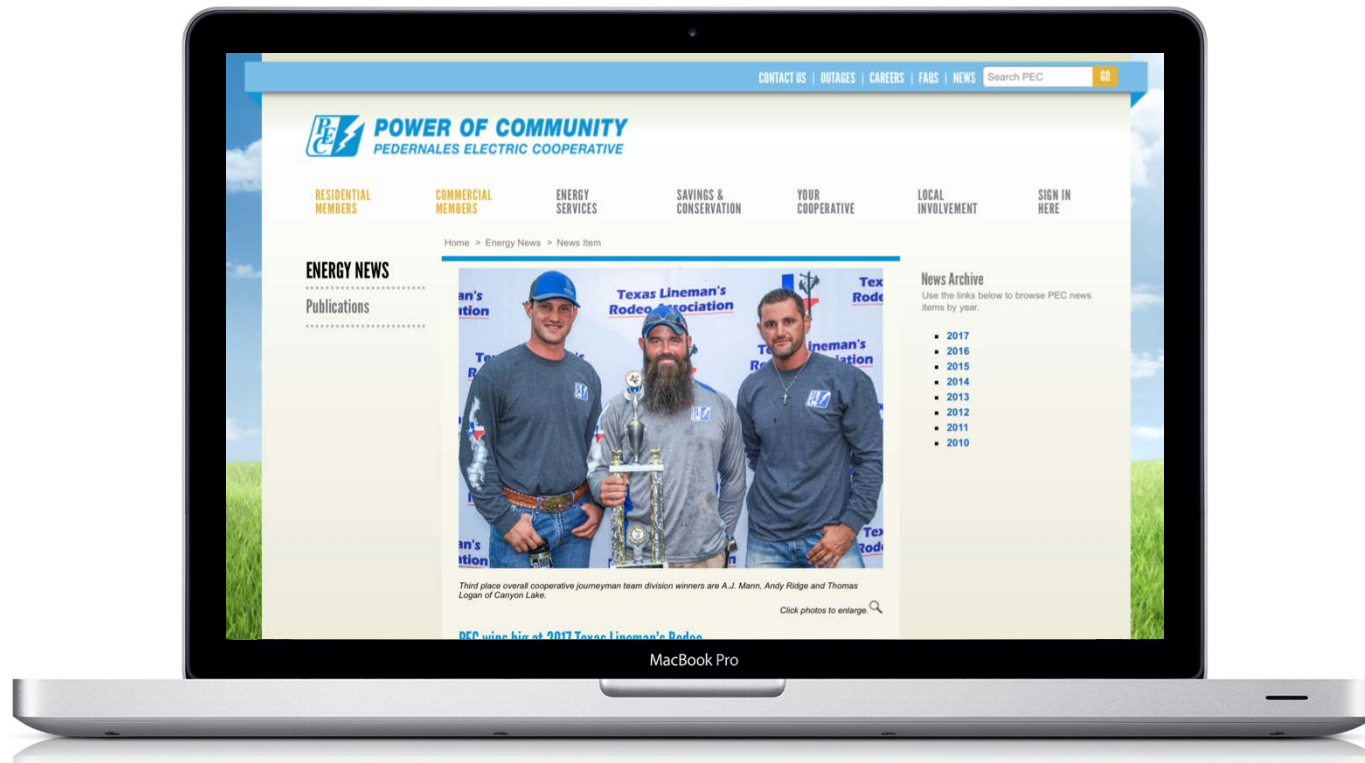




## Communications & Business Services

# Communications & Marketing

# 2017 Texas Lineman's Rodeo Coverage





# 2017 Texas Lineman's Rodeo Coverage

 Pedernales Electric Cooperative added 4 new photos — in Seguin, Texas. July 15 at 10:24pm · 🌐

Congratulations Team PEC, you did it! Let's give it up for our boys in PEC blue! #2017TexasLinemansRodeo #FirstPlaceOverallApprentice #FirstPlaceApprenticeWrittenTest #ThirdPlaceOverallJourneymanTeam #ThirdPlaceOverallApprentice #CanyonLakeRocks 🏆🏆🏆

First place overall in the Apprentice division: Lineworker Apprentice 3 Nick Morris of Canyon Lake.

First place on the Apprentice written test: Lineworker Apprentice 3 Nick Morris of Canyon Lake.... See More

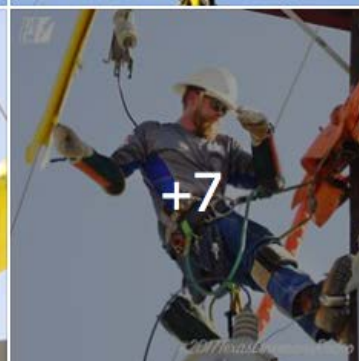




11,338 people reached

[View Results](#)

 Pedernales Electric Cooperative added 10 new photos. July 15 at 11:46am · Hays · 🌐

That's a wrap on this year's competition: Way to go, Team PEC! But the fun's not over yet, awards are still to come. #TexasLinemansRodeo #BornToBeWired #LetsRodeo



3,471 people reached

[Boost Post](#)

 Pedernales Electric Cooperative added 8 new photos — in Seguin, Texas. July 15 at 9:40pm · 🌐

Awards are coming up, but first, let us barbecue! #TexasLinemansRodeo #BBQCookoff #Fingerlickingood



3,010 people reached

[Boost Post](#)





# Texas Co-op Power | August 2017

## PEC MEMBER NEWS

### Fun, games and business at the 2017 PEC Annual Meeting

More than 400 members and guests attended this year's annual meeting in Leander for a day of exhibits, prizes and election results.

This year's meeting focused on PEC's commitment to going "beyond the lines," highlighting the cooperative's stable financials, low rates, record growth and increasing member satisfaction in 2016.

Emily Pataki, District 2 director who served as president during the past year, addressed members, citing the cooperative's achievements and improvements as costs have continued to decrease.

To those of you who could join us, thank you. We look forward to seeing your bright faces again next year! ■



Members in districts 2 and 3 (top left) vote for board directors, and attendees take part in family-friendly activities (top right). One lucky member took home the grand prize (bottom left) – a PEC truck. Board President Emily Pataki addresses members during the business meeting (bottom right).



#### District 2 and 3 voters elect Pataki, Klaus



**Emily Pataki**  
District 2  
**Randy R. Klaus**  
District 3

Voters in Pedernales Electric Cooperative's districts 2 and 3 elected directors in the 2017 annual election. District 2 re-elected Emily Pataki to serve as its board director, and District 3 elected Randy R. Klaus to serve as its new board director. Klaus replaces former director Kathy Scanlon, who served District 3 for nine years.

Election results were announced during the PEC Annual Meeting.

Visit [pec.coop/elections](http://pec.coop/elections) for more information.

Between the exhibits, activities and snacks, it can be hard to pick a favorite thing about annual meeting – but ours is getting to know our members. Whether it's playing games, talking shop or just saying hello, we love putting the "meet" in meeting.



# Texas Co-op Power | August 2017

## PEC MEMBER NEWS

### TAKING CARE: The Medical Necessity Program



Launched June 1, our Medical Necessity Program is a registry of residential locations in our service area where people rely on life-sustaining electrical equipment. When planned outages or service interruptions for nonpayment are scheduled, we provide advance notice so these members can be sure to make necessary preparations.

To qualify for the Medical Necessity Program, the location must house someone diagnosed by a physician with one of the following medical conditions:

**CHRONIC:** Diagnosed by a physician as requiring an electric-powered device to prevent the impairment of major life function. Members must reapply once a year.

**CHRONIC, LIFELONG:** Same as chronic, but does not require annual application.

**CRITICAL CARE:** Diagnosed by a physician as requiring an electric-powered device to sustain life. Members must reapply once every two years.

**CRITICAL CARE, LIFELONG:** Same as critical care, but does not require biennial application.

Members may request an application by calling 1-888-554-4732, picking up an application in any PEC office or downloading an application at [pec.coop/medical](http://pec.coop/medical). ■

### POWER RUSH HOUR: Shift into overdrive

#### Biggest road hogs

Steer away from using these major appliances between 2 and 6 p.m.

##### HVAC

Pre-cool your home in the morning, then bump the thermostat up a few degrees during peak hours.

##### DISHWASHER

Run this appliance outside of peak hours. You can also save by turning off the heat dry feature.

##### WASHER & DRYER

Wash and dry your laundry in the morning, evening or even overnight.

##### WATER HEATER

Install a timer that turns this appliance off during hours you're not likely to use hot water.



Summer's half over, but Power Rush Hour's not done yet. Remember to keep shifting your energy use away from the peak hours of 2-6 p.m. If we all work together to shift our use, we can help lower our transmission costs for all of next year. Learn more at [pec.coop/peak](http://pec.coop/peak). ■

Online: [pec.coop](http://pec.coop)

Payment line: 1-844-886-9798

Power interruptions: 1-888-883-3379



## BEYOND the LINES

### Our promise

At PEC, we do more than deliver electricity. Every day, we're working beyond the lines to serve you better.

When it comes to your energy needs, we don't believe in a one-size-fits-all approach. Instead, we offer a variety of options to suit your lifestyle, no matter what sort of Central Texan you are.

We're more than your electric provider. We're your neighbors, your friends and your family, and together we're PEC.

Watch our video and learn more at [pec.coop/beyond](http://pec.coop/beyond).

### SAVE THE DATE: 2017 Hill Country Solar Tour

Join us Sept. 30 at our Oak Hill office for this annual event! You'll have the chance to visit nearby homes with solar photovoltaic systems and speak with the homeowners and PEC experts.

Learn more at [pec.coop/solar](http://pec.coop/solar). ■





# Texas Co-op Power | August 2017

## PEC MEMBER NEWS



### Together, PEC and its members give \$10,000 to better our community

This year's first round of PEC Community Grants was competitive. Twenty-six applications were evaluated by our grant review committee, but only two nonprofit organizations were awarded: The Science Mill in Johnson City and the Twin Sisters Dance Hall Club in Blanco.

The Science Mill will use its \$5,000 grant to purchase 15 tablets to display and deliver the museum's up-and-coming 3-D Avatar experience. Twin Sisters will use its \$5,000 grant to replace the roof of the historic Texas dance hall.

PEC Community Grants are funded, in part, by members like you through the Power of Change program. Participants' electric bills are rounded up to the nearest dollar, and the combined funds are used to supplement PEC Community Grants and our Bright Lights Bright Minds educational support. You can enroll through SmartHub, by phone, on your payment slip or by visiting a PEC district office.

Adding a few cents makes sense — it makes a difference in our community. Visit [pec.coop/powerofchange](http://pec.coop/powerofchange) to learn more. ■



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



Pictured, left to right: Lineworker Apprentice 3 Nick Morris, Canyon Lake; Lineworker Apprentice 4 Sinjin Horton, Kyle; Lineworker Apprentice 4 Justin Chamberlin (alternate), Kyle; and Journeyworker Matthew Howell, Oak Hill.

### Lineworkers volunteer for Haiti project

For the third year in a row, PEC will send a crew of volunteer lineworkers to Haiti with NRECA International for an overseas electrification project.

Journeyworker Matthew Howell of the Oak Hill District and lineworker apprentices Nick Morris of the Canyon Lake District and Sinjin Horton of the Kyle District will help extend and improve electric service in a remote village in Haiti. Lineworker Apprentice 4 Justin Chamberlin of the Kyle District is an alternate volunteer.

"I wanted to go to Haiti so I could share everything I have learned here at PEC," Morris said. "I'm ready to go out and help provide electricity to people that are less fortunate than us."

Last year, three PEC lineworkers worked beside Haitian lineworkers to set about 60 poles along a two-mile stretch of road.

For updates, follow PEC on our social media channels or visit [pec.coop/news](http://pec.coop/news). ■



TexasCoopPower

### Sign up for the Texas Co-op Power digital edition!

PEC offers free digital subscriptions to *Texas Co-op Power*. Sign up and have access to the full magazine from your inbox. Learn more at [pec.coop/tcp](http://pec.coop/tcp).

### PEC BY THE NUMBERS

**295,158**  
Active accounts

**246,490**  
Members

**\$125.26**  
June average residential bill

**1,206 kWh**  
June average residential use

As of June 30, 2017

### Conservation tip of the month

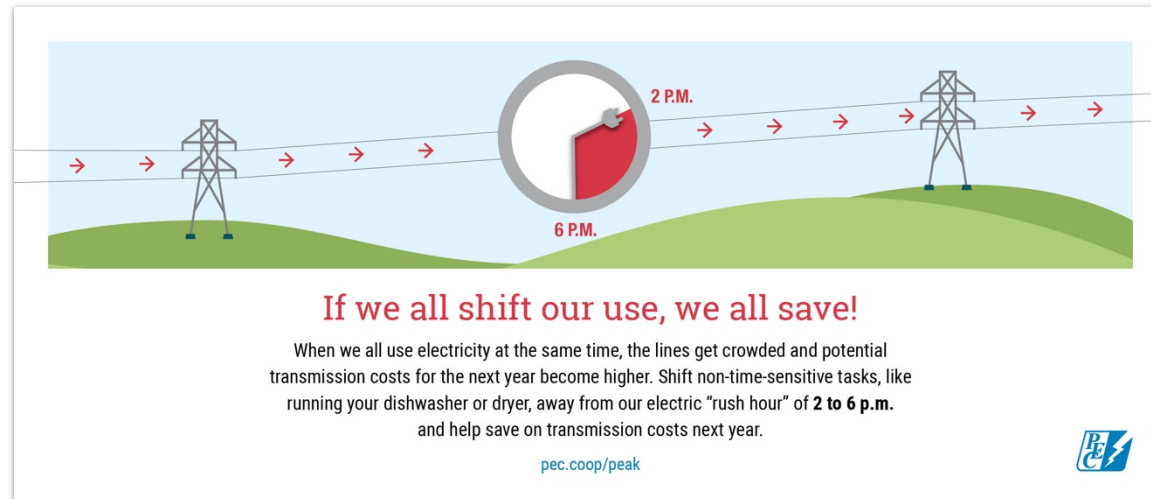
### Head off high summer bills

Set your thermostat to 78 degrees. Every degree lower will increase your energy use by 6 to 8 percent.

**78** ◆



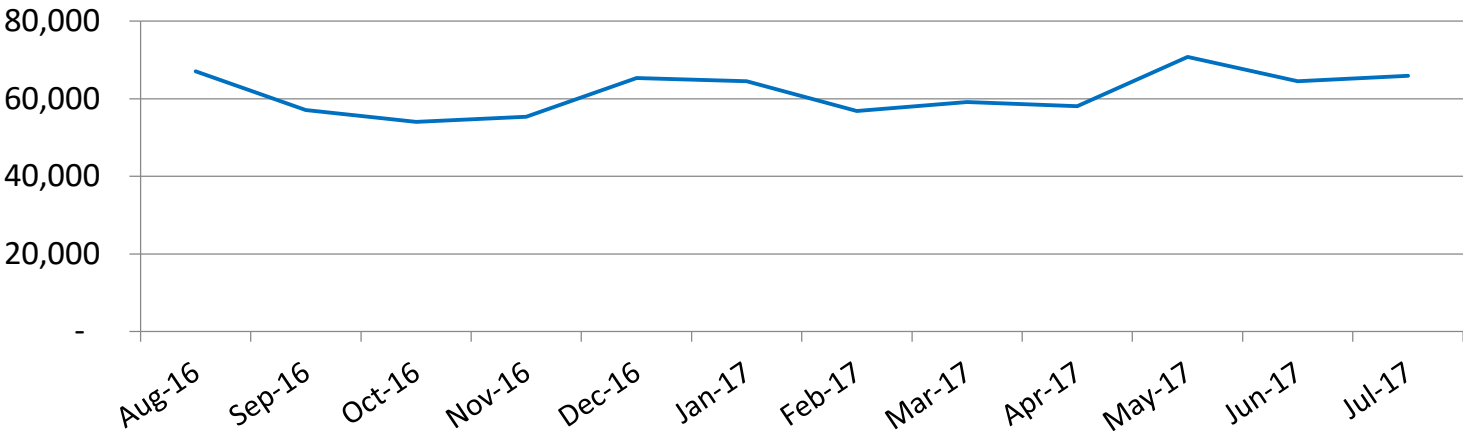
# Bill Insert | August 2017





# Digital Metrics | Website

Unique Visitors



Pageviews

158,506

Most-visited Pages

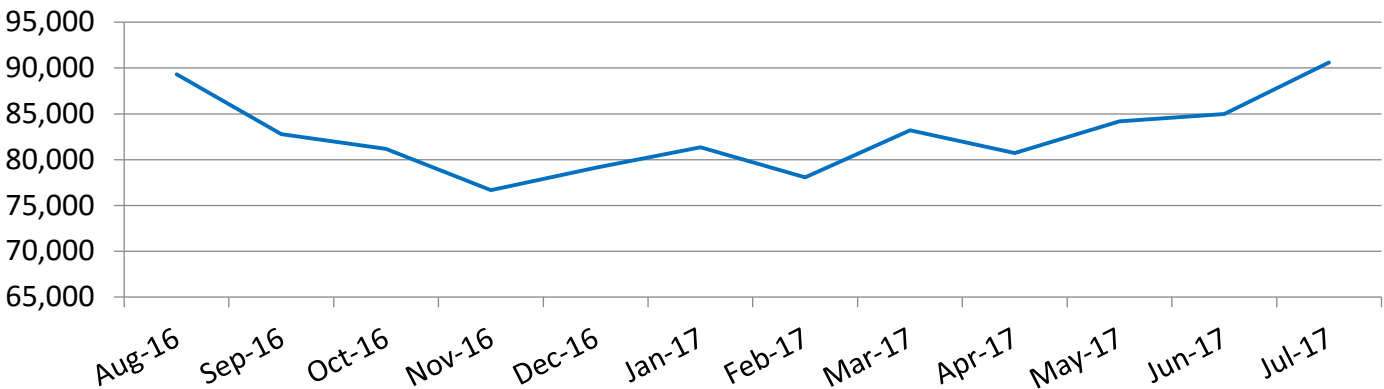
- Power Outage Center
- Contact Us
- Residential Members
- Connect Service
- Billing & Payments

Most Frequent Searches

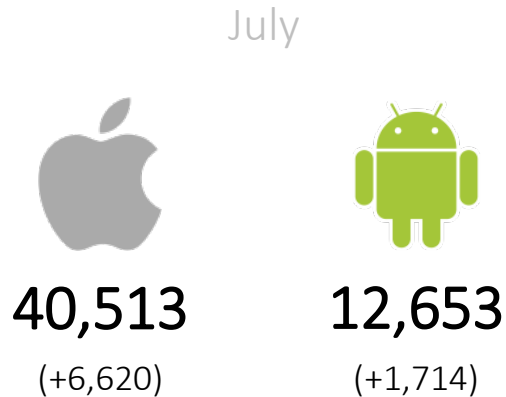


# Digital Metrics | SmartHub

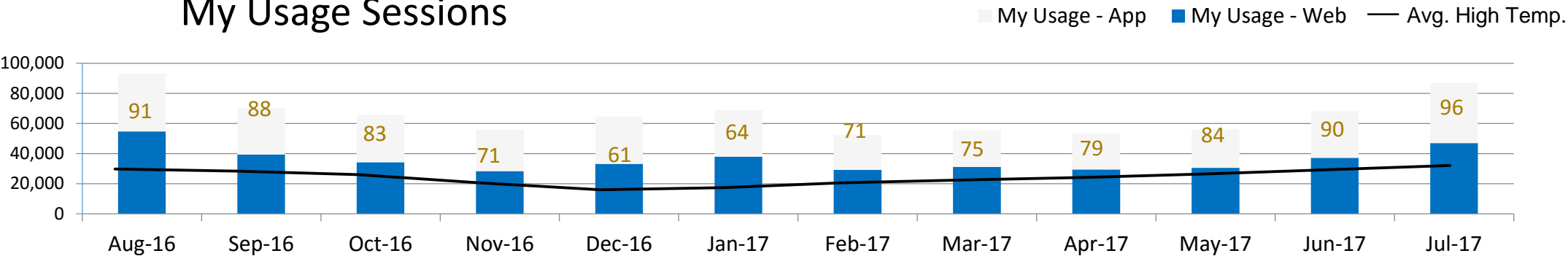
Unique Visitors



Mobile App Sessions

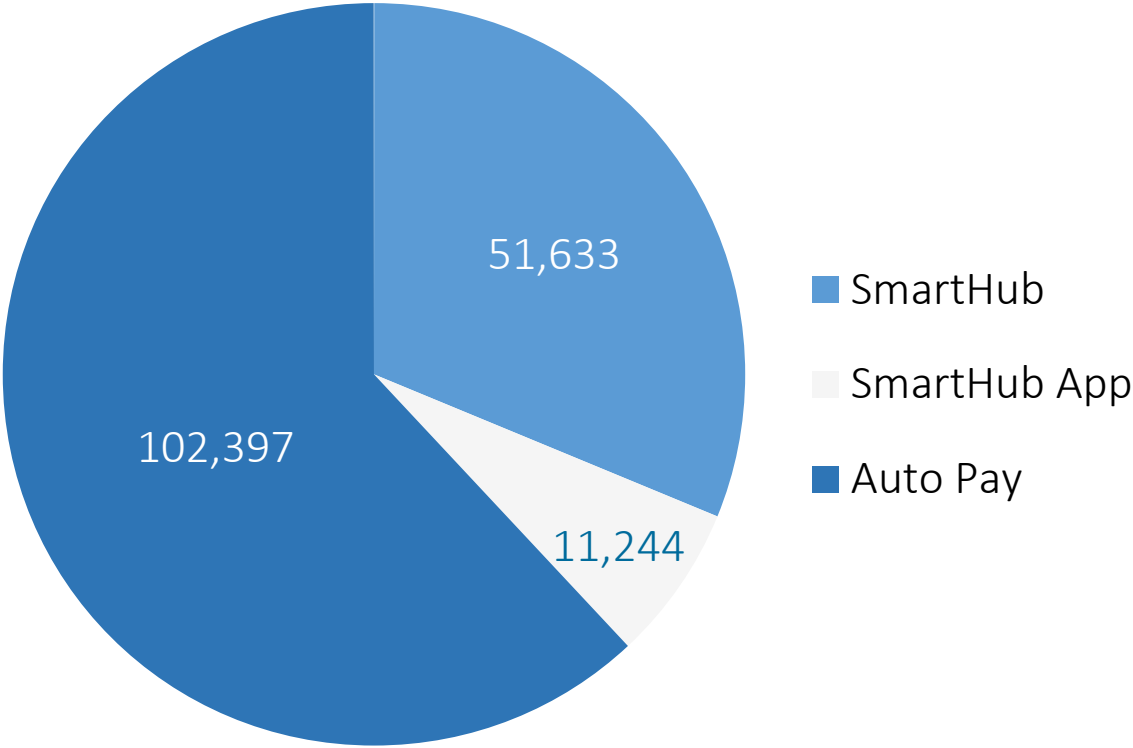


My Usage Sessions



# Digital Metrics | Payments and Social Media

Payments (July 2017)



Social Media (July 2017)



6,461 (+314) Likes



4,595 (+44) Followers



156 (+13) Followers





# Community Engagement

# Community Engagement

## Strategic Relationships/Interactions (July 2017)

- 10 area Chamber meetings/events
- 2 economic development organization meetings
- 1 community partner meeting
- 3 youth engagements

## Local Events

Aug. 5: Cedar Park Business Expo


Aug. 8: San Marcos Chamber Business Expo

Aug. 12: Buda Business Showcase

Sept. 12-13: New Braunfels Business Trade Show



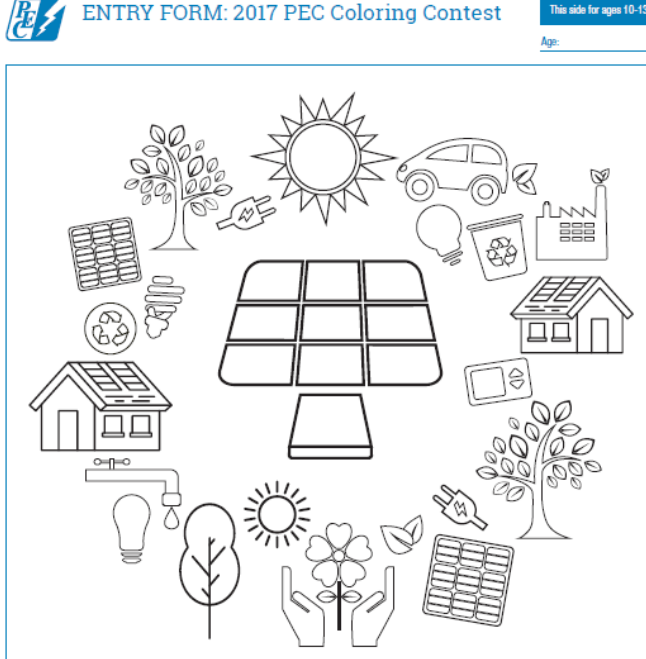
# Solar Tour Coloring Contest | Enter by August 21!



# ENTRY FORM: 2017 PEC Coloring Contest

This side for ages 10-13

Age: \_\_\_\_\_



Child's Name: \_\_\_\_\_

Parent or Legal Guardian's Name: \_\_\_\_\_  
*(must be a PEC member)*

PEC Account Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Official Contest Rules:**

- 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.
- Entries can be mailed to PEC, Attn: Community Engagement, P.O. Box 1, Johnson City, Texas 78630 or dropped off at any PEC office location.  
[Visit pec.org/locations](http://www.pec.org/locations) for a list of PEC office locations.
- Entries become the property of PEC and will not be returned.
- 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.
- Winners agree to pose for a photo that may appear in PEC publications.
- All decisions of the judges are final.

Please email [celebrate.miles@allspeci.com](mailto:celebrate.miles@allspeci.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: \_\_\_\_\_  
(must be a PEC member)

Email Address: \_\_\_\_\_

**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 78036 or dropped off at any PEC office location. Visit [pec.org/offices](http://pec.org/offices) 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 \$10 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 [colinda.milenko@pec.com](mailto:colinda.milenko@pec.com) with questions.



# Junction Membership Dinner | September 26




## Join us!

Sept. 26 at 6 p.m.

Pedernales Electric Cooperative  
invites you for a community  
dinner and business update.

Coke R. Stevenson Memorial Building  
440 Highway 83 North • Junction, Texas



# Key Account Management & Business Growth

# July Review



\*Meeting with Huber Carbonates in Marble Falls on July 6th

## Activities Included:

- Time-of-use rate promotion and sign-up assistance
- Emergency Response Service (ERS) follow-up
- Community Solar program promotion
- Bill adjustment assistance
- Plant tour and video shoot\*
- Prospective large power customer inquiry
- Lighting and HVAC rebate review and promotion
- Circuit conversion planning with district and accounts
- Solar interconnection agreement assistance
- Rate design input with rates consultant



# Key Account Interaction | Start of the New 6-Month Term

Key Account Contacts - July 2017

Progress Towards Next 6-Month Goal



Source: Salesforce.com

Note: On-Pace for 160+ Contacts



pec.coop