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JEMCOnews

A PUBLICATION FOR JACKSON EMC MEMBERS

February 2014

Jackson EMC
On-the-Go

CELEBRATING
75
YEARS

1938 - 2013
JACKSON EMC
PEOPLE. POWER. PROGRESS.



President/CEO
Randall Pugh

Our Continuing Commitment to Communications

Jackson EMC was formed 75 years ago to provide a need – to bring electric service to rural Northeast Georgia where farm families toiled without benefit of the tools and appliances powered by electricity.

Today, we continue to provide that need – but in a way that reflects the world we live in as we seek to accommodate all of our members by meeting them where they live and how they live.

Over the years, we’ve done this by keeping up with the latest in communication trends. In our formative years, we met with members in their homes, on the farm, or in group settings at home demonstration council meetings and cooking schools.

As our membership grew and reaching all members physically proved impossible, we introduced in 1952 our member newsletter, *Jemco News*, which you are reading now. For 62 years, this newsletter has served as an efficient means of communicating with our members.

To broaden our efforts to reach out to members, we introduced the first Jackson EMC Internet website, www.jacksonemc.com, in 1997 and have consistently updated it as new technologies came into place. Since 2004, we have offered members the ability to view and pay power bills electronically, along with reviewing account information online. In 2012, we redesigned our website into a fully-functioning self-service hub for members.

In the meantime, we added other ways to effectively communicate, especially when you need us most, those times when your power is interrupted and you need it restored.

Since our cooperative formed, we have provided around-the-clock emergency service. In the early years, line crew leaders’ phone numbers were provided to members to call in case of emergencies. Later, employees manned the co-op’s district offices after-hours to take emergency calls. In 2002, a centralized contact center opened at the Jefferson District to receive emergency calls from all members, making customer service more efficient and user-friendly.

In our ongoing commitment to excellent customer service and ultimate customer satisfaction, the newest addition to our host of communication tools is a mobile site that provides members with immediate access to Jackson EMC information. For members who access it on their mobile devices, the site offers optimized viewing, ease and speed.

It’s our way of evolving with the ever-changing world in which we live by addressing the needs of all our members – this time, most specifically, those who use mobile devices to manage their daily lives.

To learn more, see pages 4-5. ▲

JEMCO news

VOL. 63, NO. 2, FEBRUARY 2014
(ISSN 1061-5601), IS PUBLISHED
MONTHLY BY THE MEMBER
SERVICES DEPT. OF JACKSON
ELECTRIC MEMBERSHIP CORP.,
461 SWANSON DRIVE,
LAWRENCEVILLE, GA 30043.
SUBSCRIPTION \$3.50 PER YEAR
AS PART OF YEARLY MEMBERSHIP.
PERIODICALS POSTAGE PAID
AT LAWRENCEVILLE, GA AND
ADDITIONAL MAILING OFFICES.

POSTMASTER:
Send address changes to
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Last Call: Apply now for Washington Youth Tour

Are you a high school sophomore or junior? Interested in building leadership skills before you enter college? How about spending a week with like-minded teens in Washington D.C.?

If that sounds like you, **check now** with your high school counselor on deadlines for applying for the 2014 Washington Youth Tour (WYT). Participating schools’ application deadlines vary, so don’t miss out – contact your school regarding due dates.

Students selected as delegates will have a backstage pass to experience Washington D.C. as they develop crucial leadership skills; visit noteworthy monuments, memorials and museums; meet state representatives at the Capitol; and grow as leaders while soaking in the culture and governmental scene of the nation’s capital.

Applications for this year’s tour, set for June 12-19, can be downloaded at www.jacksonemc.com/wyt. However, completed applications **must** be submitted to your school counselor or leadership contact.

Do not send them to Jackson EMC.

For more information, visit your high school counselor/leadership contact or email Kay Parks, PR/community relations representative, at kparks@jacksonemc.com.



Keep Your Safety Personal with EMC Security

Not only is EMC Security your perfect choice for home security; it's also your source for personal safety.

EMC Security provides personal safety in two ways – for people on-the-move with the MyForce personal safety service, and for those homebound with the EMC Medical Alert System.

Accessed with a smartphone app, MyForce is a cutting-edge personal safety tool that provides immediate and individualized assistance in emergency situations. When you subscribe to MyForce, your smartphone becomes a personal security service that goes wherever you go to provide an extra level of protection, whether you're jogging down a busy sidewalk or walking to your car in a lonely parking garage.

When you register for the service, you'll provide personal information that will be immediately available to MyForce security agents so they don't waste a minute asking questions but, instead, determine your location via a GPS signal and act swiftly to coordinate an emergency response with local authorities.

When you feel threatened or in a potentially dangerous situation, just pull up the app and activate MyForce. If the threat is real, the MyForce monitoring team will send help. If it's a false alarm, simply deactivate the app.

The MyForce personal safety service costs \$14.95 a month with no activation fee.

While MyForce provides protection for people on-the-move, the EMC Medical Alert System provides safety and independent living to the elderly and disabled.

The smallest, yet most powerful two-way communication device on the market, the EMC Medical Alert System features a pendant that enables the homebound to communicate any emergency.

At the press of a button, the easily worn pendant allows the wearer to speak directly to our local monitoring center to report an emergency, and our around-the-clock operators will stay on the line with you until help arrives.

The pendant works anywhere inside and all around your home, so whether you've fallen in the bathroom or are in your driveway and feel threatened by a neighbor's dog, you can push the pendant button and immediately be in voice-to-voice contact with a monitoring center operator. Depending on the crisis, our operator can dispatch emergency medical services, or contact a friend or family member, or both.

While most medical alert devices require that you remain in range of a base station, forcing you to scream for help from another room, ours picks up your voice from the

pendant itself, allowing you the flexibility of moving throughout your home and yard. Also unlike our competitors, EMC Security handles installation and programming of your EMC Medical Alert System with our central station monitoring costing only \$21.95 per month.

Even better, just as EMC Security does not require a contract for home security, MyForce personal safety and the EMC Medical Alert System also require no contracts. Rather than locking you in with a contract, we work to provide quality service that keeps you as our customer.

To learn more about MyForce or the EMC Medical Alert System, visit emcsecurity.com or call 770-963-0305. ▲



On-the-Go

with
Jackson EMC

*“Whatever we provided,
we knew it had to be quick
and easy, something simple
that members can use
on-the-go.”*

Thanks to a new mobile site that provides immediate access to Jackson EMC information, our members now can pull up their account, report outages and call up volumes of related information on their mobile devices.

The Jackson EMC mobile site launched just before Christmas and leads members to the services you've come to expect from jacksonemc.com - but optimized for members who utilize smartphones and tablets for information on-the-go.

Introducing the new resource is just another innovation in a long line of communication resources Jackson EMC makes available to its members, according to Jackson EMC Public Relations/Communications Representative Mark Owen.

"At jacksonemc.com we already emphasize customer self-service, account and outage information, tools members can use to save energy and money, and updates on our programs and services," he says. "The mobile site is an extension of that."

In recent years, the member services team at Jackson EMC has witnessed an increasing volume of smartphone traffic at the jacksonemc.com website.

"It's been estimated that mobile device traffic will constitute more than half of all web traffic in coming years," says Owen. "We've seen how other businesses use this technology to provide customers with self-service options, and we wanted to offer that to enhance what we already offer online."

After meeting with focus groups consisting of Jackson EMC members who use smartphones and tablets, Owen began work to develop the site.

"We learned from the focus groups that customers want to do things very quickly and easily on their mobile devices," he says. In particular, members expressed the need to pull up account information and make payments, as well as report power outages and gain outage information.

"Whatever we provided, we knew it had to be quick and easy, something simple that members can use on-the-go," says Owen.

Jackson EMC rolled out the first component of its mobile site about a year ago, introducing a mobile form that allows members to report outages on their smartphones and tablets. This first foray into mobile technology was a hit with mobile device users and a sure sign to the cooperative that expanding their mobile presence was important.

For convenience at your fingertips, simply visit jacksonemc.com on your mobile device. You automatically will be sent to the mobile site and given the option of downloading a shortcut icon to your desktop so that future visits can be made in one simple step. The site supports a wide range of mobile technology, including smartphones and tablets, and works best on iPhones and newer Android and Blackberry devices.

With the mobile site, you can view your account, check your balance and payment due date, and even make an electronic payment - all you need is your account number, or phone number associated with your account, and the last name associated with the account.

Enhanced outage information includes information on how many people are impacted by an outage, details about work crews onsite or on the way, and the option to request a phone call letting you know when the power has been restored.

Other features include a streetlight outage form, applications for new service or request to disconnect existing service, live weather information, breaking news in the event of severe weather, and basic news and information about Jackson EMC products and services.

"We're excited to offer this for our customers," says Owen. "And we assure you, that as technology changes rapidly, we will keep up with it as we move forward, always improving our services as we continue to strive for customer satisfaction." ▲



How to Access the Mobile Site

Want to keep up with Jackson EMC when you're on-the-go? It's a cinch! Simply:

Android Users:

Go to mobile.jacksonemc.com

Select bookmark icon

Add bookmark

(Click Save when finished)

Long press the new bookmark, then select "add shortcut."

iPhone users:

Go to mobile.jacksonemc.com

Select bookmark/share icon

Select "add to home screen."



Giving books to build literacy

If the volunteers of Banks County Literacy Council Inc. in Homer have their way, books given to preschoolers and help for students seeking GEDs will not only decrease illiteracy – but equip individuals with the tools they need to find good jobs and raise families from poverty.

To assist in that endeavor, the Jackson EMC Foundation in December awarded a \$15,000 grant to the Banks County Literacy Council for its Imagination Library and Books-In-A-Bag programs. The donated funds will provide hundreds of books for children and GED sponsorships to students. “When we assist our citizens with their quest to become more literate, we provide them with the

resultant opportunity to raise themselves out of despair and poverty,” says Literacy Council Chairperson Mellisa Dalton. “There is no bigger gift or better reward in a democratic society.”

In partnership with the Dollywood Foundation since 2008, the Literacy Council supports the Imagination Library program, which provides 12 books a year (one each month) to preschool children. Currently, 400 children are enrolled in the program, which has graduated 350 children.

“This means that 350 children in Banks County have begun their school experience with an increased exposure to literacy activities,” according to Dalton.

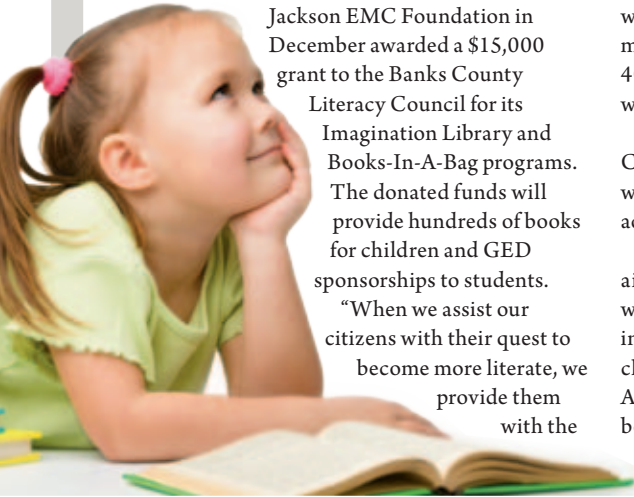
A similar program, Books-In-A-Bag, aims to amplify the Literacy Council’s work with preschoolers by sending a volunteer into preschools, daycare and early learning classrooms to read books with children. Afterward, each child is given a copy of the book, along with suggestions for parents on how to share and enjoy the book with their child.

“Research is clear that parents who lack education often lack the expertise to provide literacy-rich experience for their children,” says Dalton. “In order to break this cycle, we endeavor to reach these families with knowledge and with modeling behaviors in how to provide these experiences.”

In addition, the grant money will support Banks County’s Adult Learning Center by providing funds to students who have completed work toward earning their GED but have difficulty paying to take the \$160 test.

“A person lacking a high school diploma in today’s world is seriously hampered in the ability to earn a living, and obtaining the GED is hampered by the inability to afford it,” says Dalton.

The Banks County Literacy Council works to break that cycle – and to crush illiteracy and poverty by promoting reading and education. ▲



operationroundup

Jackson EMC Foundation awards more than \$73,000 in grants

The Jackson EMC Foundation Board of Directors awarded a total of \$73,440 in grants during their December meeting, including \$70,290 to organizations and \$3,150 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 distribution of books through schools and community events, and GED assistance.

\$15,000 to the **Lawrenceville Cooperative Ministry** for its Emergency Food Assistance Program, which provides clients with emergency food supplies, buying them time to deal with the difficult and frequently temporary circumstances they are facing and helping them get back on their feet.

\$10,000 to the **Norcross Cooperative Ministry** for its Emergency Shelter Assistance Program, which provides up to four weeks stay at a local hotel for families that find themselves homeless.

\$5,500 to **Citizens Advocacy Athens-Clarke**, a non-profit agency that develops one-to-one personal relationships between people with disabilities and local citizens for advocacy and protection, to help pay the salary of a part-time support coordinator.

\$5,290 to the **Athens Area Homeless Shelter** to fund two sets of Going Home Kits, basic

household supplies used to establish families in apartments through its rehousing program, which also provides case management support, budgeting skills training and rental/utility assistance as a permanent solution to homelessness.

\$5,000 to the **Rotary Club of Gainesville** for its Accessibility Ramp Program, to purchase materials and supplies to construct solid, safe accessibility ramps at the primary entrance to the homes of local citizens with disabilities or other mobility challenges.

\$5,000 to **Georgia Community Support Solutions** in Norcross, which provides developmentally disabled adults and youth with a variety of facility and community-based activities that help them achieve independence, personal development and community inclusion. Funds will purchase training/educational materials for parents and staff, therapeutic supplies and community outings.

\$4,500 to **NOA’s Ark**, a Dahlonega emergency shelter and comprehensive support program for battered women and children, to help fund a Trauma Counseling Service to reduce the risk of posttraumatic stress and other psychological problems.

\$2,500 to **Books for Keeps**, an Athens nonprofit organization that works to improve children’s reading achievement, to expand its Stop Summer Slide program, which provides 12 books for summer reading to each child in elementary schools where 90 percent or more of the students receive free or reduced lunches.

\$2,500 to the **Rotary Club of Banks County** to purchase food for its Food2Kids Backpack Program, which provides a backpack of food for at-risk students to take home on weekends during the school year to ensure they have adequate nourishment.

Individual Grant Recipients:

\$3,150 to help catch up mortgage and car payments **for the mother of four disabled children**.

Learn Tricks of the Trade at Area Home Shows



As we have for many years, Jackson EMC continues to partner with local home show coordinators to offer our members savings on upcoming shows. Use the accompanying coupons to save on ticket prices of both the North Atlanta Home Show in Duluth February 21 - 23 and the Athens Home and Garden Show February 22 - 23.

We encourage our members to visit the local home shows to discover decorating and energy saving ideas for your home, inside and out. Numerous area companies will be represented at both shows where they will share the latest and greatest in home improvement products and services.

While you're there, don't forget to stop by the Jackson EMC booth where our representatives will be on hand to answer your energy-related questions and share information on our products and services.

17TH ANNUAL NORTH ATLANTA HOME SHOW

Gwinnett Center | 6400 Sugarloaf Parkway | Duluth, GA
770-998-9800 | <http://www.atlantahomeshow.com>

\$2 OFF

\$2 off 1 General Admission Ticket, not to be combined with any other offer

GENERAL ADMISSION: \$7
SENIORS 65+ w/ID: \$6
MILITARY w/ID: \$5
CHILDREN 12 AND UNDER: FREE

Friday, February 21, Noon - 6 pm
Saturday, February 22, 10 am - 6 pm
Sunday, February 23, Noon - 5 pm

2014 ATHENS HOME AND GARDEN SHOW

Athens Classic Center | 300 N. Thomas Street | Athens, GA
706-543-5760

\$1 OFF

ADULTS: \$6
SENIOR CITIZENS: \$4
CHILDREN UNDER 12: \$4
CHILDREN UNDER 3: FREE

Saturday, February 22, 10 am - 5 pm
Sunday, February 23, Noon - 5 pm

Introducing... Home Energy Fitness in 4 easy steps:

smart**connections**

1 Evaluate

Get a Right Choice Home Performance with ENERGY STAR® audit and receive specific home improvement recommendations. The audit begins with a visual inspection to ensure that insulation and air sealing meets current energy standards. A technician then conducts the analysis using specialized equipment to pinpoint potential problem areas. The analysis also measures your home's air infiltration.

2 Improve

If energy upgrades or repairs are needed, you'll be connected with a contractor in the Participating Contractor Network.

3 Verify

Once the energy fitness improvements are made, a follow-up inspection is performed to verify that the work improved the energy efficiency.

4 Save

Jackson EMC offers rebates to offset the cost of the evaluation, a low-interest loan program and a variety of rebates for energy improvements. You'll begin saving both money and energy immediately.

Depending on the improvements you make, you may receive up to \$1,000 in Jackson EMC rebates when you follow the Right Choice™ Home Performance with ENERGY STAR® audit recommendations. You'll receive a \$200 rebate just for completing your audit.



Get started today!

Just call Jackson EMC at 1-800-462-3691 or visit us online at jacksonemc.com/energyfit.

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District Manager

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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.

Three-Cheese Chicken Enchiladas

Ingredients:

1 tablespoon vegetable oil	¼ teaspoon salt
½ cup chopped onion	¼ teaspoon black pepper
1 (7-ounce) can chopped green chile peppers	12 (6-inch) corn tortillas
3 to 3½ cups cooked and shredded chicken (Rotisserie, if desired)	Cooking spray
1 (1-ounce) package taco seasoning	2 cups shredded Mexican Four-Cheese Blend (Medium Cheddar, Monterey Jack, Asadero and Queso Quesadilla)
½ cup sour cream	2 (10-ounce) cans red enchilada sauce
2 cups cottage cheese	

Instructions:

To prepare meat filling, heat oil in pan on medium high heat. Add onion and green chile peppers; sauté until browned. Add chicken and stir. Add taco seasoning; prepare mixture according to package directions.

To prepare cheese filling, mix sour cream with cottage cheese in a medium bowl. Add salt and pepper; stir until well blended.

Preheat oven to 350 degrees. Lightly grease 9x13-inch baking dish with cooking spray; cover bottom of dish with ¼ cup enchilada sauce. Pour remaining sauce in a deep bowl. Heat tortillas in microwave about 45 seconds or until soft.

To assemble enchiladas, dip each tortilla in enchilada sauce, dampening both sides and wiping excess sauce off side of bowl when removing. In each tortilla, spoon a dollop of the meat filling and a dollop of cheese filling. Sprinkle with shredded four-cheese blend and roll tortilla.

Place tortillas in baking dish. Top with leftover meat and cheese filling, enchilada sauce and cheese blend.

Bake at 350 degrees for 30 minutes or until cheese is melted.