



Communications & Business Services

Alyssa Clemsen-Roberts

Vice President, Communications & Business Services

Communications & Marketing

Hill Country Community Cupboard

A free-standing pantry for those in need

- Cupboard installed at each PEC office location
- Managed by district and office staff
- Voluntarily stocked by staff and community donations
- pec.coop/cupboard



Hill Country Community Cupboard

Pilot Program | Launched June 5

- Cupboard installed at Johnson City headquarters
- Promote to Johnson City and Blanco communities
- Determine logistics for cupboard management
- Develop targeted rollout for future cupboards


Hill Country Community Cupboard

Take what you need.
Leave what you can.

Helping feed the community we serve.




Texas Co-op Power Pages | June 2017



Online: [pec.coop](#) Payment line: 1-844-886-9798 Power interruptions: 1-888-883-3379

[f](#) [t](#) [in](#) [YouTube](#) [ig](#)



BEAT THE HEAT!

Lower your electric bills with these tips

Everything's bigger in Texas, but our electric bills don't have to be. If we work together now to reduce our electric use during summer peak hours, we'll have it made in the shade with lower energy costs the following year!

Higher costs from 2-6 p.m.

You know you save money by using less power — but did you know you and your fellow members can save by shifting *when* you use power?

Electric transmission costs have risen more than 100 percent in the past six years and will cost PEC and our members an estimated \$66.9 million in 2017 alone. This cost is determined by the rates charged by transmission service providers in Texas and set by the Public Utility Commission of Texas (PUCT). Rates are based on how much electricity our members use during four "peak events": periods of high use during June, July, August and September, usually between 2 and 6 p.m. Our members see the results of those peak events on bills the following year.

The rates charged by the transmission service providers are not set by PEC. They come directly from service providers and the PUCT. But you've got the power to impact them by reducing PEC's share of the total cost.

What you can do


Look out for peak alerts from us throughout the summer, and think about when you use power. Shift tasks that are not time-sensitive (like running the dishwasher or washing machine) earlier than 2 p.m. or later than 6 p.m., and bump the thermostat up a few degrees then, too. If you have "smart" devices, like a programmable thermostat, they can make shifting your use even easier.

Why it matters to you


The less energy we all use during summer peak events, the lower PEC's transmission costs will be in the next year! That's savings we pass directly on to you. And the more friends and neighbors join in, the better it gets. ■

Beat the heat this summer, and reap the rewards all of next year! Learn even more about summer peak use at [pec.coop/peak](#).


Let's work together to save. Reduce your use from 2-6 p.m.!




Set the thermostat a few degrees higher during peak times. If you're away, bump it up 7-10 degrees.




Consider using smart devices and appliances that can automate when you use energy.




Keep blinds closed in the afternoon, or install solar screens on south- and west-facing windows.



Avoid running your washing machine, dryer or dishwasher during peak times.



Use ceiling fans, allowing you to raise the thermostat about 4 degrees with no reduction in comfort. Turn fans off when you leave the room.



If you have a pool, run your pool pump before 2 p.m. or after 6 p.m.

Learn more at [pec.coop/peak](#).

21.3

MEGAWATTS

Our initiatives are helping us save

Last summer, between conservation voltage reduction, member-owned solar, our residential HVAC rebate and the commercial rebate, our initiatives saved 21.3 megawatts of power demand during the system peaks. The more power demand we save during the peaks, the less dependent we are on external transmission equipment — which helps reduce our transmission costs even more. ■

18 Texas Co-op Power PEDERNALES ELECTRIC June 2017

pec.coop

June 2017 PEDERNALES ELECTRIC Texas Co-op Power 19



Texas Co-op Power Pages | June 2017

PEC MEMBER NEWS

Online: pec.coop

Payment line: 1-844-886-9798

Power interruptions: 1-888-883-3379



Heart of the Hill Country: Cross Plants & Produce



"This is where people can really connect and remember what the heart of the community is about."

—Jennifer Cross
Co-owner, Cross Plants & Produce

Some places are just different — there's a brightness to them, an energy, and they have the power to bring together people of all ages. They're the lifeblood of our region, and over the year, we'll be highlighting some of these special places across our service area. We're calling them Hearts of the Hill Country — because when we're there, we're community.

Cross Plants & Produce, located off Interstate Highway 35 in Kyle, is outside the city's lively surroundings. You've probably guessed that the market, painted like a red barn, sells local, fresh and high-quality plants and produce, but it has a few surprises, too.

Picnic tables and kids' play areas dot the property, where you may run into the business' mascots: Spot, the miniature donkey, and Shorty, the miniature horse. With a fall pumpkin patch, a winter forest of Christmas trees, an annual kids' market and numerous gardening classes and events throughout the year, the place has become a family destination.

"It's just cool seeing a lot of people around pumpkin patch and Christmas tree time," co-owner Nathan Cross said. "It's encouraging to see how busy it is around here — all the little kids running around and having a good time."

Soon after Nathan and his wife, Jennifer, opened their business in 2014, they realized the Cross Plants & Produce experience wasn't just about providing quality products: It was about the people.

"We spend so much time with our community, and everybody just starts

becoming our friends," Jennifer said. "I love it. We are thankful to be here and that [Kyle] has embraced us."

While the Crosses credit a large part of their success to their relationship with the community, they also acknowledge the importance of stocking local, seasonal products. Year-round, customers can find meats, dairy, salsas, sauces and apothecary items. Much of the produce arrives the same day it was harvested.

"I think our store is evolving into a little agritourism business as we are growing," Jennifer said. "It's a neat place to come, and it draws people to Kyle. It's not a place you have to come to; our store is a place people want to come."

Nathan and Jennifer agree that owning a local business is rewarding but difficult. During challenging times, the couple remembers the store is not only letting them live their dreams, it supports local farmers, ranchers and business owners who are fulfilling their dreams, too. For the Crosses, that's what's it's all about — people coming together to nourish their community.

"I think our store is almost a step back in time, and I think we are becoming one of those types of places where everyone is welcome, everyone is at home," Jennifer said. "This is where people can really connect and remember what the heart of the community is about."

To learn more about seasonal events or more information about Cross Plants & Produce, visit crossplantsandproduce.com.



The nursery, located behind the Cross Plants & Produce market, is best to visit during the spring season, when plants begin to bloom.



At Cross Plants & Produce's market, customers can find a wide range of local goods. From seasonal produce, dairy and meats to honey, coffee and salsas, the market offers a little bit of everything.



Nathan and Jennifer Cross with their children, Desmond and Sydney, at their business' annual Christmas tree winter forest.



Visit pec.coop/news to learn about local treasures that draw visitors from near and far, including the Blue Bonnet Cafe in Marble Falls, the Old Blanco County Courthouse in Blanco and the Hill Country's bluebonnets.

Texas Co-op Power Pages | June 2017

PEC MEMBER NEWS

Join us at the PEC Annual Meeting June 17!

Family fun, door prizes, food and activities,
plus board election results.

Come for a chance to win some fabulous door prizes!



Surplus PEC truck



Home theater package



iPad Pro



\$500, \$250, \$100
gift cards

Don Tew Performing Arts Center Leander High School

3301 South Bagdad Road

pec.coop/annual-meeting

Registration starts at 9 a.m.

On-site voting from 9 – 10 a.m.

Meeting starts at 10:30 a.m.

Family-friendly activities from 11:30 – 2 p.m.



Be the change in
our community

Round up your bill for
local nonprofits.

pec.coop/PowerofChange

Online: pec.coop Payment line: 1-844-886-9798 Power interruptions: 1-888-883-3379



Our 2017 scholarship winners were honored April 27 at a reception held at PEC's Johnson City headquarters.

Knowledge is power

PEC awards \$100K in scholarships

PEC is proud to announce its 2017 scholarship winners. Twenty-eight outstanding local high school seniors earned \$100,000 total in scholarships. To learn more, visit pec.coop/scholarship.

\$10,000

Kirby Cathey, Dripping Springs High School

\$7,500

Brooke Dew, Georgetown High School
Quint Smith, Lampasas High School

\$5,000

Briahna DeAnda, Ann Richards School
for Young Women Leaders
Morgan Alana, Wimberley High School
Hannah Col, Westwood High School
Emma Jones, Cedar Park High School
Karen Crews, Dripping Springs High School

\$2,500

Samantha Guldry, Wimberley High School
Grace Baxter, Dripping Springs High School
Aidan Williams, Dripping Springs High School
Mark Kuebel, Blanco High School

Zachary Albrecht, Boerne Samuel V.

Champion High School

Ashley Bruno, Penn Academy

Cole Meadlin, Boerne Samuel V.

Champion High School

Madelyn Maples, Marble Falls High School

Jacob Fuller, Blanco High School

Ishav Desai, McNeil High School

Avery Deen, Cedar Park High School

Kaitlyn Arvesen, LBJ High School

Marlee Mayhew, Wimberley High School

Claire Jahrike, Westwood High School

Charles Hedlund, LBJ High School

Jacob Lane, Memorial Early College High School

Rachel Coursey, Marble Falls High School

Blake Jonas, Canyon High School

Ethan Brown, Westwood High School

James Wheelock, Veritas Academy



PEC supports
summer reading

As part of our ongoing educational support, we're proud to once again give to local libraries' summer reading programs. This year, we provided beautiful, plantable bookmarks for distribution as reading prizes. Have your kids log their pages, plant the bookmark and watch their minds grow as fast as your garden. Happy reading! ■



Keep your cords
high and dry.

pec.coop/safety



TEXASCoopPower

Sign up for the *Texas Co-op
Power* newsletter!

We now offer free digital subscriptions
to the *Texas Co-op Power* magazine.
Sign up and get PEC stories in your
inbox. Learn more at pec.coop/tcp.

PEC BY THE NUMBERS

291,623

Active accounts

244,211

Members

\$95.61

April average
residential bill

858 kWh

April average
residential use

As of April 30, 2017

Texas Co-op Power Dust Cover | June 2017

TEXAS CO-OP POWER



Join us at the 2017 PEC Annual Meeting!

You are invited to a day of family fun with door prizes, food, activities and exhibits. Members of districts 2 and 3 will also elect district directors.

Get caught up on our accomplishments of the past year, and catch a glimpse of the exciting developments we have in store moving forward. Let's celebrate!

June 17, 2017

Registration starts at 9 a.m.

On-site voting from 9 – 10 a.m.

Meeting starts at 10:30 a.m.

Family-friendly activities from 11:30 a.m. – 2 p.m.

**Don Tew Performing Arts Center
Leander High School**

3301 South Bagdad Road

Join us for a chance to win fabulous door prizes!



Surplus PEC truck



Home theater package



iPad Pro



\$500, \$250, \$100
gift cards

New this year: Single-member district voting

In years past, our elections have used an at-large voting system, meaning members could vote for directors in any district. In August 2016, the board voted to transition to single-district voting. As of this year, members may vote only for directors who represent their district.

In 2017, members in districts 2 and 3 will elect directors.

Meet your candidates

DISTRICT 2



Emily Pataki



William D. (Bill) Boggs

DISTRICT 3



Eric Stratton



Randy R. Klaus, CPA



Matthew S. Weldon



Judy Lawler Pokorny



For more information, visit pec.coop/elections.



Texas Co-op Power Dust Cover | June 2017

Together our change **can change lives**



Make a difference in our community
by joining the **Power of Change** program, which rounds up your electric bill to the nearest dollar to help support area nonprofits.

Each year, all member contributions to Power of Change are combined and, with the cooperative's support, used to fund community projects. It's easy to sign up: Just check the box on your bill stub, log in to your SmartHub account, call 1-888-554-4732 or enroll at a PEC office near you. To learn more, visit pec.coop/PowerofChange.

Sign up today to make a difference

If you are eligible to vote in the 2017 PEC election, you can sign up for Power of Change when you vote! Simply send in your ballot by mail, vote online

or at your local office and pledge to help make a difference in our community.

These are the community improvements recently funded by PEC Community Grants:



Blanco Little League
Improved grounds and accessibility



Highland Lakes Family Crisis Center
Energy-efficient freezers



Gem of the Hills
New audio/visual equipment



Hill Country Senior Citizens Activity Center
New computers, monitors and software



Friends of Kimble County Library
New computers for public use



Old Blanco County Courthouse
Upgraded fire alarms



Friends of LBJ National Historical Park
Low-energy LED lights for the grounds



The Heritage Museum of the Texas Hill Country
Water catchment system



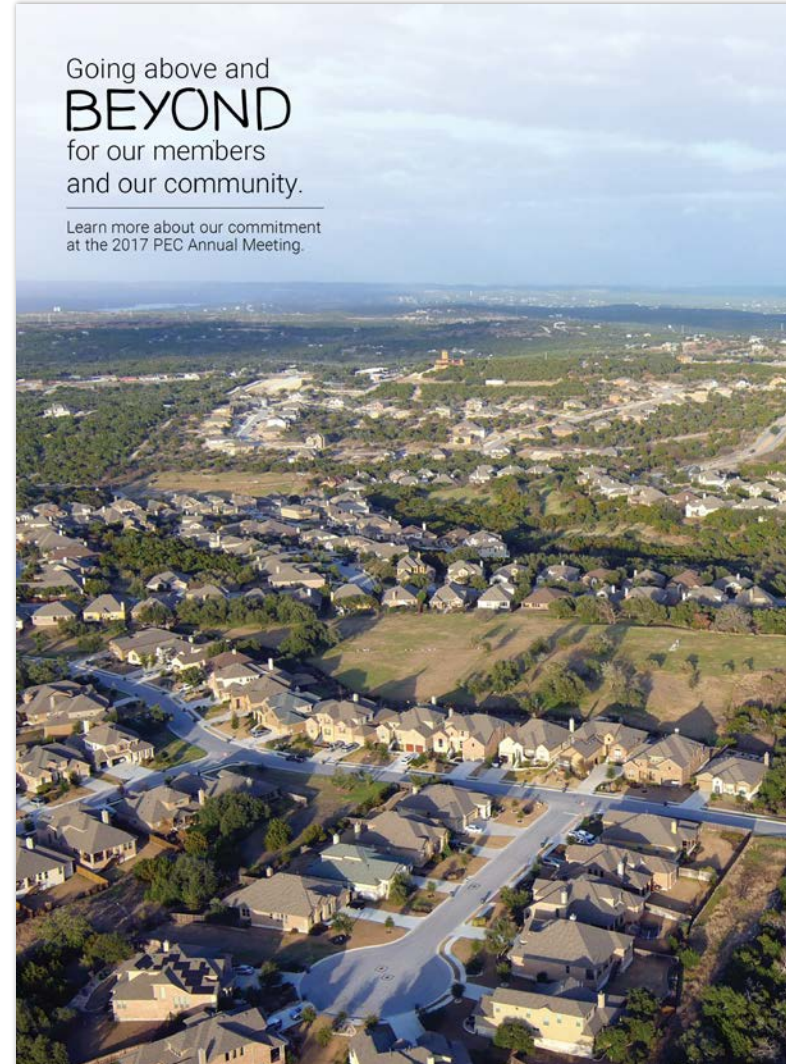
Edwards County EMS
New technology for improved GPS, medical records reporting and distance learning




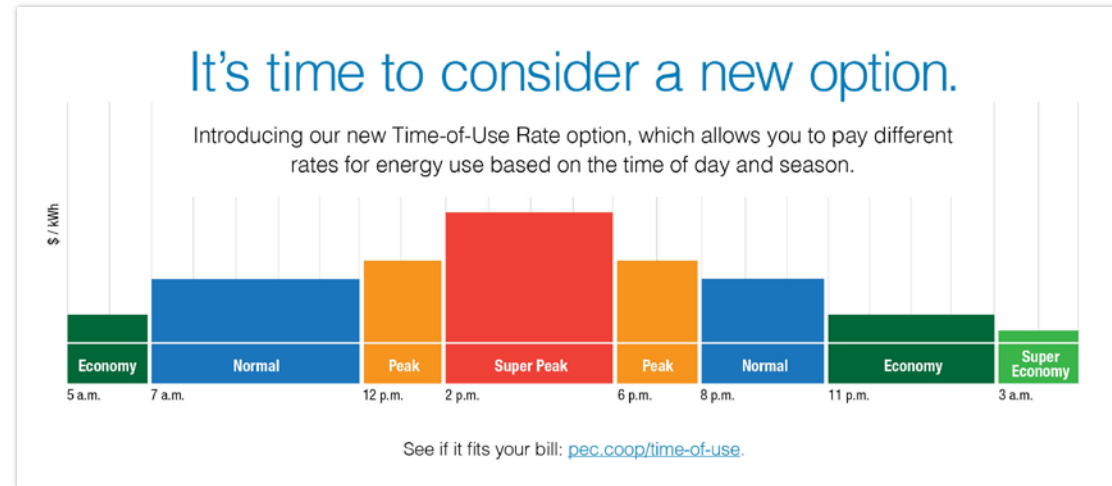
Wimberley Adoption Group & Rescue
Energy-efficient windows

Going above and
BEYOND
for our members
and our community.

Learn more about our commitment at the 2017 PEC Annual Meeting.




Bill Insert | June 2017




When you shift your energy use away from peak hours, you and your fellow members save on future electric costs.


Between 2 and 6 p.m. this summer:




Set the thermostat a few degrees higher.




Use a ceiling fan to stay comfortable.



Close your blinds to help keep out the heat.

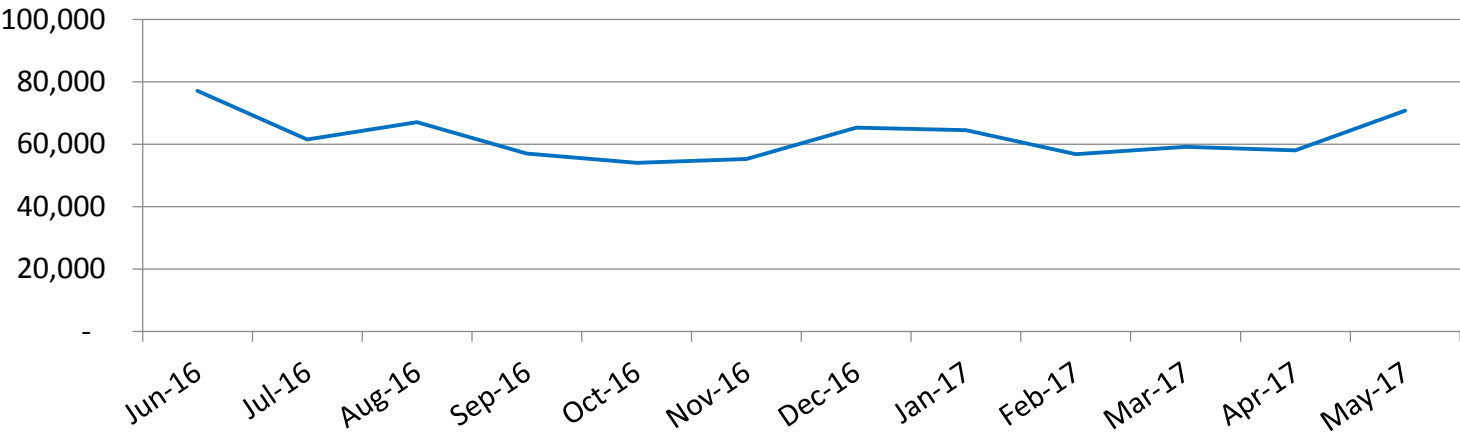


Wait to do laundry or run your dishwasher.

 Learn more at pec.coop/peak.

Digital Metrics | Website

Unique Visitors



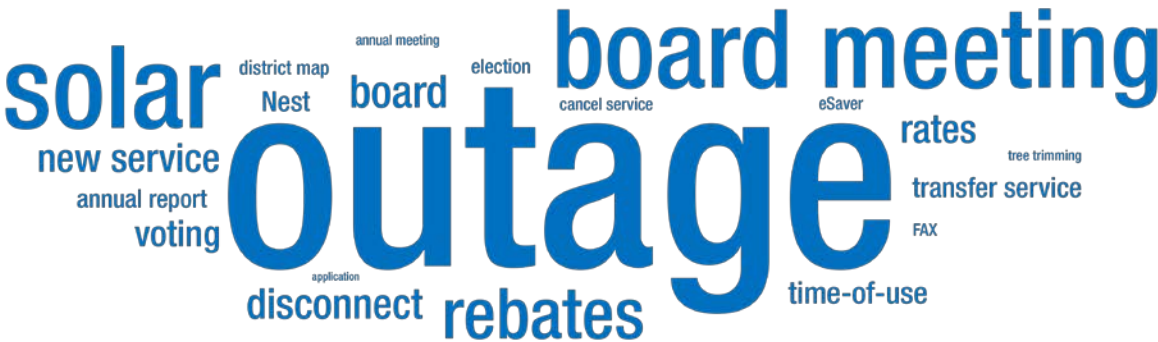
Pageviews

172,324

Most-visited Pages

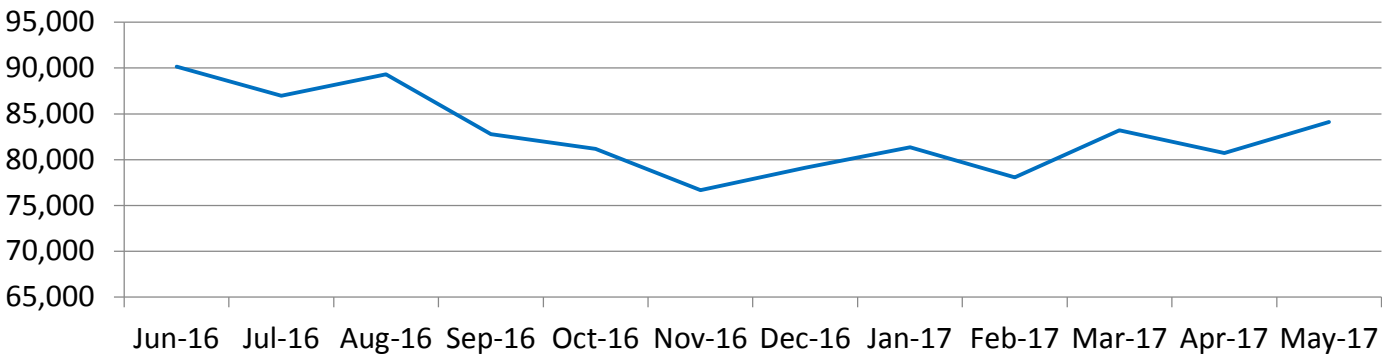
- Power Outage Center
- Contact Us
- Residential Members
- Reporting Outages
- Getting Started

Most Frequent Searches



Digital Metrics | SmartHub

Unique Visitors



Mobile App Sessions

May 2017

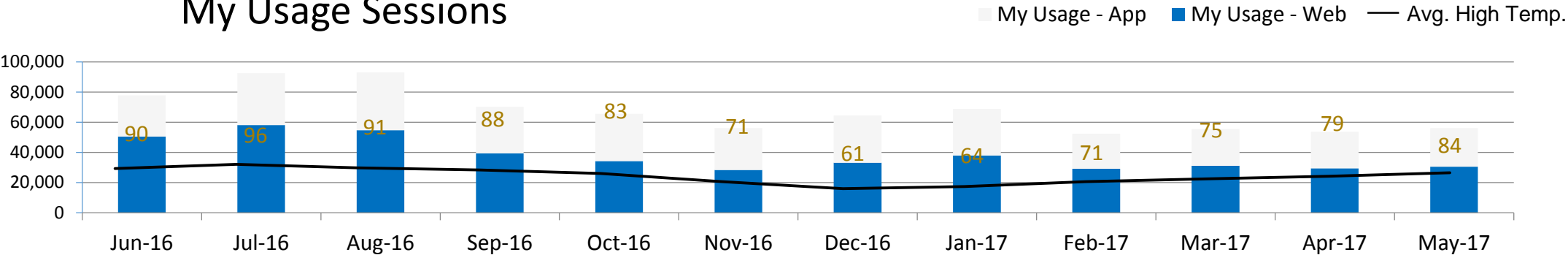


31,148
(+1,311)



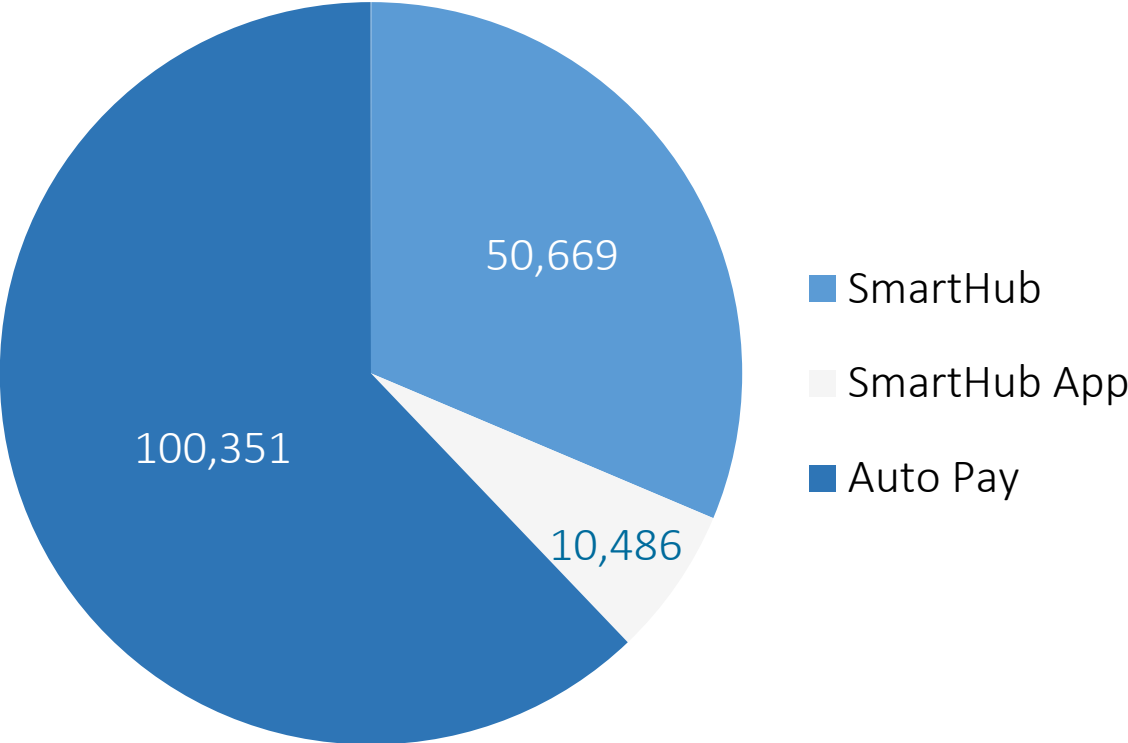
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(+699)

My Usage Sessions

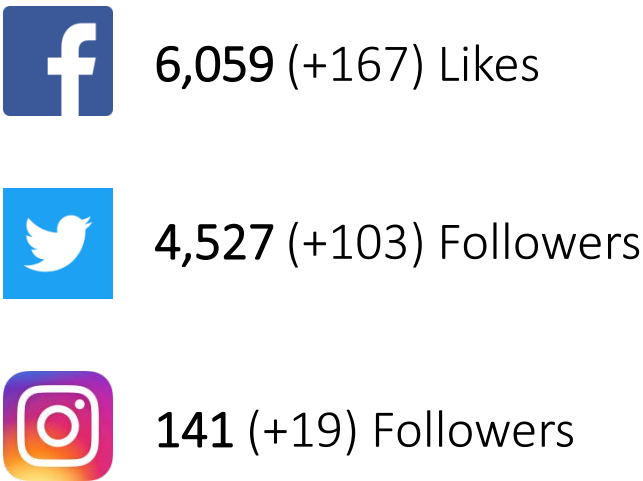


Digital Metrics | Payments and Social Media

Payments (May 2017)



Social Media (May 2017)



Connections & Community Engagement

Community Engagement

Strategic Relationships/Interactions (May)

- 15 area Chamber meetings/events
- 11 economic development organization meetings
- 3 community partner meetings
- 3 youth engagements
- 2 public events

Upcoming Local Events

Aug 5: Cedar Park Business Expo

Aug 8: San Marcos Chamber Business Expo

Aug 12: Buda Business Showcase



Greater San Marcos Partnership

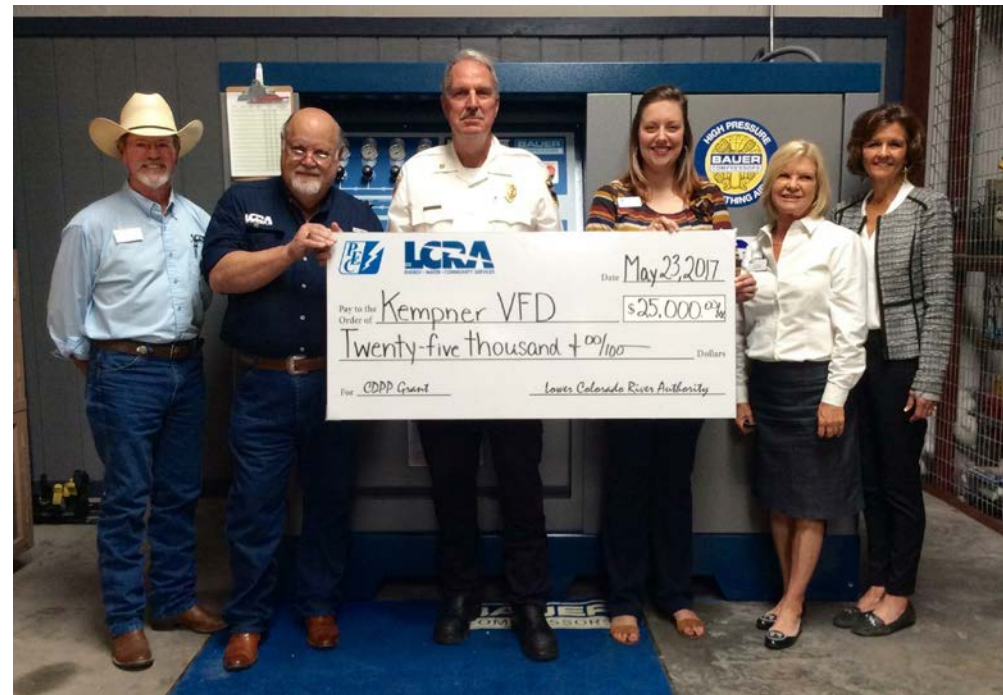
PEC was a Supporting Sponsor of the 2017 Greater San Marcos Economic Outlook held on May 18

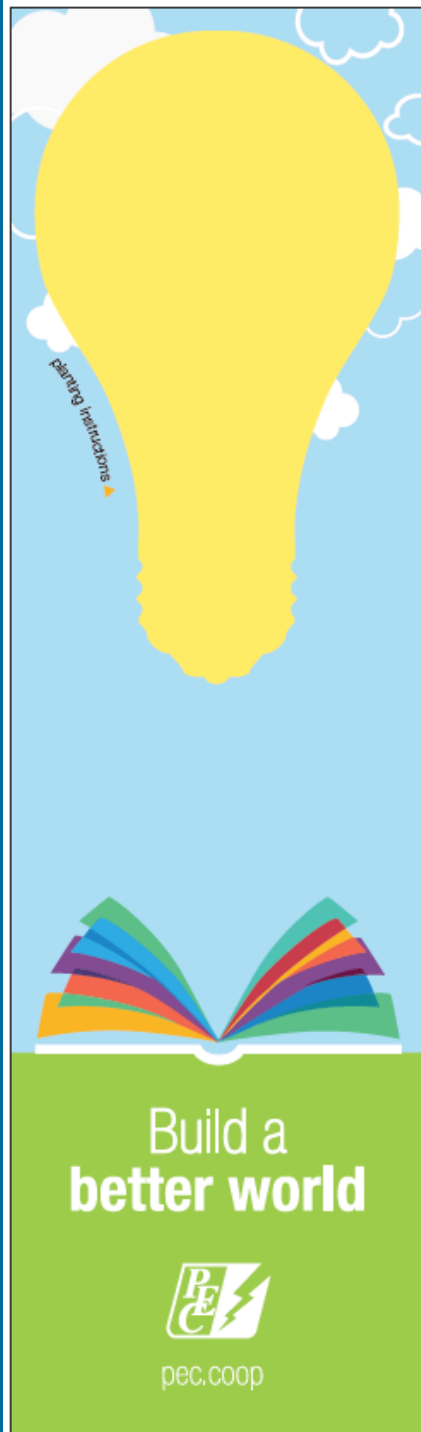


LCRA Community Development Partnership Program

Grant check presentations

- Science Mill - \$25,000 to construct the Creekside Monitoring Station exhibit
- Kempner Volunteer Fire Dept. - \$25,000 to purchase self-contained breathing apparatus refill station





2017 Summer Reading Program

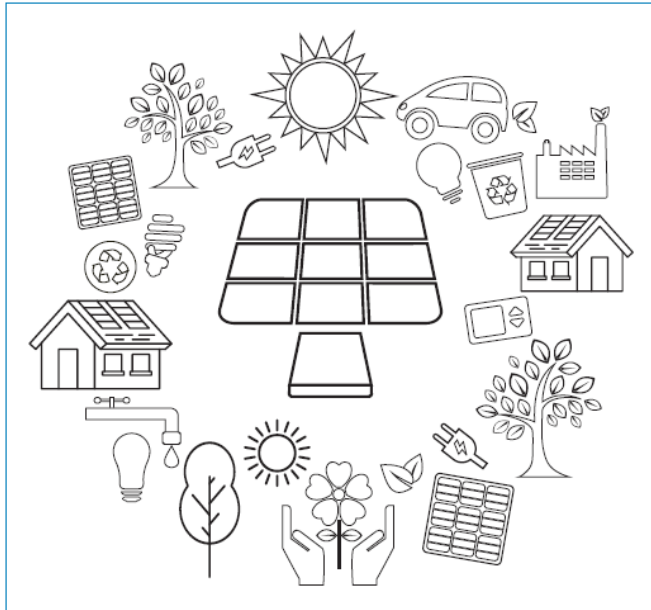
- 33 area libraries
- 11,000+ bookmarks embedded with annual and perennial wildflower seeds.



2017 PEC Solar Tour Coloring Contest

Deadline to enter is Aug 21!

 ENTRY FORM: 2017 PEC Coloring Contest This side for ages 10-13
Age: _____



Child's Name: _____ PEC Account Number: _____

Parent or Legal Guardian's Name: _____ Email Address: _____
(must be a PEC member)

Official Contest Rules:

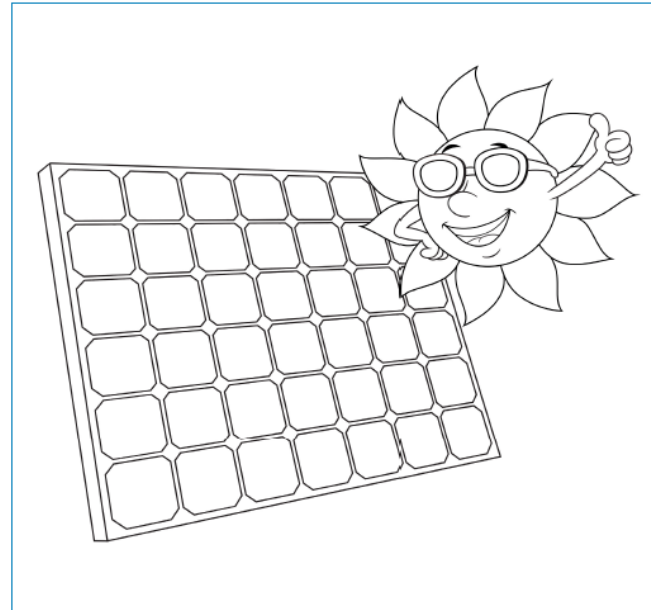
1. Entries must be received by 5 p.m. on **Monday, Aug. 21**. Entries received after this date and time will not be eligible for prizes.
2. Entries can be mailed to PEC, Attn: Community Engagement, P.O. Box 1, Johnson City, Texas 76858 or dropped off at any PEC office location. Visit pec.com/publications for a list of PEC office locations.
3. Entries become the property of PEC and will not be returned.
4. All winners will be notified by phone or email. All entries will be displayed at the

2017 Hill Country Solar Tour on Sept. 30, 2017 at the PEC Oak Hill District Office. The grand prize winning entry will be featured as the 2017 Solar Tour t-shirt design. The grand prize winner will be announced and recognized at the event and awarded a \$100 Visa gift card. First and second place winners in each age category will be awarded a \$50 Visa gift card.

5. Winners agree to pose for a photo that may appear in PEC publications.
6. All decisions of the judges are final.

Please email celeste.milneska@pec.com with questions.

 ENTRY FORM: 2017 PEC Coloring Contest This side for ages 6-9
Age: _____



Child's Name: _____ PEC Account Number: _____

Parent or Legal Guardian's Name: _____ Email Address: _____
(must be a PEC member)

Official Contest Rules:

1. Entries must be received by 5 p.m. on **Monday, Aug. 21**. Entries received after this date and time will not be eligible for prizes.
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PEC Annual Meeting

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Don Tew Performing Arts Center
Leander High School
3301 South Bagdad Road



Key Account Management & Business Growth

Key Account Highlights | May 2017



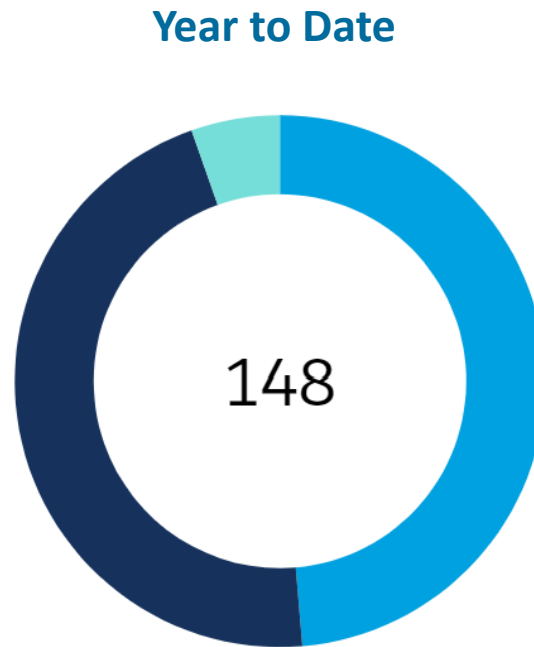
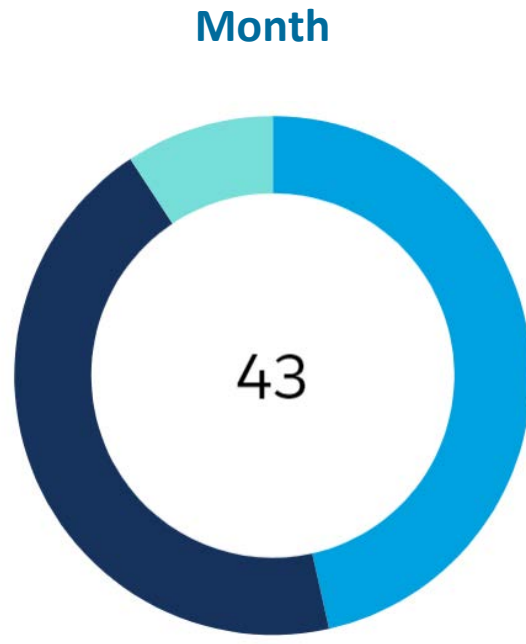
Visit to new ACC Leander Campus Construction Site



Round Rock ISD Solar Interconnection Meeting

- Visit to H-E-B Corporate in San Antonio
- Plant Tours
- Voltage/power quality recorder installed in Cedar Park
- Rebate promotions
- Construction update meetings
- Chamber/Economic Development Luncheons
- Expansion Assistance
- Outage assessments & reviews

Key Account Interaction | May 2017



Key Accounts Coordinator ●
Key Accounts Manager ●
Key Accounts Director ●



pec.coop