



# Published for Member/Owners of EnergyUnited connect

## in this issue

Exceeding expectations  
in customer service **1**

Sports camps  
applications due **2**

CEO column - locally  
owned and invested  
in the communities we  
serve **3**

Power lines -  
myth vs. fact **4**

## Exceeding expectations

EnergyUnited lineworkers provide the public face of our mission to exceed expectations. They routinely work in rough weather and put in long hours. But they do it gladly, because they care about doing an exceptional job for you.

However, we have many people behind the scenes who also make EnergyUnited the best it can be. Our engineers continually explore new technologies to improve service reliability - advanced metering and fault indicators, which help to pinpoint outage locations, to name just a few. Our back office services department works to make bill pay easier and more convenient with programs like custom due date, e-billing and budget billing. Our customer care representatives want to make sure you have a positive and satisfying experience when you call or visit any one of our seven office locations for help.

And because we're a cooperative, we have a special responsibility to support the communities we serve and exceed expectations there, too. That means we aim to improve the quality of life by giving back to the communities we serve through our Bright Ideas education grant program, community event sponsorships or even by sending kids to sports camps. Whether it's a power outage, tips for energy efficiency, a billing question or community event, we're working hard to exceed your expectations every day.

But how do we know how well we do?

EnergyUnited utilizes the American Customer Satisfaction

Index (ACSI) to measure satisfaction among our members. The ACSI is an economic indicator that measures the satisfaction of consumers across the U.S. economy. We measure ourself against other electric cooperatives and investor-owned utilities. We are proud to say that in 2013 EnergyUnited scored higher in overall satisfaction than those that we compare ourselves against. But we won't rest on our laurels. We will continue to strive to exceed not only your expectations of us, but our expectations of us as well.



If you hear from us asking for you to participate in a member satisfaction survey, please do so. This way we'll know if we're meeting your expectations, exceeding them, or need to improve in a specific area.



*Ensure floor registers are not blocked with rugs, drapes or furniture.*

## Take a shot! Sports camp applications due soon

There's still time for your budding basketball star to apply for Touchstone Energy Sports Camp! EnergyUnited will award scholarships to two middle-school aged students again this year. One young man will have the opportunity to attend the Roy Williams Carolina Basketball Camp at the University of North Carolina in Chapel Hill and one young lady will attend the Wolfpack Women's Basketball Camp at N.C. State University in Raleigh.

Students who will be in sixth, seventh or eighth grade during the 2014-2015 school year can apply. To download the application or for more information, visit [www.ncemcs.com/community/sportscamps.htm](http://www.ncemcs.com/community/sportscamps.htm) or [www.energyunited.com](http://www.energyunited.com).



*2013 scholarship winner Brionna Kovacs  
with Wolfpack coach Wes Moore*

## Tired of paper clutter? Switch to e-billing!

Are you tired of paper clutter? Are you interested in becoming more green? Sign up for EnergyUnited's electronic billing (e-billing) today to help your cooperative conserve natural resources and reduce our carbon footprint. E-billing is a service that allows EnergyUnited members to receive their billing information online, rather than in a printed, paper format. Once you sign up for e-billing, you will no longer receive a paper bill in the mail. Instead, you will be notified by email each time a new statement is issued and can then view your bill online. After viewing your statement online, you can then choose any of EnergyUnited's convenient ways to pay, including:

- Bank draft
- Phone
- Mail
- After-hours deposit facility
- In person at any EnergyUnited office or authorized payment location
- Via online banking at [www.energyunited.com](http://www.energyunited.com)

E-billing is an easy, convenient way for you to manage your account. It's safe, secure and free. To sign up for e-billing, simply call our customer service department at 800-522-3793 or visit our website. With e-billing, viewing your bill statement has never been simpler or more convenient!

### Statement of Nondiscrimination

This institution is an equal opportunity provider and employer.

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](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](mailto:program.intake@usda.gov).

**EnergyUnited**  
YOUR LOCAL CONNECTION

A Touchstone Energy Cooperative

*From the desk of  
H. Wayne Wilkins,  
Chief Executive Officer*



## Locally owned and invested in the communities we serve

EnergyUnited strives to invest in the communities we serve by attracting new business to our area and helping existing companies expand and grow.

These economic development efforts help create new jobs in our service territory, as well as strengthen our local economy and improve our members' quality of life, so we take them very seriously.

In fact, over the past few years, we have considered "growth" significant enough to make it one of our five company-wide goals. We have an entire team of dedicated employees whose sole purpose is to help grow and expand businesses in the areas we serve. Why is growth important? First, it allows us to increase our customer base, which helps us spread out our fixed costs and in turn lowers the cost to provide service to members. Since we are a member-owned cooperative, the more members we serve, the easier it is for us to provide affordable electricity for all. In addition, more growth also means more businesses, and more businesses result in more jobs for our local communities. It's a win-win situation.

To support existing businesses, EnergyUnited works very hard to provide energy efficiency measures for Commercial & Industrial (C&I) customers to enhance their bottom lines. Our goal is to work with our C&I customers to provide them with an energy strategy to lower their costs and cut their operating expenses. We do this by providing energy-efficiency upgrades or energy monitoring projects. We also provide other energy services, such as selling propane to C&I customers, and offer power quality project assessments and lighting maintenance programs. In many instances, EnergyUnited has helped our larger customers achieve significant energy savings that they were able to reinvest into growing their company.

To help attract new businesses to our service area, our economic development team works with communities to identify sites that are a good fit for new business parks and helps pinpoint sites for new buildings. Our service territory has many old, dilapidated buildings that are not usable, and our goal is to construct new move-in ready buildings. Our site development program helps design and lay out all details for new business parks, including acquisition and infrastructure costs. The co-op also provides virtual design

and marketing for potential buildings and business parks.

Another way EnergyUnited helps invest in our local communities is by providing capital to our local Economic Development Commissions (EDCs) through a Revolving Loan Fund program, which is a zero interest loan to start grading or prepare roads. EnergyUnited has access to funds through this program and can help our local EDCs make land viable to attract new businesses within EnergyUnited's service territory. For example, it was through the Revolving Loan Fund that EnergyUnited was able to give a loan to the Davie County EDC to help build the infrastructure and other transportation needs within a business park.

EnergyUnited also has access to the Rural Economic Development Loan and Grant program (REDLG), which is part of the United States Department of Agriculture. Under the REDLG program, the USDA provides zero interest loans to local utilities, such as EnergyUnited, which we then pass on to local economic development agencies for projects that will create and retain employment in rural areas. EnergyUnited is currently working with multiple counties, including Davidson, Davie, Iredell and Catawba, through the REDLG program to recruit and attract new businesses. But honestly, while all these efforts are important, one of the best ways we can attract and retain businesses is through our core mission of providing reliable and affordable energy. Reliability has become the cornerstone of what companies are looking for and it's what makes businesses run successfully. Affordability is also key, as businesses must consider their bottom line when making decisions like where to locate or whether to expand their operations.

By focusing on "growth" and strengthening our communities, EnergyUnited is looking out for you, our members, and working to improve your quality of life. Whether it's through attracting new businesses or retaining existing ones, we are doing all we can to support our local economy and invest in the area we serve.

A handwritten signature in black ink that reads "H. Wayne Wilkins". The signature is fluid and cursive, with a large loop at the end.



# Power lines - myth vs. fact

We bet you've heard a lot of myths about power lines, like "If birds sit on power lines, they must be safe to touch." Not true. And we're here to tell you why.

**Myth:** Birds land on power lines, so that must mean the lines are safe to touch.

**Fact:** It is NEVER safe to touch a power line. Birds can sit on power lines without incurring electric shock because they are only touching one power line at a time. Electricity runs in a circuit, or a loop. If a bird were to touch another power line, a pole or the ground, a fatal dose of electricity would travel through the bird. A person would likely have some sort of path to the ground for electricity to complete its "loop," and that's why it is never safe for a person to try to touch a power line

**Myth:** As long as my ladder isn't metal, I can touch and get close to power lines without getting hurt.

**Fact:** Even wooden ladders will conduct electricity because they complete a path to the ground and they often hold moisture and metal parts. Be sure to always keep ladders at least 10 feet away from power lines.

**Myth:** I'm not using a ladder to trim tree limbs near a power line, so I'm safe. In fact, I'm actually trimming the limbs so they are clear of power lines.

**Fact:** All it takes is for one tree limb to accidentally touch a power line for electricity to have a nice path through the limb, down your pruning tool and into you. EnergyUnited has a tree trimming program, but if you ever notice branches that seem to be hitting a power line, be sure to call.

**Myth:** The power line is down, but I'm not touching it, so I am safe.

**Fact:** Power lines can remain "live" even if they have fallen to the ground. This means electricity can travel through the ground, especially if it is wet, and into you. You do not have to be touching the wire to be electrocuted. Stay at least 300 feet away from downed power lines.

**Myth:** If I'm in my car, I can't be electrocuted from a downed wire.

**Fact:** Although you are safer in your car than on the ground, you should still be careful. Never drive over downed wires as they can become entangled in your car. If you have to get out of the car, be sure to jump with both feet together (like a rabbit) so you are not touching the car and ground at the same time. Continue to "hop" away from the scene.

**Myth:** I can let my children play around power lines.

**Fact:** It is good practice to teach your children to stay away from any electrical equipment. You never know when equipment could be damaged as a result of vandals, careless landscapers or for other reasons. Keep an eye on your children, and if they decide to fly kites, they should always keep kites away from power lines.

**connect** is published monthly for its members by EnergyUnited. Questions, comments and story ideas should be directed to:

## Connect

P.O. Box 1831 Statesville, NC 28687-1831

1-800-522-3793

www.energyunited.com



facebook.com/EnergyUnited



@EnergyUnitedEMC

**EnergyUnited**  
YOUR LOCAL CONNECTION

A Touchstone Energy® Cooperative

CEO H. Wayne Wilkins

This institution is an equal opportunity provider and employer.



EnergyUnited offers safety demonstrations that are great for classrooms and fairs. We'll come to you with an interactive safety demonstration geared toward elementary school aged children. To request a demonstration for your school, church or civic group, call us at 1-800-522.3793.