

Customer Satisfaction  
Results Shared

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# JEMCOnews

A PUBLICATION FOR JACKSON EMC MEMBERS

March 2016



BRIGHT IDEAS  
Stimulating  
Bright Minds



President/CEO  
Chip Jakins

# Committed to YOU

If you want to know how you're doing, just ask somebody. I've never encountered anyone who wouldn't tell you what they thought if you just asked. And how else are you going to know? We ask our members how they feel about Jackson EMC using a variety of feedback tools and research. And we survey our employees for the same reason.

Looking at the results from our recent Employee Engagement Survey, I understand why you continue to give us high customer satisfaction ratings. Ninety-six percent of our employees said Jackson EMC cares about its members, the same number say they like the work they do, and 95 percent say they're proud to work for this cooperative. That level of commitment is hard to find. It's extremely important, because employees who are that positive about the company they work for end up providing outstanding service to those they serve.

Now, there's room for improvement in our employee survey results, just like there is in the member satisfaction results you'll find in this issue of *JEMCO News*. But a high level of employee engagement and a strong commitment to customer service are the very bedrock of the work this cooperative does, and it's a strength we can build on for the future. We want to be the best. And to be the best, we have to provide courteous, personalized service to our members. That's not just

important to you; it's obviously very important to our employees as well.

You receive service from us in lots of ways. When it comes to service, we're all looking for speed, whether that means fast restoration of your power after a storm, a quick solution to your energy use question or speedy service in the drive-thru lane at our offices.

Much more important than speed, however, is thorough and friendly service. We're all more likely to share with our friends and family an outstanding or, unfortunately, a bad experience we've had at a business. We want you to be able to tell everyone how Jackson EMC went above and beyond to answer your

*We want you to be able to tell everyone how Jackson EMC went above and beyond to answer your question, care about your concern or help you get the service you want.*

question, care about your concern or help you get the service you want.

We're committed to you and to exceeding your expectations. To do that, we're building on a strong foundation, and we're proud that so many of you think we're doing a good job. But we need to make sure we have the tools and resources to continue improving your customer service experience. So we'll continue to ask how we're doing. And we'll continue to work at being better and better at what we do, always working to be the best.

Reach out to your CEO; send Chip an email at [chip@jacksonemc.com](mailto:chip@jacksonemc.com). ▲

## JEMCO news

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## onlinef@cts

### WATCH POWERTOWN ONLINE

Powertown™ is an informative and entertaining look at electricity and how it interacts with the things around us. Presented in a format that's perfect for children, this video explains how electricity works, but also presents real-world safety lessons in an easy-to-understand format. In a 10-minute lesson, viewers will learn about dangers associated with playing too close to power lines and how to stay safe around fallen lines.



This video is one of many resources available to educators, students and parents curious about electrical safety, efficiency or sustainability. To learn more, visit [www.jacksonemc.com/kids](http://www.jacksonemc.com/kids).

# Member Satisfaction Results

Most Jackson EMC members are satisfied with their electric service, according to the recent results from the Residential Customer Satisfaction Survey. **Ninety-three percent** of respondents gave an 8, 9 or 10 rating for customer satisfaction, continuing a decade-long trend of high performance scores.

Every other year, for 23 years, Jackson EMC has reached out to its members and asked how we're doing. We mailed 3,200 surveys this year; 424 of our members mail them back. "We are looking for our members to help us identify the organizational strengths we can build on and our opportunities for improvement," said Jackson EMC President and CEO Chip Jakins.

Members ranked satisfaction areas on a scale from 1 to 10. Percentages here represent responses recorded as an 8, 9 or 10.



## Quality of electric service

- 89% Having few total power outages
- 87% Restoring power quickly after outages
- 90% Having few momentary disruptions of service
- 89% Ease of contacting JEMC to report an outage
- 92% Performing service or repairs right the first time
- 91% Being considerate of your property
- 88% Providing timely information on outages

## Overall image of Jackson EMC

- 93% Being a trustworthy company
- 92% A company concerned about its members' needs
- 92% Understanding what customers need
- 92% Having knowledgeable employees
- 93% Being a well-managed company
- 94% Being a good citizen in the community

## Jackson EMC's billing process

- 92% Ease of understanding the bill
- 93% Timely arrival of bills each month
- 92% Clarity of bill messages

**Overall, 21% of those who responded to our mail-in survey had called Jackson EMC within the past three months. This is what they said about their most recent call:**

- 85% Answering calls promptly
- 81% Answering your question or resolving your problem on the first call
- 82% Professionalism of the customer service representative
- 85% Representative's ability to understand your question or concern
- 90% Listening to your problems or concerns
- 90% Our ability to resolve problems or concerns
- 89% Calling you back if necessary to resolve problems or concerns



"To a large extent, this year's survey results indicate our members are seeking ways to reduce their energy bill," said Roy Stowe, Jackson EMC Vice President of Member Services, who oversees the biennial survey.

Eighty-six percent of members said Jackson EMC should help them save money on their electric bill; sixty-nine percent asked for products and services that promote energy efficiency.

Members indicated not having the money to make home improvements was their greatest barrier to reducing energy use in

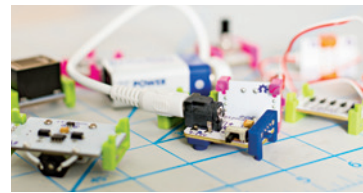
the home (51%). Not wanting to sacrifice comfort (30%) and lack of knowledge (29%) were also noted as roadblocks to reducing energy usage.

Members indicated the majority of information they receive from the cooperative comes from JEMCO News 83% and bill inserts 66%. Only 15% are going online and 4% of members are using social media to connect with the cooperative.

In addition to satisfaction indicators, we also asked about your likelihood to participate in various programs. Members

are most interested in upgrading lightbulbs and appliance rebate programs and less interested in home energy evaluations. A prepaid billing option was interesting to 13% of members, while paperless billing with a no-charge electronic payment option was favored by 45% of members.

"We plan to offer an online option to pay by electronic check without a fee in the coming months," said Greg Keith, Jackson EMC Vice President of Finance and Accounting. This will provide all members with an opportunity to pay online without incurring a fee. ▲



# BRIGHT IDEAS

## STIMULATING BRIGHT MINDS

BY APRIL SORROW



It's amazing to watch a child spark an interest in learning. It's not an easy thing to do, so in 2015 Jackson EMC funded \$50,608 Bright Ideas innovation grants to provide necessary tools and technology for classroom teachers so they could bring their ideas to life. This money went into 36 classrooms. Here are three of their stories...



### TERESA JOHNSON, Haymon-Morris Middle School: \$1,892

#### 9 Little Bits Circuit Kits, 5 Sphero Robots

The classroom is full of giggling girls building complex circuits and writing the code to program their sphere-shaped robots to maneuver an obstacle course. It's 7:30 a.m. at Haymon-Morris Middle School.

Teresa Johnson is an engineering and technology educator and the recipient of a recent Jackson EMC Bright Ideas grant. She was able to purchase tools for her classroom that bring design technology into the 21st Century.

"In the past it's been cardboard, masking tape and paper clips - you can teach the design process with that - and you can do a good job. However, this is technology that they are going to be dealing with in their future," she was pointing to the Sphero Robots and Little Bits Circuits her students were working with.

"In my classroom, they can try and make mistakes. With my classroom being a design classroom, using their knowledge they can create different types of circuits. For example, using basic supplies, like a paper cup and a tube, they can make a flashlight."

Electrical circuits, specifically understanding how electrons

travel from a power source through a closed path, is an 8th grade science standard.

"This being my first year with the Little Bits kits, I'm excited to see if the section on circuits clicks a little bit more for them. This is more exciting when you can see things light up, or press play and see a program play or run. It is more engaging than straws and tape. They don't get these opportunities in other classes."

The University System of Georgia Board of Regents decided last year that freshmen entering college in the academic year 2017-2018 can fulfill their foreign language requirements with upper-level computer science courses, which are teaching them coding.

"The programming they are learning here in this class, they are learning that second language. They are coding and can see the results of that language," Johnson said.

When asked about what the round robots add to her experience, 8th grader Taylor Stockel said, "They help us learn the programming language, and it is fun to have a hands-on activity to learn it."





## DANA FARR, East Hall Middle School: \$360.60

30 hardback books

Dana Farr used a Jackson EMC Bright Ideas grant to buy a class set of the book, "Unbroken: An Olympian's Journey from Airman to Castaway to Captive," the biography of Louis Zamperini. A Georgia Studies teacher at East Hall Middle School, Farr uses the story to teach students about the Great Depression, World War II and to connect them to the people of the Greatest Generation.

"I chose this book not only because I love WWII, but because I was seeing a disconnect between this generation and what the greatest generation sacrificed for America," Farr said. "Reading a great story like Louis' really personifies the Greatest Generation for them. As those voices fade and die out, I wanted them to learn from him."

What could a class full of 8th graders from Gainesville, Georgia, possibly have in common with a WWII POW? More than you'd think.

Scrolling through an interactive discussion board, the messages reveal how easily they can relate to Zamperini.

"The largest thing that me and Louis' life had in common is that we both were troublemakers," admitted student Faila Kisebwe. "There are some times where I would walk to my friend's house without permission and stay for a long time. My parents would panic." Kisebwe also found similarities as the child of African immigrants and an athlete who is competitive with her older brothers. "I would get hurt and want to show them how tough I was, so I didn't quit. I cried, but I did not leave."

Farr said, "The discussion board has really helped make the book come to life for them. Seeing other teachers from around the school on the discussion board has really made an impact for them too, people who have no stake in this at all, who just want to learn."

At the end of the year, the class will prepare a project based on what they learn: "Louis Zamperini, This is Your Life!" They hope to share it with some members of his family through Skype or Google Hangouts.

"Louis' story is such a fantastic one, and I have a soft spot in my heart for the Greatest Generation and keeping their flame alive for future generations. Hopefully, I've passed that enthusiasm over to my students - enthusiasm is one of the greatest innovative tools in my opinion," Farr said.



## DAWN HUDGINS & JASON CHESSER, Chestatee Academy: \$1,998

Dissection tools, 60 wildlife books

Jason Chesser has a nuisance animal control operator license. It's not a pleasant thing to think about, but sometimes animals threaten the lives of other animals or humans and they have to be exterminated. Chesser is also a teacher at Chestatee Academy and that is where his interests collide. Along with Dawn Hudgins, Chesser received a Jackson EMC grant to furnish their Wildlife Biology class with the resources they needed to learn about animal habitats, anatomy and wildlife biology.

The program is one of 40 offered as part of the school's SOAR curriculum. There are 35 students enrolled in the class now; another 30 are waiting to get in.

Twice a week, students are invited to learn about anatomy by dissecting animals, preparing skins or furs and building articulated skeletons.

"The opportunity for them to have hands-on investigation, for them to actually touch the different organs and recognize their function in the animals is a huge thing to develop their interest," Chesser said.

Most of the students are male, and said they hunt and fish at home. Having a science teacher on hand to walk you through the circulatory system is a new experience.

"Life science is a focus for 7th grade," Hudgins said. "Having Wildlife Biology helps reinforce the curriculum for life science because they actually get to see the organs from different animals and compare them to what I am teaching."

Chesser and Hudgins said they teach because they want to share what they love with others. They both love research and investigation. While Chesser loves learning about wildlife, habitats and resources, Hudgins is particularly interested in how the organ systems of animals work. They say the best thing about watching children learn is seeing them develop an interest in something and that interest leading the students to conduct further research that could perhaps one day lead them into a career doing what they love.

Jacob Gipson wants to be a physician. "The anatomy of these animals is very similar to humans," he said. "I'm glad I get to learn about anatomy. I wouldn't normally learn this at school."



## Now Accepting 2016 Bright Ideas Applications

Bright Ideas is a grant program that funds up to \$2,000 for creative and innovative classroom projects for middle school teachers within the counties Jackson EMC serves.

For a complete list of guidelines, criteria and to apply for a Bright Ideas grant, see [www.jacksonemc.com/brightideas](http://www.jacksonemc.com/brightideas).

Early bird applications submitted by April 30 will be entered into a drawing for one of two \$250 Visa gift cards. All applications must be completed online by Friday, June 3.

## Boys & Girls Clubs of Winder-Barrow County



Visit the gymnasium when kids are shooting hoops or playing indoor football and you'll think there's never a quiet moment at the Boys & Girls Clubs of Winder-Barrow County. You'd be wrong.

Walk across the way to the club's homework center and you'll find studious children in deep concentration, finishing school assignments or studying for the next day's test. They are taking part in the club's Power Hour and Goals for Graduation programs, both funded with Jackson EMC Foundation grants. Most recently, the Foundation granted \$15,000 in October 2015 to help fund Power Hour.

The Boys & Girls Club in Winder provides activities and programming for approximately 300 Barrow County students aged 6 to 18, according to Director Derek Hutchens, who says

elementary school kids take part in Power Hour while Goals for Graduation targets middle and high school students. Both are after-school homework assistance and enrichment programs. Transportation from school to the club is provided.

About 40 to 50 elementary students take part in Power Hour each day, with homework assistance and tutoring provided by staff members and sometimes volunteers. "If the kids don't have homework, there are educational enrichment activities, worksheets or computer activities that coincide with what they are studying in school," says Hutchens.

For about 20 older club members, Goals for Graduation offers a roomful of computers for after-school studies also aimed at homework completion and additional enrichment studies.

Students who take part in Power Hour and Goals for Graduation form the habit of doing homework independently, a habit that helps them in school and throughout life, according to Hutchens.

"By taking part in this as a daily routine, the kids establish good study habits and become self-directed learners who know how to prioritize, to do work before play," he says. "Learning this is a lifelong lesson that not only helps students improve grades but builds confidence as well."

According to Hutchens, support from the Jackson EMC Foundation goes beyond finances.

"Getting their support means they believe in our programs and consider us a trusted agency that consistently strives to fulfill its mission," says Hutchens.

The Winder-Barrow Boys & Girls Clubs received their first grant from the Foundation in January 2006, a \$9,100 grant used to teach children about nutrition and exercise. To date, they have received \$84,100 to impact the lives of children in the community.

To learn more about the club, visit [www.winderbarrowbgc.com](http://www.winderbarrowbgc.com).

## operationroundup

### Foundation Awards \$80,393 at January meeting

The Jackson EMC Foundation board of directors awarded a total of \$80,393 in grants during its January meeting, including \$76,893 to organizations and \$3,500 to an individual.

**\$15,000** to the **Children's Center for Hope & Healing** in Gainesville to provide 32 children who have been sexually abused with therapy to reduce trauma symptoms such as nightmares, bed wetting, anxiousness, depression, anger, fatigue and self-hatred and for their families to decrease the sense of isolation, strengthen the family, assist with parent-child attachment and family functioning.

**\$15,000** to **Our Neighbor**, a Gainesville grassroots nonprofit organization dedicated to assisting young adults with special challenges, to assist two residents, one with traumatic brain injuries who needs physical, speech and communication therapy, and a second with aggressive lymphoma who needs clothes, supplies for their residence and nutritional supplements.

**\$15,000** to **The Tree House**, a children's advocacy center working to reduce child abuse in Barrow, Jackson and Banks counties, for the Family Services Supervised Visitation Program, which provides a neutral, child-friendly environment for visits between children in foster care and their parents to enable them to maintain and enhance family bonds and provide a safe and nurturing environment for their children when reunited.

**\$12,000** to the **Gainesville/Hall County Alliance for Literacy** to purchase materials and provide instructors for basic literacy classes for adults age 16 and older and GED preparation classes for students who have not completed high school. The 2011 U.S. Census reports that about 34 percent of Hall County residents are not high school graduates and

11 percent have less than a ninth grade education.

**\$7,000** to the **Asian American Resource Center**, a Gwinnett nonprofit, which provides supportive services to members of the community in need, for its Transitional Housing Program that provides homeless single mothers and their children with up to 24 months of housing assistance and support services to transition them to permanent housing.

**\$6,893** to **Harmony House Child Advocacy Center**, a nonprofit organization serving Madison, Franklin and Oglethorpe counties that coordinates child abuse investigation and intervention services, to purchase a forensic interview camera, to support its parenting program and to help fund

its victim services program which provides counseling, clothing and transportation assistance.

**\$6,000** to the **Jackson County 4-H Robotics Program** to purchase parts, materials, power tools and technology to participate in the FIRST Robotics Competition for high school students, a program that includes teams from around the world, that builds science, engineering and technology skills, inspires innovation and promotes well-rounded life skills.

#### Individual Grant Recipient:

**\$3,500** to replace the non-working HVAC system of a **widowed senior citizen**.

For more information about the Jackson EMC Foundation, or to apply for a grant, visit [www.jacksonemc.com/jemcfoundation](http://www.jacksonemc.com/jemcfoundation).

## Save Money with Time-of-Use Rates

If you'd like to save money while conserving energy, our Time-of-Use rates may be for you. To participate this summer, sign up by May 1; members who sign up after May 1 will begin Time-of-Use rates next summer.

To save with the Time-of-Use rate, it is all about lifestyle choices. In our experience, those members who are most successful work jobs that keep them out of the house during peak periods, don't have young children and eat meals they can grill or eat chilled, like sandwiches or salads. During the peak period, it is important to cut back on cooling and water heating. Programmable thermostats and scheduling water usage can be helpful in maximizing the benefits of the Time-of-Use rate.

For members who sign up for Time-of-Use rates, Jackson EMC installs a meter that logs all energy used during peak and off-peak periods. At peak periods - from 3 to 8 p.m. on weekdays between June 1 and September 15 - the cost of electricity per kilowatt hour will be 34.66 cents. This is when you agree to reduce your electric use, specifically on power users like air conditioning and electric water heaters.

During off-peak periods, the cost for power substantially drops for Time-of-Use members. During summer mornings, early afternoons and nights - and 24/7 the rest of the year - members on Time-of-Use rates pay only 7.66 cents per kilowatt hour. The normal summer residential rate is 9.12-11.97 cents per kilowatt hour.

Time-of-Use  
Rate



June 1 - September 15

Regular  
Residential  
Rate



Year-Round

To enroll, visit [www.jacksonemc.com/time-of-use](http://www.jacksonemc.com/time-of-use) or call your local office. Numbers are listed on the back of the newsletter.

### WHAT'S COOKIN'?

"I make this recipe for busy days when we don't have a lot of time at home before we have to leave again for the soccer field. Make some rice or mashed potatoes with brown gravy and add a side of cooked carrots or corn for a yummy meal."

-Melissa Shore - Bethlehem, Ga

## Mississippi Roast

### Ingredients:

- 1 chuck roast (4-5 lbs.)
- 1 packet ranch dressing/dip mix
- 1 packet au jus gravy mix
- 1 stick butter
- 5-10 pepperoncini peppers
- \*DO NOT ADD WATER\*

### Instructions:

- Put roast in crock-pot.
- Sprinkle ranch mix and gravy mix on top.
- Add butter and place peppers around and on top of roast.
- Cook on low 8-10 hours.



Submit  
Recipes to:

Cooperative Cooking  
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Jefferson, GA 30549

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**smart**connections

**Surge Protection**

Lightning is a giant spark of electricity in the atmosphere. NOAA estimates about 30 million lightning strikes hit the ground each year. When lightning hits the ground it can enter homes through electrical cabling and introduce dangerous energy surges into equipment connected to the system.

To keep electronics safe, high-quality surge protectors are a good idea; in fact, Jackson EMC offers them. Single outlet protectors are available for \$17 and are equipped with a variety of other features, including modem and coaxial protection. An eight-socket strip is available for \$88.

Surge protection for motor-driven appliances such as HVAC units, refrigerators, garage door openers and water heaters is available through Surge HELP.® Fees for this protection can be added to your monthly bill with annual coverage starting at \$5.75 a month for \$2,000 worth of coverage.



More information about Jackson EMC's surge protection program is available at [www.jacksonemc.com/surge](http://www.jacksonemc.com/surge).