

It's me, it's me: It's Becky B!

Communications Coordinator,
Appalachian Electric Cooperative
New Market, Tennessee







NASA-branded trucker hat.



Four (count 'em, FOUR!) NASA decals.



Space-themed paper clips. Hold the pages of your document together with a planet!

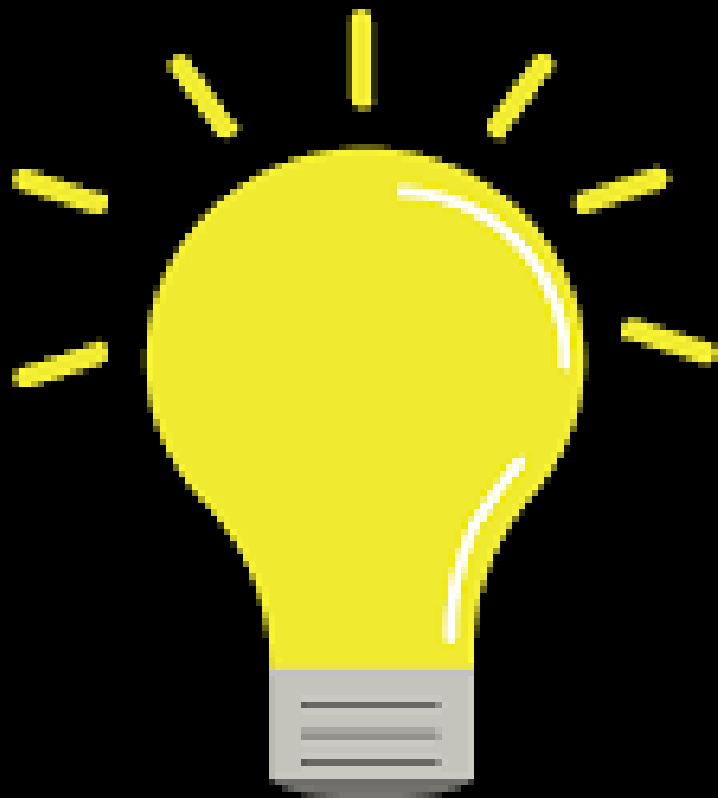


A genuine fake leatherette NASA portfolio.



A sheet of commemorative "First Moon Landing" Forever stamps. That's \$13.20 in first-class postage, folks!





Nope! I
still don't
see it!



@animatingtriumphs

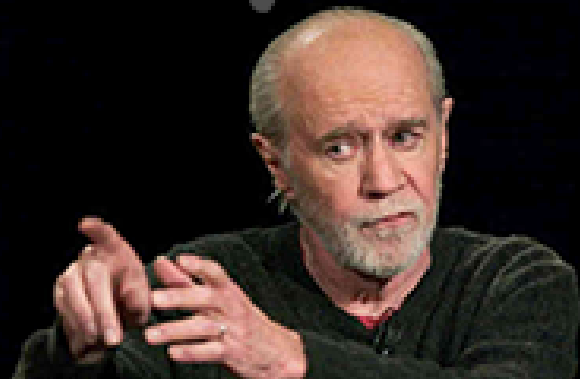


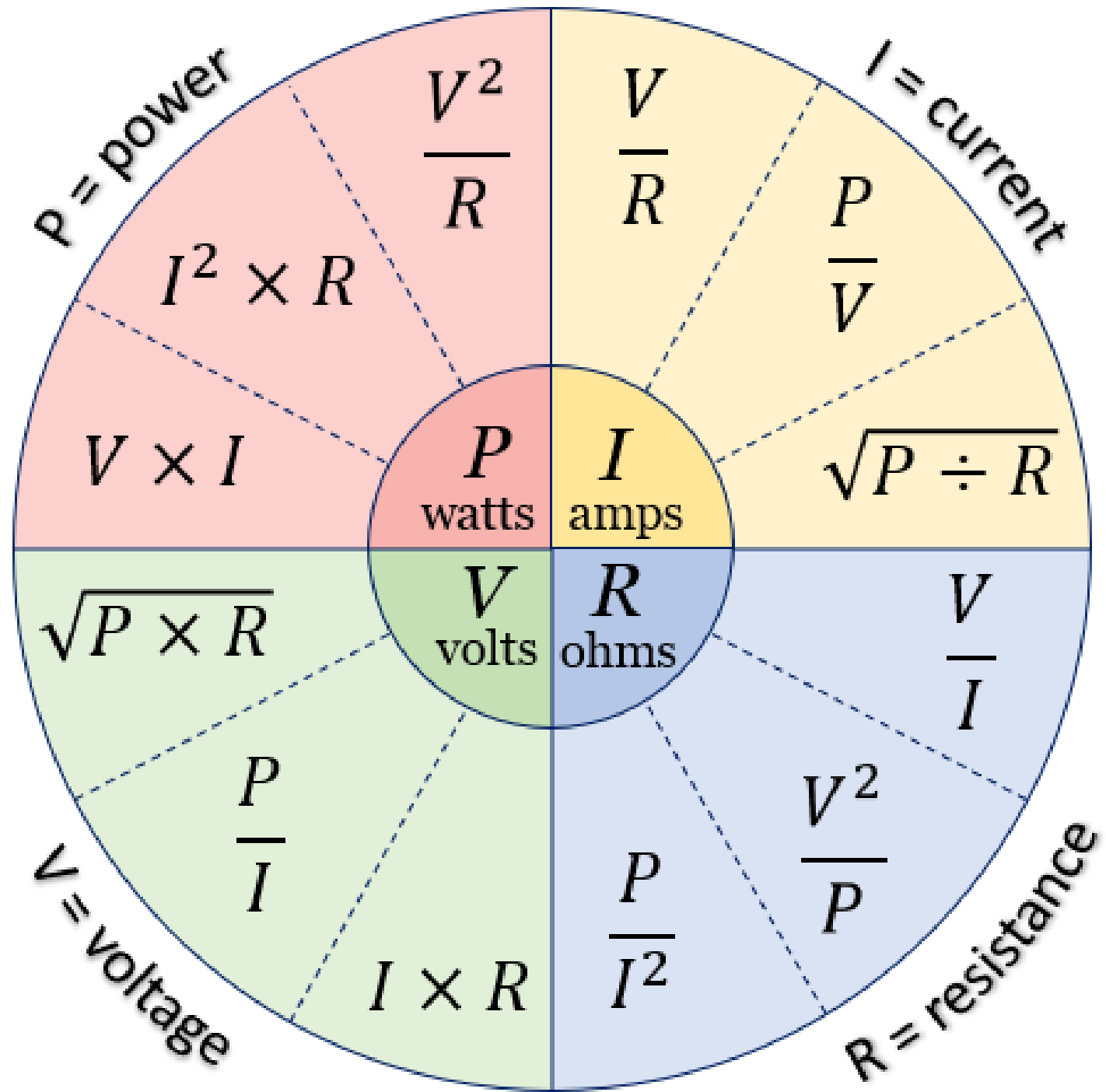
ELECTRICITY



ELECTRICITY
IS REALLY JUST
ORGANIZED
LIGHTNING

George Carlin







ZAP!

The image features the word "ZAP!" in a bold, blue, 3D-style font with a red outline. The letters are slightly slanted and have a drop shadow effect. The word is centered on a white background and is surrounded by a starburst or explosion-like shape. The starburst is primarily green with orange and yellow highlights, giving it a dynamic, energetic appearance.

Who are we?



Understanding that
we are all communicators
helps your utility succeed



Knowing your customers
helps your utility build relationships



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ANALYTICAL THINKING





Embracing reality
helps your utility work smarter

A black and white photograph of a person in silhouette walking on a sidewalk. The person is carrying a large, rectangular sign on their shoulder. The sign has the words "WELCOME TO REALITY" written on it in a bold, sans-serif font. The person is walking past a building with a dark, paneled door and a stone wall. The scene is captured in a cinematic style with high contrast.

WELCOME TO
REALITY

Re-Evaluate









REALITY





**Energy
wise**

Communicating effectively
helps your utility maintain relevance













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DIGITAL AGENCY

Services and solutions

BOOK

Read your favorite books

AMERICAN MOUNTAIN

Outdoor gear











SE
HABLA
ESPAÑOL

Communicating authentically
helps your utility build credibility

KEEP

IT

REAL





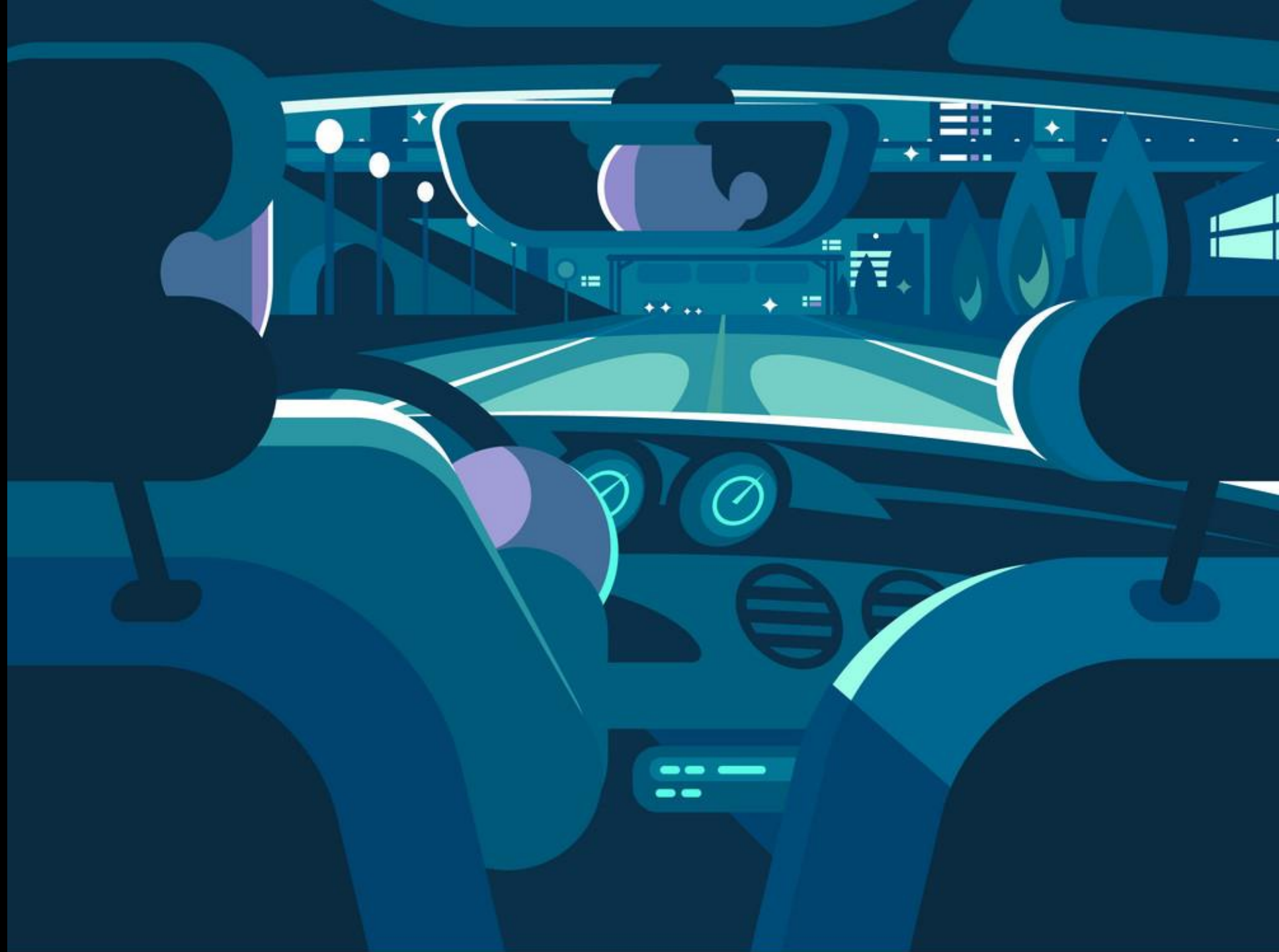
I JUST WANT MY POWER BACK ON. WHY DOES IT TAKE SO LONG TO RESTORE MY SERVICE?



HERE'S A LOOK AT SOME OF THE FACTORS THAT AFFECT WHEN THE LIGHTS COME BACK ON.

When your power's out, there's no more beautiful sight than one of AEC's trucks making its way through your neighborhood! But sometimes, they don't even stop. What's up with that?

In the immediate aftermath of a storm, the focus is on assessing the situation. One of our trucks may have passed your home on the way to investigate





BUILD

CREDIBILITY



MISTAKES





NOT PERFECT...

but good & getting better.



BEST PRACTICE











It's that special time of year: the nights are cooler, the air is crisp, and we can finally begin selling that delicious pumpkin spice-flavored electricity.



Telling stories helps your utility
convey your most important messages



Once upon a time...

...at your utility



Save the date

AEC's annual Member Expo will be held on Saturday, September 28, at the Walters State Great Smoky Mountains Expo Center. Mark your calendar now, and watch for more details in the coming months!



You dig?

Right on. But call first. Before you pick up that shovel (or arrange for a

Co-op Concerns

And we're off!

Most people would agree that it takes a special type of discipline to be a successful marathon runner. It's hard to imagine the mental and physical challenges that must be overcome in order to run 26.2 miles.

Aside from your performance on "race day," you have to be willing to undertake a grueling training regimen in order to build up your mileage and endurance over time.

Though it's extremely unlikely that I will ever attempt such a feat, I can certainly relate to the idea of taking on an extreme challenge that requires intensive planning and preparation. Because that's exactly what AEC is doing as we begin implementing Phase 1 of our broadband project: building out a 100 percent fiber optic system that will be used to bring high-speed internet access, television and telephone service to our members.

Would-be marathoners have to make many decisions before they can begin training effectively, including deciding which race they will attempt. Before committing the Co-op's resources to this endeavor, your Board of Directors had to



Greg Williams
AEC General Manager

revenue from the lease of the fiber and will not impact your electric bill.

Our goal is to be able to offer most folks in our service area the opportunity to sign up for broadband service within about five years. In other words, this is no sprint. We are in it for the long haul, and we're taking a measured approach — much as a distance runner learns to adopt a steady pace. We anticipate beginning construction in the Jefferson City and Dandridge areas sometime this summer, just as soon as engineering and construction bids have been accepted. Offering services in these population-dense locations will provide us with the revenue we'll need to expand offerings to more remote areas in the future. State grant funding for "underserved" areas in New Market and Piedmont will allow us to work in those areas next, and we are working to secure additional grants that



If you have memories of
“when the lights came on,”
you’re special to us.

Anybody who was around when Appalachian Electric Cooperative first brought electricity to our area is invited to be our honored guest at the Co-op’s Member Appreciation Day, to be held on Wednesday, June 12 at our headquarters in New Market.

You’ll be presented with a gift of appreciation in exchange for participating in an informal story-telling session where you and others will tell the rest of us about what it was like “back in the day.” We’d love to hear about how laundry, cooking, farm chores and any number of tasks were accomplished before the advent of electricity—and what a difference it made when your home, farm, school, church, or business finally received electric power.

Every member in attendance will be treated to a free lunch: hot dogs, chips, drinks, and ice cream for dessert. We’ll offer tours of our facility and Co-op folks will be on hand to share information about AEC’s programs and services.

It’s always a special day when we play host to those we serve, but this year’s event promises to be extra-special thanks to the presence of our “legacy members.” If you have first-hand memories to share, please contact Communications Coordinator Becky Burks at 865.475.2032, ext. 1173 no later than June 10 to register to participate in the story-telling session.





BOB
RAVINS

KATHLEEN
POE

VIRGINIA
LOWERY

JENETTE
HUMAKER

SUE
LIFE

CATHERINE
SATTERFIELD



What's your story?











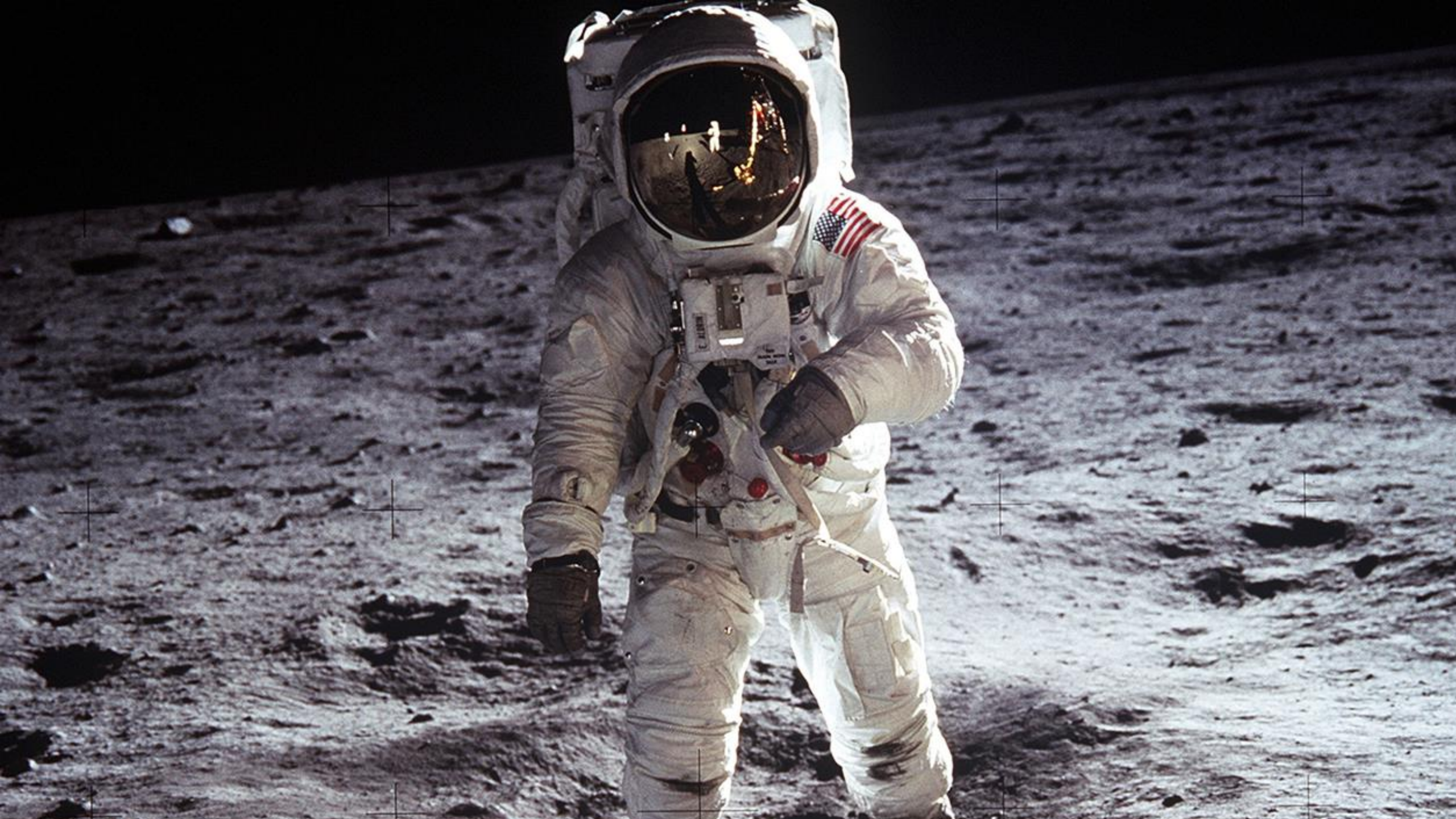


Remembering our purpose:
what we do *matters*















You are who you serve









Becky Burks

Communications Coordinator,
Appalachian Electric Cooperative

bburks@aecoop.org

865.475.2032, ext. 1173