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ALONG THE LINE

18th Annual 4-H Golf Tournament

Edgecombe-Martin County EMC is excited to announce the date for the 18th Annual 4-H Golf Tournament. The tournament will be held on Friday, May 30, 2014, at the Links at Cotton Valley in Tarboro. Proceeds from the tournament will help our local Edgecombe County 4-H with various programs throughout the year.

If you would like to enter a 4-person team in the tournament, please contact the Cooperative before May 9. A maximum of 25 teams will be allowed and the cost to enter a team is \$260. We look forward to seeing you on May 30 for an afternoon of fun and fellowship.



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Edgecombe-Martin County EMC 18th Annual 4-H Golf Tournament

- WHEN: Friday, May 30, 2014
- WHERE: The Links at Cotton Valley, Hwy. 258, Tarboro
- BENEFITS: Proceeds benefit the Edgecombe County 4-H Organization
- TO REGISTER: Contact Gary Hicks at 823-2171, Ext. 261



The 2013 4-H Golf Tournament netted \$5,000 for the Edgecombe County 4-H. Cox Industries was the winner of the 2013 tournament.



2014 Noel Lee, Jr. Memorial Scholarship Opportunities

The Noel Lee, Jr. Memorial Scholarships are offered to members of Edgecombe-Martin County EMC who plan to complete a one- or two-year vocational/technical/community college program of study. The technical school or community college must be accredited in North Carolina.

These scholarships give prospective students the opportunity to further their education so they can acquire new skills and knowledge to better prepare them for their future careers.

Applications will be accepted now through July 18, 2014. Scholarships will be awarded at the beginning of the Fall 2014 semester. You can access, complete, and submit applications online at www.ememc.com. If you wish to receive an application form by mail, please call the cooperative at (252) 823-2171.

The Noel Lee, Jr. Memorial Scholarships are made possible through the dedicated work of the Volunteer Action Committee of Edgecombe-Martin County EMC and other private donations. The Volunteer Action Committee helps raise funds for the scholarship by selling desserts and raffling off various items at the Annual Meeting of Members each year.



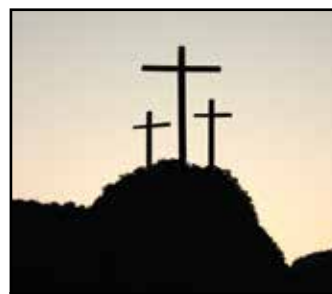
Three Noel Lee, Jr. Memorial scholarships were awarded in 2013. Angela Dancy (top left), Ashley Powell (top right) and Tanner Harrison (bottom) each received \$1,000 to further their education.

Reminder About Scams Involving Utility Bills

Edgecombe-Martin County EMC wants to remind members not to fall for scams involving their electric account. Members need to beware of a utility bill scam targeting individuals and businesses statewide. Scam activity has increased significantly in the last few weeks.

Cooperative members across North Carolina have received phone calls from imposters claiming to be a representative of their electric cooperative and demanding payment. Often scammers ask for personal account information or threaten to disconnect service if immediate payment is not made by prepaid credit or debit card. In some cases, scammers have even falsified their caller ID to reflect a utility company's name.

Edgecombe-Martin County EMC will never call members to demand immediate payment or to ask for account or personal information. Never give out your banking or credit card information to someone who has called regarding your account. If you receive a suspicious call from someone claiming to represent your electric cooperative, hang up and call your cooperative (caution: DO NOT use the fake number that appears on your caller ID!), and report the scam attempt to local law enforcement.



HOLIDAY CLOSING

Edgecombe-Martin County EMC will be closed on Friday, April 18, in observance of Good Friday.

Payments after office hours and on holidays can be made at the kiosk under the drive thru canopy, placed in the night deposit box or you may choose to utilize the convenience of online bill-pay by logging on to www.ememc.com

To report a loss of power or an emergency after hours, please call 1-800-690-0657.

Cooperative Top In The Nation On Customer Satisfaction

How does a company know what their customers want? Most importantly, how does a company gauge their success and know they are meeting their customer's needs? Many large retail companies utilize customer interaction surveys to gauge their customer's level of satisfaction. However, other retail companies rely on their company's financial position at end of their fiscal year to measure their customer's level of satisfaction.

This may be true in retail or even in the service industry when the customer is the person making the decisions on how, when and where to spend their hard earned money. So, what about your electric cooperative? Our members don't have a choice as to where or whom they purchase their electricity. Electric service in North Carolina is provided to the consumer or business based upon which utilities assigned service territory they are located. If a consumer is located in Edgecombe-Martin County EMC's assigned service territory; we will provide service to meet their electrical needs.

Does this mean that the Cooperative does not care about or monitor the level of service members feel we are providing? The answer to that question at Edgecombe-Martin County EMC is an emphatic, no! Your Cooperative prides itself on not only providing excellent service to our members, but we also use several tools to monitor and gauge the results of our efforts to meet the member's needs on a daily basis.

Aside from direct member contact on a day to day basis; your Cooperative employs an online interactive "Balanced Scorecard" toolkit to evaluate our operational performance. We also utilize the ACSI (American Customer Satisfaction Index) to better understand our member's perceived level of satisfaction. The ACSI is one of the most highly recognized satisfaction indicators in the United States and is managed by the University of Michigan Business School and sponsored by the American Society for Quality. The ACSI group measures customer satisfaction in 16 major industries and 190 leading corporations.

Your Cooperative has participated in the ACSI scoring for several years now, and many of you may have received phone calls asking your opinion regarding the level of service we provide. Questions asked during the surveys typically are based on how well your Cooperative performs when it comes to: responding to members questions, how the

Cooperative reacts to and prevents outages, how well the Cooperative maintains the electric system and right of way, how the employees behave and treat the members property, whether or not the Cooperative is looking out for the members best interest, how well the Cooperative communicates with the members and whether the member would choose to do business with their Cooperative again if they had the choice to choose another utility.

Edgecombe-Martin County EMC recently received preliminary ACSI results from the fourth quarter of 2013. Your Cooperative tied with one other cooperative in the country for the highest overall ACSI score of 89! When asked if they were given a choice between their current utility or selecting another utility provider, our members continued to express their satisfaction with the service we provide — awarding us an 86% retention rating. These ratings compare extremely well to the 2013 ACSI National Benchmark of 82 and ACSI National Retention of 80%. As a whole, North Carolina Electric Cooperatives outperformed the national average, with an average ACSI customer satisfaction rating of 84 and a retention level of 81%. These scores are great indicators of the dedication your Cooperative's employees have for their jobs. These ACSI ratings are also proof of the continued guidance and direction our board-of-directors provide for the employees and management to perform their jobs in the members best interest.

Our Cooperative members have demonstrated time and time again through their participation and feedback on customer satisfaction surveys, that Edgecombe-Martin County EMC is a leader among service providers across the state and the nation. We use member feedback provided through these surveys to gauge our progress and to identify areas for improvement. We look forward to continuing our tradition of service excellence into the future, and as always, than you for your support.

Cooperatively Yours,

Eddie Stocks

Eddie Stocks



Your A/C Needs A Tune-Up Before Summer

Temperatures are starting to creep up and everyone is enjoying spring time weather. However, before you know it the hot and humid days of summer will be upon us. It is a good idea to have your air conditioner cleaned and inspected to make sure it is operating at maximum efficiency before summer arrives.

Most members can expect to start seeing their bills increase as their air conditioners run longer and harder to cool the home to their desired temperature. It is recommended that you keep your thermostat set at 78 degrees when your HVAC system is set to cool in order to keep energy consumption as low as possible.

Contrary to popular belief, increasing and decreasing the setting on your thermostat daily usually does not save you money. It is best to keep your thermostat set at one temperature on a daily basis. Only increase the setting on your thermostat during the summer months if you plan on being away from your home for several days at a time.

You should also inspect and change your return filters monthly. Failing to change your air filters can cause your air conditioner to run longer and become less efficient. A more efficient air conditioner means more money in your pocket due to lower electric bills.



A qualified HVAC technician can clean your condenser and evaporator coils to help your system run more efficiently this summer.

ALONG THE LINE

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Hwy. 33 East, P.O. Box 188
Tarboro, NC 27886
252-823-2171 • 1-800-445-6486
Office Hours: 8a.m. - 5p.m. (M-F)
After Hours Outage Reporting
1-800-690-0657

Celebrating 20 Years of Bright Ideas Grants

Electric cooperatives across the state are celebrating a big milestone in 2014: our Bright Ideas education grant program, which provides funding to Tar Heel teachers for innovative learning projects, is turning 20 years old.

Since 1994, educators statewide have received more than \$9.1 million in Bright Ideas grant funding, and well over 1.6 million N.C. students have participated in 8,800 Bright Ideas projects. Last year alone, Edgecombe-Martin County EMC awarded \$7,000 for eight projects supporting local teachers and students.

Edgecombe-Martin County EMC is now accepting applications for Bright Ideas education grants for the 2014-15 school year. Teachers in K-12 classrooms with creative ideas for hands-on learning projects are encouraged to apply for a grant up to \$1,500.

Grant applications will be accepted April 1 through Sept 19. It could pay to apply early: all teachers who submit their applications by the early bird deadline of Aug. 15 will be entered into a drawing for one of five \$100 VISA gift cards.

Teachers can apply individually or as a team, and grants are available for all subjects. To apply, or for more information about the Bright Ideas grant program, visit www.NCBrightIdeas.com.

