



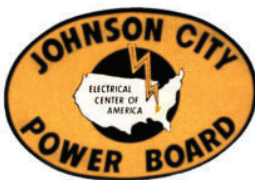
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Johnson City Power Board *Line News for Everyone* July - Sept. 2017

Our Brand History

Take a moment to consider some of the most recognized brands -- Coke, Disney, Kleenex, Apple, TVA. Next, consider the attributes that are associated with these brands. The brand attributes are the perceived deliverables and benefits for the customer. A brand is more than a name, logo, color palette, or tagline. A brand describes who and what a company does.

Below are samples of the JCPB brand history. These various brand images may be memorable for some. Even several of our employees remember driving the old, yellow trucks with the logo visible on the side doors. As you can see, our brand has improved through the years and become more modern and clean. As your service provider, we hope to always meet or exceed your expectations as often as possible. Even though a new company name and new brand is in the near future, many will always remember us as the "Power Board." However, what's most important is that you know we are your friends, family, and neighbors working around-the-clock to keep your power on just as we have for many years!



1970's - 1991



1991 - 1999



1999 - present

Committed to Serving Your Energy Needs

On March 31, 2017, Johnson City Power Board (JCPB) became Johnson City Energy Authority (JCEA). An energy authority is a governmental entity as defined under Tennessee law, and operates very similar to a municipality. Although the legal entity has changed, business has and will continue as usual with minimal change. And, until a new name and brand has been decided by our Board of Directors, we will continue to "Do Business As" (DBA) the "Johnson City Power Board."

Technology and energy efficiency initiatives continue to dictate change in our industry. Technology has significantly improved over the last ten years, which continues to provide new, innovative ways to conduct business and allows new program and service opportunities. Improvements in energy efficiency have significantly slowed kWh (energy) sales industry-wide, and sales across the nation continue to decline or remain flat. JCPB kWh sales have remained flat since 2004 despite adding over 8,500 metered customers during that same period.

One example of how technology has drastically changed the manner in which JCPB conducts business is with the completed installation of an Advanced Metering Infrastructure (AMI) in February 2012. Many functions that were manual years ago are now automated with the AMI system. JCPB no longer manually sends employees to visually read meters, instead readings are obtained on the hour via the AMI. This act alone saves time and money. This also allows JCPB customers to access to their household's energy usage data via our SmartHub mobile app. Second, JCPB has a robust 163-mile fiber optic back-bone connecting its substations. The fiber back-bone has dual purpose, which includes supporting the utilities communications network and potentially providing an opportunity for Internet service to be delivered by Fiber-To-The-Premise (FTTP). This will be the first non-electric service offered by JCPB. Third, JCPB is partnering with Silicon Ranch to build a solar farm. In addition to investing in earth-friendly renewables for power production, another reason for such a business venture is to provide an opportunity for an additional revenue stream as customers can purchase solar energy produced by the farm. As the market changes, utilities have no choice but to invest in new business opportunities.

Today, business is very different for JCPB than it was in 1945. Becoming an Authority and re-branding will provide new opportunities for our company, our community, and possibly our region. However, one primary objective shall remain: we are a service-minded company and we will continue to work hard to maintain reliable, reasonably-priced electricity, and related services. Rest assured that even though we now function as an Authority and our brand will be changing in the next several months, our commitment to your electric service will not change.

CEO Comments



"Every company's greatest assets are its customers, because without customers there is no company." Michael LeBoeuf

In our newsletter this month, we have featured QEP, one of our many valued customers. It is companies like QEP that continue to make our region stronger and better through its employees and the products they produce. We consider it a privilege to work with QEP, as well as our many other customers. Our goal each day is to provide each of you the quality service you deserve. We value the opportunity to serve.

"I like to listen. I have learned a great deal from listening carefully. Most people never listen." Ernest Hemingway

Our goal is to listen to our customers, and we learn from your input. As we move into potential new product and service offerings, we look forward to hearing from you. We anticipate growing with you to make our community great.

Jeffrey R. Dykes
Jeffrey R. Dykes,
Chief Executive Officer

NABCEP Certification

As interest in renewable energy continues to grow, the demand for technical expertise on system installations becomes vital to ensuring renewable generation systems are properly installed. It's critical that the installers possess not only experience and expertise, but also proper certification.

The North American Board of Certified Energy Practitioners, or NABCEP, offers entry-level knowledge assessment, professional certification, and accreditation to installers of renewable generation systems. According to NABCEP's website (www.nabcep.org), the organization was founded on a mission to "support, and work with, the renewable energy and efficiency industries, professionals, and stakeholders, to develop and implement quality credentials and certification programs for practitioners." Founded in 2002, NABCEP first administered the Solar PV installer certification exam in 2003. The entry-level program was administered from 2006-2016 and has since rebranded as an associate-level program.

Through TVA's Green Power Providers Program (GPP), associate-level certification is now required for all installers of renewable energy systems commissioned through (GPP). This ensures quality, professional installation for all participating customers. In 2016, Mark Eades, Mike Stovall, and Sam Ford achieved NABCEP certification during an intense week-long class. In March of this year, Josh Cole also achieved certification. This increased knowledge on renewable PV systems benefits both JCPB and its customers by providing a resource for customer interest. Furthermore, these individuals may verify that PV systems are properly and safely connected to the grid.



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Energy Services & Marketing



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Engineering



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Visit the JCPB website for
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Volume 11, Number 3

Teaching Kids About Electrical Safety



Thank you to all of the schools and educational organizations that allowed JCPB to participate in the various 2016-17 STEM, safety, and career events. We appreciate being able to come to your classrooms to teach students about electrical safety, energy efficiency, and careers within the electric utility industry. In the month of May alone, JCPB participated in many events, which included Sulphur Springs' Science Night, Boone and Crockett "On My Own Simulation," Kid's Safety Fair at Eastman Employee Center, South Central Career Day, Town Acres and Lake Ridge Elementary STEM Day, and many other end-of-the-year events. If you are interested in having JCPB come to your organization or school, please visit jcpb.com (select "Community" and then "Speaker's Bureau") or call 952-5029. Topics vary and programs may be altered to better suit your needs.

Pictured above are students and teachers from South Central Elementary on Career Day. Also pictured (back) are JCPB Linemen Tim Blevins and Johnnie Townsend.

Heat Pump Water Heaters

Over the past few years home appliance energy efficiencies have greatly improved. Heat pump minimum efficiency standards have increased, as well as efficiencies for televisions, dishwashers, clothes washing machines, and refrigerators. One product that is beginning to become more popular because of its energy efficiency is the heat pump water heater.

Water heating is typically the second largest consumer of electric energy in the home. A standard electric water heater uses electricity to generate heat through heating elements. A heat pump water heater uses electricity to move heat from one place to another instead of generating heat directly. By incorporating common refrigeration technology to heat water along with moving heat from one area to another, the heat pump water heater is two to three times more energy efficient than the standard electric water heater.

Like most products, the more energy efficient the more up front expense. This is true with the heat pump water heaters, but it is estimated the annual savings will make up for that extra cost within two to three years. The average homeowner could save \$300 per year on energy bills. Heat pump water heaters do require more space than a standard water heater to install (see picture at right), so if you are wanting to replace your existing water heater, please consult with a professional installer to make sure your home is suited for a heat pump water heater.

Contact JCPB Energy Services & Marketing Department at 952-5142 for additional information and program incentives via the eScore Program.



Q.E.P. Tennessee Lighting Upgrades

Q.E.P. Co., Inc., founded in 1979, is a world class, global provider of innovative, quality and value-driven flooring and industrial solutions. As a leading worldwide manufacturer, marketer, and distributor, Q.E.P. delivers a comprehensive line of hardwood flooring, flooring installation tools, adhesives, and flooring related products targeted for the professional installer, as well as the do-it-yourselfer. In addition, the company provides industrial tools with cutting edge technology to all of the industrial trades.

In 2010, QEP expanded their offering with the acquisition of Harris Wood's manufacturing facilities in Johnson City, TN and Montpelier, IN. Founded in 1898, Harris is one of the oldest hardwood flooring manufacturing companies in the United States. Over the years QEP's wood facility has been able to adapt manufacturing procedures to meet some unique demands. During World War I and II, Harris manufactured various products such as on-base army-house flooring, persimmon golf club shafts, cannon ram rods, wagon wheel spokes, broom handles, 22 million tent stakes, dummy shells, and military Radio Proximity Fuse Projectors.

Not only has QEP's facility been able to adapt to the current market, but it has also consistently been on the forefront of innovation and environmental awareness. All of the wood products produced by QEP's facility are 100% made in the USA, which means all of the wood is domestically sourced from well-managed renewable, sustainable hardwood forests. On a day-to-day basis, sawdust is used to help fuel the Johnson City facility, which helps reduce the overall energy consumption. In 2014, all of QEP's wood flooring products were certified to meet the strict indoor air quality requirements of FloorScore.

One of the most recent upgrades to the Johnson City facility includes changing out over 1,782 light fixtures to an energy efficient LED system. The new lighting not only helps significantly reduce energy consumption, but also helps improve quality control processes. This upgrade will provide an annual kWh savings of over 1,766,387!



CareerQuest

On March 21st and 22nd, JCPB had the opportunity to participate in the CareerQuest 2017 Career Fair at the ETSU Mini Dome. During the two-day fair, over 5,000 students grades 8-12 from Northeast Tennessee participated in the event. Interactive exhibits were set up in four sectors which included Advanced Manufacturing, Information Technology, Construction, and Healthcare. As part of the Information Technology sector, JCPB provided exhibits for Fiber Optics, Advanced Metering Infrastructure, and Outage Management.

At the Fiber Optics exhibit, students had the opportunity to observe a live demonstration of fiber splicing using a fusion splicer. Two monitors were set up with a camera above the splicer so students could see exactly what was happening. Fiber testing was performed and different types of cables, a splice enclosure, and related tools were part of the demonstration.

From the Fiber Optics station, it was a natural transition to the Advanced Metering Infrastructure exhibit. At this station, students could see how the JCPB AMI system communicates through a blend of fiber and wireless technologies. Through a PowerPoint presentation, a visual representation of how the system works was shown with critical components such as a sharkfin, remote disconnect meter, and TALO device on display.

The next exhibit, Outage Management, demonstrated how JCPB's Fiber Optics, AMI, and OMS systems work together to quickly and efficiently manage outages. On a large high-definition TV, students could see the JCPB SCADA system, Outage Management System, and outage map. Test outages were added to the system showing how they are displayed and how crews are assigned to work outages. JCPB also provided a bucket truck for demonstration during the fair.

In conjunction with JCPB, TVA also conducted an interactive exhibit on energy efficiency. This allowed students to learn and practice basic air sealing techniques that could be used in their homes. Josh Cole and several TVA staff members from the Knoxville and Gray Customer Service Centers assisted participating students.

A significant amount of effort was put into the planning, setup, and participation in CareerQuest 2017. Thank you to Denise Letterman, Matt Heath, Adam Miller, Allen Rollings, Brian Ellis, Tony Woods, Niles Clendenon, and Mikaela Lewis for making JCPB's participation a success. The most common comment from many students was "Wow, I didn't know you guys did all that!"



Please use this return coupon to send us your recipes, quick tips, questions, and/or comments. You may return the coupon along with your payment or you may email ashrews@jcpb.com. *Please include your mailing address on this form so that we may send you a free gift if your recipe, quick tip, or question is printed.
