

# Get Connected BrightRidge®

A Publication for Customers of BrightRidge

Jan - March 2021

[www.brightridge.com](http://www.brightridge.com)

## SAVE TIME AND HASSLE IN 2021

Your time and safety are important to us! We offer many convenient ways to reach BrightRidge Customer Service for assistance.

The Virtual Line is our newest offering to make your BrightRidge experience hassle-free. This feature allows you to check in with your mobile phone and then wait in your vehicle or outside. We will text you when it's your turn, so there's no need to wait in the lobby. You can be added to the Virtual Line by texting your name to (423) 250-2999 or scanning the QR code found on our website.

If you would prefer to schedule an appointment in advance and skip the wait, use the BrightRidge Scheduler also found on our website. With the Scheduler, you can easily make an appointment with BrightRidge Customer Service or the Engineering Department.

Skip the trip entirely with SmartHub! You can easily manage payments, account information, and more the free SmartHub app. SmartHub also allows you to view your energy usage. Sign up by downloading the SmartHub app today.

You may also contact Customer Service by using our online chat located on our website, emailing [contactus@brightridge.com](mailto:contactus@brightridge.com), or calling (423) 952-5000. BrightRidge Customer Service is available Monday - Friday, 8:00am - 5:00pm.

Easily pay your energy bill, track your usage, and report outages from your smartphone or computer.

### Scheduler

Skip the wait, and schedule an appointment with the BrightRidge Customer Service or Engineering Department.

### Virtual Line

Skip the lobby! Join the BrightRidge Virtual Line, and wait in your vehicle until your number is called.

**Visit [www.brightridge.com/schedule](http://www.brightridge.com/schedule) to learn more!**

**NEW**

### Looking for resources in your community?

Visit [www.brightridge.com/assist](http://www.brightridge.com/assist) to learn about the great assistance programs and other resources available to you.

- **Tennessee 2-1-1:** Community services help line that helps you find assistance resources
- **Tennessee LIHEAP:** Utility assistance program for low-income eligible elderly and disabled adults
- **Heisse Johnson Hand Up Program:** Donation program that gives to those in need in our community
- **Energy Savings Tips from BrightRidge:** Cost-saving tips to help you save on your energy bills



## From the CEO

*"I am who I am today because of the choices I made yesterday." - Eleanor Roosevelt*

Recently, BrightRidge celebrated 75 years as a public power provider. We were established as an energy provider to serve our community and to bring power to a region that was missing out on many things that were considered normal parts of life in other areas of the country. Those men and women who were there when this company began brought electricity to our community which allowed our families to begin to have jobs and opportunities they would never have dreamed we could have. We are thankful to those who, for the past 75 years, have supported and served our community. That type of community service continues today in providing reliable electricity and broadband access, as well as innovative solar and electric vehicle charging options. We are also thankful for our customers who allow us to serve them each day.

This year, we have seen COVID-19 impact our community. The immediacy of its impact on our communities could not have been expected. Although sometimes not popular, leaders were forced to take action. These actions were carried out for the safety and well-being of our families, friends, and neighbors. We applaud them and their concern for our community. Our prayers and thoughts are with those families who have lost loved ones, dealt with sickness, and had their livelihoods impacted. We lift up those who have been on the frontlines serving and caring for us, and thank them for their service and dedication.

As the pandemic continues to impact how we do business, we thank you for your patience as we adapt each day to new ways of doing business and providing the services you expect. BrightRidge looks forward to providing you reliable and affordable electric and broadband service for many years to come.

*"The future doesn't belong to the fainthearted; it belongs to the brave."- Ronald Reagan*

Jeffrey R. Dykes,  
Chief Executive Officer

## BrightRidge Reminder...

**Be aware of scams!** You will never be asked for payment over the phone or to pay in a specific payment method. Call (423) 952-5000 to speak to BrightRidge Customer Service if you have any concerns about who is contacting you. Visit us online at [www.brightridge.com](http://www.brightridge.com) to learn how to protect yourself from utility scams.



2600 Boones Creek Road  
Johnson City, TN 37615

423-952-5000  
[www.brightridge.com](http://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 15, Number 1

## Stay-a-Bed Stew by Anna H., Johnson City

### Ingredients:

- 2 lbs beef stew meat, uncooked
- 1 can tomato soup
- 6 whole potatoes
- 1/2 can of water
- 3 stalks celery
- 2 bay leaves
- 4 carrots
- salt and pepper
- 1 can peas (added last)



### Directions:

Place all ingredients (except peas) in large covered pot or dutch oven. Cook in oven at 250 degrees for 5-6 hours. Add peas to pot during the last 20 minutes of cooking.

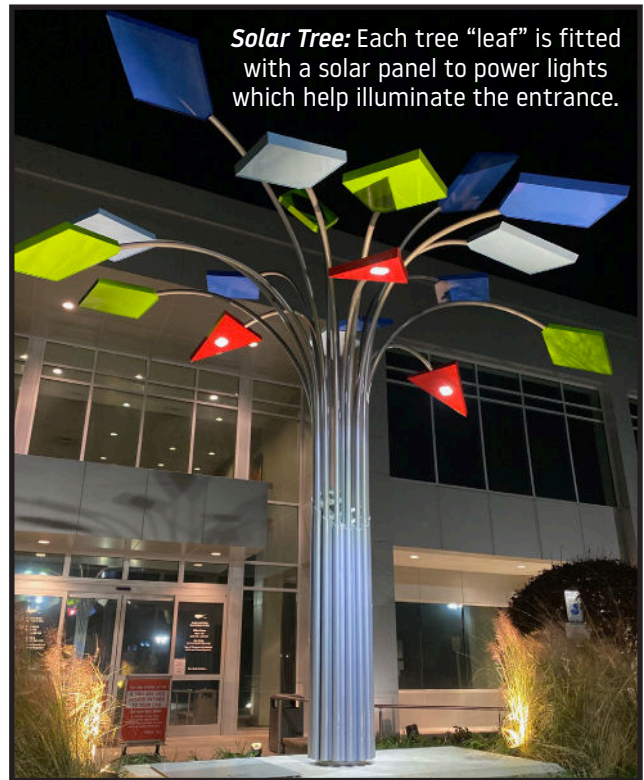
We would like to feature your recipes in our newsletter and on our website! Submit by emailing [contactus@brightridge.com](mailto:contactus@brightridge.com) or mailing to the following:

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

# BrightRidge Celebrates 75 Year Anniversary

BrightRidge celebrated 75 years as the region's largest public power provider with a ribbon cutting ceremony to formally inaugurate the new customer-friendly façade at the Boones Creek facility. The building's main entrance now features two electric vehicle charging stations and a solar tree installation to highlight the company's ongoing commitment to promoting renewable energy. The public transit shelter has also been relocated closer to the entrance, and sidewalks have been lowered to ease access to the building.

All of this was accomplished while continuing to provide affordable, reliable electricity. Thanks to our dedicated employees, Board of Directors, and a strong long-term partnership with the Tennessee Valley Authority, we look forward to another successful 75 years serving our community!



*Solar Tree: Each tree "leaf" is fitted with a solar panel to power lights which help illuminate the entrance.*

## Solar for Your Home

Are you considering installing solar panels on your home? Like any purchase, make sure to get quotes from reputable renewable energy contractors to get the best pricing and workmanship. A renewable energy system, such as solar panels, is a significant investment. While it may provide a value to your home, make sure you practice due diligence when selecting a solar panel installation company.

- **Get quotes from multiple installers.**
- **Carefully read proposal terms and contract.**
- **Ask questions if anything is not clear.**
- **Ask for references and check reviews.**
- **Verify licensing and certification.**



*If you have questions regarding renewable energy, please call (423) 952-5000 or email [contactus@brightridge.com](mailto:contactus@brightridge.com).*

Avoid being scammed by making sure the installer has a good track record and can be reached after the installation for troubleshooting and maintenance. You will also need to verify their licensing and certification. Any installer and/or contractor should have a current business license, electrical license, and NABCEP certification ([nabcep.org](http://nabcep.org)). In addition, installers should follow local building codes and are required to have every job inspected by local governing bodies such as building and electrical inspectors.

Lastly, BrightRidge should be made aware of any installation on our electric distribution system. BrightRidge will inspect each solar panel system to ensure no generated electricity can flow back on to the electric system, endangering the safety of our employees. In addition, project plans should be submitted by the installer to BrightRidge for review before installation. Call (423) 952-5000 before starting your solar project for the latest information and requirements.





---

## Top Reasons to Switch to BrightRidge Broadband

---

As the coronavirus pandemic has impacted all of our lives, those who have been homebound without access to high-speed internet have encountered even more challenges. The pandemic has changed the way we shop, work, learn, socialize, travel, and play.

With financial grant assistance from the Tennessee Department of Economic & Community Development, BrightRidge completed a 65-mile fiber-optic network expansion in December that provides broadband services to 647 previously unserved customers in the Bomantown, Ducktown, Glendale, Big Sandy, and Pleasant Valley areas of Washington County. Over 70% of the homes in that service area have activated services with BrightRidge Broadband. In addition to those customers, there are 1,051 more homes in the surrounding areas that will have options for our fiber-optic services over the next several months.

This grant also allowed BrightRidge to provide free public WiFi services to all 16 of the Washington County schools, 3 Johnson City schools, 3 Sullivan County schools, and 6 community buildings in Washington County. These free services can be used by students and the public who lack internet access at home.

Beginning in mid-January, we began activating services for sections of Phase 3. The third phase of our broadband network expansion will extend BrightRidge Broadband's fiber services to over 8,000 homes and businesses in the Gray and Boones Creek communities.

As we complete each section, mailers are being sent to customers to notify them when High-Speed Internet, Video, and Voice services are available at their location. Construction for Phase 3 will be complete by July 1st.

- We have local support and the customer service you trust. We are committed to providing you a hassle-free experience!

- With BrightRidge Broadband, there are no contract commitments for residential customers. Make life easier with our month-to-month contracts!

- Say "no" to data caps or hidden usage fees! Why should you pay extra for using your internet service?

- Get Next Gen internet service on our new fiber-optic network! It's highly reliable and not impacted by rain and cold weather like traditional coaxial and copper wiring.

- Our pricing is clear! We don't offer introductory pricing that increases after your first year. BrightRidge Broadband is competitively priced and gimmick free!

- Package your High-Speed Internet, Video, and Voice together for great savings! Call your friends at BrightRidge today and let us build you the perfect broadband experience.

A promotional graphic for BrightRidge Broadband. It features a red background with a man in a black jacket and glasses pointing towards the text. The text includes the company logo, a call to action, and three key benefits.

**MAKE THE SWITCH TO**  
**BrightRidge<sup>®</sup> Broadband**

**CALL TODAY!**

NO HASSLE  
NO CONTRACT  
NO DATA CAPS

**423-952-5000**

