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MISSION STATEMENT
 Blue Ridge Electric Cooperative will operate as a competitive provider of energy services and a partner with local communities, with a focus on safety, service and integrity.

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This organization is an equal-opportunity provider.



A Touchstone Energy® Cooperative



Serving our members and our state

BLUE RIDGE ELECTRIC Cooperative is one of 20 member-owned power suppliers operating in South

Carolina. These cooperatives range in size from 6,000 members to our largest—a 115,000-member system. With our 69,000-plus members, Blue Ridge ranks as the fourth largest among the Palmetto State’s co-ops. Geographically speaking, around 75% of the South Carolina landmass has been assigned to the cooperatives as their exclusive service territories.

According to the most up-to-date numbers at my disposal, South Carolina electric cooperatives are providing service to more than 825,000 metered locations across the state’s 46 counties. As one might expect, the majority of those locations represent households. Moreover, about one-third of South Carolina’s 5.1 million residents are recipients of co-op electricity.

Unique demographics; many similarities

Each of these cooperatives possesses its own unique demographics and other characteristics. At the same time, however, there are many similarities. In my view, the most-important feature we all have in common is member ownership. This business model translates into a compelling co-op emphasis on the delivery of quality service and a striving to keep power costs as low as we can.

A good many years ago, Blue Ridge employed an engineering firm to assist with our system-planning responsibilities. Over time, the individual engineer who was assigned to our organization became a rather familiar face around here. This gentleman had provided his services to scores of co-ops, ranging from Alaska to Florida. During one of his visits, he offered a telling observation: Every one of his co-op clients—without

exception—was delivering better service, compared to the other kinds of power utilities with which he had dealings.

As true today as ever

It’s my belief that that engineer’s insight remains as true today as it’s ever been, and perhaps more so. I see it manifested in the performance of our Blue Ridge workforce. These folks are simply passionate about serving our membership well. We’re also working diligently on a number of fronts to hold down electricity rates to their lowest possible level.

At the same time, your cooperative is intent upon enhancing the livability of the communities we’re privileged to serve. That, for example, is the driving force behind our new partnership with West Carolina Telephone Co-op. By way of our Upcountry Fiber subsidiary, our two cooperatives are committed to delivering high-speed internet to everyone residing in the state’s northwestern corner who might desire the service. I’m proud to report that we’re off to an excellent start with this endeavor, and I foresee nothing but substantial progress awaiting us in this New Year. We will share a forecast of our installation plans in these same pages next month.

In this report, I’ve attempted to highlight some of the major considerations that are always on our radar screen: affordability, service reliability and community enrichment.

My own 40 years of experience have demonstrated to me that Blue Ridge Electric Cooperative excels in these and a host of other areas. We’re focused on dependable service, and, as I’ve stated before, it’s our goal to keep getting better at what we do.

JIM LOVINGGOOD
 President and CEO

Blue Ridge area players add new fans before bowl game

TRENT PEARMAN HAS PLENTY of young fans in Clemson. He's got at least one more in Horry County.

The decorated Daniel High quarterback was among 88 of South Carolina's top high school football players in Myrtle Beach for the Touchstone Energy Cooperatives Bowl. The high school all-star game on Dec. 11 pitted players from the state's North versus the squad from the South.

Part of the week's experience was a Christmas shopping spree for 44 deserving kids from Horry County Schools. South Carolina's electric cooperatives provide each child, chosen by school district officials, a \$150 Target gift card to spend on clothes, toys and other items on their Christmas lists.

"It was great to spend time with the kids," says Pearman, a Mr. Football finalist. "It's nothing about us. It's their day and whatever they want they can have."

Not only do deserving children receive some early Christmas gifts, it's also an opportunity for participating players to take a



North all-star Trent Pearman (middle) and South all-star Jaeon Allen help Anthony Saliano during the Touchstone Energy Bowl shopping spree at a Target in Myrtle Beach.

break from the gridiron and get into the spirit of giving.

"It was a great experience to help the kids out," says KT Perry, a linebacker from Westside High. Other local players sponsored by Blue Ridge Electric include Aalijah Kelly and Josh Sapp of Greenville High, Charles Couch of T.L. Hanna High and Jahiem Lawson of Daniel High.

In addition to the shopping spree and the game, players rode in the Touchstone Energy Cooperative balloon and participated in Lineman Demo Day, in which they explored careers as lineworkers through six hands-on demonstrations presented by Horry Electric Cooperative linemen.

The South won the game 20-17. Lawson, a defensive lineman, recorded three sacks in the game to earn his team's Defensive Player of the Game honors.

Ready for an experience you won't forget?

Your co-op has two amazing trips planned this summer. Juniors: Apply for the Washington Youth Tour. Sophomores: Apply for the Cooperative Youth Summit.

Juniors: Experience Washington, D.C., with hundreds of students from across South Carolina and the country, meeting lawmakers and touring all the sights. Your electric co-op will cover your round-trip plane ticket, tours and meals. In other words, it's all free!

Sophomores: Experience South Carolina's capital like never before. Tour the Statehouse, meet lawmakers and see how co-ops are preparing for our state's energy future. Plus, there's plenty of fun with visits to popular Columbia attractions like Riverbanks Zoo & Garden. Your electric co-op will cover all your expenses.

We've made it easy to apply for either FREE trip. Apply today!



Washington Youth Tour: June 18-23, 2022



ELECTRIC COOPERATIVES OF SOUTH CAROLINA



Cooperative Youth Summit: July 11-14, 2022

Applications available: blueridge.coop/youthtour
Application Deadline: March 4, 2022



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