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LIGHTNING MYTHBUSTING
FIND OUT THE TRUTH

JEMCOnews

A PUBLICATION FOR JACKSON EMC MEMBERS

May 2012



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New Website!

Come see our newly updated website
and see what we can do for you.

HIGHEST IN CUSTOMER SATISFACTION AMONG
MIDSIZE UTILITIES IN THE SOUTH™ BY
J.D. POWER AND ASSOCIATES





President/CEO
Randall Pugh

Jackson EMC received the highest numerical score among midsize utilities in the South region in the proprietary J.D. Power and Associates 2011 Electric Utility Residential Customer Satisfaction Study.SM Study based on 98,562 online interviews ranking the 30 largest providers in the South (AL, AR, DC, FL, GA, LA, MS, NM, OK, NC, SC, TN, TX, VA). Proprietary study results are based on experiences and perceptions of consumers surveyed in July 2010-May 2011. Your experiences may vary. Visit jdpower.com.

JEMCO news

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Prevention First

May is National Electrical Safety Month

May is national electrical safety month, and we're doing our part to raise awareness about potential electrical hazards in the home and workplace. In many instances, prevention is the key.

You can start by inspecting your home to be sure there are no frayed wires, overloaded sockets, extension cords under rugs or other hazards that could result in injury or death. Nearly 400 people are electrocuted each year, according to the U.S. Consumer Product Safety Information report.

Almost everything we do in the home or workplace involves electricity, whether it's watching a DVD or printing documents. It's easy to forget that contact with such a common resource can be deadly. Many electrocutions and home fires can be prevented by following a few simple steps.

Know When to Call an Electrician

As tempting as do-it-yourself projects can be, you'll want to leave electric work to the professionals. Hire a licensed professional for electrical repairs and major wiring installations. If you live in an older home, be sure your electrician is experienced in dealing with older wiring.

Observe Your Surroundings

If working around the home, be sure that tall tools such as ladders, pool cleaning equipment and scaffolds are carried at waist level. Look up to be sure you're avoiding contact with power lines before using this type of equipment.

In addition to equipment, those beautiful green trees and shrubs can tangle themselves around power lines and transformers. While the cooperative regularly

inspects the power lines and conducts right-of-way trimming, you can do your part to help the cooperative as well. Call your district office to report overgrown vegetation around power lines.

Planning a landscaping project? Be sure to call 811 before you dig so you know what's below. Affected companies will mark the areas where underground utilities are located.

No Child's Play

Many of us fondly remember climbing trees or flying kites. Be sure the kids play in areas that are clear of power lines. Some places may appear cool to kids, but in reality, they are dangerous and deadly. Remind kids to stay away from places such as substations, transmission towers and green electrical metal boxes that are commonly found in neighborhoods.

New Technology

Plug-in electric vehicles (EV cars) need a place to recharge, and if you're planning to purchase one, be sure your home is equipped to handle the electric load. Have a licensed professional evaluate your home's electrical service, wiring and home wiring system. Some smaller EV cars can use a regular household 120-volt outlet to charge; however, if you'll be driving your EV car for long periods or you have a larger battery, you may need a charging station.

Keep in mind that EVs are quieter than traditional cars, so be sure to use extreme caution when traveling through neighborhoods where children may be at play.

Taking a few preventive steps can save lives. As much as we depend on electricity, it's our responsibility to take precaution at home, at work and in our schools. ▲

onlinef@cts

Summer Rates in Effect

When the temperature increases, so does the demand for electricity, which drives up the costs of providing power. As a result, regular residential summer rates are slightly higher than winter rates. Your 2012 Summer Rates are listed below. For tips on improving energy efficiency, visit our Website at www.jacksonemc.com/SmartEnergy and select Energy Information.

| Regular Residential Summer Rates* | |
|-----------------------------------|---------------|
| Service Charge | \$11/month |
| First 650 kWh | 8.32¢ per kWh |
| Next 350 kWh | 7.79¢ per kWh |
| Over 1,000 kWh | 9.36¢ per kWh |

*The Wholesale Power Cost Adjustment and other applicable taxes are also part of your total electric bill.

Four Student Leaders Selected for the Washington Youth Tour

Whether you believe leaders are made or born, Jackson EMC is stepping in to ensure our young people are introduced to leadership's stomping ground – Washington, D.C. Area high school students competed for four Jackson EMC delegate spots in our Washington Youth Tour (WYT) delegate competition.

The WYT competition began in 46 high schools within the JEMC service territory. Counselors and teachers selected emerging and/or established student leaders within their schools. Judged on criteria such as academic achievement, extra-curricular activity, community involvement and leadership skills, the students also answered short answer and essay questions. Next, the impressive list was narrowed even further to 10 finalists, who participated in the final competition round – a panel interview.

"The Washington Youth Tour provides exceptional students a bird's eye view of our nation's leaders at work.

Our young people will experience an opportunity that many will never experience, and that's why we consider the Youth Tour a trip of a lifetime," says Randall Pugh, Jackson EMC president/CEO. "We're proud of every student who made it to any round of this competition, because it's designed to select the very best."

Scheduled June 14 - 21, the WYT begins with two stops for Georgia's delegates, Warm Springs and Atlanta. Delegates will enjoy a dinner/reception, tours and team building activities before leaving for the nation's capitol. ▲

Meet Jackson EMC's Washington Youth Tour Delegates:

Mackenzie "Drake" Corbin

Jackson County Comprehensive High School

Corbin is the son of Anthony and Paula Corbin of Hoschton, Ga. He plans to attend Duke University and study pre-law with a double major in business.

Isabel Edwards

Madison County High School

Edwards is the daughter of Scott and Virginia Edwards of Comer, Ga. While she's undecided about a collegiate institution, Edwards' career goal is to work in the science or medical field.

Harris Wilson

Hebron Christian Academy

Wilson is the son of Robert and Jessica Wilson of Dacula, Ga. Wilson plans to attend the University of Georgia and has an early leadership start in his high school's student government, where he serves as the junior class representative.

Yanet Velazquez

West Hall High School

Velazquez is the daughter of Lorenzo and Maria Velazquez of Oakwood, Ga. She plans to attend the University of Georgia to study criminal justice.





Browse Around To See What's New



Take a few moments to browse around our new website at www.jacksonemc.com. With members' feedback and professional consultants, we've built a website that's easy to navigate and understand.

“We worked to reduce the time members spend on the site in search of information. We’ve taken out the guesswork with this intuitive, simplistic site,” says Randall Pugh, JEMC president/CEO.



At a Glance

When you log on, you’ll see tabs to select My Home, My Business or My Account, along with a variety of JEMC promotions and offers. You can simply click on the photo and you’ll be directed to the page you need.

We conducted research to determine what members searched the most to establish a section titled Quick Links. The Quick Links allow you to Report an Outage, Apply, Transfer or Disconnect Service and more.

“Our goal is for members to get the information they need, quickly and efficiently. We worked to reduce the time members spend on the site in search of information. We’ve taken out the guesswork with this intuitive site,” says Randall Pugh, JEMC president/CEO.

Business as Usual

Many members prefer to access their account information and pay bills online. This area will be prominent on the home page and you’ll get where you need to be in one click.

We’ve segmented our information that speaks to our audiences. You’ll see links for Builders & Contractors, Residential Customers, Business Customers and Media & Press. The content is geared specifically for those audiences, along with additional resources that will help you do business with Jackson EMC.

New Style, Better Service


In addition to the navigation, you’ll see a new design and style. Photos tell as much of the story as the words, so you’ll see photography that is not just a pretty picture, but an active link to the subject it’s referencing.

The design is clean and open. “We relied on member and consultant feedback when deciding how the page would ‘look.’ We knew we wanted something clean, easy to read and inviting, which fits JEMC’s corporate culture,” recalled Roy Stowe, JEMC Marketing/Member Relations vice-president.

Something for Everyone

Now that school is out, allow the kids to take advantage of our fun-filled Kids’ Pages. Visit our Community Link, and follow Youth & Education to our Kids’ Pages. You’ll find science projects, games, activities and safety tips.

The Kids’ Pages even have something for teachers. A curriculum, along with activity sheets and projects are a click away.

Take some time today to view our new site at www.jacksonemc.com. 



Go Paperless and Enter to Win!

While you’re on our site, take the opportunity to sign up for our **Great Paper Escape** paperless billing. You’ll be automatically entered into our weekly drawing for one of two \$100 gift cards. All members, including those who signed up for paperless prior to the Great Paper Escape, will be automatically entered into our final drawing for one of two \$2,500 ENERGY STAR® appliance shopping sprees. Go paperless today! Sign up and view complete contest rules at www.jacksonemc.com/paperless.



From Negative Stats to Positive Support

At any point, a student can become at-risk. Whether its family challenges, learning disorders or even bullying, a variety of factors can impact a student's academic performance. The Gwinnett County Public Schools Foundation will put JEMC Foundation dollars to work to ensure at-risk boys have a positive support system.

Their community-based mentoring program, targeting middle school boys ages 11-13, assigns a mentor to have contact with their mentee at least once a week outside of normal school hours. The program currently serves 206 mentors and mentees, with approximately six students per Gwinnett middle school participating.

"Principals and counselors identify students who are at risk of failing to graduate with their peers. The organization is focused on middle school males because at-risk males make up the largest percentage of failure to advance and failure to graduate," states Kelly Herndon, Gwinnett

County Public Schools Foundation executive director. "While school counselors, advisors, teachers and family members all play a role in keeping at-risk students in school and learning, they can't do it alone. Sometimes it takes a mentor to make a meaningful connection."

"I have seen a difference in my son since he has been in the Gwinnett County Public Schools Community-Based Mentoring Program ... my son knows that he has someone who will be there and it has made a big difference. My son has gone from making Cs and Ds to being an honor roll student," recalls a mentee's parent.

The Gwinnett County Public Schools Foundation is a separate standalone organization from the school district. The 501(c)(3) organization relies on grants and sponsorship for funding. For more information about the Mentoring Program, visit their website at www.gcps-foundation.org. ▲



operationroundup

Jackson EMC Foundation Awards Over \$65,000 in Grants

The Jackson EMC Foundation Board of Directors awarded a total of \$65,859 in grants during their March meeting, including \$57,500 to organizations and \$8,359 to individuals.

Organizational Grant Recipients:

\$15,000 to the Banks County Literacy Council to help purchase age-appropriate books for pre-kindergarten children through the Imagination Library program to improve the reading efficiency of children entering the county's education system, as well as Family Literacy Nights to teach parents effective ways to use reading with their children, and GED assistance.

\$15,000 to Lindsay's Legacy in Jackson County to help fund the coordinator's position for a program which recruits and trains adult mentors to work with students kindergarten through 12th grade in all three school systems within the county,

helping to ensure those young people become healthy, educated and employable.

\$10,000 to Gwinnett Coalition for Health & Human Services to make upgrades in technology infrastructure supporting the Gwinnett Helpline, a one-stop referral resource for Gwinnett County residents seeking assistance for a diverse range of needs, to speed response time to clients.

\$5,000 to the Boy Scouts of America Northeast Georgia Council to provide uniforms, handbooks and summer camp fees that will help underprivileged youth participate in scouting, teaching them to make ethical choices and promoting citizenship, leadership, mental and physical fitness.

\$5,000 to the St. Vincent de Paul Society of Jackson County to provide emergency financial assistance for rent/mortgage assistance, food, transportation, education and medical expenses to families in crisis in Jackson and Banks counties.

\$5,000 to the Sexual Assault Center & Children's Advocacy Center in Athens to help cover the cost of individual therapy sessions for Spanish-speaking clients.

\$2,500 to the Community-Based Mentoring Program of the Gwinnett County Public Schools Foundation to recruit and train mentors who provide guidance and caring support to at risk young men in middle school, a group that makes up the largest

percentage of students who fail to advance and fail to graduate.

Individual Grant Recipients:

\$3,500 to help make repairs to the well pump, plumbing and kitchen cooking area for a disabled senior citizen.

\$3,284 to replace rotted flooring in the manufactured home of a disabled senior citizen.

\$1,575 to purchase dentures for a disabled senior citizen.

Spring into Saving Energy and Money with 0% Financing & JEMC Rebates

HomePlus loan 0% financing can help you buy shiny new ENERGY STAR® qualified appliances that will save money and energy every time you use them. Now is the time to act, while HomePlus loan funds are still available.

Energy efficiency home improvements such as insulation, duct system upgrades, air sealing efficient windows and replacing your HVAC system with ENERGY STAR® qualified equipment may also be candidates for HomePlus loans. In addition, we offer HomePlus loans and rebates for installing ENERGY STAR qualified solar and electric heat pump water heaters.

These 36-month 0% loans are available for improvements or appliance purchases totaling \$1,000 to \$5,500. To qualify, you must be a Jackson EMC member in good standing and meet the financing standards, which include income level and credit rating. Financing is also available at a reasonable rate for amounts above \$5,500.

Visit us online at www.jacksonemc.com/loans for more information. Act now while this funding lasts.



smartconnections

Can You Be Struck by Lightning When You're on the Telephone?

True or False?

Lightning never strikes twice in the same place.

False. Lightning strikes the Empire State Building about 100 times a year.

Don't talk on your landline phone during a thunderstorm.

True. If lightning strikes your house or even nearby, the voltage can travel to every phone on the line, including the one in your hand. Cell phones and cordless phones that are not connected to the base are safe inside.

Lightning only strikes when it's raining.

False. If you can hear the thunder, the odds are you're in danger. Lightning can strike more than three miles from a storm.

It's dangerous to shower during a thunderstorm.

True. A lightning charge can travel along copper or other metal plumbing. If possible, stay away from showers, baths and sinks.

Touching a lightning victim is dangerous.

False. It's dangerous to touch an electric shock victim until the power is turned off, but there's no lingering voltage in a lightning victim. The survival of a lightning victim often depends on calling 911 immediately and then starting CPR.

Over the last 30 years, lightning struck an average of 1,000 people per year in the U.S., and of those, 100 died, according to the American Meteorological Society. The survivors often suffer long-

term disability from neurologic and cardiac disorders. While about 90 percent of lightning victims are struck while outdoors, it's important to be aware of lightning's dangers indoors too.

Lightning can hit homes directly or enter through wires or pipes or through the ground. In the house, the charge can travel through electrical and phone wiring; metal plumbing; and other metal such as concrete reinforcing rods.

Jackson EMC's Lightning Pro products can

help protect you from loss if a lightning-caused voltage surge does enter the house wiring, but it's important that you protect yourself when lightning threatens. If you decide to unplug your computer and other electronics to protect them from lightning, do so before the storm approaches, not when there's a risk you could be struck.

For more about Lightning Pro, go to www.jacksonemc.com/surge. The National Weather Service offers lightning safety information at www.LightningSafety.noaa.gov.



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www.jacksonemc.com

what's cookin'?

Cooperative **Cooking**

Each month *Jemco News* features recipes which represent the people and products of Jackson EMC.

If you have a favorite recipe and would like to share it with other readers in the Jackson EMC area, send a copy, complete with name, address and daytime phone number to:

Cooperative Cooking
Jackson EMC
P.O. Box 38
Jefferson, GA 30549

Due to limited space, not all recipes received will be featured. Recipes printed in *Jemco News* are not independently tested; therefore, we must depend on the accuracy of those members who send recipes to us.

Key Lime Pie

Ingredients:

- 5 egg yolks, beaten
- 1 (14 ounce) can sweetened condensed milk
- ½ cup key lime juice
- 1 (9-inch) prepared graham cracker crust

Instructions:

Preheat oven to 375°F (190°C). Combine the egg yolks, sweetened condensed milk and lime juice. Mix well. Pour into unbaked graham cracker shell. Bake in preheated oven for 15 minutes. Allow to cool. Top with whipped topping and garnish with lime slices if desired.