

VEC Customers Share Board Gets New Members



Ruthann Woolbright

A new representative has been appointed to the all-volunteer board of directors that oversees VEC Customers Share donations. Board members are appointed to serve three-year terms and are eligible to serve two consecutive terms.

The term of Joyce Callahan, who represented Putnam County and who also served as secretary on the VEC Customers Share Board, expired in September.

Ruthann Woolbright has been appointed to represent Putnam County.

Three board members have been re-appointed to serve their second terms. Harold Reno was re-appointed to represent Bradley County, Pete Williams was re-appointed to represent Rhea County, and Holly Neal was re-appointed to represent Cumberland County – East.

The VEC Customers Share board members serve on a volunteer basis and receive no compensation for their service. Each month they review grant applications and allocate funds that have been made available by members who choose to have their electric bills rounded up to the next whole dollar. The money is then allocated each month by the board to be donated to community-service organizations throughout Volunteer Energy Cooperative's 17-county service area.



Scott Humberd

Three Incumbents Re-Elected to VEC Board of Directors

The three members of the Volunteer Energy Cooperative whose terms were up for election have all been re-elected to serve another term.

Scott Humberd was re-elected to represent District 2 which encompasses Bradley County. He currently also serves as vice-chairman on the board. He is a graduate of Bradley Central High School and earned his Bachelor of Science in Secondary Education and his Masters of Science Degree in Educational Administration from the University of Tennessee at Chattanooga. He has earned the Credentialed Cooperative Director certificate from NRECA.

He and his wife, Deborah, have three children, Jason, Sarah, and Geoffrey.

Humberd is the Director of Technology for Bradley County Schools and also serves as Vice-President of the Board of Directors for the Cleveland/Bradley County Teachers Federal Credit Union. He is a member of Broad Street United Methodist Church.

Jerry Henley was re-elected to represent District 6 which includes Rhea and Bledsoe counties. He is a Spring City resident and a graduate of Spring City High School. He attended Tennessee Technological University.

He and his wife, Rayna, have two children, Penne Baugh and Jeri Allen.

Henley is retired from Southeast Bank and Trust and has served as mayor of Spring City, president of the Spring City Kiwanis Club, and president of the Spring City Chamber of Commerce. He is a member and on the Board of Trustees at Spring City United Methodist Church.

Laney Colvard is the incumbent Volunteer Energy Cooperative Board of Directors member representing District 8 which covers western Cumberland County. He too was re-elected to serve another term. He currently serves as Chairman of the VEC Board of Directors. The Crossville resident graduated from Bledsoe County High School and earned his Bachelor of Science and Law degrees from the University of Tennessee.

He and his wife, Charlotte, have one child, Lana.

Colvard is a practicing attorney and a member of Cumberland Homestead Baptist Church. He is treasurer of Crossville Stockyard, LLC. He is also a member of the Crossville-Cumberland County Chamber of Commerce and chairman of its Legislative Affairs Committee.

VEC Protects Personal Information

Policy Regarding Privacy of Customer Information

Volunteer Energy Cooperative values you as an owner and as a customer and understands how important it is to protect the personal information that you have entrusted to us. We, therefore, treat such personal information in accordance with applicable law and the provisions of this policy.

Information We May Collect

We only collect information that is needed to serve you and administer your cooperative's business. We may collect nonpublic personal information about you from the following sources:

- Information we receive from you on applications or other forms;
- Information about your business transactions with us or others; and
- Information we receive from a consumer reporting agency.

Protection of Your Information

We are committed to upholding our pledge to maintain security of our customers' personal and accounting information. To ensure such information is used only in the manner we have described in this notice, we restrict access to your personal and account information to those employees who need to know that information to provide products or services to you. We maintain physical, electronic, and procedural safeguards to maintain the confidentiality of the information we collect and to guard against its unauthorized access.

Information We May Disclose

All of the information that we collect, as described above, may be disclosed when necessary to assist us in servicing your accounts to third parties as designated by you, in response to subpoenas or court orders, and to a credit bureau or similar information reporting agency. We do not disclose any nonpublic personal information about our customers to anyone, except as permitted by law.

We may disclose the information that we collect, as described above, to companies that perform marketing services on our behalf. This information may be shared with our affiliates so they can market their services. However, *Volunteer Energy Cooperative does not share personal customer information with unaffiliated third parties for any reason.*

If you decide to terminate your relationship with us, we will continue to adhere to the privacy policies and practices described in this notice.

More Information

Questions regarding this policy can be directed to the Office of the President/CEO, Volunteer Energy Cooperative, P.O. Box 277, Decatur, TN 37322 or to your local VEC service center.



Technology Helps Lower Electricity Bills



Rody Blevins
President/CEO
Volunteer Energy
Cooperative

When it comes to technology, there are usually two camps - one group loves the versatility, the convenience, and the speed of conducting business through automated systems and the other group prefers talking to a "live" person.

At Volunteer Energy Cooperative we do our best to accommodate both groups.

We understand that there are some circumstances that require a human touch. Automated systems can't anticipate every possible need of our members nor can they listen to a unique set of circumstances and suggest the best solution. In these situations there is no substitute for a knowledgeable and empathetic customer service representative. And we will always have a place for these valuable assets at VEC.

But for straightforward transactions like reporting an outage or paying a bill, the efficiency and cost effectiveness of automation is better.

In August VEC's automated Interactive Voice Response (IVR) telephone system placed or answered 28,880 calls. According to electric industry studies each of those calls - if answered or placed by a human - would have cost VEC members an average of \$5.50 per call. When you do the multiplication you quickly realize that our IVR system saved our members \$158,840 in just one month.

But the benefits go even further. We use our IVR system to make "friendly reminder" automated calls to customers who are in jeopardy of having their service discontinued, to advise customers of planned maintenance outages, and to inform customers of maintenance activity in their neighborhood. It would not be feasible for VEC to make these calls without the IVR system.

During severe weather situations when large numbers of VEC members have lost power, our IVR system allows members to report their outage quickly and efficiently. And since IVR outages are immediately transmitted to dispatchers, it helps them allocate crews more quickly and efficiently.

In order to duplicate this type of emergency response without the IVR system, VEC would need to hire a small army of operators - and most of them would spend about 330 days of the year with nothing to do. And since VEC is a not-for-profit, member-owned cooperative there are no profits VEC can dip into to cover these high costs. The higher costs would be directly reflected on every member's bill.

Our website at www.vec.org is another money saver for VEC members. Through the website members can pay their bills, check their account status, and get a wealth of information about VEC products, services, policies, rates, procedures, and other timely information.

In July VEC's website had 21,848 visits. If members had to phone VEC rather than using the website, it would have cost VEC members \$120,164 in July alone. By making these interactive, automated tools available, VEC saves our members about \$279,004 per month.

As I noted above, VEC is determined to make sure our members have whatever tools they need to conduct business with the cooperative they own in a way that is as fast, as friendly, as convenient, and as cost effective as possible. We are pleased to offer interactive, automated systems to meet that need when they are the right tool to get the job done. That helps save money for all our members. But we are also happy to provide knowledgeable and considerate customer service representatives to assist our members when needed.



VEC GIVE-A-WAY

Submit your favorite recipes at www.vec.org and receive a free copy of

"Great Recipes from Tennessee" cookbook

while supplies last


