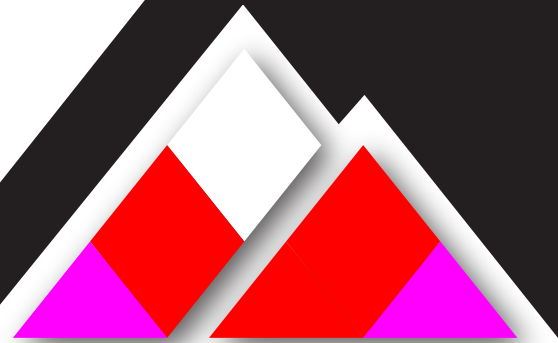


Get Connected BrightRidge®



A Publication for Customers of BrightRidge

Oct - Dec 2020

www.brightridge.com

TALO | The Water Heater Incentive Program

*With over 7,000 participants,
the TALO Program helps both
BrightRidge and our customers!*

For over five years, BrightRidge has offered our customers the Take A Load Off (TALO) Program. TALO is designed to reduce energy consumption during times of peak electricity usage, which helps BrightRidge maintain stable electric rates. Participants in the program receive a one-time \$40 bill credit per installed load control device in addition to FREE maintenance for standard electric water heater thermostats and elements.

First, a TALO device is installed on an electric water heater, allowing Bright Ridge to temporarily interrupt power to the participating water heater during peaking conditions. This moves energy that the water heater would have consumed from expensive peak times to less expensive off-peak times. Hot water is stored in the tank for future use, so the temporary interruption of hot water is rarely noticeable to the customer. If loss of hot water is reported, BrightRidge personnel will inspect the thermostats and elements and replace those components as needed. TALO events are typically operated in late afternoons during summer months and early morning during the winter. In general, the events are for two hours each, two to four times per month. Additionally, there is an opt out button on the device should the participant wish to opt out of a load control event.



Pictured: A BrightRidge technician explains the TALO device installation on the customer's water heater.

To qualify for the program, you must be the owner of the home or condo unit and your name must be on the electric account. In addition, the water heater must be electric and a 38-gallon minimum tank. Customers may install multiple devices provided there are multiple qualifying water heaters located within the home. *Some exclusions may apply.*

Customers who would like to participate or receive additional program information, may call BrightRidge Customer Service at (423) 952-5000. Customers may also sign up online by visiting the BrightRidge website.



\$40 INCENTIVE + FREE MAINTENANCE

Ready to enroll? Sign up online!

WWW.BRIGHTRIDGE.COM/ENROLL



From the CEO

"Without continual growth and progress, such words as improvement, achievement, and success have no meaning." – Benjamin Franklin

BrightRidge recently received a grant from the Tennessee Emergency Broadband Fund which allows us to install fiber to schools and other community buildings for student WiFi access, as well as installing fiber into areas of the county which are unserved or underserved for broadband services. Construction has begun, and we are excited to see this project move forward and all that it will bring to our community. The grant has a completion date, and our crews and contractors are working to finish all the work by the required date of December 15, 2020.

You will see in sections of this newsletter more about the grant award and the impact to areas of our community. Broadband and high-speed internet access is crucial to our students, especially in this time of pandemic impact. The ability for our students to learn, grow, and achieve the education they need will be attained through the efforts of our teachers, parents, and families. We hope the opportunity of broadband access will help those who are leading this effort.

BrightRidge is also growing in other areas. As we prepare for an additional solar farm with our solar partner, Silicon Ranch, we hope this also will have a positive impact on our community and schools. The farm will be designed to benefit Washington County Schools, Johnson City Schools, and ETSU, which will benefit all our customers. We will provide more information about this as we move forward with the project.

As our employees continue to serve our customers and community during this pandemic, we want you to know our thoughts and prayers are with you and your family each day.

"There are no constraints on the human mind, no walls around the human spirit, no barriers to our progress except those we ourselves erect."
– Ronald Reagan

Jeffrey R. Dykes,
Chief Executive Officer

BrightRidge Reminder...

Please do not staple or nail flyers, posters, or signs to utility poles. These pose a danger to utility workers, such as our linemen. Help us stay safe and continue to provide you reliable service by using other methods to advertise yard sales, notices, or other items.

Thank you from your friends at BrightRidge!



2600 Boones Creek Road
Johnson City, TN 37615

423-952-5000
www.brightridge.com

Jeff Dykes, Chief Executive Officer
Ceilya Campbell, Administrative Assistant

Visit website for Board Member and
Administrative Staff Directories.

Mikaela Lewis, Publication Editor

Volume 14, Number 4

Autumn Apple Cake by Mae Burke, Fall Branch

Cake:

- 2 cups sugar
- 1 1/3 cup vegetable oil
- 2 eggs well-beaten
- 1 large banana (mashed)
- 1 tbsp. vanilla
- 3 cups all-purpose flour
- 1 tsp. soda
- 1/2 tsp. baking powder
- 1/2 tsp. salt
- 3 cups apples (chopped fine)
- 1/2 cup pecans



Frosting:

- 1 stick margarine (softened)
- 1 - 8 oz. pkg. cream cheese (softened)
- 1 1/2 cups powdered sugar
- 1 cup pecans (chopped fine)

Mix sugar and vegetable oil. Add eggs, banana, and vanilla. Add flour, soda, baking powder and salt. Mix well. Stir in apple and pecans (batter will be stiff). Bake at 350° for 60-70 minutes. Let cool before frosting. Mix all ingredients for frosting together and stir well. Spread on cake.

We would like to feature your recipes and comments in our newsletter and on our website! Submit newsletter items by emailing contactus@brightridge.com or by mailing to:

BrightRidge, Attn: Marketing,
PO Box 1636, Johnson City, TN 37605

BrightRidge[®] Broadband

Thanks to a State of Tennessee Emergency Broadband grant, BrightRidge is extending its fiber-optic based broadband network to the Bowmantown, Ducktown, Glendale, and Big Sandy communities of Washington County. In addition, these grants allow us to extend our Fiber and Fixed Wireless broadband services to the Pleasant Valley community.

This project is funded under a Grant Contract with the State of Tennessee and is helping BrightRidge provide broadband access to individuals and families who currently lack access to high-speed internet services. Those who qualify for fiber-optic installations have been notified via mail, and BrightRidge is working hard to complete fiber-drops by the grant deadline of December 15, 2020. We are very excited to bring BrightRidge High-Speed Internet, Video, and Voice to these communities, which will enable them to learn, work, and live with the fastest internet service available!



LEARN, WORK, and LIVE with
BrightRidge[®]
Broadband

Call (423) 952-5000 or visit us online to see when BrightRidge Broadband will be available at your location!

Learn more at www.mybrightridge.com

2020 Boone Lake Clean Up

The 21st Boone Lake Clean Up was held on Saturday, September 12th. This year, COVID-19 forced several changes to the annual clean up. Collection sites included Boone Lake Marina, Lakeview Marina, and Jay's Dock/Pickens Bridge Ramp. To meet social distancing guidelines, the post-clean up picnic was cancelled, and the prize drawing was streamed live on Facebook.

However, these changes did not deter boaters and volunteers. Approximately 365 bags of collected trash were removed from the lake and its feeder streams. Other items removed from the lake included foam blocks used to support docks, tires, propane tanks, and large pieces of wood. Both individual and group volunteers walked the shorelines collecting trash and miscellaneous debris. Although lower lake levels and COVID-19 presented challenges, the dedication of the Boone Lake Association, sponsors, and all volunteers made this year's clean up another success. BrightRidge was proud to again support the 2020 Boone Lake Clean Up efforts.

For more information about the Boone Lake Clean Up and the Boone Lake Association, visit www.boonelakeassociation.org.



Energy Tips for Colder Weather

- ✓ Install an ENERGY STAR® programmable thermostat and set it to low as comfortably possible during the colder weather months. Program it to raise or lower the temperature at times when you are away.
- ✓ Keep the heat inside your home by adding insulation to your attic and crawl space. Don't forget exterior light switches and electrical outlets— insulating seals will stop air leaks there.
- ✓ Stop air leaks by caulking and weatherstripping around your windows and doors. Don't forget to check for—and seal—any gaps in your floors and walls around pipes or electrical wiring.
- ✓ If you're replacing an appliance during the holiday season, be sure to choose a new efficient one that has the ENERGY STAR® label.

OUR TOP TIP: Avoid bill surprises by tracking your energy usage with SmartHub!

FROM YOUR FRIENDS AT BrightRidge®

MAKE SAVING EASY with SMARTHUB

TRACK ENERGY USAGE
MANAGE PAYMENTS
REPORT OUTAGES

Sign up for SmartHub by visiting us online or downloading the FREE SmartHub app!

www.brightridge.com

SmartHub makes managing energy bills SIMPLE!
Use SmartHub to enroll in Paperless Billing and AutoPay today!

BrightRidge®

Paperless

✓

NEW AT BRIGHTRIDGE

To improve the safety and accessibility of the BrightRidge main entrance, our lobby was closed for construction during the months of August and September. In addition to the entrance improvements, electric vehicle charging stations and a solar tree were installed. The Johnson City Transit bus stop was also relocated closer to the main entrance. We greatly appreciate our customers' patience during the construction and lobby closure! The BrightRidge lobby is now open Monday – Friday, 8:00am -5:00pm.

The new EV stations (located in the BrightRidge customer parking lot) offer free charging for electric vehicles. Visit www.brightridge.com to learn more about EVs or to find other charging stations in our community.



NEW FROM BROADBAND

Chance Gibson joined our Broadband division as our newest Residential Sales Representative. This means you may see Chance in your neighborhood as he speaks to potential customers door-to-door. Chance will be visiting locations that are now ready for BrightRidge Broadband. At BrightRidge, we strive to provide the same great customer service that you expect from your local power utility. This means local people like Chance, PLUS reliable service you can trust!

BrightRidge employees can be identified by their apparel and their ID badges. If you have any questions about the identity of the representative at your door, please call (423) 952-5000 to verify their identity.

