

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 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 non-profits 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, LLC.: 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 ASHE DISTRICT

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

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



CALDWELL DISTRICT

219 Nuway Circle, NE
Lenoir, NC 28645
(828) 754-9071

WATAUGA DISTRICT

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

NEW MEMBER

guide



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 BlueRidgeEMC.com!

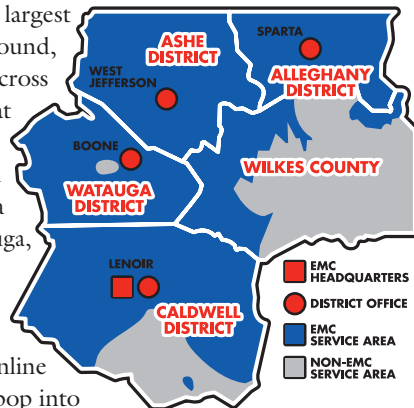
CAROLINA COUNTRY

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 BlueRidgeEMC.com.



AROUND THE CORNER AND ALWAYS ONLINE

While we're one of the largest electric cooperatives around, our 74,000 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.



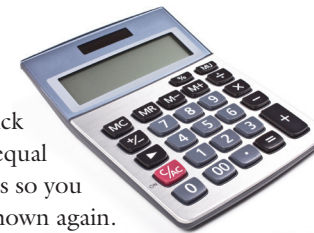
CONNECT IT



Yes! We have an app for that! Making an online payment has never been easier. Connect by logging into My Account at BlueRidgeEMC.com, or download our new Blue Ridge mobile app.

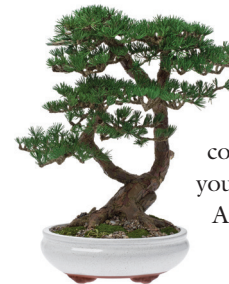
BUDGET IT

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 \$7,500 at a nominal interest rate. Have your payments added to your electric bill to pay over time.

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 BlueRidgeEMC.com and click on Powerful Solutions.



TAKE YOUR FREE CHECK-UP FURTHER WITH THE NEW ENERGY ADVISOR

With the Energy Advisor, you're just a click away from information to help lower your energy bills! This FREE 24/7 service provides custom advice on how you can reduce your electric bills based on *your* home and how *you* use energy. Log into My Account at BlueRidgeEMC.com and simply click on the Energy Advisor to start today!

