



Roanoke Electric FLASHES

New year. New design. New user-friendly functionality. Same dependable information.

Welcome to our new website

As we're focusing more on developing a heightened level of effective communications with our members, your cooperative is excited to announce the recent launch of its new website, www.roanokeelectric.com.

We believe that our website should be a major vehicle available for you to easily conduct business with us 24 hours a day, 7 days a week. Therefore, our new website, launched in January, allows you to have a one-of-a-kind experience where you can easily control this online interaction.

Our website was designed with you, the member, in mind. We asked ourselves: What website features are important to our members? Is it a website that has a creative design, yet still easy to navigate? Is it one that is always updated with the latest information about service offerings that can benefit you?

Keeping this in focus, your cooperative believes that it has created a website with features that our members would agree are on their ultimate website checklist. Our new homepage welcomes visitors with bold colors, a clean design, and rolling images with content focused on featured programs and exclusive service offerings.

It is the gateway to information about The Big Four (initiatives),



our News and Events feed and a direct log-in to the Member Portal. The layout allows you to easily access information based on your own choice rather than having to sift through everything to decide what interests you.

The new site has eight main sections: *My Home*, *My Business*, *Member Services*, *My Community*, *Power Outages*, *News Center*, *About Us*, and *The Roanoke Center*:

My Home: A top-of-mind concern for our members has always been how they can better manage their energy use. Therefore, we offer residential account members access to numerous resources like prepaid metering, residential

lighting options, energy audits, and energy analysis tools through our HomeEnergySuite.

My Business: As a business owner, we know that you face a unique set of challenges. This area gives you information about agricultural and commercial services, innovative business resources that promote economic development, unique rate options, and opportunities to promote your business' products and services.

Member Services: In this new section, current and prospective members enjoy the convenience of

...continued on page 26

Roanoke EC new website (continued from page 25 ...)

managing all of their account needs in one place. From paying your bill and monitoring your payment history, to applying for or transferring service, our members have total control over how they choose to manage all aspects of their account.

My Community: Take advantage of the many community-oriented events and educational opportunities your co-op offers in this section. Scholarships and grants are available for area youth and local organizations.

Power Outages: Members can still report an outage and view real-time updates of our restoration efforts following power outages. Our Outage Map and Outage Viewer display the location and total members affected by any current outages in our service territory.

News Center: Our News Center is the hub of all communications concerning events and the major place for you to stay connected to your cooperative. Get the latest news, digital copies of our Roanoke Flashes publication, and updates for your upcoming Annual Meeting, and gain direct access to our social media pages on Facebook, Twitter, YouTube and LinkedIn. Here, you can check out photos, videos and other exciting content.

About Us: Ever wondered how your cooperative got started? Curious about the careers your cooperative offers? Learn about your co-op's history, get a



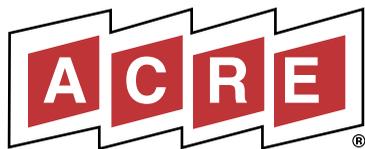
personal message from your CEO, get to know your board of directors, and find job postings here.

The Roanoke Center: For your convenience, we've consolidated The Roanoke Center's website with our main website. You can still access the site directly by visiting www.roanokecenter.org.

With the above improvements, we've made it easier for you to stay connected to all of the information and convenient services we continue to offer. Be on the lookout for additional features revealed throughout the year. For now, visit www.roanokeelectric.com.

"I support ACRE"

Roanoke Electric Cooperative's ability to serve you and your community is enhanced when supportive legislators understand their votes matter to co-op members. Candidates who receive support from Co-op Owners get an important message about your interest in Roanoke Electric Cooperative and rural electrification.



As a member of Roanoke EC, you have the unique right to make financial contributions to the campaigns of candidates who support electric cooperatives. You can do this by joining Co-op Owners for Political Action, which is part of the Action Committee for Rural Electrification (ACRE).

When Roanoke EC member and ACRE member, Geraldine Edwards, was asked why she became an ACRE member, she replied:

"I was very happy to have a way to show my support to my cooperative. I appreciate everything you do and I keep up with what is going on by reading the Carolina Country magazine."

—Geraldine Edwards



If you want to join Mrs. Edwards in letting your voice be heard, visit www.roanokeelectric.com/ACRE or call us at 252.209.2236 to find out how you can become a Co-op Owner today.

Sports camp scholarships available for middle-school students

Good at basketball? Want to win a scholarship to play at the University of North Carolina at Chapel Hill or NC State University this summer?

Well, Roanoke EC is now accepting applications from middle-school students for all-expense-paid scholarships to summer basketball camps at the University of North Carolina and NC State University. Young men can apply to attend the Roy Williams Carolina Basketball Camp in Chapel Hill, and young women can vie for a spot at the Wolfpack Women's Basketball Camp in Raleigh.

Students can fill out an application at www.roanokeelectric.com/bball. Your co-op will select one student for each camp in a competitive process based on academics, extra-curricular activities and a short essay. Rising sixth through eighth graders are eligible to apply. The final application deadline is 5 p.m. on Tuesday, March 31.

The Touchstone Energy Sports Camp Scholarship program, sponsored by Roanoke EC and the state's 26 electric cooperatives, sends more than 50 students statewide to learn from renowned collegiate coaches and athletes each year. Both camps will work closely with students to develop fundamental skills to help the young athletes excel both on and off the court.

The Touchstone Energy Sports Camps program provides a unique educational and athletic opportuni-



ty for outstanding students across our state and is yet another way the cooperatives are demonstrating their commitment to North Carolina communities.

Recipients of the Touchstone Energy Wolfpack Women's Basketball Camp scholarship will attend the overnight camp in Raleigh June 14-17. Touchstone Energy Roy Williams Basketball Camp scholarship recipients will attend the overnight camp in Chapel Hill from June 20-24.

For more about the sports camp program, visit www.roanokeelectric.com/bball, email bball@roanokeelectric.com or call Brittany Tann at 252.209.2278.

Roanoke EC offering \$1,000 college scholarship

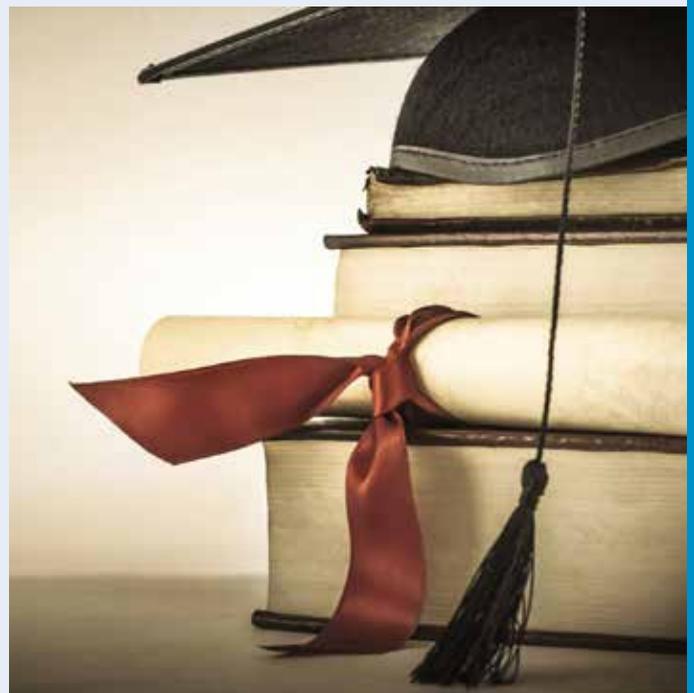
A deserving high school senior will be able to head off to college with \$1,000 toward furthering their education this year thanks to your co-op.

If you can demonstrate an understanding of the cooperative way of doing business, exhibit outstanding scholastic and leadership abilities in your school and community, and show a financial need for the scholarship, you could be chosen as our winner.

Selection criteria are as follows:

- ✓ 50 percent need
- ✓ 25 percent scholastic achievement
- ✓ 25 percent essay question and extracurricular activities (school, civic and/or community)

Winners must also show proof of acceptance to a four-year college or university to be eligible. Complete the application by 5 p.m., Friday, April 24, to be considered to win. Find the application and more information at www.roanokeelectric.com/scholarship.



Youth Tour applications accepted now:

Win a FREE, weeklong trip to Washington, D.C.

Does dancing under starlight during the harbor party cruise, visiting museums, memorials, and monuments, chatting with your legislators, and meeting with more than 1,600 fellow youth tourists sound fun to you?

If you're a high school junior in Bertie, Hertford, Halifax, Gates, Perquimans, Chowan and Northampton counties, you are eligible for a chance to experience just that during an exciting weeklong trip to our nation's capital this summer. How? It's called the Rural Electric Youth Tour. Winners will have the chance to join more than a thousand students from states across the country June 13-19.

Did we mention that this opportunity is an all-expense-paid experience? That's right! All costs of the Youth Tour are covered by your electric co-op, so that you can enjoy seeing our government in action and so much more, at no cost to you.

In addition, there's a chance for those who are chosen as this year's Youth Tourists to win two scholarships: the \$2,500 Gwyn B. Price Youth Tour Scholarship and the \$2,000 Katie Bunch Memorial Scholarship. All North Carolina Youth Tourists who

attend this year's tour as high school juniors will be eligible to receive these awards. Tourists will receive an application form during their senior year of high school and a panel of judges will select the winners. Scholarships must be used to attend an accredited four-year college or university in North Carolina.

Experience the excitement of this year's Youth Tour by applying today! The application deadline is 5 p.m. on Friday, March 20. For more information or to submit an application, visit www.roanokeelectric.com/youthtour.



The 2014 Youth Tourists

Members making a difference!

Roanoke EC prides itself in offering resources to improve the quality of life for all of our members. But we know that we can't do this alone. In our everyday

operations, there are members who often lend a helping hand that make fulfilling our mission a lot easier. Therefore, we'd like to show our appreciation to those members.

This month's "Members Making a Difference" feature is recognizing *Henry L. Green of Roanoke Rapids*. Recently, one of our linemen was connecting a new service and his bucket truck got stuck. Fortunately, Mr. Green came with his truck and assisted in getting the bucket truck out.

This not only increased productivity, but also eliminated the need for REC to send additional personnel to pull the bucket truck out. *Special thanks, Mr. Green, for making a difference!*



Roanoke Electric FLASHES

Published monthly

for the member-consumers of
Roanoke Electric Cooperative

P.O. Drawer 1326,

Ahoskie, NC 27910

Office: 252.209.2236

or 1.800.433.2236

For outages call: 1-800-358-9437

For electronic bill payment:

www.roanokeelectric.com

We accept VISA, MasterCard

& E-check.

Editor: Brittany Tann

Visit our web site at:

www.roanokeelectric.com

Your Touchstone Energy® Cooperative
The power of human connections®



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

Damell Lee

REC office closed

Our offices will be closed on Monday, February 16, in observance of Presidents Day.