



Roanoke Electric **FLASHES**

Responding to the call to serve

By Curtis Wynn, *President and CEO*

On behalf of The Roanoke EC board and staff, I'd like to thank you for another year of service.

The year 2013 commemorated the efforts of Roanoke EC's early pioneers, along with many other contributors in the rich 75-year history of your co-op. As we welcome a new year, we know that our first 75 years of high-level service has only set the stage for another 75 years of superior customer service. So, what's next?

Over the course of 2013, we've heard from you through our surveys. From your feedback, our performance was placed in the American Customer Satisfaction Index (ACSI) scores model. The ACSI scores model is our way to measure how well we're doing in providing the quality of service you deserve. Because of our commitment to reach high-level ACSI scores, we will strive to rise to the occasion for the benefit of you, our members.

In response to our call to serve, we're applying a Strategy Execution tool similar to one used by some of America's best-performing companies to help us achieve our ambitious goals to be

"best in class" when it comes to customer service, financial accountability and operational efficiency. In 2012, your board and staff set the stage for a 3-to-5-year plan to improve in specific areas. We began work on the plan in 2013 and included adopting the Strategy Execution tool. Our strategy execution process produces measurable targets in reliability, cost, safety, member satisfaction and communications and member engagement.

Throughout this year, you'll see a more visual map of the entire process as we establish a culture of heightened transparency so that we — and you — can keep us on track to accomplish the things that we're planning to do. The map will show the exact targets we aim to reach.

As we roll out this effort, you'll learn that we are putting focus on the following:

- ▼ Reducing the duration of system outages as well as the frequency of outages
- ▼ Reducing our total expenses
- ▼ Keeping safety incidents at a very minimal level

- ▼ Achieving the highest levels of customer satisfaction
- ▼ Increasing the number of members like you to join our political action activities and getting 100 percent commitment from our employees to do the same
- ▼ Achieving 100 percent sustainability of our subsidiaries
- ▼ Getting more members to read information published by the organization
- ▼ Reducing medical care/lost productivity costs of our employees
- ▼ Reducing the number of abandoned calls in our Call Center



Curtis Wynn

As we continue our efforts, we will keep you posted along the way.



Read the newsletter to learn more about your cooperative. Find your account number in this newsletter, contact us and win \$25 Roanoke Bucks!

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Roanoke EC employees go the extra mile

To show that Roanoke EC's employees are committed to doing their part in reaching its goal of providing top tier customer service, we're going the extra mile. While many offices were closed for the observance of Veteran's Day on November 11, Roanoke Electric Cooperative remained closed for members, but open for employee training.

More than 40 employees gathered to undergo Module 1 of Touchstone Energy's Service Excellence training, facilitated by



Lynn Moore of Touchstone Energy. Roanoke EC coordinated an all-day, hands-on training to assess

their individual learning and communication styles and applying those styles in their service delivery.

Middle school students: Apply now for Touchstone Energy Sports Camp scholarships

Want to have some fun this summer? Roanoke Electric Cooperative and North Carolina's Touchstone Energy cooperatives are calling all middle school students to apply for an all-expense-paid scholarship offered to middle school students from across the state. The scholarship will allow students to attend basketball camps this summer at two of the state's elite college campuses.

Female students in 6-8th grades can apply to attend the Wolfpack Women's Basketball Academy June 23-

26 at North Carolina State University in Raleigh, and young men in 6-8th grades can apply to attend the Roy Williams Carolina Basketball Camp June 21-25 at the University of North Carolina at Chapel Hill. Roanoke EC will award scholarships to one local boy and girl and applications are being accepted from Thursday, January 2, until Monday, March 31.

Young women and men who will be in the sixth, seventh or eighth grade during the 2014-15 school year are also eligible to apply. Applications are judged based on the students' academics, extracurricular activities and an essay. Additional information and applications can be found at www.roanokeelectric.com, emailing bball@roanokeelectric.com or by contacting Brittany Tann at (252) 209-2278.

Get a deal with your Co-op Connections Card

Winter is here, so it's a great time to have your heating system serviced. Check our Co-op Connections list to your heating supplies and equipment checked by one of our local business partners. 00103698001

Take those savings from your home heating maintenance and treat yourself to a meal at Jermonico's Café. Roanoke

Electric welcomes Jermonico's Café, located at 15 W. 3rd Street in Weldon, as a new Co-op Connections business partner. Owner Jerry Parker looks forward to you dining at the café Tuesday through Saturday. Show your card and receive a discount off any combo or lunch special.

The Co-op Connections Card helps you save money and receive special offers. If you are a business owner and would like to offer a discount, contact the cooperative office or The Roanoke Center at (252) 539-4601 to enroll or learn more about the program. Check out all the savings by visiting www.connections.coop.



Roanoke EC honors Bright Ideas grant recipients

Roanoke Electric Cooperative honored teachers and celebrated innovation in education by awarding more than \$8,000 in Bright Ideas grants to educators in Gates, Halifax and Northampton counties. The grants will fund seven projects that will touch the lives of more than 800 local students.

“We’re thrilled to award these dedicated educators with Bright Ideas grants,” said Marshall Cherry, vice president of Member Services, Marketing and Technical Services. “Their creative projects will no doubt help students reach their full potential and spark higher interest in learning for years to come.”

Bright Ideas education grants, sponsored by Roanoke EC and North Carolina’s electric cooperatives, provide resources to Tar Heel teachers for innovative, hands-on, classroom projects that would not otherwise be funded. Since the Bright Ideas grant program began in 1994, Roanoke EC has contributed more than \$150,000 to local teachers.

“Roanoke EC is committed to improving the communities we serve, and we believe there is no better way than through the education of our youth,” Cherry said.

North Carolina’s electric cooperatives awarded nearly \$600,000 in Bright Ideas grants to educators statewide for the 2013-2014 school year. Since 1994, the Bright Ideas program has awarded more than \$8.5 million to teachers across the state for 8,300 projects benefiting more than 1.5 million North Carolina students.

Bright Ideas grant applications are collected each year through mid-September, and winning proposals are selected in a

competitive evaluation process by a panel of judges. The application process will reopen in April 2014.

For more information about the Bright Ideas grant program, visit www.roanokeelectric.com or the Bright Ideas website at www.ncbrightideas.com. “Bright Ideas Education” on Facebook to receive regularly updated news about the program.



Grant Winner	School	Project	County	Amount Awarded
Korey Lawlis	Gatesville Elementary	Bringing the World to my Students	Gates	\$1,995
Denise M Hackenburg	Roanoke Rapids High	Global Musicians	Halifax	\$1,659.90
Emily Starr	Gaston College Prep (GCP)	Growing Power	Northampton	\$1,650
Beverly Creech	Northeast Academy	Smart Class Smart Choice	Northampton	\$925
Amanda Hobbs	Central Middle	Tablet Takeoff!	Gates	\$925
Susan Parker	Buckland Elementary	Monarch Citizen Scientists	Gates	\$278
Karen Greene	Central Middle	Picture This!	Gates	\$594.80

Roanoke EC Care Trust awards RoundUp funds

The Roanoke Electric Care Trust (RECT) Board met at the cooperative’s headquarters on October 23 to award the final quarter of Operation RoundUp funds to local organizations for 2013. Four area organizations received funding totaling \$4,636 at the quarterly meeting. Those organizations are:

Gates County Housing Committee of Gatesville: \$1,000 awarded to extend the Committee’s prior efforts of supporting low-income elderly, disabled and disadvantaged citizens of Gates County by providing free home repairs.

Compassion Central Ministries of Gatesville: \$500 awarded for Garments of Praise, Bread Basket Food Bank, Freedom of the County & Prodigal House programs.

Ahoskie Rural Volunteer Fire Department of Ahoskie: \$1,636.83 awarded to buy a 30,000-watt generator.

Murfreesboro Volunteer Fire Department of Murfreesboro: \$1,500 awarded to purchase a chainsaw, structural firefighting gloves and extrication gloves.

Roanoke EC along with the RECT board appreciates all members who have committed to rounding up their electric bills to the next whole dollar. Your contributions are priceless assets that help enhance the quality of life of our neighbors and friends in the very communities you work and live.

N.C. electric cooperatives offer practical help to political candidates

Across the country, local cooperatives have helped hundreds of political candidates learn more about running effective campaigns.

In January 2014, Roanoke Electric Cooperative, along with the North Carolina Association of Electric Cooperatives and the North Carolina Credit Union League, will hold a Campaign Academy in locations across North Carolina. At a Campaign Academy, candidates will learn the dynamics of campaigns 00125843001 from instructors with real-world campaign experience.

The cooperatives' non-partisan Campaign Academy is open to potential candidates, first-time candidates or experienced candidates who need more knowledge about effective campaigns. Topics include:

- Effective fundraising
- State campaign finance laws
- Campaign communications
- The cost of a campaign
- Grassroots campaigning

Since their founding, cooperatives have built strong relationships with local community leaders, including elected officials. When candidates effectively communicate their messages, the voters also benefit. The Campaign Academy helps create campaigns that help candidates and the voters.



Anyone thinking about running for office, starting a campaign or running for re-election in a tough district can benefit from the knowledge gained at the Campaign Academy. If you, or someone you know, would like to learn more about effective campaign strategy or to learn more about the Academy, please call Brandon Reed at the North Carolina Association of Electric Cooperatives at (919) 875-3107 or email brandon.reed@ncemcs.com.

Campaign Academies:

- January 28, Holiday Inn, Rocky Mount
- January 29, Doubletree Hotel, Fayetteville
- January 30, Crowne Plaza Hotel, Hickory

Cost: \$30 per person

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Roanoke EC office closed

Roanoke Electric offices will be closed on Wednesday, January 1, 2014, for New Year's Day, and Monday, January 20, 2014, for the Martin Luther King Jr. holiday. For emergencies, please call (800) 358-9437.

