



For All Your Customer Service Needs,
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Automated Outage Reporting
1-888-BLURIDGE
www.blueridge.coop

Pickens
P.O. Box 277
734 West Main St.
Pickens, SC 29671

Oconee
P.O. Box 329
2328 Sandifer Blvd.
Highway 123
Westminster, SC 29693

Anderson
1212 North Fant St.
Anderson, SC 29622

Greenville
3751 Highway 11
Travelers Rest, SC 29690

Mission Statement
Blue Ridge will be a competitive, quality provider of energy and other services, maintaining its history of integrity and adapting to the challenges of a changing world. While exercising leadership in the community, the organization's focus will be on exceeding customer expectations.

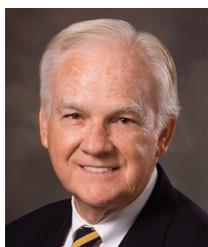
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A Touchstone Energy® Cooperative

Member feedback gives co-op very high rating in national survey

AT BLUE RIDGE ELECTRIC COOPERATIVE, we believe in maintaining effective two-way communications channels with



our 64,000-plus members. For many of those we serve, the first point of contact with the cooperative is a visit to one of our four offices.

While paying the power bill is the most-frequent transaction that occurs there, a host of other business dealings can also be accomplished. Our “front-counter” employees, for example, take applications for electric service, generate service orders, and address member inquiries about account information. Additionally, they can schedule in-the-field appointments between members and outside personnel. These employees are also equipped to facilitate member participation in programs such as Levelized Billing, automatic bank drafts, electric water-heater rebates, and the like.

A significant and growing portion of co-op members prefer to use media such as Facebook, Twitter, and email to communicate with Blue Ridge. All those means are available, as is that longtime favorite of many—the telephone. When a member calls Blue Ridge during regular business hours, he or she can expect to talk directly to a member service representative. By not having to navigate an automated phone menu, the member’s valuable time isn’t wasted.

For the last 17 years, the cooperative has had its on-site member service center in operation, mainly so members can have one-on-one conversations with Blue Ridge employees. These representatives, as an added bonus, are trained to accommodate all the job functions offered to members who visit the office lobby. Whether it’s via the telephone or the Internet, our representatives are ever ready to be of assistance.

Members calling our offices after hours, on weekends, or during holidays can also anticipate talking to a live attendant. Our in-office, 24/7 dispatchers are on the job. More than anything else, these power control technicians are in place to ensure a rapid response to any outages or other emergencies that might occur across our power grid.

Along with our lobby service, Blue Ridge offers other choices for face-to-face interactions with members:

- ▶ **District meetings**—two to three sessions held every year; these gatherings provide opportunities for members to hear operational reports about their cooperative and to nominate candidates for the Blue Ridge board.
- ▶ **Annual meeting**—this yearly assembly, to which all Blue Ridge members are invited, includes a comprehensive management report and an election from among director candidates for the board.
- ▶ **Blue Ridge Fest**—our annual charity fund-raiser attracts around 5,000 attendees, many of whom are co-op members.

These and other options the co-op employs in communicating with members help us stay in touch with your expectations. The success we’re seeing in attaining that goal is borne out by our excellent score of 85 tallied by the American Customer Satisfaction Index survey. Thank you so much for that solid endorsement. Please see the article on the facing page for more information about the ACSI survey.

Charles E. Dalton
President and CEO

Customer Satisfaction is at an all-time high

ALTHOUGH COMMUNICATION is our number-one priority with members, the only way Blue Ridge can formally obtain your feedback is through a survey instrument. Each month, about 1,000 members receive a two-page survey concerning the quality of communication they had with our member service staff or other employees that performed work at their respective locations. The overwhelming majority of these are returned with excellent responses. Any concerns or complaints receive instant follow-up.

Other surveys to our members include marketing questionnaires from our energy provider, Central Electric Power Cooperative. These surveys generally deal with your home energy-use patterns and help Blue Ridge predict the upgrades our system will need for supplying adequate power down the road.

The survey that probably tells us the most about how you view our service is The National Survey on the Cooperative Difference. It gives us a wealth of information about how you see us and how well we stack up against cooperatives nationwide. The results of this year's survey are great. In compiling your answers to a standard series of questions, the survey revealed that you gave Blue Ridge an ACSI (American Customer

Satisfaction Index) score of 85—one of the best in the state!

This survey also told us how we are doing when compared to the national benchmark set by other cooperatives. And again, the results were outstanding. Our membership strongly agree that the co-op is a reliable power provider, addresses complaints quickly, and communicates with them about important issues. It also shows that Blue Ridge ranks higher than the national benchmark in all these areas.

When asked about outage contact during the 2014 year, the members surveyed that had contacted the co-op about an outage during the past year again gave Blue Ridge high marks. The average satisfaction with the way the co-op handled the outage was 8.5 out of 10. They also responded that the most important thing to them was to know that a crew was on the way and their first choice for communicating with the co-op during an outage was telephone.

While the results we've shared with you are only the tip of the iceberg, we're studying all of them as we adjust the way Blue Ridge does business in both the near and more-distant future. We appreciate the high rating you have given us and will definitely do our best to manage your cooperative your way.

Utilities	Overall Satisfaction
Municipal electric systems average	76
Investor-owned utilities average	75
Touchstone Energy Cooperatives average	82
Blue Ridge Electric Cooperative	85



PUBLIC AUCTION

Saturday, Oct. 24, 10 a.m.

Preview:

Friday, Oct. 23
9 a.m.-2 p.m.

Location:

Blue Ridge Electric Cooperative, Inc.
Equipment Facility
734 West Main St.
Pickens, SC

VEHICLES

**A Limited Selection of
Miscellaneous Supplies**

Office furniture and
equipment, chain-link fencing,
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