

Closing Notice

Powell Valley Electric Cooperative offices will be closed April 2nd in observance of Good Friday. Our best wishes to all of you for a blessed Easter! As always, PVEC dispatchers will be on duty throughout the holiday weekend to take your emergency calls.



A MESSAGE FROM YOUR GENERAL MANAGER

Brad Coppock | Interim General Manager

Think Win-Win-Win

On Aug. 15, 1989, Stephen Covey's "The 7 Habits of Highly Effective People" was first published. The book has sold more than 25 million copies worldwide, and it remains one of the most influential business and self-help books ever written. In his book, Covey challenges his readers to follow seven universal and timeless principles designed to help them be more effective in their personal and professional relationships.

Covey's fourth habit is, "Think win-win," and he encourages readers to seek solutions that benefit everyone involved.

A term being used a lot in the energy industry recently is "beneficial electrification." The idea behind beneficial electrification is simple:

Pursue solutions that benefit all — co-op consumers, the co-op that serves them and the environment.

I can't think about this concept without recalling Covey's fourth habit.

Beneficial electrification is the process of replacing technologies that have traditionally been powered by fossil fuels — think propane furnaces and gasoline automobiles — with electric power options.

Electric prices in Virginia are about 8% below the national

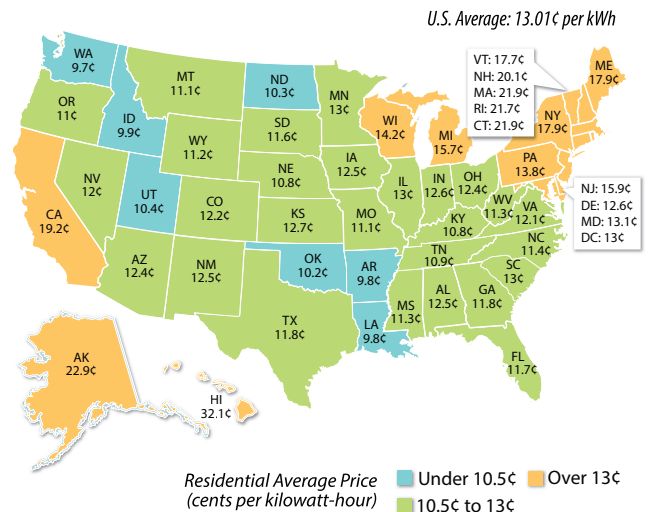
average, and prices traditionally are far more stable than other energy sources. At the same time, electricity is becoming cleaner. Today, 59% of the energy we provide comes from carbon-neutral sources, and our energy mix becomes cleaner each year.

For our consumers, this means that investing in an electric appliance — as opposed to gas or propane — will save you money over time, improve your quality of life and reduce greenhouse gas emissions. It also allows our team at Powell Valley Electric Cooperative to operate a more efficient and resilient power grid.

Beneficial electrification benefits you, your co-op and your community. That's a win-win-win.

Average Prices for Residential Electricity

2019 figures, in cents per kWh



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All Inquiries: 423-733-2207

Interim General Manager

Brad Coppock

Tazewell Area Supervisor

Ronnie Williams

Jonesville Area Supervisor

Jason Stapleton

Sneedville Area Supervisor

Joey Southern

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



He Kept the Lights ON for You!

Randell W. Meyers — that's the name everyone knows him by. He wasn't "Mr. Meyers," he was always Randell. He felt a kinship with everyone in all walks of life, and most who knew him felt a kinship with him. Few know his middle name is Winston, having been named after Winston Churchill. Very appropriate — a bold leader who persevered. Churchill's quotes "We shall not flag or fail, we shall go on to the end" and "Attitude is a little thing that makes a big difference" are well suited to Randell. Those who worked with him over the years witnessed his determination to make a project successful and saw him focus his attention on every project until success was within reach.

All in a Life's Work

It has been a life's work for General Manager/CEO Randell W. Meyers, who served at Powell Valley Electric Cooperative from his youth in 1964 until his retirement on Feb. 28, 2021.

What a career! Randell epitomized the work ethic of his generation. He started on ground level at PVEC as apprentice lineman, moved up to serve in just about every operations and supervisory capacity, and eventually was named General Manager/CEO.

He was involved in every facet of the cooperative's operations. From daily efforts to ensure that the co-op's members had safe affordable power, to working the storms in summer and winter, he was there, guiding the work effort by example and expertise. Employees respect his vast knowledge. Not only that, he has a reputation of being one of the best operations managers in the Tennessee Valley.

He is dedicated to the cooperative and one only has to sit down with him for a few minutes to talk about the history of the cooperative to know that the cooperative and the welfare of its members are close to his heart. He talks about the early years, and will describe the days when equipment was sparse and how the poles were set by hand. He is very proud of the growth and progress the cooperative has made over the years that have made Powell Valley what it is today. Following are highlights of the many accomplishments made under his and the PVEC Board's management. These resulted in immense accumulated savings or benefits to PVEC throughout the years.

PVEC signed a Load Management

Randell epitomized the work ethic of his generation.



Contract with TVA, by which water heater switches are used to control peak demand, and benefitted from this contract for 22 years. The switches are still being used to control peak demand, which significantly reduces our power costs.

PVEC signed a Low Density Credit contract with TVA, with benefits lasting 10 years.

PVEC constructed 35 miles of 161-kV transmission line from Tazewell to Kyles Ford and leased it to TVA for 17 years.

PVEC later sold this line to TVA for a profit and continues to enjoy the benefit of this line as a back-up supply source of power.

PVEC upgraded the Kyles Ford substation to a 161-kV station in 1997, resulting in an accumulated savings over the years in TVA facility rental charges.

PVEC jointly constructed 7.71 miles of line for LaFollette Utilities Board, and in 2012, LUB requested 69-kV backup on this line. PVEC has benefitted from this as it enables PVEC to receive backup transmission service from LUB.

In June 2000, PVEC contracted with TVA to build the Kyles Ford 20-MW Diesel Generating Facility to generate backup power for TVA. PVEC's was one of only five such generating facilities at the time. PVEC continues to benefit from the generator project.

In 2010, PVEC started the Fiber Construction Project and contracted with Sunset Digital to construct Sunset's fiber backbone in Tennessee. The \$3.5 million made from this project more than covered the cost of PVEC's new headquarters building in New Tazewell. PVEC continues to enjoy ongoing benefits and savings associated with its communication needs by utilizing Sunset's Network. Also, PVEC could not meet the response time and reliability requirements for the Kyles Ford generator project without Sunset's Fiber Network, and would have lost the Generator Contract with TVA.

PVEC contracted with a neighboring utility to service coal mines outside the PVEC service area, benefitting from power sales and facility charges for operations and maintenance.

Line losses have been reduced dramatically over a period of 25 years, resulting in approximately \$10,500,000 savings in power costs.

PVEC transitioned to cycle billing. This greatly improved PVEC's billing and collecting operations.

(continued on page 20)

Randell Meyers continued

The TWACS Metering System was implemented in 2004. The benefit of this system, including reduced meter-reading costs and increased metering accuracy, is estimated to be about \$480,000 annually.

PVEC constructed the 161-kV transmission line to connect to its Cedar Grove Substation, which TVA purchased. This enabled PVEC to better serve the fastest-growing area of its system without having to make expensive distribution improvements to meet the demand.

These are only part of the vast improvements PVEC has made over the last 30 years and illustrates the vision and hard work behind these accomplishments.

At PVEC, everyone knew Randell's concern first and foremost — THE priority, 24/7, was to keep the lights burning and to make power as affordable as possible for the people in our area. Very significant is that PVEC's rates have remained steady and among the lowest and most competitive in the Valley.

Randell also had a desire to improve peoples' lives, and he looked for ways for PVEC to achieve that objective. Even before the pandemic, he foresaw the tremendous impact that high-speed internet could have in the lives of people in rural areas like East Tennessee and Southwest Virginia. He believed broadband would improve the lives of every man, woman and "all the children." In 2018, he and PVEC's board made a commitment to provide high-speed internet to all members throughout the cooperative's service area and subsequently initiated the Broadband Project. "The next, next greatest thing" since electrification of the service territory is in full deployment today.

We express our most sincere appreciation and heartiest congratulations to Randell. We applaud him and salute him on a stellar career that made a difference in the quality of life for people in our area.

Fantastic job, Randell! Thanks for keeping the lights ON for us!

Coppock Named Interim General Manager



"I am honored and humbled to be chosen as the next leader of our great cooperative."

– Brad Coppock

he has left an unforgettable mark on the cooperative and all of us who were fortunate enough to serve under him. Congratulations on a well-deserved retirement!"

On behalf of the PVEC board, Board President Roger Ball states, "We appreciate Randell's 57 years of dedicated service to the co-op, with the last 28 doing an outstanding job as our general manager. We look forward to working with Brad. He is well qualified for the position and we know he will do a great job."

Meyers comments, "Throughout the years, the co-op's mission has always been to help improve the lives of its members and to provide the best possible service at the lowest possible cost. I am proud and privileged to have been a part of this mission. We have a very modern and reliable system, and we enjoy some of the lowest rates in the Valley. We have a great group of dedicated employees, we are under the stewardship of a very capable board, and we have all worked together toward this mission. Brad is an outstanding employee. He has 19 years' experience, and I know he will do well in his new role leading the co-op forward. I wish the very best for him and for the future of the co-op and all the members. My thanks to all of you for having given me the opportunity to serve you."

The cooperative's Board of Directors has named Brad Coppock, senior engineer with the cooperative, as interim general manager effective March 1, 2021. Coppock is a graduate of Horace Maynard High School in Union County, Tenn., and a 2001 graduate of the University of Tennessee, Knoxville, with a degree in computer engineering. He has held a professional engineer license since 2013. Coppock has been employed with the cooperative for 19 years, serving as engineer until 2013, when he was promoted to senior engineer. While in college, he was also a co-op student with the cooperative for two summers. Coppock is a resident of New Tazewell, Tenn., where he resides with his wife and three children.

"I am honored and humbled to be chosen as the next leader of our great cooperative, and look forward to the opportunities and challenges that lie ahead," says Coppock. "On behalf of our cooperative employees, I want to thank Randell for his years of leadership and dedicated service to the cooperative. Randell's retirement is bittersweet as

Virtual Legislative Day a Real Success

The annual Legislative Day went virtual this year, and cooperatives in Virginia reported great success in reaching out to members of the General Assembly remotely.

Usually, representatives of Virginia electric cooperatives travel to Richmond at the start of the annual General Assembly session, but on Jan. 25, more than 100 co-op leaders joined a videoconference to hear from speakers and get their key talking points on issues of importance. Following the videoconference, co-op representatives met virtually with their lawmakers, hoping these get-togethers will move from remote virtual meetings to in-person visits in 2022.



Change Your Clocks, Change Your Batteries

The second Sunday in March will trigger daylight saving time, when we “spring ahead” and set our clocks forward one hour. That’s also the best day to change the batteries in smoke alarms and carbon monoxide detectors — even if the batteries aren’t dead.

If you don’t have fire alarms and CO detectors, your family is at risk. The alarms will loudly warn you if smoke or gas is present in your home — so you can get out.

Carbon monoxide is a clear, odorless gas that is deadly but hard to detect. If you don’t have an alarm, it’s unlikely you will know if your home has a CO leak.

Carbon monoxide doesn’t come just from cars. Your gas furnace or stove is a potential source of the gas. The U.S. Environmental Protection Agency offers these tips for poison prevention:

- Keep gas appliances properly adjusted.
- Use electric space heaters, not gas space heaters.
- Install an exhaust fan, vented to the outdoors, over a gas stove.
- Open flues when wood-burning fireplaces are in use.
- Choose properly sized wood stoves with tight-fitting doors that are certified to meet EPA emission standards.
- Have a trained professional inspect, clean and tune up your central heating system — including furnaces, flues and chimneys — annually. Repair leaks promptly.
- Do not idle your car inside the garage.

Effectively Maintaining the Cooperative’s Rights-of-Way

Powell Valley Electric Cooperative is responsible for maintaining the rights-of-way along its 3,500 miles of transmission and distribution power lines. After extensive evaluation, PVEC has determined that the best and most effective way to maintain its rights-of-way includes the herbicide ground-spraying program. The cooperative has been very pleased with the results of this program and believes that you, as co-op members, will be impressed with the results as well.

As a landowner, you have the right to take care of your own property. If a landowner does not want herbicides used on his or her property, PVEC will provide the landowner the opportunity to clear his or her own property to PVEC’s specifications. This clearing must be done at the property owner’s expense. A landowner choosing to clear his or her own right-of-way must remember that working around power lines is extremely dangerous and should only be done by someone specially trained and qualified for that type of work.

Members affected by the 2021 right-of-way program will be notified through their electric bills. If you have questions or comments about this program, feel free to give us a call at your local area office: Jonesville, 276-346-6003; Sneedville, 423-733-2207; or Tazewell, 423-626-5204. This herbicide application is one of the many efforts used by PVEC to provide maximum reliability of service at the lowest possible rates.

Safety Tips



Joey Southern
Sneedville Area Supervisor

Spring officially begins on Sat., March 20. Along with warmer weather and longer days, spring often brings strong storms to Tennessee. Here are some tips from the American Red Cross to help your family be better prepared for spring weather:

MAKE A PLAN

Develop a plan to help your family respond to disasters. Discuss how to prepare and respond to emergencies that are most likely to happen where you live, learn, work and play. Identify responsibilities for each member of your household and plan to work together as a team. Know where you and your family will shelter during severe weather. Identify a basement, storm shelter, or an inner hallway or closet that can provide protection during storms.

GET EDUCATED

Know the difference between storm watches and warnings. A watch means that bad weather is possible. A warning means that bad weather is occurring and you should seek shelter. Conditions following a storm can be hazardous. Stay away from downed power lines and call your local PVEC office or 911.

HAVE A KIT

Take time now to organize the basic supplies you will need during a disaster. Basic kits should include food, water, medicine, a flashlight, battery-powered radio and extra batteries, first-aid kit, cellphone and charger. A full list of items to include in your kit can be found at redcross.org.

PREPARE FOR POWER OUTAGES

Despite our best efforts, strong storms can cause extended power outages. Battery-operated flashlights and lanterns can provide light and are safer than candles. Keep your refrigerator and freezer doors closed as much as possible. If you plan to use a generator, have an electrician properly install it to keep you, your family and first responders safe.