUNE 16

FRIDAY, JUNE 17

SATURDAY, JUNE 18

**WILLIE NELSON'S COUNTRY
THROWDOWN TOUR**

4:15 LEE BRICE

5:45 RANDY HOUSER

7:15 JAMEY JOHNSON

9:00 WILLIE NELSON

1:30 DREW DAVIS

3:00 JAMES WESLEY

4:30 LOCASH COWBOYS

6:00 CRAIG MORGAN

7:30 DARIUS RUCKER

9:30 SUGARLAND

1:30 BRETT ELDREDGE

3:00 BUCKY COVINGTON

4:30 JASON MICHAEL CARROLL

6:00 COLT FORD

7:30 CLAY WALKER

9:30 LADY ANTEBELLUM

Check outlets, cords when looking for possible electrical hazards

Statistics from the National Fire Protection Association reveal that in 2007, there were approximately 51,800 home electrical fires resulting in 450 deaths, 1,640 injuries and \$1.2 billion in property damage. Additionally, according to the U.S. Consumer Product Safety Commission, nearly 400 people in the United States are electrocuted each year. The loss of life, injuries and economic losses caused by electrical hazards can be reduced with education and awareness, which is why North Carolina's electric cooperatives recognize May as Electrical Safety Month.

Electricity, once considered a luxury, is now a convenience for most Americans, but taking this convenience for granted can be deadly. 0000847801

Take time this month to look for possible electrical hazards around your home, workplace and outdoor areas. Here are some tips:

- ❑ Electrical outlets should not be overloaded; too many items plugged into one outlet are a fire hazard to you and your home.

- ❑ Be sure that all electrical outlets have safety covers, especially if children are present in the household.

- ❑ Check your electrical cords regularly for frays, cracks or kinks and replace them immediately if damaged.

- ❑ Look for a certification label from an independent testing lab such as UL (Underwriters Laboratories) or ETL (Electrical Testing Laboratories) on products and packages. For extension cords, look for an attached certification label on the cord near the plug. For power strips and surge protectors, inspect the underside of the casing and make certain that it is marked with the manufacturer's name and the testing lab.

- ❑ Make sure all wiring in your household is secure and constructed correctly.

- ❑ When unplugging an appliance, pull by the plug, not the cord.

- ❑ Stay away from downed power lines and assume they are



full of electricity. Call 911 or your electric cooperative immediately to report any downed lines.

- ❑ Never dig in your yard without first calling "Call Before You Dig" at 811 or 1-800-632-4949. You could possibly strike a utility line and cause damage to yourself or those around you.

This May, start making it a year-round priority to practice electrical safety in every aspect of your life. Please contact Roanoke Electric Cooperative at (252) 209-2236 if you have electrical safety concerns. Don't take chances!

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& E-check.

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Visit our web site at:

www.roanokeelectric.com

Holiday closing

Roanoke Electric Cooperative offices
will be closed on Monday, May 30.
Enjoy this time with family and friends
and remember those who gave their
lives for your country.