



Roanoke Electric **FLASHES**

REC's new rate structure coming soon

By Curtis Wynn, *President and CEO*

I've noticed that the amount of my weekly grocery bill has steadily been going up, up, and up some more over the past few years. When I stop to consider what my grocery bills were like 10 years ago compared to what they're like today, that's an eye-opener.

Consider this, according to the U.S. Bureau of Labor Statistics, the average annual price increase for a loaf of bread from 2000-2010 was 4.2 percent. The price of ground beef went up 4.8 percent per year, eggs 6.5 percent per year.

And what about gasoline? The U.S. Bureau of Labor Statistics shows the average price of gasoline has gone up a whopping 10.9 percent per year in the last decade.

In comparison, electricity prices have only increased 3.7 percent a year nationally for the last decade.

As previously reported, Roanoke Electric Cooperative (REC) has been conducting a cost-of-service study to determine the co-op's actual costs and to see how best to restructure rates to

more accurately reflect costs.

Currently there are a number of issues impacting the electric industry that are forcing us to examine existing pricing structures. Some of those include:

- ❑ Inflated rates for shipping coal by rail
- ❑ Soaring natural gas prices (causing an increase in wholesale power costs);
- ❑ Need to build more power plants
- ❑ World energy demand
- ❑ War in Iraq/Global conflicts
- ❑ Inflation and local pressures (such as an increase in costs of materials, general overhead, etc.);
- ❑ Increased demand during peak generation periods (for example, during the recent summer months when we experienced record-setting hotter-than-normal temperatures);
- ❑ Capital expenses to maintain system reliability (upgrades to lines per year, resulting in millions of dollars in investments);
- ❑ Repairing and rebuilding lines due to storm damage (for example, your cooperative restored poles and lines after Hurricane Irene, which also meant millions of dollars in investments to replace lines, poles, etc.).

To maintain the reliability, quality and affordability of the service REC provide to you, it is sometimes necessary to implement rate increases.

Maintaining a dependable service at affordable prices remains the cornerstone of the cooperative. We will continue to communicate the new rate structure and explain in detail how our rates are determined. REC is always looking out for your best interest and will do everything possible to keep you informed of what is going on and to continue to provide information to help you manage your energy use.



Curtis Wynn

We are here to serve your needs—that's it! We are not here to make a profit, just a positive impact on the lives of the members in the communities we serve.

Know that we at Roanoke EC are looking out for you by working together to keep electric bills affordable, controlling costs through innovation, and putting you, our members, first. As always, if you have questions, please contact us at (252) 539 2236 or (800) 433-2236.



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

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Roanoke EC members' pennies provide lasting solutions through Operation Roundup®

Through its Operation RoundUp program, Roanoke EC awarded grants totaling \$3,000 to three area non-profit organizations for the third quarter of 2012:

- Conway-Severn Rescue Squad, Inc., Conway, N.C., \$1,000
- Hertford County Early College High School, Ahoskie, N.C., \$1,000
- Murfreesboro Volunteer Fire Department, Murfreesboro, N.C., \$1,000

The Roanoke Electric Care Trust, who grants funds quarterly to non-profit organizations that serve local communities, administers the Operation RoundUp program. Members of Roanoke Electric round their electric bills up to the next whole dollar to create a reliable source of funds that provide educational, charitable, or economic development services.

If your organization is a non-profit organization with a 501©3 located in Bertie, Hertford, Gates, Halifax, Northampton Chowan or Perquimans

counties, you are invited to submit grant applications to Roanoke Electric's Operation RoundUp program.

Grant requests can be made for up to \$5,000 and are given out in January, April, July, and October. The next grant application deadline is Friday, October 5, at 5 p.m.

For more information or to receive an application, visit www.roanokeelectric.com and click on Your Community.



Conway-Severn Rescue Squad (top) and Murfreesboro VFC both received grants.

Roanoke EC linemen compete in pole top rescue competition

The linemen of Roanoke Electric Cooperative recently completed their biennial Pole Top Rescue safety exercise. As part of the exercise, each made a mock radio communications call, suited up in full safety gear, and then climbed the pole to rescue a 175-pound dummy, fondly nicknamed "Kool." The rescue had to take place in five minutes or less.

"We do this," said Billy Joe Yates, Manager of Operations, "because we want to make sure everyone can quickly rescue a co-worker on the pole if an accident happens. I've never worked with a more conscientious, dedicated group."

Possible problems that can occur on a pole top include electrical burns, heat exhaustion or getting hurt by equipment or tools.

"Often these men are out there in very hot weather, wearing gear that can weigh up to 25 pounds," said Yates, "and they're working around high voltages. A lot of things can happen and we've got to be ready at all times."

Yates said that he was impressed with his crew's performance. "They are one of the best teams around, no doubt. I've never worked with a more conscientious, dedicated group. And I want them to continue making safety a priority."



Serviceman Charles Bryant rescues "Kool." Bryant won the event and will represent Roanoke EC at the statewide competition in October.

The top five rescue times out of all the participants were: serviceman Charles Bryant, two minutes and 30 seconds; first class lineman James Taylor at three minutes and 35 seconds; serviceman Edward Bethel at three minutes and 49 seconds; line foreman George Cesil at three minutes and 56 seconds; and lineman Frank Brennan at four minutes and 10 seconds.

Roanoke Electric Cooperative proudly provides safe, reliable and affordable electricity, 5905-001 while enhancing the quality of life in the diverse communities we serve.

Welcome, Diversified Energy!

Diversified Energy recently celebrated the grand opening of its new showroom and service center located at 409B North Main Street in Rich Square (the old Roanoke Electric Office). The fireplace depot show room displays the latest products in heating and gas appliances, gas piping, gas inserts and logs, grills, ranges, water heaters, and wood stoves.

Diversified Energy offers:

- Extensive experience and expertise: The staff has the caliber, scope and depth of experience to serve you.
- Economical green products: Products are available to help create a cleaner, greener environment.
- Competitive products and pricing: The industry and strong supplier relations ensure the ability to offer competitive programs and rates.
- Peace of mind: Long and short term energy supply needs can be met.
- Seamless service: Diversified will be responsible for the delivery, installation, and maintenance of gas and products to your home, business or farm.
- Discounts on products: There are savings at your fingertips by using your Co-op Connections card.

Roanoke Electric and The Roanoke Center welcome Diversified Energy to their new site and to the Co-op Connections family. Just show your Co-op Connections card or key fob when you purchase an appliance and Diversified will honor their stated offer.

Diversified Energy is open Monday-Friday from 8:00 a.m. to 5:00 p.m. and can be reached at (252) 539-2850. Delivery service, budget pay plans, guaranteed pricing and attention to safety gives Diversified Energy customers some of the best energy



alternatives available. Check them out or visit them on the web at www.diversifiedenergy.com.

Co-op Connections card

The Co-op Connections card is the second most widely-used discount card—right behind the AARP. This is impressive!



“We are excited about the potential savings out there for our members,” says Marshall Cherry, REC’s vice president of Member Services and Marketing. “There are no out-of-pocket expenses for the participating businesses. We do the marketing for them, so the only costs they have are the ones associated with the savings they offer. It’s a win-win situation for everyone.” REC appreciates the support of our area merchants in making this program work for them and our members. TOGETHER WE SAVE!

If you have questions about the Co-op Connections Card program or how your business can participate, call (252) 539-4600 or (252) 209-2236.

Energy efficiency tip

Don’t over-dry clothes. Take clothes out while they are still slightly damp to reduce the need for ironing — another big energy user. If your dryer has a setting for auto-dry, be sure to use it instead of the timer to avoid wasting energy.



Office closed for holiday

Roanoke Electric Cooperative will be closed on Monday, September 3, for Labor Day. For emergencies call 1-800-358-9437.

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