



CONNECTION

PIEDMONT ELECTRIC MEMBERSHIP CORPORATION MEMBER NEWSLETTER APRIL 2014

facebook

Piedmont Electric Membership Corporation is on Facebook.

“Like us” on Facebook to stay informed during a storm

FEATURE ARTICLE

STAY INFORMED WITH STORM UPDATES ON FACEBOOK

Social media is revolutionizing the way that Piedmont Electric is able to connect and communicate with our members. Our Facebook and Twitter accounts have already allowed us to communicate information about cooperative news, events and emergency storm restoration updates. As the program grows, we hope our social media sites will become even more useful to members.

Facebook and Twitter will be continually updated during emergency situations. Severe weather alerts, normally found in the “news” section of our website will also now be featured on Facebook and Twitter.

And we will keep our members updated with reports of ongoing restoration efforts should outages occur.

Using social media as a communication device has a two-fold advantage for our members. For members with smartphones, Facebook and Twitter both have apps that, allow you to get information

about outages and restoration efforts, even if you are on the go, or if the power goes out to your desktop computer.

The second advantage is that social media is a direct line to your cooperative. If you have issues or questions about outages, restorations or any other issue regarding your cooperative, feel free to tweet or comment on our Facebook page and we’ll get back to you as soon as possible.

However, please **DO NOT** report your outages on Facebook and Twitter. Outages should still be reported using our Automated Outage Reporting Hotline at 800.499.2667.

To follow us on Facebook, visit our page at facebook.com/PiedmontEMC. You can also follow us on Twitter @PiedmontEMC or by visiting twitter.com/PiedmontEMC. All Twitter and Facebook updates will also be featured on our main website pemc.coop.

APR 11

Piedmont Electric Annual Meeting

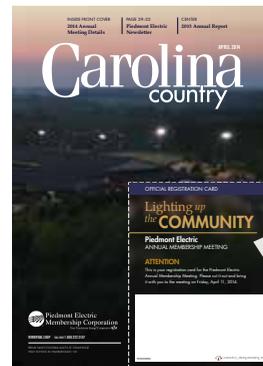
Enjoy music, giveaways and cookies at Orange High School in Hillsborough. Vote for your local district representatives. Registration begins at 6pm and business meeting starts at 8pm.

APR 18

Piedmont Electric & ElecTel CCU will be closed for Good Friday.

Employees will be on call.

CHECK OUT THIS MONTH'S COVER WRAP



Don't forget to tear out your perforated member registration card and bring it to the annual meeting!

BEAT THE PEAK

Working together, you and Piedmont Electric can save on power costs.

LEARN MORE AT PEMC.COOP

PRESIDENT'S LETTER

April is an important month for Piedmont Electric. It marks the date of our Annual Meeting of Members on Friday, April 11th which represents your cooperative's most important meeting of the year. The Annual Meeting is an opportunity for members to elect board members, reflect on our cooperatives' past performance and hear about our plans for the future.

As a non-profit co-op, we operate under the following seven principles and values:

1. Open and voluntary membership
2. Democratic member control
3. Members economic participation
4. Autonomy and Independence
5. Education, training and information
6. Cooperation among cooperatives
7. Concern for community.

At our core we exist to serve our members and our communities and together we can tackle tasks too big for one person to handle alone.

In 2013, Piedmont Electric displayed this commitment by creating a Revolving Community Loan Program. This program, in partnership with the USDA,



R.G. Brecheisen
President & CEO of Piedmont Electric

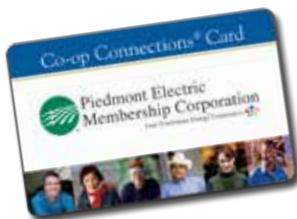
Lighting up the Community in many ways.

allowed us to secure the City of Mebane zero percent financing for two new fire trucks and equipment in the amount of \$1.268 million. The beauty of this program is that once the funds are repaid, a portion will be placed back into the program and loaned out again to support our communities.

This year's Annual meeting theme of "Lighting up the Community"

demonstrates that we provide more than electricity. Programs like Project Helping Hand, which helps less fortunate members pay their bills are proof that when we work together, we are powerful. We all look forward to seeing you at this year's Annual Meeting, where we can unite under the spirit of cooperation and work together to improve the quality of life in our communities for years to come.

CO-OP CONNECTIONS® CARD



Piedmont Electric Members have saved a total of **\$18,403.42** in Rx purchases since the program launch in October 2012!

Use your card this Spring season. Show it and save. It's that easy!

Visit Piedmont Electric's website, www.pemc.coop, and click on the Co-op Connections® Card for discount details.



SAVE 10%
DOWN HOME GARDEN CENTER
Mebane
SAVE 10% ON TOTAL OF \$25 OR MORE.



SIGN ME UP FOR LOAD CONTROL



Sign up and get a **FREE GIFT!**

Join now and receive a FREE electric water heater wrap kit (\$55 retail value).

Join today by including this insert with your next electric bill or by calling 800.222.3107

Name _____

Phone Number _____

Best Time to Call Morning Afternoon Evening

Is an Electric Car in your future?

As electric vehicles increase in popularity, Piedmont Electric would like to help our members better understand these vehicles and the options available. The market has been divided into the four categories shown below:



Plug-In & Gas Hybrids
Ford C-Max Energi, Ford Fusion Energi, Cadillac ELR

The plug-in and gas hybrid electric vehicle also uses both an electric motor and gas powered combustion engine, but has a larger battery pack, increasing the amount of power the electric motor is able to produce. These cars can run on electric power up to 40mph. The batteries in these vehicles can be recharged by running the gas engine, regenerative braking or by plugging the vehicle in at home or in vehicle charging stations.



Plug-In Electric Vehicles
Nissan Leaf, Honda Fit EV, Ford Focus Electric, Tesla Model S

The battery electric vehicle is the newest model, which uses only an electric motor and does not feature a gas-powered combustion engine at all. These cars have larger batteries which can travel 80 miles or more per charge. Owners who wish to charge these vehicles at home must have special outlets installed in their home that can accommodate 240 volts or more.



Gas Hybrids
Toyota Prius, Ford C-Max Hybrid, Toyota Avalon Hybrid

The hybrid vehicle was the original version on the market and uses a battery to supplement an internal combustion engine, allowing the car to increase its efficiency by about 25%.

The electric motor runs mainly when driving in stop-and-go city traffic, and the gas-powered engine provides power for highway driving. The batteries are recharged while the gas engine is running, or through regenerative braking.



Plug-In and Gas Extended-Range
Chevrolet Volt

Extended-range electric vehicles are vastly different from other electric cars because, while still utilizing a gas powered combustion engine, only the electric motor powers the wheels of the car. The gas engine is used to charge the batteries on longer trips, and the battery can also be charged at charging stations or at home.

ELECTRIC VEHICLE SAVINGS TIP

To optimize the savings of your electric vehicle, contact Piedmont Electric at 800.222.3107 to learn about our Time of Day Rates.

BY THE NUMBERS

2,296 MEMBERS ↑ 88 MEMBERS
have signed up for the use-monitoring portion of www.MyUsage.com

914 MEMBERS
are participating in the FlexPay Program

1 MEMBER
has turned in receipts for 2 LED bulbs, representing a total of 1,172 kWhs saved toward our Senate Bill 3 Mandate

43 MEMBERS ↑ 1 MEMBER
received solar water heater rebates

927 MEMBERS ↑ 8 MEMBERS
purchased electric water heater wrap kits

607 RESIDENTIAL MEMBERS ↑ 2 MEMBERS
have signed up for Time-of-Day Rates

1,010 VISITS ↑ 5 VISITS
made to TogetherWeSave.com, where you can learn more about the power of your electric cooperative membership.

601 MEMBERS ↑ 10 MEMBERS
have signed up to participate in the "Beat the Peak" program

1,394 MEMBERS ↑ 34 MEMBERS
are participating in Project Helping Hand

6,061 MEMBERS ↑ 13 MEMBERS
are participating in the A/C Load Control Program

4,626 MEMBERS
are participating in the Electric Water Heater Load Control Program

THIS MONTH'S RIGHT-OF-WAY ACTIVITY

PERSON COUNTY

- Johnnie Jones Rd.
- Surl-Mt. Tirzah Rd.
- Victor Chandler Rd.
- Jim Latta Rd.
- Antioch Church Rd.

(and surrounding areas)

Locations are SUBJECT TO CHANGE due to uncontrollable circumstances.



Let Piedmont EMC help you understand how an Electric Vehicle can save you money. Visit pemc.coop and use the Electric Vehicle Calculator to better understand your choices and their financial impact.

THE PEPA DIARIES

By Susan Cashion

The PEPA Diaries is a quarterly segment which follows Piedmont Electric Communication, Public Relations and Key Account manager Susan Cashion's adventures with her Ford CMax Energi Hybrid, affectionately nicknamed "PEPA" or "Piedmont Electric's Powered Automobile."

March, 2014

I have become attached to PEPA (pronounced "Peppa") in the way that many people become attached to their vehicles. You spend so much time in them and around them, that it is hard not to think of them as having a bit of personality. PEPA, especially, has her own unique personality, proudly displayed in the green swirls and Piedmont Electric logos that are wrapped around the body.

Her personality isn't limited to my imagination, it calls out to other drivers as well. Take one of my favorite memories from our adventures: I was waiting at a stoplight when the driver of the car beside me got my attention and motioned for me to roll down my window. Now, I'm not usually one to speak to strangers at stoplights, but I thought, "Maybe I have a taillight out?" I couldn't resist figuring out what this driver wanted from me.

The driver began by commenting on how nice the advertising wrap was, and how it stood out to him amongst all the traffic. He then mentioned that he was a Duke Energy employee. He told me he was glad to see other utilities promoting the idea of electric vehicles.

PEPA has a slogan on her wrap which reads: "Plug in. Save Money. Charge Forward." The electric vehicle truly lives up to this message. Charging stations are becoming easier and easier to find in parking decks, at malls and outside of businesses. Technology is making charging the batteries a faster and more efficient process, even when charging at home. I find charging at home, and the cost of charging much more pleasant than filling up at the gas station, which I do more seldom these days. I have calculated the gas equivalent cost using off-peak energy as fuel to be \$.74 per gallon equivalent. Using the standard residential rate it is \$1.51 per gallon equivalent. Depending on how much I drive PEPA, the savings can add up quickly.

PEPA, and electric vehicles in general, are not the sole solution to our environmental issues, but it is definitely part of the solution. Be sure to read future issues of the Piedmont Electric Connection to hear more about my adventures with PEPA and discover if an electric car can be part of your future.



PEPA and Susan

See

PEPA

and her friends in action!

Curious about your electric vehicle options?

This year's annual meeting will feature a variety of electric vehicles for you see and learn about.

PIEDMONT ELECTRIC CONNECTION

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Caswell County 336.421.1296
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800.222.3107

IF YOUR POWER GOES OUT, CALL US...

800.449.2667

Our automated outage reporting system uses your phone number to determine your service location. That's why it's important to update the number connected to your account. If your number has changed, or if you no longer have a land line, let us know by completing the form that comes in your monthly billing statement or calling 800.222.3107.

To report an outage 24 hours a day
800.449.2667*

To pay account and access account
information by phone 24 hours a day
877.999.3394*

*Voice instructions will direct you through the system.

Call 811 BEFORE you dig

A Touchstone Energy® Cooperative