



## Roanoke Electric **FLASHES**

# Earning your satisfaction through reliability

By Curtis Wynn, *President and CEO*

Your cooperative knows that with the flip of a switch, you expect the lights to come on. You expect your electricity to be available all the time so that your refrigerator will keep your food fresh, your family can watch television at anytime and your home will stay comfortable all the time. We know that the outcome of what's on the other end of that initial flip affects our members' well being. That's why Roanoke EC takes its performance in reliability and safety seriously.

Ultimately, reliability is an achieved level of quality over time. We're pleased to report that performing system upgrades over the years have helped us achieve greater than 99 percent reliability. These continuous improvements allow us to reach our members' expectations.

We also pride ourselves on keeping our members up to date with our initiatives every step of the way. Therefore, we encourage members to view our new "Crew Corner" segment to get an exclusive glimpse into the work life of our line workers. This quarterly video features our line personnel in an interactive dialogue to let you know the work we're doing to improve your service reliability.

Your cooperative is also closely monitoring two strategic initiatives to benchmark our improvement progress. These two

reliability indicators are outage frequency and outage duration.

### Reducing outages

In 2014, we put our agenda to meet your expectations into action and it has paid off! Not only have we reduced the number of outages that you experience to less than 1.8 per member within a year, but we've also reduced the duration of the outages that you may experience to less than 3.6 hours per member within a year. However, our work doesn't stop here. We're still making strides to further reduce these numbers over the next few years.

We're also seeing early successes in strategically realigning on-call crews to address outages that are located closer to their residences. Allowing our team to work outages in areas that are closest to them has proven beneficial in instances of temporary service interruption.

Providing you with the cutting-edge service you expect and deserve means we must have the cutting-edge equipment and infrastructure needed to get the job done. Consequently, our fiber project, known as Roanoke Connect, shows how we plan to use broadband technology to monitor devices and equipment on the system so that we can better predict and manage outages. Our staff is also equipped

to use state-of-the-art outage management software to dispatch crews, which helps us to be more efficient in responding to service interruptions.



Curtis Wynn

### Construction Work Plan

This plan also developed around improving reliability. We are installing larger wires, rebuilding old lines, adding more equipment that is intended to reduce outages, and using new technology to monitor and improve our response to outages. The Construction Work Plan is a tool we use to keep us focused on moving forward in our effort to provide safe, reliable, and affordable electricity to you, our members.

In some cases, we need your help. Part of improving reliability is improving the location of the power lines and clearing the rights-of-way. We are trying to move our lines out of difficult locations like forested lands and wetlands to reduce the number of outages and how long they last. We ask that you work with us when we come to you asking for your permission to build a line.

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## Earning your satisfaction (continued from p. 37)...

We're not only trying to make it easy for us, but better for you.

In addition, we have started highlighting those members in our written material who have helped our crews during outages by doing things like clearing the way for our vehicles to access some areas. These helpful gestures sometimes help us reduce a potential three-hour outage to less than one-hour. We are very thankful for the support given to our crews.

System reliability is a major driver of our members' satisfaction. Like trust, we believe that reliability and your satisfaction are earned as well. Over the years, we've listened to our members and we're responding

in ways aimed solely at earning the quality of reliable service you desire.

As we're making these major strides, we'd also like your help. Providing us with up-to-date information on your account helps us better serve members when they call in to report an outage. To update the information on your account, please contact us at (252) 209-2236.

For exclusive updates about other initiatives your cooperative is doing to provide you with "first class" service, please visit [www.roanokeelectric.com/thecall2018](http://www.roanokeelectric.com/thecall2018).

## Roanoke EC celebrates National Lineman Appreciation Day

America's electric cooperatives have designated the second Monday of April as National Lineman Appreciation Day. On April 13, Roanoke EC will honor the hard-working men who often work in challenging conditions to keep the lights on.

Some text of the resolution that the National Rural Electric Cooperative Association (NRECA) Board adopted unanimously follows:

*"Whereas linemen leave their families and put their lives on the line every day to keep the power on; Whereas linemen work 365 days a year under dangerous conditions to build, maintain and repair the electric infrastructure; Whereas linemen are the first responders of the electric cooperative family, getting power back on and making things safe for all after storms and accidents ... Therefore be it resolved that NRECA recognize the Second Monday of April of each year as National Lineman Appreciation Day ..."*

*Roanoke EC linemen keep your lights on...*

"Electric linemen do not often receive the recognition they deserve," said Curtis Wynn, president and CEO of Roanoke. "They work all hours of the day, often in hazardous conditions far from their families, going above and beyond to restore power to their communities. Our linemen, as well as linemen from across the nation, truly deserve this special day of recognition."

Roanoke EC invites members to thank a lineman for the work they do. Use the hashtag #ThankALineman to show your support. Also, visit "Crews Corner" at [www.roanokeelectric.com/crews](http://www.roanokeelectric.com/crews) to get a first-hand view of daily activities crews perform.



# Teachers: Apply now for Bright Ideas grants!

Here at Roanoke EC, April means one thing: a new season of Bright Ideas education grants! The Bright Ideas grant program is offered by all 26 of North Carolina's electric cooperatives and supports educators in need of funding to implement creative, hands-on learning projects in their classrooms.

Since 1994, North Carolina's electric co-ops have awarded more than \$9.6 million in Bright Ideas grants to teachers statewide. More than 9,200 classroom projects benefiting well more than 1.8 million North Carolina students have been made possible because of these grants.

Roanoke EC is now accepting applications for Bright Ideas education grants for the 2015-16 school year. Teachers in K-12 classrooms with innovative ideas for hands-on learning projects are encouraged to apply for a grant up to \$2,000. Last year, Roanoke EC awarded \$8,000 for six projects supporting local teachers and students.

Grant applications will be accepted Wednesday, April 1, through September 18. However, it could pay



# BRIGHT IDEAS

to apply early: All teachers who submit their applications by the early bird deadline of Aug. 14 will be entered into drawings to win one of five Visa gift cards.

Teachers at qualifying schools can apply individually or as a team, and grants are available for all subjects. To apply, or for more information, visit [www.roanokeelectric.com/brightideas](http://www.roanokeelectric.com/brightideas) or [www.NCBrightIdeas.com](http://www.NCBrightIdeas.com).

## Join the conversation! Straight Talk forums allow us to hear from you

At Roanoke, we strive to always have open channels of communication between us and our members. That's why we have Straight Talk forums! Straight Talk forums allow a face-to-face interactive dialogue between members and the cooperative's officials to discuss topics that are of importance to you. Our main focus is to provide members with complete education about what's happening in our industry and what we can offer them.

At each forum, cooperative leaders will discuss the state of the industry, energy costs, and programs we are offering to support members. Members can also hear testimonials from other members who have taken advantage of our programs.

If you feel that your concern has not been addressed during the event, a question-and-answer (Q & A) session is held at the end of each Straight Talk forum for members to raise concerns.

Forums are held throughout many communities in the REC service area from Halifax to Gates County. We encourage all members to try to attend an event nearest you. Meals and door prizes are also a popular plus of these events.

Want to attend one these forums? Pre-register by going to [www.roanokeelectric.com/straighttalk](http://www.roanokeelectric.com/straighttalk) or dial (252) 209-2267. We look forward to seeing you there! All meetings begin at 6 p.m.:

**Tuesday, April 21, Bertie County High School**

**Tuesday, May 19, Gates County High School Art Building**

**Tuesday, May 26, Greater Wynn's Grove Church**



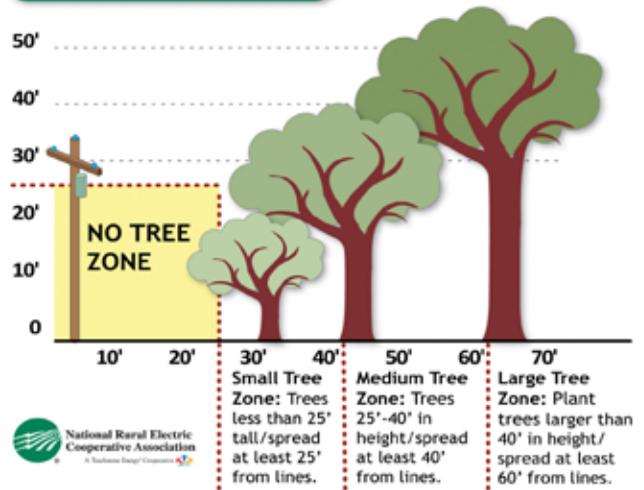
# Planting around pad-mounted transformers & utility poles can be dangerous

As part of our continuing effort to provide safe, reliable service, we routinely inspect these pad-mounted transformers and utility poles. When there is a power outage, emergency or maintenance work to be done, REC personnel needs to be able to gain access to the transformer or pole quickly and easily.

To work safely, Roanoke Electric Cooperative requires a minimum of 12 feet of clearance in the front of the transformer and within 5 feet of the other three sides. (The front is the side with the padlock and/or warning sticker.) REC requires a minimum of 20 feet of clearance around all utility poles.

Please don't plant or place items around pad-mounted transformers and utility poles. The risk of serious injury when digging near energized electrical equipment is significant. Please call REC (252) 209-2236 or NC 811 (1-800-632-4949) before you dig.

## Tree Planting Guide



# Celebrate Earth Day by switching to E-bill!

Each year, Earth Day is celebrated on Wednesday, April 22, to demonstrate worldwide support efforts for environmental protection. Part of our obligation as an electric cooperative is to balance our mission to provide you with safe, reliable and affordable service with doing that in the most environmentally conscious way

feasible. Here are a few ways we're staying committed to that obligation:

**Community Solar:** We've brought a community-shared solar farm to our community to benefit cooperative members. Get more updates on this effort at [www.roanokeelectric.com/CommunitySolar](http://www.roanokeelectric.com/CommunitySolar).

**Upgrade to \$ave:** Upgrade to \$ave is a new program that finances cost-effective energy efficiency improvements for Roanoke EC members. Visit [www.roanokeelectric.com/UpgradeToSave](http://www.roanokeelectric.com/UpgradeToSave).

**Bright Savings:** This outdoor lighting project is where REC deploys more energy-efficient outdoor lights to all our members over the next two years. See our progress at [www.roanokeelectric.com/BrightSavings](http://www.roanokeelectric.com/BrightSavings).

**Paperless Billing (E-Billing):** A very environmentally friendly way to receive your electric bill is through e-billing. Instead of receiving traditional paper bills you will receive notice of your bill via e-mail and you'll be able to access the new bill online. It's easy and free. Also, did we mention that we'll give you \$5 toward your electric bill if you sign up? Enroll today to receive a one-time \$5 bill credit! Visit [www.roanokeelectric.com/ebill](http://www.roanokeelectric.com/ebill) for more information.

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## Roanoke EC office closed

Roanoke Electric offices will be closed on Friday, April 3, in observance of the Good Friday holiday. Please call (800) 358-9437.