



Roanoke Electric **FLASHES**

Shifting from preparing for Annual Meeting to dealing with Hurricane Irene

There are many days that stand out in the archives of Roanoke Electric Cooperative's (REC) rich history. We can all now say that Saturday, August 27, 2011, ranks up there as one of those days. For



months, it was a day that cooperative members and staff inked in their calendars to celebrate REC's 2011 Member Appreciation Day and Annual Meeting.

The Preparation

With just under two weeks leading up to the Annual Meeting, a tropical wave exited the West African coast and emerged into the Atlantic. Exactly one week before the Annual Meeting, the same wave had grown in strength developing tropical cyclone formation and was named

Tropical Storm Irene. As the storm grew stronger and upgraded to a hurricane, some weather forecasters had this storm on track to hit eastern North Carolina on the day of the Annual Meeting. It was at this

time that co-op officials monitored very closely whether or not hosting the event on its standing date per co-op bylaws—the fourth Saturday in August of each year—would be likely.

As time drew to 24 hours prior to the scheduled event and it was imminent that

Hurricane Irene was coming to the area, for the first time in REC's known history the Annual Meeting was postponed.

By now you should have been notified that the rescheduled date of the Annual Meeting is Saturday, October 15, 2011, at Hertford County High School with registration beginning at 10 a.m.

The Storm

With Annual Meeting changes handled, the cooperative's mode shifted to Hurricane Irene preparations. Hurricane Irene made landfall over Eastern North

Carolina's Outer Banks on the morning of August 27 and the center of the storm left the coast near the

state line around 7:45 p.m. that evening. Storm winds in the cooperative's service area began to lessen at that time. In the wake of Hurricane Irene, 13,300 of the cooperative's 14,500 meters were without power.

At day break, crews immediately began assessing system damage and performing repairs. Early reviews showed severe system damage due to broken poles, flooding in some of the cooperative's wooded areas, and many fallen trees into the power lines. The task was very daunting from the onset, but our crews stand ready for such challenges by way of assisting other cooperatives after storms like Irene and repairing our own system after Hurricanes Floyd and Isabel of 1999 and 2003, respectively.

The cooperative also strengthened its response by having



Curtis Wynn

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Building a Better World

2012 marks International Year of Cooperatives

In today's uncertain economic times that question quickly comes to mind. We want our children and neighbors to succeed. We need a strong and sustainable community. But how do you build a better world?

History tells us when we band together we can do anything. Together, we can build a better world. That's where cooperatives come into play.

October is traditionally and nationally Co-op Month. This month we kick off a year-long celebration marking the International Year of Cooperatives 2012. Our theme, "Cooperative Enterprises Build a Better World," resonates loud and clear in our turbulent national—and global—economy. The year offers a chance for us to showcase our legacy of innovation and achievement, and reminds us of what's important in business—putting people first.

You're a member of Roanoke Electric Cooperative so you know we're focused on providing safe, reliable, and affordable power. But this community-driven business model doesn't stop at your light switch. There are 29,200 co-ops across America taking many forms, from farmers banding together to get a fair price on supplies to credit unions delivering low fees and reasonable interest rates on loans. Our business model works for dairy farmers and small business owners, financial institutions, grocery stores, insurance, housing, and child care.

One out of every four Americans is a co-op member. And there are more than 1 billion members around the world. Co-ops fill a community need, giving a voice to folks that profit-driven businesses often overlook. Co-ops share a common set of principles and values, including self-help and democracy.

Electric cooperatives may only serve 12 percent of Americans, but our lines cover 75 percent of this great nation. By banding together, we deliver power to 42 million rural Americans in 47 states—and we're not finished.

Through NRECA International Programs, co-op linemen are volunteering overseas to deliver electricity to 2 billion people living without power. Over the last 50 years, 103728-002 these efforts have provided light and hope to 100 million people in more than 40 countries. That's how electric cooperatives build a better world.



It's important to remember co-ops put people first. We brought electricity to this community to improve our quality of life and keep young people from leaving to seek opportunities in electrified-cities. Nearly three-quarters of a century later we still want our children to succeed. That's why we support the Rural Electric Youth Tour. In the summer of 2010 we sent a high school rising senior to our nation's capital to learn about leadership, teamwork, and our nation's ideals. We also provided a \$1,000 scholarship to send a local student to college last year. These budding leaders will help us build a better world.

We also want to celebrate our legacy of innovation. Co-ops adapt quickly to change, and we work together—cooperatively—to find solutions to improve service for our members. Can you imagine profit-driven utilities working together to keep bills affordable?

At Roanoke Electric Cooperative, innovation takes many forms, from our energy efficiency like TogetherWeSave.com and renewable energy efforts to transforming the electric grid. Each innovative step forward builds a better community for all of us.

Whenever a community faces a need—a challenge to make life better—the cooperative business model comes into play. By putting people first and innovating to meet member needs, cooperative enterprises build a better world. To learn more, visit www.roanokeelectric.com.

Join other co-op owners for political action

As a consumer-owner of Roanoke Electric Cooperative, you are among 42 million Americans who can claim ownership in a not-for-profit consumer-controlled utility that provides electricity at cost. The ACRE Co-op Owners for Political Action® program is an exciting opportunity for you to raise your voice and participate in the political process.

The Action Committee for Rural Electrification (ACRE®) is the political action committee of the nation's electric cooperatives. For over 40 years, ACRE has been working to support candidates for the U.S. Senate and House of Representatives who understand and support electric cooperatives and their consumer-owners.

Through ACRE Co-op Owners for Political Action (COPA) 111657-001, you as a consumer-owner have the ability to strengthen this support and join over 30,000 ACRE members who form a strong grassroots network dedicated to the long-term success of the electric cooperative program.

We hope that you will consider joining this program. It's as simple as contacting our office to set up the monthly amount to contribute through your electric bill. Together we will continue to fight for a viable environment for electric cooperatives and the



quality of life of the people and communities' that cooperatives serve.

Contributions to ACRE Co-op Owners for Political Action® are not tax deductible. All contributions to ACRE are voluntary and will be used for political purposes. Contribution guidelines are suggestions only. You may contribute more or less than the recommended amount. You may refuse to contribute without reprisal.

For more information on COPA, contact Roanoke Electric Cooperative at (252) 209-2236 or 1-800-433-2236.

Please note your new account number format on your Roanoke EC billing statement

Effective August 15, 2011, the format of all account numbers in Roanoke Electric Cooperative's billing system changed. These changes reflect accommodating the growing needs of managing member accounts.

You will notice that there is an additional digit included in your account number. The new digit is a zero preceding the final two digits in your account number. For example, an account number that has been listed as 1234567801 is now listed as 12345678001.

Please note this change when mailing payments for your next bill, and all bills that follow.

Also, if you typically access your Roanoke Electric account online using your account number, or if

you use a third-party bill payment service such as the one offered through your bank, please be advised of the change as well.

As always, thank you for allowing Roanoke Electric Cooperative to serve your electrical needs.

Member claims her Roanoke Bucks

Congratulations to Ms. Carmen Smallwood, who spotted her account number in the September edition of the Flashes newsletter and didn't waste any time claiming her \$25 Roanoke Bucks.

Thank you, Ms. Smallwood, for being an eagle-eyed member of Roanoke Electric Cooperative.



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

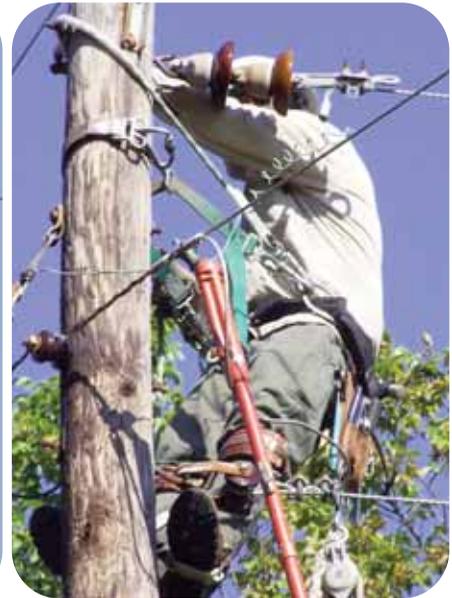
Hurricane Irene (continued from page 21) ■■■

extended hours in its call center to render live support. Other forms of communication to the membership and public came by way of the cooperative's newly launched online outage map and Facebook page. Both of these tools were rolled out on August 1, 2011, with the cooperative's new website, www.roanokeelectric.com. The outage map gives a view of all known outages in the system, which helped members determine if their individual outage was logged. The Facebook page provided timely updates of the recovery process.

Crews and support staff worked very diligently pulling many hours for five days to restore power to all active services on the system. At the peak of the recovery effort, 140 tree trimming and line personnel worked together to turn the lights on.

On behalf of your Roanoke Electric board of directors and our employee staff, I'd like to thank each of you for your thoughts of kindness during the process and your patience and understanding.

The line crews have reported many instances where members assisted in pulling vehicles out of



swampy areas, bringing food and ice to them, and helping move debris. Our internal staff has commented on the many encouraging messages you've passed on as well.

Ralph Waldo Emerson was quoted as saying, "We acquire the strength we have overcome!"

Hurricane Irene delivered a severe blow to your cooperative, but I can proudly say that we all have risen to the call to strengthen this organization.

Energy Efficiency Tip

Sealing and insulating the "envelope" or "shell" of your home—its outer walls, ceiling, windows, doors, and floors—is often the most cost-effective way to improve energy efficiency and comfort.

ENERGY STAR estimates that a knowledgeable homeowner or skilled contractor can save up to 20 percent on heating and cooling costs (or up to 10 percent on his or her total energy bill) by sealing and insulating.

To seal and insulate with ENERGY STAR:

- Seal air leaks throughout the home to stop drafts.
- Add insulation to block heat loss in winter and heat gain in summer.
- Choose ENERGY STAR-qualified windows when replacing windows.

Source: www.energystar.gov

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