

# NEW MEMBER

*guide*



**BlueRidge**  <sup>TM</sup>  
**ENERGY**

A Touchstone Energy® Cooperative 



# WELCOME TO THE NEIGHBORHOOD

Welcome to Blue Ridge Energy, one of the country's best performing electric cooperatives. We're always excited to serve a new member-owner. Do you like being called a "member-owner"? You should, because that title is what makes an electric cooperative different from other companies: we are members serving members. So prepare for the best service you've ever experienced. Why? Because from now on, it'll be from people you know. Thanks for joining. And welcome to the neighborhood. - *Doug Johnson, CEO*



## For Members Only: A Quick Guide To How Cooperatives Work

Electric cooperatives are unique because they're owned by the members they serve, governed by a board of director-members and guided by a set of seven key principles. This helps provide at-cost service and keeps members' best interests at heart. Two groups made up of members from our four districts play an important role in the cooperative's success. Our **Member Advisory Committees (MAC)**, serve as a sounding board and help us keep the pulse of the membership. The **Community Leaders Council (CLC)** assists Blue Ridge Energy with local, state and national issues that impact the cooperative and its service area.



## MEMBERSHIP MATTERS

**Membership Matters** is our way of providing you with news and updates that affect you. It mails monthly to members inside *Carolina Country* magazine so keep an eye out for your next issue. We know, we know, but we're serious. It really will be in the mail. Or, you can go paperless in a jiffy under "My Account" at [BlueRidgeEnergy.com!](http://BlueRidgeEnergy.com)

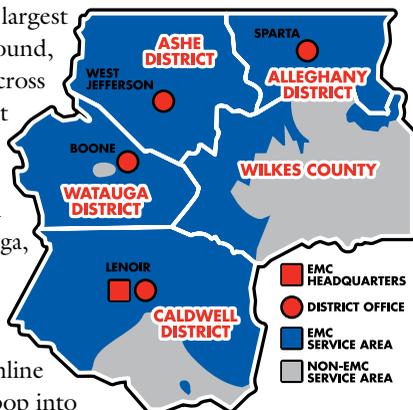
## CAROLINA COUNTRY

*Carolina Country* is a monthly consumer magazine exclusively for members. It contains tips on electricity safety, pointers on energy efficiency and feature stories about interesting places, things and people in North Carolina. Because remember, we're all in this together. Prefer paperless? Pick that option under My Account at [BlueRidgeEnergy.com](http://BlueRidgeEnergy.com).



## AROUND THE CORNER AND ALWAYS ONLINE

While we're one of the largest electric cooperatives around, our 76,000 members across the Blue Ridge are what make us one of the best. Headquartered in Lenoir, our service area includes Caldwell, Watauga, Ashe, Alleghany, and parts of Wilkes, Avery, and Alexander counties. Check out our 24/7 online services or feel free to pop into one of our offices anytime. We mean it. Anytime at all.



## A PHONE CALL AWAY

Alleghany District: 336-372-4646  
Ashe District: 336-846-7138  
Caldwell District: 828-754-9071  
Watauga District: 828-264-8894  
Toll Free: 1-800-451-5474

PowerLine Outage Reporting: 1-800-448-2383

Call Before You Dig: Dial 811

# It Pays To Have Options

## DROP IT

Use the 24/7 kiosks at our offices or community locations for convenience. These kiosks make it easy to drop off payments.



## FLEX IT

**FlexPay** gives you control to purchase any amount of electricity you want, when you want. You heard that correctly. Pay as you go daily, weekly or monthly.



## DRAFT IT

They say simplicity is the ultimate sophistication. If you consider yourself a sophisticate, set up an automatic draft from a personal account. Billing is monthly and you still have a 25-day window before your account is drafted.



## CONNECT IT



Yes! We have an app for that! Making an online payment has never been easier. Connect by logging into My Account at [BlueRidgeEnergy.com](http://BlueRidgeEnergy.com), or download our new Blue Ridge mobile app.

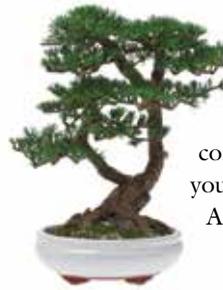
## BUDGET IT

Concerned about balancing monthly expenses? After a quick account review, we can set up equal payments for 11 out of 12 months so you never have to face the unknown again.



## COMBINE IT

By using **EZ-Bill**, you get the best of both worlds. Paperless billing is combined with an automatic draft from your account. It's completely hands-free. And you'll probably save a tree, too.



## We Help Turn On The Lightbulb In Your Head, Too

Yes, we love helping members save money on electricity. No, we're not crazy. We're just extremely helpful.

### PUTTING THE POWER BACK IN YOUR HANDS

Our Powerful Solutions programs provide crucial information to our members and they can help you save some serious money. Here are just few examples:



**USAGE TRACKER:** This free tool provides daily electricity usage along with daily temperatures so you can see the correlation between the weather and your bill.

**Smart REBATES:** When you purchase qualified refrigerators, freezers, or high-efficiency heat pumps, you have the potential for higher energy efficiency—and product rebates as well.

**Energy Saver Loan Program:** Need help with energy-efficient upgrades? Qualified members can borrow up to \$35,000 at a nominal interest rate.

**Community Solar:** Our community solar gardens allow you to subscribe to the energy output from one to ten panels. There's a solar garden in every district.

To learn more, visit [BlueRidgeEnergy.com](http://BlueRidgeEnergy.com) and click on Residential.

## LET'S ALL WORK TOGETHER SO EVERYONE WINS!

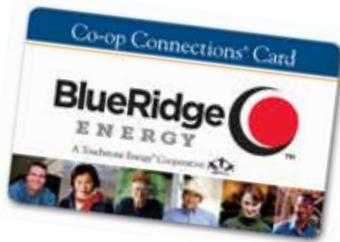


It's amazing what can be accomplished when people work together. Through our voluntary program, "**Beat The Peak**," our members can help in our efforts to keep power costs low—which helps you save money! You will receive alerts of peak usage periods to reduce electricity usage during these few critical hours. Working together, we all win!

# The Member Benefits Just Keep On Coming

## FLASH YOUR CARD

With your **Co-op Connections® Card**, you'll receive discounts on products and services from participating local and national businesses. And guess what? There's no signup. There's no annual fee. It's just another free benefit that comes with being a member.



## CAPITAL IS KING

**Capital Credits** represent your ownership of the cooperative. Based on your past purchases, they are the margins allocated or retired. An allocation is set aside as operating capital for reliable service, but a retirement is the money you receive back as a capital credits refund.

This all hinges on the needs of the cooperative, as determined annually by your trusty Board of Directors. And don't forget: they're members too.

## Let's Spread A Warm Feeling Throughout Our Communities



### HELP US BUILD A STRONG FOUNDATION

The **Blue Ridge Energy Members Foundation** is supported by **Operation Round Up®** donations from members like you. Guided by an advisory committee made up of member representatives from our service area, the Foundation aids deserving local families and nonprofits to improve their quality of life. Remember that our subsidiaries also pitch in thousands of dollars, so together members are helping members. Sharing never felt so good.

### CHIP IN BY ROUNDING UP

We make it easy to chip in and help.

Sign up for **Operation Round Up®** and round your monthly power bill up to the next dollar. Feeling more charitable?

**Operation Round Up® PLUS**

allows you to give back as much as you want. Members also have the option to donate their capital credits, which means there's more than one way to give back.

It's easy, automatic, and likely to spread good karma.



## OUR SUBSIDIARIES LOVE HELPING YOU SAVE MONEY

### Blue Ridge Energy Propane and Fuels:

Thousands of members love doing business with a company they own! Propane, heating fuels, and heating products. All at each Blue Ridge Energy district office – and beyond!

### RidgeLink:

Our business-to-business subsidiary provides third-party broadband access to businesses. Connecting our region for quality of life and economic opportunities.



A Touchstone Energy® Cooperative 

We're affiliated with Touchstone Energy, a national alliance of 750 local, consumer-owned electric cooperatives serving 32 million members in 46 states. Championing the cause for lower-cost, democratically governed energy.

### ALLEGHANY DISTRICT

1889 Hwy. 21 South  
Sparta, NC 28675  
(336) 372-4646

### ASHE DISTRICT

2375 NC Hwy. 163  
West Jefferson, NC 28694  
(336) 846-7138



### CALDWELL DISTRICT

100 Cooperative Way  
Lenoir, NC 28645  
(828) 754-9071

### WATAUGA DISTRICT

2491 US Hwy. 421 South  
Boone, NC 28607  
(828) 264-8894

