



Roanoke Electric **FLASHES**

Roanoke Electric offers Fridge & Freezer Farewell program

Roanoke Electric Cooperative, in collaboration with GreenCo Solutions®, a services company owned by the majority of the state's electric cooperatives, has contracted with Appliance Recycling Centers of America, Inc. (ARCA) to provide turnkey appliance recycling services for participating electric cooperatives in North Carolina.

Roanoke Electric Cooperative launched its Fridge & Freezer Farewell program on Saturday, October 15, 2011, at its annual meeting. The program will run through December 31, 2014.

Its purpose is to remove older, inefficient, secondary refrigerators and freezers that are usually found in garages and outbuildings.

Roanoke Electric is offering the program to its members. Under the program, those members who turn in their old, but operational secondary refrigerators and freezers will receive a \$50 incentive and their units will be picked up free. There is a maximum of two appliances per household per year and primary units located in the kitchen are not eligible.

ARCA performs the in-home collection of qualifying refrigerators and freezers and recycles the units according to Environmental Protection Agency



(EPA) guidelines at the established recycling center in Morrisville, N.C.

"This program is another example of how the electric cooperatives of North Carolina are helping their members save energy and money," said Curtis Wynn, President and CEO.

GreenCo Solutions (www.greencosolutions.net) is a member-owned organization created in 2008. It assists 22 of the state's electric cooperatives with meeting their energy efficiency and renewable energy

goals and complying with the state's Renewable Energy and Energy Efficiency Portfolio Standard (REPS).

ARCA (www.ARCALnc.com), one of the nation's largest recyclers of major household appliances for the energy conservation programs of electric utilities, currently provides services for more than 250 utility programs in the U.S. and Canada.

For more information or questions, please call (252) 539-4605.



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\$25 Roanoke Bucks!*

Roanoke EC offers scholarship for senior

The cooperative continues to award the \$1,000 Roanoke Electric Scholarship to a cooperative youth who is a senior in high school. Established in 1985, this scholarship will aid a young person who has exhibited an understanding of the cooperative way of doing business as well as having limited financial resources. The high school senior must demonstrate involvement in extracurricular activities in school and the community.

If your parents or legal guardians are members of Roanoke Electric Cooperative and you are a senior, you are encouraged to apply for this scholarship. Scholarship criteria are 50 percent need, 25 percent scholastic achievement, and 25 percent extracurricular



activities (school, civic, community) and essay question. An application can be downloaded at www.roanokeelectric.com. Application deadline is Friday, April 27, 2012.

Apply now for D.C. Youth Tour

How would you like to win an all-expenses -paid trip to Washington, D.C., to attend the 2012 Electric Cooperative Youth Tour on June 16-22? High school juniors whose parents or guardians are members of Roanoke Electric Cooperative are eligible to apply for the 2012 Electric Youth Tour contest.

The Youth Tour is an exciting opportunity to learn more about their cooperative and how important electric cooperatives are to their communities. They will also be able to tour many of D.C.'s historic monuments, learn about the legislative system, and meet local representatives. 7289-001

To apply for the 2012 Electric Your Tour, you may download the application from our website: www.roanokeelectric.com.



Students on the Youth Tour last year toured historic monuments and learned about the nation's legislative system.

Sports camp scholarships for youth

Roanoke Electric Cooperative is pleased to announce two basketball camp scholarship opportunities in 2012, sponsored by North Carolina's Touchstone Energy cooperatives, for students entering sixth, seventh and eighth grades. Touchstone Energy is offering female students the opportunity to apply for a scholarship to the Kellie Harper Wolfpack Basketball Academy and male students the opportunity to apply for a scholarship to attend the Roy Williams Carolina Basketball Camp.

The Kellie Harper camp will be held at N.C. State University in Raleigh (date to be determined) and the Roy Williams camp will be held at the University of North Carolina at Chapel Hill on June 16-June 20.



James Conner III and La'Quanta Benthall won scholarships to camps in 2011.

All expenses for the camps will be paid for by Roanoke Electric Cooperative. The deadline for students to apply to either camp is Friday, March 30. For more information, call our office or visit our website at www.roanokeelectric.com.

RCPP₂ Reunites Congressman Butterfield's visit highlights local partners' collaboration

A group of engaged citizens gathered in Roanoke Electric's conference room on December 9 to celebrate the collaboration of local stakeholders and business partners coming together to reunite the Roanoke Chowan Partners for Progress 2 (RCPP₂). The room was comprised of state representatives, educators, faith-based leaders, business partners and employees.

RCPP was co-founded by Roanoke Electric Cooperative in 1998. It is comprised of regional community residents, businesses, nonprofits, faith-based institutions, and local governments. RCPP's mission is to coordinate the economic development efforts of nonprofits, local governments, and community-based organizations. As with so many projects, The Roanoke Center was grown out of this spirit of collaboration.

Because of the successes achieved during RCPP's tenure, Curtis Wynn, Roanoke Electric Cooperative's President and CEO, envisioned the need to reunite. He stated, "We are going to have to pull together during these hard times. We cannot let challenges become our excuses but work together to show our members and citizens that we are here to serve them." It is this collaborative spirit that forms new partnerships, ignites ideas, and accelerates growth to enhance the region's economic well-being.

Congressman G. K. Butterfield was the featured speaker of the day. He provided an update of what's going on in Washington regarding budget cuts, new legislation, working with lawmakers and the importance of our communities working together. Much attention is being devoted to the millions of dollars hanging in the effort to balance the budget. Congressman Butterfield stated he is proud to be doing his part in supporting innovative initiatives that spur economic growth. However, his work is not possible without support from collaborations like RCPP₂. He stated, "We have important work to do and the only way we are going to succeed is if we work together."



Attendees of the RCPP₂ celebration listen to Congressman G.K. Butterfield's update from Washington, D.C.



Congressman Butterfield talks with Roanoke EC's Marshall Cherry.

REC President and CEO Curtis Wynn and Vice President of Member Services and Marketing Marshall Cherry expressed sincere appreciation to the speaker and his staff in being a great partner with us in all of our endeavors. During these economic financial downturns, successful projects require the coordinated contributions of many talented people. It was made clear that collaboration is not simply desirable, it is inevitable! One is too small a number to produce greatness.

RCPP₂'s next meeting is scheduled for Friday, March 16, 2012. If you have any questions or would like to become a member of RCPP₂, please contact Diana Mitchell at (252) 539-4601 or email her at dmitchell@roanokeelectric.com.

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Bright Ideas: Building a better community

Roanoke Electric Cooperative celebrated Bright Ideas in November 2011 by awarding more than \$8,000 in grants to deserving teachers in the area.

This program has become a wonderful way for certified K-12 North Carolina teachers to apply and win grants to help them go over and above the standard classroom experience for their students. These creative projects engage students, encourage increased class participation and foster an affinity for learning.

Roanoke Electric awarded the grants to area teachers in Halifax, Gates, Northampton, and Bertie counties as part of its annual Bright Ideas grant program. Receiving grants during the Bright Ideas celebration were:

- ❑ Mrs. Jan Lee Wicker, Weldon Elementary School, **A is for Animals**
- ❑ Mrs. Dawn Leseney, Central Elementary School, **Take a Veteran to School**
- ❑ Mr. Ralph Graham, Northampton Alternative School, **Read to Achieve**
- ❑ Ms. Korey Lawlis, Gatesville Elementary, **We've got the Whole World in our Hands**
- ❑ Mrs. Karen Greene, Central Middle, **Viking Videos**
- ❑ Mrs. Pamela Baker, Bertie Middle, **Power Beyond the Bookshelf**



Roanoke Electric awarded more than \$8,000 in grants to area teachers in November 2011 as part of its annual program. Seated, left to right: teachers Karen Greene, Pamela Baker, Dawn Laseney and Robin Phillips, Roanoke Electric's public relations & communications coordinator. Standing, left to right: Marshall Cherry, Roanoke Electric's vice president of member services and marketing; teachers Karen Mizzelle, Ann Harrell, Korey Lawlis, Ralph Graham, Sallie Ryan and Rev. Milton Jones, one of the judges.

Above and beyond keeping the lights on, Roanoke Electric Cooperative is committed to bettering the communities we serve and Bright Ideas is one example of that commitment.

For more information, North Carolina teachers can visit www.ncbrightideas.com.

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Energy efficiency tip: Your home's energy use

The first step to taking a whole-house energy efficiency approach is to find out which parts of your house use the most energy 125125-001.

Start by checking for holes or cracks around your walls, ceilings, windows, doors, light and plumbing fixtures, switches, and electrical outlets that can leak air into or out of your home. Apply caulking where necessary.

Find more home energy efficiency tips at
www.energysavers.gov/tips/home_energy.cfm

