



## Holiday Closings

In observance of the upcoming holidays, our offices will be closed on these days:

**THANKSGIVING** | Nov. 28-29

**CHRISTMAS** | Dec. 24-25

**NEW YEAR'S DAY** | Jan. 1

As always, cooperative dispatchers will be on duty to take your emergency calls during the holidays.

Powell Valley Electric Cooperative's board of directors, management and employees would like to wish you and your family a joyous and safe holiday season!

## Fiber Update Info

as of Sept. 16, 2024

Miles of backbone – **1,801**

Services installed to the home – **10,169**

### CONTACT US

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New Tazewell, TN 37824

### Office Hours

Monday-Friday 8 a.m.-5 p.m.

Web  
pve.coop



Email  
info@pve.coop

### Jonesville Office

All Inquiries: 276-346-6003

### Sneedville Office

All Inquiries: 423-733-2207

### Tazewell Office

All Inquiries: 423-626-5204

### General Manager

Brad Coppock

### Director of Operations

Travis Tolliver

### Jonesville Area Supervisor

Jason Stapleton

### Sneedville Area Supervisor

Joey Southern

### Tazewell Area Supervisor

Tyler DeBusk

*Powell Valley Electric Cooperative is an Equal Opportunity Provider and Employer.*

## 2024 Annual Meeting Recap

On a beautiful September day in Sneedville, Tenn., members of Powell Valley Electric

Cooperative gathered to attend the 2024 annual meeting. With more than 1,000 in attendance, PVEC's membership was afforded plenty of opportunities for fun and fellowship.

Those who attended the meeting were treated to free services throughout the day, including a hot breakfast, informational vendor tables, bucket truck rides, and entertainment by the bluegrass group Tennessee 90. Children enjoyed games, painting, temporary tattoos and other goodies at the kids' table.



Brad Coppock gives a report on PVEC's operations from the past year.

At noon, Board President Roger Ball called the meeting to order, and cooperative employee Danny Sexton gave the invocation. PVEC's director of accounting and finance, John Hoyle, gave the annual financial report. In this report, Hoyle stated that PVEC remains financially sound. Additionally, I gave a report addressing PVEC's operations during the past year. Here are some of the highlights of my report:

### GROWTH AND IMPROVEMENTS

Over the past year, PVEC has seen growth in membership as families and



## Manager's Message

**Brad Coppock**  
General Manager

businesses continue to relocate to east Tennessee and southwest Virginia. Even though, we've experienced industry-wide material shortages, increased costs and significant delays in delivery times, PVEC has continued to meet the growing demand for new electric services in a timely manner.



Michael Cosby of Harrogate, Tenn., won the grand prize.

Building new electric lines and maintaining existing ones for reliability are at the core of our business. Since our last annual meeting, PVEC has added nearly 800 new services. To improve reliability, construction crews have built or re-conducted nearly 50 miles of overhead and underground lines, and installed or replaced nearly 1,200 poles. These poles are being replaced with taller and stronger ones to enhance resilience against storm damage and accommodate fiber lines. We are also replacing aging equipment in our substations and distribution lines, with plans to upgrade relaying in our substations as well. Additionally, we're also installing animal guards and insulated conductors on new equipment to prevent

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# 2024 Annual Meeting Recap

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potential outages caused by animals like squirrels and birds, and we continue to commit more resources to our right-of-way program. We are making significant investments in cybersecurity to combat hackers attempting to disrupt the daily business of PVEC. These equipment upgrades, our continued focus on keeping rights-of-way clear, and our significant investments in cybersecurity demonstrate PVEC's commitment to providing the safe and reliable service you expect.

## BROADBAND DEPLOYMENT

"Broadband availability has also played a vital role in our Cooperative's growth. In 2019, PVEC partnered with Scott County Telephone Cooperative to form PVEC Fiber, with the goal of building a high-quality, reliable broadband network. This is a costly endeavor, and we are working together to secure grants to help cover deployment expenses. Fortunately, Virginia, Tennessee and the federal government are investing heavily to close the digital divide. Since 2019, we have received over \$40 million in grants that allowed us to build over 1,800 miles of fiber backbone and connect over 10,000 homes and businesses to high-speed broadband. And we're still not finished. Our most recent grant, from Tennessee Department of Economic & Community Development, is \$18 million to further our efforts to connect members in Hancock and Claiborne counties. We are deeply grateful for our partnership with Scott County Telephone Cooperative, which has made a significantly positive impact on the communities we serve. And

we look forward to the continued benefits of this partnership for many years to come."

## IN OUR COMMUNITIES

"PVEC remains actively involved in the communities we serve. Over the past year, Cooperative employees have visited schools to educate younger students about electrical safety and to speak with older students about career opportunities at PVEC. We have hosted electrical safety training for our community's first responders. Each year, PVEC sends four high school students on the Washington Youth Tour to our nation's capital. This trip empowers these students, equipping them with the skills and knowledge to become future leaders in their communities. Additionally, I'm pleased to report that, along with our partners at TVA, we contributed \$20,000 to assist families struggling to pay their electric bills."

## THE TVA AND RATES

"I'm sure many of you remember the record cold temperatures that Winter Storm Elliot brought to much of the country in late December 2022. Our power supplier, TVA, experienced increased demand for energy, with both TVA and PVEC setting new records. Again, this past January, our electric grid was tested when extreme cold weather and snow moved into our service area. Our system peak was just shy of our all-time peak; however, TVA set a new all-time peak. Like PVEC, TVA's service area is experiencing significant growth. To meet the growing energy needs of the Tennessee Valley, TVA is building new generating plants. They are also replacing aging coal plants, with less carbon-intensive solutions, such



Entertainment provided by Tennessee 90.

as natural gas plants, solar, wind and battery storage. Building and replacing power plants is a costly undertaking, but it is necessary to ensure the reliability that we expect. To fund the immediate and future construction of power plants, TVA has announced a 5.25% increase to wholesale rates that will begin Oct. 1.

On a larger scale, our industry and PVEC itself continue to face significant inflation in the cost of goods, materials and services necessary to support operations. For example, items such as transformers, conductors and breakers have essentially doubled, and in some cases even tripled, in price since 2020. In 2019, PVEC began passing through a partnership credit from TVA directly to our members. While many utilities chose to retain this credit, PVEC was positioned to pass these savings on to our members, as we believed it was in the best interest of our community. Due to rising inflationary pressures, the pass-through of the partnership credit will conclude at the end of September. This necessary step is crucial to maintaining PVEC's financial health and ensuring reliable service.

So, how does this affect residential members? For the average residential member, TVA's 5.25% wholesale rate increase, along with ending the partnership credit, will result in an increase of \$6.35 per month on a residential energy bill. Just over \$4 of this increase goes to TVA, while PVEC retains the remainder.

It is important to put these changes into context. Even with the increase, PVEC's residential rates remain far below the national average. In fact, our residential rates are 29% below the national average, and I would be remiss if I



Brian Mosier, president and CEO of VMDAEC, Ryan King, vice president of government affairs at TECA, and Brad Coppock.





Brad Coppock presents Board President Roger Ball with his service resolution.

didn't mention that this is the first increase in the energy portion of the residential charge in over 20 years.

While rates may change from time to time, one thing remains the same: We are committed to improving the lives of our members by providing the best possible service at the lowest possible price."

## GRATITUDE AND THANKS

"At this time, I would like to thank Hancock County High School for allowing us to conduct the annual meeting here, and a special thanks to Tennessee 90 for the great music. I'd also like to thank the fantastic cooks who prepared today's delicious breakfast, as well as everyone who set up informational tables and provided health services for us. Also, thank you to the judges and election officials assisting in PVEC's democratic process of electing members to the board.

We are pleased to have three of the winners of the Washington Youth Tour with us today. Please stand and be recognized: Alexander McKinney from Claiborne High School, Kamina Esperon from Clinch School, and Hailey Daniels from J. Frank White Academy. Congratulations on your successful essays!

Additionally, we are honored to have Brian Mosier, president and CEO of the Virginia, Maryland & Delaware Association of Electric Cooperatives in Glen Allen, Va., and Ryan King, vice president of government affairs with the Tennessee Electric Cooperative Association, both of whom represent cooperatives like ours. Please stand

to be recognized. Thank you for your attendance today and for your continued support of our cooperative.

On behalf of the employees and myself, I'd like to express our appreciation to the board for their leadership, support and guidance, as well as to thank all employees for their dedication in serving our members. And, finally, thank you for joining us for the 2024 Annual Meeting and for the privilege of serving as your energy provider."

The biggest highlight of the 2024 Annual Meeting was the formal resolution made for PVEC's retiring board president, Roger Ball. PVEC recognized Ball for his 36-year tenure on the board of directors. It was a touching scene as employees lined up at the close of the meeting to shake Ball's hand and thank him for his service and contributions to the employees and members of PVEC.

One of the most enjoyable parts of each annual meeting is the door prizes. The joy on everyone's faces was contagious as winners were drawn to win prizes donated by vendors and local businesses. The Fire TV was won by Michael Cosby of Harrogate, Tenn.

After votes were tallied in the director election, Ricky West was elected to the board. Incumbent directors Mike Shockley, District 7; and Logan Shepard, District 8, were reelected to the board.

During the reorganization meeting of the board, officers elected were Bill J. Surber III, president; Tracey Sharp, vice president; and Judith Robertson, secretary-treasurer.

# Safety Tips

**Shane Bunch**  
Safety Coordinator



Thanksgiving is a wonderful time for friends and family to express gratitude to God for the many blessings bestowed upon us. As we prepare for this blessed season, it is important to keep electrical safety in mind. By observing a few simple precautions, you may prevent an accident and ensure your loved ones enjoy a safe and happy Thanksgiving.

The kitchen is the place where everyone gathers to catch up, reminisce on beloved memories and snack on delicious leftovers. Take notice of the many kitchen appliances that are being utilized. Keep small children away from hot surfaces, and remember to keep pot and pan handles turned away from walkways to avoid dangerous spills.

With many appliances working overtime, it is easy to overload electrical outlets. Overburdened outlets can overheat, causing electrical fires. To prevent this, plug one appliance into an outlet at a time or use surge protectors.

When preparing to use any appliances, inspect the electrical cords. Replace or repair any appliances with damaged cords or plugs. Additionally, keep electrical cords away from heat sources, such as stoves or toaster ovens.

Always be prepared for a fire. In the kitchen, electrical and grease fires are most common. The best fire extinguisher for the kitchen is rated ABC, which will extinguish electrical, grease and wood fires. Know the location of your fire extinguisher and electric panel, and share this information with others in your home.

By following these simple tips, you and your family can stay safe during the holiday season. Have a wonderful and blessed Thanksgiving. Remember, safety is everyone's responsibility. Until next month, be safe and take care.

# Celebrating a Distinguished Leader: A Tribute to Roger A. Ball

An era of exemplary leadership and service is now complete as longtime Board President Roger Ball retires from the PVEC Board of Directors. A remarkable individual who played a pivotal role in helping shape the history of PVEC, President Ball was first elected to the board in 1988, and now retires after 36 years of dedicated service.

Roger was elected Board President in 1995. He took the responsibility of helping the co-op achieve its goals and values seriously. Along with a committed group of board members, cooperative management and employees, he worked to attain the knowledge to fulfill the responsibilities needed to effectively operate and guide an electric system. He completed numerous courses designed to train and educate board members and successfully completed the series of courses necessary to attain the Credentialed Cooperative Director certification from the National Rural Electric Cooperative Association.

Roger's business acumen from his previous and ongoing experiences in the business world has been invaluable. This ranged from major land developments, property management, and leadership roles in local and state economic development agencies. He spent many years involved in education and workforce development and currently serves on the Board of Directors of Lincoln Memorial University. In addition to his local contributions, Roger served on the Board of Directors for PVEC Finance Corporation, which provides financial services to electric cooperatives nationwide. Roger has especially been a proponent of maintaining a sound financial foundation for PVEC. His business experience and his interest in improving the quality of life in this region were attributes that positioned him to serve PVEC well.

Roger believes in the Seven Cooperative Principles and has focused his efforts to improving the lives of people in our region. Alongside his hardworking fellow board members, he is part of a progressive and proactive group that consistently look for opportunities to grow and benefit PVEC and

improve the lives of its members. They draw ideas and inspiration from the people that PVEC serves.

During his tenure, many programs were implemented to keep pace with the challenges of an evolving electric industry. Through conscientious and diligent efforts, the Board and management guided PVEC successfully through the challenges presented by the pandemic, prioritizing the health and safety of both the members and the employees. One of the most important decisions made by the Board was the commitment to provide fast and affordable internet service to every member of PVEC. This was a monumental undertaking at the time, but with much hard work and effort, it is now becoming a reality and is making a tremendous difference in our communities and is adding new life to them.

Despite all his achievements, Roger remains a down-to-earth person who values connections with people from all walks of life, whether he's engaging in one-on-one conversations with local farmers or interacting with dignitaries he has met over the years. He especially enjoyed PVEC's annual meetings and the opportunity to visit with members. Since Roger enjoys helping people, PVEC business has been a good fit for him. A little-known fact is that he is a



good storyteller and can hold one's attention while recounting interesting stories.

Roger will be greatly missed. As an advocate for PVEC, its members and the communities it serves, he has played a significant role in the growth and success of PVEC, ensuring a bright future ahead. His invaluable contributions and unwavering commitment have made a lasting impact. Roger is not only an esteemed friend but also a cherished leader, and we wish him all the very best in his future endeavors.

## PVECFiber Options

Leased wireless routers are available at an additional monthly fee of \$5.00.

100/100 Mbps \$59.95 per month	500/500 Mbps \$79.95 per month
700/700 Mbps \$89.95 per month	1 Gig / 1 Gig \$99.95 per month