

Roanoke Electric FLASHES

Roanoke EC offices will be closed on Friday, April 18, in observance of the Good Friday holiday. For emergencies, call (800) 358-9437.

Responding to the call to serve: Improving safety and reliability

By Curtis Wynn, *President and CEO*

In January we were excited to announce our response to the call to serve by applying a Strategy Execution tool to help us achieve our ambitious goals to be “best in class” when it comes to customer service, financial accountability and operational efficiency.

Staying true to our promise to keep you informed every step along the way, your cooperative has started the process to produce measurable targets in reliability and safety.

Reliability

Goal(s): reduce the duration of system outages and frequency of outages

Based on your feedback in 2013, we know that one major concern for you, our member, is our ability to provide reliable service. Therefore, we’ve made several conscious efforts to ensure that you receive just that.

Perhaps the number one effort to improve our service reliability is our enhanced right-of-way maintenance program. During the

last of several snowstorms we experienced in February, Roanoke’s ongoing work with its right-of-way program was attributed to the timely turnaround of restoring power to as many as 55 affected members.

Billy Yates, vice president of operations, commented: “There is something to be said about our aggressive approach to keeping right-of-ways maintained in weathering storms. Our right-of-ways ensure that the clearance is there so trees won’t create the damage that could potentially come from future storms like we experienced in February.”

Specific improvements include reclaiming and cutting from ground to sky, spraying right-of-ways, making right-of-ways accessible, removing aging copper wire, providing preventative maintenance by having our servicemen patrol lines, and training employees on identifying and reporting hazards.

Second, we’re starting our sectionalizing study, which will help

us reduce the members impacted by any given outage, 00101267001 as well as

improve the duration. By dividing our service area in half and deploying two outage teams, we may be able to further reduce outage durations greatly.

There are also several other actions we are taking to reduce and eliminate outages through the improved application of technology.

An example is our communication project. Once we’ve determined which technology we’re going to pursue, we’ll be able to better utilize the equipment we currently have in service and it will open the door to the expanded use of technology.

“There is so much going on in our industry, that all of our employees are being pushed to become more and more techno-



Curtis Wynn

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Improving safety and reliability (continued from page 29)...

logically knowledgeable,” says George Stamper, vice president of engineering. “Brute strength and ‘rule of thumb’ are a thing of the past, which means our workforce will not only have to be physically capable, but mentally capable as well. We are very fortunate to have people willing to embrace the changes, learn the continually changing technology, and maintain the dedication to providing our members the best service possible within our abilities,” he continued.

Safety

Goal(s): to keep safety incidents at a very minimal level

Your cooperative prides itself on being able to provide service that is not only reliable and affordable, but also being able to do so at the highest possible level of safety. In November of last year, Roanoke received the Safety and Health Achievement Recognition (SHARP) Award from the NC Department of Labor (NCDOL). Always using a safety-conscious approach in everything that we do allows us to provide the “best in class” service you expect.

Efforts taken to achieve top-tier safety include a training field to improve safety and knowledge of work being performed, our defensive driving training program to sharpen employee driving skills and awareness of various driving conditions, employee safety training with the North Carolina Association of Electric Cooperatives (NCAEC), the Occupational Safety and Health Administration (OSHA), local fire departments, local police departments, and the

Department of Transportation (DOT). Employees are also certified for these in-house trainings: CPR, work zone safety, flagger training and forklift.

At Roanoke, we realize that our focus on health will impact safety as well.

“Roanoke Electric Cooperative wants employees and their families to be well,” said Eva Wiggins-Greene, vice president of human resources and accounting. “When they are, it improves the quality of their lives and helps them serve our members and the communities better.”

Roanoke Electric Cooperative has taken aggressive action toward containing medical insurance premiums and making our employees feel better and healthier by enhancing its wellness program. We encourage employees to adopt and maintain positive lifestyle changes.

Currently, our health and wellness program include annual health screenings, health surveys, flu shots, a wellness library, wellness incentive challenges, an onsite fitness center, and a rewards for life program.

“We believe that if our employees are healthy, we are able to increase productivity needed to provide the best in class service to our members,” Wiggins-Greene stated. “We all prosper when we all embrace a culture of wellness.”

As we continue our efforts, we will keep you posted on our progress to further provide you with “best in class” safe, reliable and affordable service.

Co-op Connections Spotlight

Businesses – Join in for opportunities!

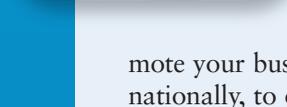
Roanoke Electric has an exciting opportunity for your business – free advertising! We invite you to join us in this member benefits initiative — the Co-op Connections Card program. The Co-op Connections Card program has been very successful helping electric cooperative members around the country save money.

The program gives your business the opportunity to reach thousands of cooperative members by offering valuable discounts or services that increase traffic and sales to your business. In exchange for your participation, we promote your business and discount offers, locally and nationally, to our members at no cost to you. The pro-

gram benefits your business and our members. We believe in “buying local and staying local.”

Roanoke Electric is delighted to welcome Ronald Roberson, to the Co-op Connections Card family. Roberson is owner of A-1 Unlimited Bail Bonding Services and Ron Properties, Inc. located in Windsor. He is offering special discounts to his bail bonding and rental property services. His services are available 24 hours a day by calling 252.348.2400 or toll-free at 1.800.313.0644.

Finding a participating business is easy. You can find the list of local participating businesses at www.roanokeelectric.com or www.connections.coop. Participating businesses get window stickers and cash register decals to show they are part of the program. Need a new card? Email us at savings@roanokeelectric.com or call us at 252.209.2236. Business owners who wish to participate may visit www.roanokeelectric.com/promotions to sign up.



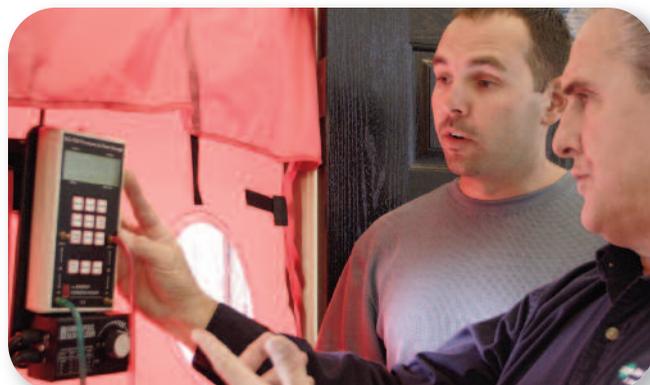
Calling all member businesses:

Get your FREE commercial energy audit today

Your cooperative understands that there are many challenges that affect you as a business owner. Balancing your cash flow so that you bring in enough revenue to cover your cost of doing business can be a struggle. However, your cooperative wants to help lessen the burden of expenses you pay each month!

There is money available to assist in helping your business conduct an energy assessment that will help you reduce energy consumption and monthly energy expense. Through the Rural Energy for America Program (REAP), Roanoke EC is offering FREE commercial energy audits as a result of our successful grant funding partnership with the U.S. Department of Agriculture (USDA). The USDA has offered to pay 75 percent of the cost of your audit and the remainder will be funded through another grant partnership – leaving you with no remaining cost to pay. Commercial and agricultural applications are eligible.

What does this energy assessment include? We do a review of all commercial lighting as well as a motor systems audit to ensure that your systems are working efficiently. Our energy audits will increase your overall



energy efficiency, give you a comprehensive assessment and bill analysis to provide energy improvements recommendations for reasonable and consistent projects of energy savings, and coordinate and ensure that retrofits are done to produce energy savings.

For more information, email us at commercial@roanokeelectric.com or call 252.209.2236.

Straight Talk: Cooperative Owners Forums are back!

Join Roanoke EC in discussing the rising energy costs, ways we can work together to influence legislators, and programs available from the cooperative to assist in reducing individual energy consumption.

Here is a list of the remaining 2014 Straight Talk – Cooperative Owners Forums:

Board

Districts	Date	Time	Location	City
4,9	March 27	6 p.m.	The Roanoke Center	Rich Square
7,8	May 17	10 a.m.	Greater Wynns Baptist Church	Colerain
5, 6	May 20	6 p.m.	Gates County High School	Gates
1,2,3	June 28	10 a.m.	Halifax Cooperative Auditorium	Halifax
1,2,3	July 26	10 a.m.	Northampton County Wellness Center	Jackson

Call 252.209.2267 for details and to reserve your seat. You don't want to miss it!



At a previous Straight Talk Forum, Roanoke EC members learn about ways to work together to influence power costs and about energy efficiency programs at the forums.

Celebrating 20 years of Bright Ideas grants

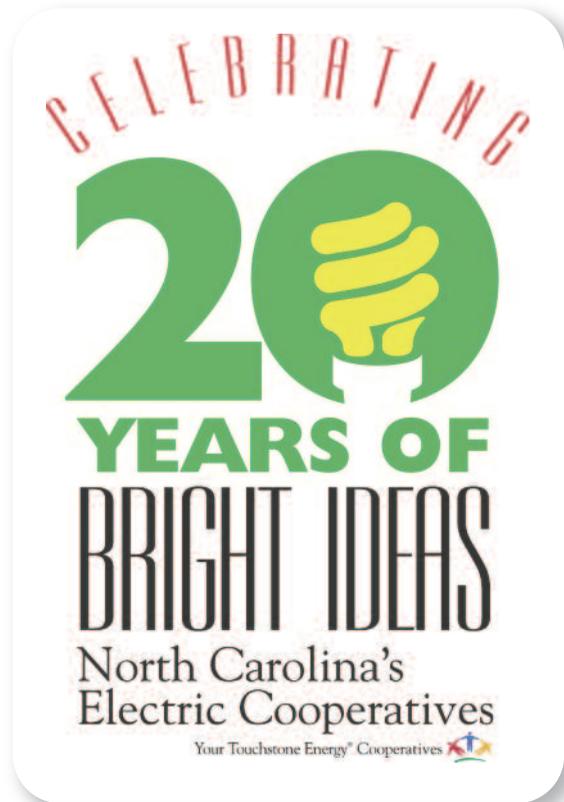
Electric cooperatives across the state are celebrating a big milestone in 2014. Our Bright Ideas education grant program, which provides funding to Tar Heel teachers for innovative learning projects, is turning 20 years old.

Since 1994, educators statewide have received more than \$9.1 million in Bright Ideas grant funding, and well more than 1.6 million N.C. students have participated in 8,800 Bright Ideas projects. Last year alone, Roanoke Electric Cooperative awarded \$8,000 for 7 projects supporting local teachers and students.

Roanoke is now accepting applications for Bright Ideas education grants for the 2014-15 school year. Teachers in K-12 classrooms with creative ideas for hands-on learning projects are encouraged to apply for a grant up to \$2,000.

Grant applications will be accepted Tuesday, April 1, through September 19 at 5:00 p.m. It could pay to apply early: all teachers who submit their applications by the early bird deadline of August 15 will be entered into a drawing for one of five \$100 gift cards.

Teachers can apply individually or as a team for grants for all subjects. To apply or for more information, visit www.NCBrightIdeas.com.



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Statement of Nondiscrimination

Roanoke Electric Cooperative is an equal opportunity provider and employer. The person responsible for coordinating this organization's nondiscrimination compliance effort is Curtis Wynn, President and CEO of Roanoke Electric Cooperative.

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call 866.632.9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax 202.690.7442 or email at program.intake@usda.gov.