

## Roanoke Electric **FLASHES**

Roanoke Electric Cooperative will be closed on Friday, July 4, in observance of Independence Day. For emergencies call 1.800.358.9437.

# Reducing controllable costs and improving member satisfaction

By Curtis Wynn, *President and CEO*

Last quarter, we gave you details on the efforts Roanoke EC had put forth to start to produce measurable targets in reliability and safety. This quarter, we have some very exciting updates about the strides we've made towards reducing our controllable costs and improving member satisfaction.

Your cooperative wants to ensure that we are providing you with the best possible electric service at a reasonable cost. To do this, we recognize that we must be a well-run business that maximizes the total value that we bring to you, our members. For us, maximizing member value means optimizing our costs whenever possible by reducing those costs that we can control.

### **Procurement best practices/ Competitive bidding**

As an electric cooperative, Roanoke Electric Cooperative (REC) prides itself in having a member-first mindset as a core value in its everyday operations – even in its purchasing.

Recently, REC challenged itself to control operating expenses and costs for services and commodity goods to save money and maintain stable electricity rates.

As a result, REC has adopted a state-of-the-art purchasing system that leverages technology and manages reverse auction bidding to ensure we're getting the best price and service for major purchases.

We have seen significant savings through the use of our competitive bidding process, saving hundreds of thousands of dollars on right-of-way trimming costs via a joint bid process that we coordinated with other cooperatives in eastern North Carolina.

By jointly bidding the services and negotiating the contract over a five-year period, we collectively saved over \$2 million off of a combined spend of nearly \$10 million. The right-of-way program, of course, will reduce the number of outages you experience and improve member satisfaction as well.

### **LED fixture conversion**

We recently initiated the process to convert our yard lights to more efficient LED fixtures. Again, by using our competitive bid process, we saved significant dollars on lights. Our actual purchase came in over 50 percent below budget due to competitive bidding and declining prices.

Over the next two years we will convert all of our members to the new fixtures, saving them \$2 per month after they have converted. This will, in turn, save REC money because the new lights use at least 50 percent less energy than the ones we are currently using. This project began in June.



*Curtis Wynn*

### **Improving member satisfaction**

At Roanoke, we want to hear what you have to say. As a matter of fact, your feedback in 2013 is the reason we're working so hard to achieve the initiatives we announced at the beginning of the year. You're talking, and we're listening!

### **Cooperative Owners Forums**

Another way we've encouraged you to give us your feedback is through our Straight Talk Cooperative Owners Forums. Throughout the year, we've hosted a series of forums held throughout our seven-county region. The forums are designed

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## CEO's message (continued) ...

for members and REC staff to openly discuss rising energy costs, ways we can work together to influence legislators on lessening the impact, and co-op programs available to assist in reducing members' individual energy consumption.

We are communicating our efforts to ease legislative and regulatory pressures that will impact rates and actively promoting services that are badly needed by our members. Our efforts include our energy efficiency, Cooperative Connections and Sustainable Forestry programs.

### Reducing outage duration

We also know that our members are least satisfied during lengthy outage periods. Reduction in outage duration is being impacted by dividing our crews into two separate areas due to the size of our system, creating quicker response times and shorter outage durations when they do occur.

For more information about what we're doing to provide you with "best in class" service or if you'd like to know more about any of the programs available for you, please call 252.209.2236 or visit [www.roanokeelectric.com](http://www.roanokeelectric.com).

## Roanoke EC: More than just your energy provider

Since its inception in 1938, your cooperative has prided itself on being able to provide you with the safe, reliable and affordable electricity you need throughout the day. We take pride in knowing that we'll be there when you flip the switch, turn on the TV, charge your electronics, or in the case of an outage.

With our member-first mindset, Roanoke EC realizes that it's not enough to just provide your home with electricity. We believe that what makes your cooperative different is the sense of identity and pride that comes from reinvesting in our communities. That's why enhancing the quality of life in the diverse communities we serve is in our mission statement.

With your help, Roanoke EC has been able to reinvest thousands of dollars back into the very communities in which you work and live through several of our programs over the past 75 years. Since 2000, Roanoke has made a \$9.3 million community investment through the following programs:

- Operation RoundUp
- Bright Ideas Grant
- Electric Cooperative Youth Tour
- Co-op Connections
- Touchstone Energy Sports Camp Scholarships
- NC 4-H Youth Development
- The Roanoke Center
- USDA Rural Development

In addition to this investment, your cooperative has also returned nearly \$8 million in capital credit payments since 2000 to reinvest back into our communities.

On behalf of the Roanoke EC staff and board of directors, we would like to thank you for your contributions to those programs. Without you, there would be no us!

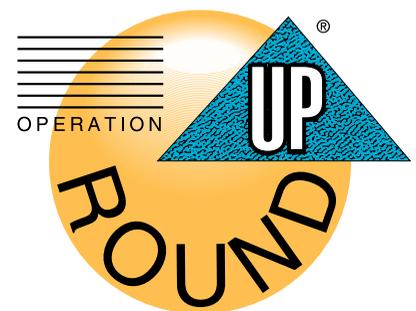
For more information about what your electric cooperative is doing for the community and what you can do to help, visit [www.roanokeelectric.com](http://www.roanokeelectric.com).



Roanoke EC annually provides funding for local teachers through the Bright Ideas education grant program.



Local high school students attend the annual Rural Electric Youth Tour to Washington, D.C.



Roanoke EC provides quarterly Operation RoundUp funding to non-profit organizations assisting the communities the co-op serves.

Save the date!

# REC's Annual Meeting & Member Appreciation Day on August 23

**Roanoke Electric Cooperative's 76th Annual Meeting and Member Appreciation Day**  
**August 23, 2014, at 9 a.m.**  
**Hertford County High School**

We have some exciting new items coming this year to our annual meeting, including the BB&T Bank bus (info on financial literacy, credit reports, games and giveaways). Lunch will be served after the 11 a.m. business meeting.

Transportation is being offered to transport members to and from the meeting. Please call and leave a message at 252.209.2267 if you are interested in this service.



## Annual meeting bylaws information

Roanoke EC will host its 76th Annual Meeting and Member Appreciation Day on Saturday, August 23, at Hertford County High School in Ahoskie. The three-year terms for districts 2, 6 and 8 will be up for election. Directors currently serving these districts are Delores Amason, Millard (Mickey) Lee and Allen Speller, respectively. The cooperative's Bylaws require that a director must:

- Be a Member and receive the cooperative's electric service at his or her primary residential abode for at least the 12-month period immediately preceding the date of his or her nomination;
- Fulfill all Membership Obligations for any and all accounts of the Member and, for the 12 months preceding the date of his or her nomination;
- Not be employed by or financially interested in an enterprise in competition with the cooperative or its subsidiaries; a business selling electric energy or supplies to the cooperative or its subsidiaries; or a business substantially engaged in selling electrical appliances, fixtures or supplies primarily to members of the cooperative or its subsidiaries

The Bylaws establish two methods for nominating board members:

- By Nominating Committee or
- By signature petition of 15 or more members at least 35 days before the annual meeting.

### Nominating Committee

The 2014 Nominating Committee members are: Robert Clark (District 1), Kathy Knight (District 2), Kenneth

Pernell (District 3), Enos Holloman (District 4), Reba Green-Holley (District 5), Sonya Trotman (District 6), James Heckstall (District 7), Irvin Coggins (District 8), and Venus Michelle (District 9).

The 2014 committee was appointed by the board on May 29, 2014, pursuant to requirements of Article IV, Section 6 of the co-op bylaws. The Nominating Committee will meet and post their meeting minutes before July 21, 2014.

### Credentials & Elections Committee

This committee has the responsibility to pass upon all questions that may arise with respect to registration of members, to count ballots cast in the election of directors or any other ballot vote taken at the meeting and to rule upon the effect of any ballot irregularly marked. The committee's decision on all such matters is final. The 2014 committee was appointed by the board on May 29, 2014, pursuant to requirements of Article III, Section 5 of the co-op bylaws.

The 2014 Credentials & Elections Committee members are: Donnell Thomas (District 1), Jacques Alexis (District 2), Oscar Epps (District 3), Robert Beard (District 4), Robert Savage (District 5), Elmo Benton (District 6), Marvin Watson (District 7), James Pugh (District 8), and Carolyn Drew (District 9).

For further information, please contact Roanoke Electric Cooperative at 252.209.2236.

# New Co-op Connections Business Partners gladly accept the Co-op Connections Card

Just by showing your Co-op Connections Card, you can take advantage of savings at participating local businesses. This is one more great advantage of being a Roanoke Electric Cooperative member! Your Co-op Connections Card gives you access to discounts from area businesses and national retailers. Visit [www.connections.coop](http://www.connections.coop) to see the list of participating businesses and click on deals.

## Attention, business owners!

Participation in the Co-op Connections Card Program for businesses is free. Allow us to include and market your business in our promotions! It gives your business exposure to our 14,000 plus members and millions more served by our fellow Touchstone Energy cooperatives.

To sign up your business in the program, call 252.209.2236 or 252.539.4601 or visit [www.roanokeelectric.com/commercial](http://www.roanokeelectric.com/commercial).

Janelle Given  
Roanoke Cinemas  
1722 East 10th Street  
Roanoke Rapids  
252.537-6302



Vernon Kee  
Kee Builders  
10942 US Hwy 258  
Murfreesboro  
252.398.5765



Renate Ingram  
Flair Jewelry  
904 W. 2nd Street  
Roanoke Rapids  
252.537.5343



# FREE ways to make your home energy efficient

Did you know that your co-op offers free resources to make your home more energy efficient, so that you can save money on your electric bill?

So what's more affordable than free? Your cooperative believes that some of the best ways to help you lower your

electric bill should be available to you at no charge. That's why our members have access to the following resources:

**Energy audits:** Roanoke EC has a team of trained employees available to do energy audits for your home. These audits are free to our members and allow us to inspect and analyze the energy efficiency of your home in order to help you get the greatest value out of the energy you use each month – possibly reducing your electric bill. To request a free energy efficiency assessment/audit, visit [www.roanokeelectric.com/forms](http://www.roanokeelectric.com/forms) to fill out a request form.

**Self-service tools:** In addition to the services where we come out to your home and provide for you, we also believe in empowering you to analyze the efficiency of your home yourself with some of our self-service tools. Our self-service tools at [www.roanokeelectric.com](http://www.roanokeelectric.com) are your own personal resources that allow you to give your home an energy check-up right from your computer or smartphone.

Under our HomeEnergySuite, you can find your very own Energy Calculator. This calculator allows you to analyze the energy efficiency of your home by providing you with useful details about your estimated usage, seasonal impacts, and cost-saving tips in less than 10 minutes.

If you're interested in any of these free resources or want more information about how these resources can benefit you, please call 252.209.2236 or visit [www.roanokeelectric.com](http://www.roanokeelectric.com).

## Roanoke Electric FLASHES

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**Statement of Nondiscrimination:** Roanoke Electric Cooperative is an equal opportunity provider and employer.

### President and CEO

Curtis Wynn

### Board of Directors

Allen Speller, *chairman*

Robert "Nat" Riddick, *vice chairman*

Delores Amason, *secretary-treasurer*

Millard Lee, *asst. secretary-treasurer*

Carolyn Bradley

Chester Deloatch

Columbus Jeffers

Kenneth Jemigan

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