

Get Connected BrightRidge®



A Publication for Customers of BrightRidge

www.brightridge.com

Johnson City Power Board Becomes



Internet Update

This summer a survey was conducted by Magellan Advisors to gauge the level of interest for BrightRidge to offer telecommunications services. The survey responses were very positive. Shortly thereafter, a full feasibility study was completed and options were presented to the Board of Directors. These options continue to be evaluated by the BrightRidge Board of Directors. Furthermore, a formal business plan is in the works; however, there is no timeline for adoption of a formal business plan at this time. Please continue to monitor brightridge.com and our social media outlets for additional information.

Thank you to our electric customers who completed the surveys, have posted to BrightRidge social media, responded via energyservices@brightridge.com, or called to show their support of this potential new service. We value your comments, and will continue our diligence to ensure the services we provide are the best they can be.

On October 3, 2017, our company experienced a significant change in its history. We changed our name. This is no little task, especially when you've had the same name since 1945. Many hours of hard work, careful consideration, and extreme forethought were demonstrated throughout this project to ensure proper selection for a new brand. It was essential our new brand stand the test of time and that it be one employees, retirees, and Board of Directors could proudly represent.

Following the unveiling of the new brand, many customers have asked, "Why?" Simply, our company rebranded so that we could better position ourselves for the future and our new name better reflects our service territory. BrightRidge provides service to all of Johnson City, as well as thousands of customers in Washington, Carter, Sullivan, and Greene Counties. The name BrightRidge also provides better marketability for potential new programs and services.

The word "Bright" embodies energy, innovation, and inventiveness. Second, "Ridge" symbolizes our company's connection to the community and reflects a soft-regional tone. When the two words combine to "BrightRidge," it represents a culmination of long-lasting values, customer service, and dedicated employees and Board Members.

The new logo compliments the name as it symbolizes ridges. The triangle at the top of the ridge represents the electric industry-standard color, red. The blue triangles are a connection to our previous brand. The dark blue at the base symbolizes stability, unity, and conservatism, which shall further remind us to

never forget our roots and where we came from. The green represents a company that is moving ahead. The green also symbolizes our commitment to energy conservation and our responsibility to the environment.

The second most asked question has been, "Have you been bought out?" No, BrightRidge remains a public, not-for-profit utility governed by the same Board of Directors and served by the same employees that have been serving you.

The third most asked question has been, "Will this rebrand change cause my rates to increase?" Again, the answer is, no, electric rates will not increase as a result of the brand change.

Thank you to our friends at the Johnson City/Washington County/Jonesborough Chamber of Commerce for helping us organize a ribbon cutting to commemorate this change on October 3rd. Pictured left to right are: Becky Jones, Chamber Ambassador, as well as BrightRidge Board Members, Joe Brady, Dr. Hal Knight, Jenny Brock, Guy Wilson, Dr. B.J. King, Scott Bowman, Rob Thomas, Bob Cantler, Dan Brant, and BrightRidge CEO, Jeff Dykes and Energy Services & Marketing Admin. Assistant/Chamber Ambassador, Karen Wilson.

Thanks to our many employees, the BrightRidge Board of Directors, and the design agency, DesignSensory of Knoxville, for their great work to create a new brand we all can be proud of.

Thanks also to our customers for your patience as we transition to BrightRidge.



From the CEO

“There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things.” —Niccolo Machiavelli

We are at an exciting and anxious time in the history of the Johnson City Power Board. Building on the strengths of the past, we are moving towards the opportunities of the future. Moving forward as an energy authority with a new name and

identity we will never forget those amazing people who made this company the success it is and who gave us the opportunity to be where we are today. Through the years this company has had employees who went beyond the ordinary to perform the extraordinary and it continues today.

Ours is a history of success giving us confidence as we move to take on the challenges of a changing energy market. This changing environment directly impacts our business and requires us to adapt so we can better serve our customers and our community. Our Board has positioned us well to take on the challenges as BrightRidge. Against the backdrop of these changes we begin with a new name and a new logo that will inspire us and those we serve to see we are up to the challenges in the marketplace and that we will do those things that keep us on the cutting edge of our community’s needs. As we move to the next phase in our growth as a community leader, we will continue to place our customers first in all we do.

“Continuity gives us roots; change gives us branches, letting us stretch and grow and reach new heights.” – Pauline R. Kezer

Jeffrey R. Dykes,
Chief Executive Officer



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Jeff Dykes, Chief Executive Officer
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Visit the BrightRidge website for
Board Member and
Administrative Staff Directories.

Angela Shrewsbury, Publication Editor

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1945 vs. 2017

On June 18, 1945, the Johnson City Power Board came into being as Johnson City officials executed and delivered a contract to TVA for purchase of the East Tennessee Light and Power Company. On October 3, 2017, we changed our name to BrightRidge. As we prepared for the unveiling event, we sorted through our archive closet to reflect on our past and prepare a display for customers and employees to enjoy. In doing so, we came across an old Johnson City Press Chronicle newspaper from 1945, which featured the City’s purchase for the electric distribution system. Also, on the front page was news of World War II and President Roosevelt. The cost of this paper was \$0.05. It was donated to us by a customer several years ago.

Most popular Christmas toy: Slinky
Now: Xbox One, Playstation 4 Pro

Average price of a gallon of gas: \$0.21
Now: \$2.32

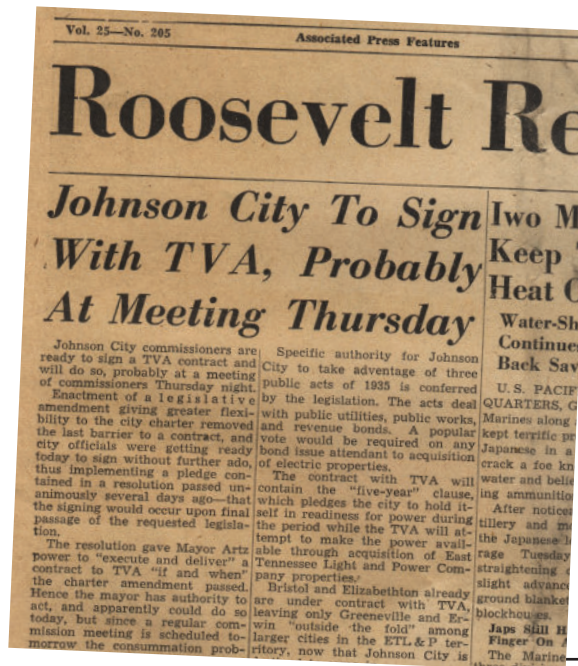
Average price electricity per kWh: \$0.03
Now: \$0.095

Postage stamps cost: \$0.03
Now: \$0.49

Only 5,000 homes have television sets
Now: Netflix has over 94 million subscribers

US population: 139.9 million
Now: 324,459,463

10/3/1945: Elvis Presley (age 10) made his first public appearance. He sang “Old Shep” at a singing contest at the Mississippi-Alabama Fair and Dairy Show. He came in 5th place and won \$5 and free tickets for fair rides.
10/3/2017: We changed our name. We’re BrightRidge.



SmartHub is comprehensive e-commerce site equipped with conveniences that on-line users expect, such as, paperless billing, power usage history graphs, report power outages, and more. Join thousands of others and sign up for SmartHub at Brightridge.com.

Recipe & Tip Exchange

We would like to feature your recipes, quick tips, and comments in *Get Connected* and on our website at Brightridge.com. You may submit these items by emailing them to energyservices@Brightridge.com or by mailing them to:

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

69,395

Represents the number of calls the BrightRidge Customer Support Team have responded to from Jan. to Sept. 2017.

Picture Collage

Please enjoy the BrightRidge Unveil Day picture collage on page 4. Many in the community gathered on October 3, 2017 to celebrate the event with BrightRidge employees, retirees and Board Members.

1. Former Board Member Ralph Martin pictured with Rodney Metcalf, Chief Operations Officer.
2. Walter Hopkins, EIS Analyst, assisted with parking guests attending the BrightRidge Unveil Event.
3. Ryan Hardin, Construction Lineman, Neil Hartley, Lead Lineman, Rudy Gibson, Construction Lineman, Norman Markland, Construction Lineman, and John Kincer, Lead Lineman work to make sure your power stays on and that it's restored as safely and quickly as possible in the event of an outage.
4. Abbey Weaver, Accounting Services Specialist, Donna Honeycutt, Cashier and Regina G'Fellers, Billing & Data Control Supervisor enjoyed cupcakes celebrating the new BrightRidge corporate colors along with customers after the brand unveil.
5. Larry Glaspie, Construction Lineman, receives his new employee id badge from Stacey Sheffey, HR Benefits Administrator.
6. Jeff Dykes, CEO and Dr. B.J. King at the special-called Board Meeting to announce the new brand.
7. Mark Eades, Chief Engineering & Technology Officer, Richard Venable, Mayor Sullivan County, and Dan Eldridge, Mayor Washington County.
8. Chris Quillen, TVA Customer Service Manager pictured with Joe Grandy, BrightRidge Board Member.
9. Deborah Parker, Account Services Supervisor, Tami Worsham, Customer Support Manager (not visible in picture), and David Spinnato, Physical Plant/Warehouse Manager take a selfie.
10. Jeff Dykes, CEO and Wendy Helms, Billing & Data Control Specialist (sunglasses), greet retirees Barbara Lane, Jean Thompson, and Alma South.
11. Rudy Gibson, Construction Lineman, takes a picture of a service truck featuring the new BrightRidge brand.
12. Chris Nelson, Service Lineman, Angela Shrewsbury, Energy Services & Marketing Manager and Kaylon Russell, Service Lineman, pose for a picture prior to the event.
13. Brian Bolling, CFO & Chief Customer Officer, Rodney Metcalf, Chief Operations Officer, Eric Egan, Chief Data Officer, and Mark Eades, Chief Engineering Officer work alongside Jeff Dykes, CEO (not pictured) to ensure BrightRidge operates as efficiently as possible.

Serving You Matters to Us

By Angela Shrewsbury, Mgr. Energy Services & Marketing



Meet Jerry Davis, Underground Distribution Supervisor, and Sonya Compton, Customer Service Advocate. Jerry and Sonya are not related. They didn't even know each other until this interview on October 16, 2017. The common-thread between these two is they are both employees of BrightRidge. Jerry is our most-senior employee, hired July 7, 1958. Sonya is our newest hire with a full-time hire date of September 9, 2017.

As we transition from Johnson City Power Board to BrightRidge, we wanted to take this opportunity to reflect on the past while anticipating our *bright* future. It's people like Jerry Davis and many others, including our fabulous retiree group, who new employees like Sonya have to thank for creating a family-like atmosphere. The corporate culture at BrightRidge is different. It's our employees who make the difference. Our employees are friendly. Everybody wants to help. Everybody wants to serve. This is great, especially given we are a service company. It's up to us to "keep the lights on."

One thing that enhances our work environment is the telling of stories, which enables us to continue our family-like culture. Jerry is known by many for his story telling. During our interview, Jerry told Sonya and I how he sat in his classroom at the old Science Hill High School in Downtown Johnson City and watched as the Power Board facility was being built on North Roan Street. Jerry also told how he diligently came every day at 1pm for a solid week to meet with Dave Dishner trying to get a job at the "Power Board" after graduation. Jerry said, that by day five Mr. Dishner finally gave in and said, "Well, I reckon the only way to get rid of you is to hire you." Jerry was hired as an Engineering Aide, where he assisted with surveying, drawing up jobs, and writing material lists. Jerry later transferred to the line crew, where he worked on the underground crew, repairing underground cable.

When asked how things have changed since he was hired in '58, Jerry said, "Technology has changed things." As an example, he told the story about Mr. Dishner. Jerry said if Mr. Dishner saw storm clouds, he'd stay at work in anticipation of a storm that might cause electric service to be interrupted. Today, our team has access to minute-by-minute weather reports and technology that

can speed restoration efforts. Gone are the days of the "pink tickets," which were used to record customer outage information. Even at the old building on Roan Street, I remember seeing stacks and stacks of pink tickets lined around the dispatch room. Let's face it, pink tickets are never good. And, only the brave dared enter that room for fear of knocking over a sorted stack of tickets. (Let's just say I got yelled at once.) Most of all, technology has enabled us to work safer. Our number one priority is to ensure our employees are safe, especially those who work near and around electrical current.

Jerry's advice for new employees is, "Come in early and get your stuff done." (He even wanted to meet for this interview at 6:30am. Whatever?! We split the difference and met at 7:45am.)

Although Sonya says she, "still has her new glasses on," don't be fooled as she is a well-seasoned customer service advocate. Despite being new to BrightRidge, Sonya has 16+ years experience responding to customer service calls. Sonya is funny and willing to work hard.

Sonya is very enthusiastic about her new job, and she is very complimentary of her fellow coworkers. Sonya said, "They are all team players; willing to help and give an answer." Sonya expressed appreciation to her new co-workers for taking the time to pray before employee functions, meetings, or whenever such was deemed appropriate.

When asked about their opinion of the new brand, both Jerry and Sonya had similar opinions. They understand the need for change and are encouraged by the potential this new brand has to last another 70+ years. (Most likely Jerry will still be here in another 70 years.)

Both Sonya and Jerry have raised their children and worked outside the home while doing so. As many of us know, juggling the responsibilities of work and family can be extremely stressful. I asked both how they managed. Jerry said he insisted that his wife, Phyllis, stay home once their children were born. Jerry and Phyllis raised three children, two boys and a girl. Jerry remembers that his mother had no choice, but to work when he was a kid. Jerry said he hated coming home to an empty house with no parents and that he wanted things to be different for his kids. Sonya and her husband, on the other hand, both worked while raising their two boys. Sonya's advice for those of us doing the same is, "Don't sweat the small stuff and learn how to say, 'No!'"

The final question posed to these two was, "What do you want your customers to know about you?" Jerry quickly replied, "We work to keep the lights on!" Sonya said that she really tries to treat everyone she serves like they're her friends. She said that she's lived in this community her whole life, and she's glad to help.

Actually, regardless of which side of the bridge we work on, we all want to help. If we're not serving you, then we're not doing our job. Granted we are, by no means, perfect. We will make mistakes. However, rest assured we will work hard until we get it right.

As we move ahead as BrightRidge, know that you have 177 employees and nine Board Members who are diligently working to maintain your electric service, keep rates as low as possible, and prepare to better position our company and for new service opportunities that could enhance our quality of life and community.

