



Roanoke Electric **FLASHES**

New Year's Update: Roanoke Electric's strategy yields results



Curtis Wynn

As we celebrate the New Year as a time to set new goals, your cooperative knows that it is important to also reflect on how far we've progressed with our goals.

Three years ago, your cooperative made the strategic decision to be more than just your electric service provider. Roanoke underwent months of strategic planning and

goal-setting with one major focus: your satisfaction.

For three years, Roanoke has been striving to be a leading cooperative providing top-tier performance in safety, service and reliability. Over the past three years, member-owners have gained access to solar energy, financing for energy efficiency upgrades to their homes and businesses, and loyalty programs that earn credits on their electric bill from online purchases.

As we approach the beginning of year four of our corporate strategy, your cooperative is proud to report that we're seeing major improvements in member-owners' perception of our performance.

Specifically, member-owner survey responses show trends of improvement in the various efforts Roanoke has put forth in the following since 2014:

- Member-owners' perception that our employees are knowledgeable and competent increased by 2 percent.
- Member-owner's perception of our system's reliability also increased by 2 percent.
- Member-owner's perception of our ability to provide good value for the money spent increased by 5 percent.
- Member-owners' satisfaction increased by 4 percent.

Our research organization has been in contact with at least 1,000 member-owners each year during this time to gauge our performance in the above areas and other categories. These responses help chart the course in representing the cooperative's mission. The words of encouragement and constructive feedback have been very valuable.

We would like to thank you, our member-owners, for acknowledging our efforts thus far. For that, we celebrate where we are as a cooperative family. However, your cooperative knows that we must always strive to be better. That's why we're committed to continue in the New Year with a laser focus to bring you best-in-class service.

Stay up to date with the latest corporate strategy updates by visiting roanokeelectric.com/TheCall.



Office holiday closings

Your cooperative's offices will be closed on **Monday, January 2**, in observance of the New Year's holiday, and on **Monday, January 16**, in observance of the Martin Luther King, Jr. Day holiday.



QUESTIONS?

Submit your questions to our blog and we'll answer you directly!
Simply visit roanokeelectric.com/response today.

Enjoy savings this New Year with our Wi-Fi enabled thermostat!

Heating and cooling your home is often a significant portion of your monthly household budget. As a result, Roanoke would like to help you reduce that challenge by lowering your monthly electric bill.

Your cooperative recognizes that the primary way to lower your electric bill is for member-owners to use less energy. But why would an electric cooperative want you to use less energy and pay them less money? As your not-for-profit electric cooperative, we are more than just your electric service provider.

A major part of our mission is to improve the quality of life in the diverse communities we serve for member-owners like you. And part of improving your quality of life is ensuring that you have the necessary resources you need to live each day—even in your monthly budget.

That's why member-owners now have the option to improve their homes efficiency while reducing their electric bill without sacrificing comfort. How? Member-owners can purchase Ecobee3 Wi-Fi-enabled thermostats at a discounted price.



How will these devices help you save money on your electric bill? They have the potential to provide both energy efficiency and wholesale power cost savings that the cooperative could pass on to member-owners.

Program offer details:

- Member-owners must have a Wi-Fi connection.
- Your cooperative will adjust your thermostat to reduce usage during peak periods.
- Adjustments may happen up to 8 times per month during

the winter/summer months when peak usage is highest.

- \$4 monthly credit to your electric bill.
- FREE installation of the thermostat from an energy advisor of REC.

Thermostats will cost:

- \$50 for Electric Heating and A/C Users
- \$100 for A/C Users Only

If you're interested in purchasing an Ecobee Wi-Fi Thermostat, please visit roanokeelectric.com/content/roanoke-wifi-thermostat or call our office at 252.209.2236.



Manage your bill easier with REC's mobile app

Other than your wallet or purse, your cell phone is often one thing that you rarely leave home without. Your co-op wants to ensure that you have control of your account no matter where you are. That's why your account is now always at your fingertips with your Roanoke EC mobile app.

With this mobile app, member-owners can access their user profile, payments and payment history, daily usage graphs, high usage alerts, and other valuable resources concerning their account. You can download the app in Google Play and the Apple App Store. Simply text "Roanoke" to 797979 to download the app today.

Apply today for UNC and Wolfpack Basketball Camp Scholarships

Roanoke EC is accepting applications from middle school students for all-expenses-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 compete for a spot at the Wolfpack Women's Basketball Camp in Raleigh.

Students can download an application at ncelectriccooperatives.com/community beginning Monday, January 2. Roanoke 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, and the final application deadline is March 31.

The Touchstone Energy Sports Camp Scholarship program, sponsored by Roanoke Electric and the state's other 25 electric cooperatives, sends more than 50 students statewide to learn from renowned



Ashton Lassiter with coach Roy Williams of UNC-Chapel Hill.

collegiate coaches and athletes each year. Both camps will work closely with students to develop fundamental skills like sportsmanship and leadership that will help the young athletes excel both on and off the court.

The Touchstone Energy Sports



CulPricey Squire with coach Wes Moore of NC State University.

Camps program provides a unique educational and athletic opportunity for outstanding students across our state and is yet another way the cooperatives are demonstrating their commitment to North Carolina communities.

Eliminate those late fees with e-bill and bank draft (and get a \$10 bill credit)

Has your bill ever gotten lost in the mail? Have you ever been so busy that you forgot to pay your bill on time? Let us make your life a little easier with e-bill and bank draft.

With e-bill, member-owners have the advantage of immediately receiving notice of your bill via e-mail and accessing the new bill online.

This applies to delinquent notices as well! The sooner you receive this information, the sooner you'll be able to not only pay your bill but reach out to local help agencies to be enrolled in any relevant programs for financial assistance.

Did we mention that when you sign-up up for e-bill you receive a **one time** \$5 bill credit? That's right! Allow us to enroll you in e-bill to receive your electric bill directly to your account and we'll give you \$5.

Want to pay your electric bill automatically each month? We have that option for you as well. If you have a checking account, member-owners can enroll in automatic bank drafts. Choose your own bank draft date from four dates (3rd, 10th, 18th, and 25th of each month) and never have to worry about late fees again.

There's a bonus incentive with this option as well! You can receive an additional \$5 **one time** bill credit when you enroll in bank draft. That means your cooperative will give you \$10 total toward your electric bill when you enroll in e-bill and bank draft!

Ongoing benefits of bank draft and e-bill:

- They are simple and convenient!
- You'll avoid late fees.
- You won't ever have to worry about receiving important bill information late again.

Sign up to receive your \$10 today by calling 252.209.2236.

Roanoke EC awards grants to educators for 'Bright Ideas'

Roanoke EC awarded \$8,000 in Bright Ideas education grants to seven teachers to fund engaging classroom learning projects. More than 1,400 students at schools in Gates County will participate in Bright Ideas projects funded by Roanoke this year.

"These Bright Ideas grants make all the difference for the teachers who receive them," said Marshall Cherry, chief operating officer of Roanoke EC. "North Carolina's educators have so many innovative ideas to engage students in learning, and we're excited each year to support creativity in the classroom through our Bright Ideas grant program."

Winning projects include career simulation; experiments to determine the contamination source, its severity, and developing a cleanup plan; and literacy programs. Teachers were honored at a dinner for their innovative projects back in November.

Since the Bright Ideas grant program began in 1994, Roanoke EC has contributed more than \$170,000 to local teachers.

"Investing in the education of our youth and future leaders is a major part of Roanoke's commitment to the communities we serve. We believe education is the key to thriving and flourishing communities," Cherry said.



2016 Roanoke EC Bright Ideas grant winners

Roanoke EC is one of 26 member-owned electric cooperatives in the state offering Bright Ideas grants to local educators. During November, North Carolina's electric cooperatives awarded teachers statewide close to \$600,000 in Bright Ideas education grants.

Since 1994, North Carolina's electric cooperatives collectively have awarded more than \$10.2 million to Tar Heel teachers. The Bright Ideas program has reached well over 2 million North Carolina students, and sponsored more than 9,800 projects in all subjects, including math, reading, science and technology, history, music and the arts.

Bright Ideas grant applications are collected each year through mid-September, and winning proposals are selected during a competitive process by a panel of judges. The application process will reopen for teachers in April 2017.

For more information about the Bright Ideas grant program, visit roanokeelectric.com/BrightIdeas or the Bright Ideas website at ncbrightideas.com.

Roanoke's 2016 grant winners are listed below:

Bright Ideas Grant Winner	School	Grant Name	Amount Awarded
Rachel Badgett	Gates County High School	Do you know your H2O?	\$883.20
Susan Parker	Buckland Elementary	Fun Fiscal Foundations	\$439.00
Robin Brown	Gatesville Elementary	Hands on Science	\$139.56
Laura Dickerson	Gatesville Elementary	Launching Lifelong Literacy	\$1,911.92
Mary Hobbs	TS Cooper Elementary	Makerspace: A Place to make, Create & Innovate	\$2,000.00
Tamara Simons	Gates County High School	Red Barons Read	\$1,520.00
Lori Lories	Gatesville Elementary	"Set" Us Up for Success!	\$1,106.32

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