



The Perspective

An Editorial by Chief Executive Officer Doug Johnson

I'm excited to announce the formation of the new Blue Ridge Electric Members Foundation to provide a new level of assistance and support for quality of life projects and programs in our local communities.

The Blue Ridge Electric Members Foundation is a dream come true for your Board of Directors and me as it signifies the true success of the cooperative's heating fuels subsidiary, Blue Ridge Energies. The subsidiary was designed to provide tangible benefits to our members and local communities, and that is exactly what the Foundation will provide. Portions of the Foundation will be funded through subsidiary profits and from another new initiative: Operation Round Up (see article on Page 1).

Foundation Will Benefit Communities

The Blue Ridge Electric Board of Directors will serve as the Board of the Foundation. Additionally, a 12-person Foundation Advisory Board will be developed from the cooperative's four Member Advisory Committees representing each of our districts. The Advisory Board will review requests for assistance and make recommendations for project funding to the cooperative's Board of Directors.

The ultimate goal of the Blue Ridge Electric Members Foundation is to make Northwest North Carolina an even better place to live and work. In our current economy, there are certainly many needs to be filled. And no matter how well an economy may thrive, there will always be needs worthy of funding. The Foundation is designed to generate long-term funds to help finance economic development and community development initiatives, to provide greater crisis assistance for fuel and electric bills, and to provide resources for projects that improve the overall quality of life for our members.

Those of us in Northwest North Carolina take much pride in being self-sufficient. With that in mind, and in the spirit of cooperation, we are asking all our members to join together in support of the Foundation. You can help by joining Operation Round Up and allowing us to round up your bill to the next dollar amount. That's just a few cents a month for each household. But the power is in our numbers – when we all join together, we can make a big difference for our local communities.

Operation Round Up

(Continued from page 1)

The power of Operation Round Up is member participation – the more members who sign up, the more individual contributions add up and the more projects Operation Round Up can fund. To secure participation, we'll be calling you over the coming weeks to ask you to sign up for Operation Round Up. Blue Ridge Electric is covering all administrative costs of the program so that all donations can go directly to help fund local community projects. Participation is voluntary and can be cancelled at any time.

See this month's Perspective by CEO Doug Johnson on page 5 to learn how projects will be selected. You'll also learn about the oversight Blue Ridge members will provide Operation Round Up and about the new foundation that governs it.

How to join Operation Round Up:

- ◆ When we call, just say "yes"
- ◆ By calling your local office at the numbers to the right
- ◆ Online at www.BlueRidgeEMC.com
- ◆ By filling out the form on page 3 and returning it with your bill or to your local Blue Ridge Electric office

Current Information Improves Service



Having your current telephone number and address on file is critical for ensuring you receive the best possible customer service. Call us today to update your account information.

The Enlightener



Your Touchstone Energy Partner

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PowerLine® 1-800-448-2383
(PowerLine is an automated account information and outage reporting system.)

Toll Free 1-800-451-5474
(for members outside the service area)

To report an outage at any time, call one of the numbers listed above.

Office Hours

8:30 a.m. - 5:00 p.m. Monday - Friday
Night deposit available

Visit us on the web:

www.BlueRidgeEMC.com



September 2006

Give a Little - Help a Lot Please respond to the call for help

Do you know of an unmet need in your community? One that can mean the difference between life or death? Or help a family hurt by job loss? Perhaps you know of an organization that needs a jumpstart to do something positive such as providing shelter, emergency care, medical services, or heating.

If there are needs in your community, please consider joining forces with Blue Ridge Electric as we call on our members in coming weeks to unite with us under the new program "Operation Round Up."

Operation Round Up is a broader umbrella for our previous assistance program known as BREMCare. Due to growing and varied needs in our area, Blue Ridge Electric decided to expand the mission of BREMCare and rename the program as we work to fulfill the cooperative mission of improving the local communities we serve. While we'll continue to provide heating assistance through this program, we'll also be able to help fund other local projects and services to improve the quality of life in Northwest North Carolina.

Meeting the needs of our communities will happen only if all join forces. Operation Round Up gives our members a convenient, low cost way to do that. By joining this program, you allow Blue Ridge Elec-

tric to "round up" your power bill to the next dollar amount. For example, if your power bill is \$122.37, your bill would be rounded up to \$123 – an easy and painless way to contribute just pennies a month.

(Please see Operation Round Up on page 6)



Software Conversion

As we update our member information systems and fully integrate a new computer software system this November, we are excited about the many opportunities it creates to better serve our members. While we are training and preparing for the conversion, we appreciate your patience as we begin using the new system.

As part of our improvements, you will also have an updated "look" – or design – for your electric bill starting in November. Our goal is to make your new bill user friendly and easy to read. One new feature of the bill will be bar coding, which we can scan for prompter service to you. Please

(Please see "Conversion" on page 4)



The Trading Post

FOR SALE

Cardboard packing boxes, used but in good condition. Large, medium, and small with dish packs and packing paper. Make offer. Call 336-973-2460.

Pair of crescent shaped sofas & six pillows, beige w/Amerind fabric design. No stains or tears. Cost \$2,500, asking \$399. Call 336-982-9341.

'95 Dodge Ram 2500HD Utility Truck, Cummings diesel, utility bed, auto., 4x4, club cab, 175K mi., \$10,000. Call 828-278-0370 or 336-940-4020.

2000 Coachmen Class C, 24', 25,600 mi., V10 Ford E360 Super Duty engine, sleeps 5. Loaded. Great cond., \$20,000. Call 336-877-8051.

Envirolet low-water composting toilet, brand new, \$1,000. Call 336-385-1640.

Travel trailer, 38', 2 slides, 2003 Park model w/extras, \$20,600, negotiable. Call 828-301-7666.

Tiller, Troy-Bilt 16" Pony front-tine with furrow attachment, ex. cond., seldom used, \$450. Call 828-297-2325.

Tool Chest, Craftsman 2-pc., 9-drawers, casters, \$245. Car top carrier, fiberglass 36" x 60" x 17", \$75. Youth pool table, \$95. Call 828-265-2830.

Platform scales, 550 lb. capacity, good condition, \$200. Call Gary after 2 p.m. at 828-396-2510.

Loveseat, matching recliner w/ottoman; 2 end tables, 2 lamps, TV & stand, exercise bike, fireplace insert, clothes rack. Call 828-264-2878.

Bradford LP 50 gallon water heater, white, 8 years old, very good condition, \$150. Call 336-877-3489.

Miata Hardtop, for 1990-2005 cars, Used, like new, black finish, \$900. Also teardrop hard deck cover, still in box. Call 828-264-6274.

WANTED

Jeep CJ5 or CJ7, 1950s, '60s, or '70s models, four or six cylinder, white hard top or no top. Call 828-297-2415.

Shirley Temple dolls. Call 423-727-0625.

Membership matters

NOTICE - Members of Blue Ridge Electric Membership Corporation are invited to submit ads for the Trading Post. However, no real estate, business, or ads for animals will be accepted. We will place ads in the "Trading Post" on a first-come, first-served basis, and we reserve the right to refuse any ads due to space limitations or questionable content. **Ads will be limited to a maximum of four lines.** We do not accept ads for wood or coal-burning appliances, or electric thermal storage units. Prices should be included on all items. Ads should be mailed to: Cornelia Cornell, Production Supervisor, the Enlightener, Blue Ridge Electric Membership Corporation, PO Box 112, Lenoir, NC 28645.

Membership. Cooperation. Sharing.



Introducing Operation Round Up®

Neighbors helping neighbors. When you join *Operation Round Up*, your contributions help provide vital community services as well as community and economic development projects to improve the quality of life in Northwestern North Carolina. Your contribution also helps keep your neighbors warm in winter by assisting those having trouble paying their electric bill.

As a voluntary contributor to *Operation Round Up*, you choose to have your monthly electric bill rounded up to the next highest dollar amount. The difference between your actual bill and the next highest dollar is the amount of your donation. Your monthly contribution could be as little as a penny, but never more than ninety-nine cents. The average *Operation Round Up* contribution is just fifty cents per month or \$6 per year — but that small amount makes a huge difference in the lives that it touches.

Give a little. Help a lot. Join Operation Round Up. Simply fill out, detach, and include this information with your bill payment. Or sign up by calling Blue Ridge Electric or visit us on-line at www.BlueRidgeEMC.com.

Yes! I want to "Round Up" my bill.

NAME _____

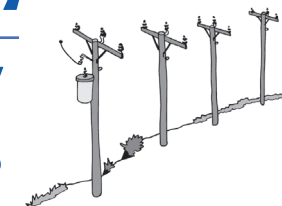
ADDRESS _____

CITY STATE NC _____

PHONE NUMBER _____

Members Only News

Power Reliability Projects



To keep you informed of how we're working to ensure your power reliability, we're providing a quarterly update of projects currently underway. System improvement projects scheduled for completion or in progress this quarter include:

Ashe District

Work continues on the transmission line upgrade from Horse Gap to West Jefferson and is targeted for completion by winter. The line is being upgraded from 100 kilovolts (kv) to 230 kv to serve growth and demand in Ashe, Watauga, and Alleghany counties. Additionally, upgrading the line along Hwy. 163 and a second project of connecting the new Baldwin substation will lead to greater reliability and meet growing electricity demand.

Caldwell District

System improvements in the community college area are complete. In Wilkes County, upgrading overhead lines to serve growth in the Darby area has begun.

Watauga District

Improvements along Hwy 421 near Vilas and Sampson Road will

begin soon to help meet future capacity needs and improve reliability.

Alleghany District

Alleghany system improvements are complete except for one project along Hwy 221 which will replace about four miles of 50-year-old copper wire. This will improve reliability because old wire poses reliability problems when high winds and ice storms occur.



Conversion

(continued from page 1)

remember to bring your bill with you when visiting our offices. Please also have your bill handy when you call us to ensure prompt service.

We appreciate your patience as we begin using a new software system to better serve you!