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**Mission Statement**  
Blue Ridge will be a competitive, quality provider of energy and other services, maintaining its history of integrity and adapting to the challenges of a changing world. While exercising leadership in the community, the organization's focus will be on exceeding customer expectations.

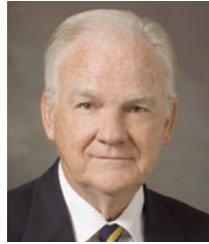
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## A very cold winter so far

**AS I PREPARE** this report, the calendar says January 11. According to the WYFF-TV4 meteorologist, this morning's low temperature at the Greenville-Spartanburg International Airport was a frosty 18 degrees.



It's not unusual for the Blue Ridge Electric Cooperative service area to experience winter cold spells. What is out of the ordinary is how long this current bitterly cold period has lasted. The frigid weather set in on New Year's Day and, after 11 days, has not yet relinquished its grip.

### Low temps in the teens

For the duration of this cold snap, daytime highs have generally been in the 30s. More often than not, daily low temperatures have registered in the teens. The average temperature for the month so far has been well below normal — and much, much colder than the average reading recorded a year ago in January. On top of this, December's average daily temperature was more than 7 percent lower than what would be typical for that entire month.

In the November/December edition of *South Carolina Living*, I emphasized in this report that energy use is largely weather-driven. It's during the cold months of winter and the hot summer months that members tend to experience big jumps in their electricity use.

### A foregone conclusion

When winters are as cold as this one has been to this point, it's a foregone conclusion that power bills are going to climb noticeably. Heating systems are going to work harder and longer to maintain indoor temperatures. Colder water flowing into water-heater tanks will cause those units to use more electricity while carrying out their function. Family members will often find themselves spending more time indoors to avoid the unpleasant weather, which creates additional opportunities for energy consumption.

The bottom line is that Blue Ridge members are going to see higher electric bills this winter. I can assure you that not one of us at the cooperative is pleased about sending out these larger bills. That's especially true during a time of economic recession.

Blue Ridge does have a number of programs designed to help members deal with high energy usage. These include Levelized Billing, low-interest heat-pump loans, our discounted Total Electric/Conservation Rate, and an online energy audit. One or more of these and other programs might be of interest to you. If we can be of assistance, please contact the cooperative's customer service department.

**Charles E. Dalton**  
*President and CEO*

## Members saved \$191,219 on prescriptions in 2009

### Co-op Connections® Card



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**MEMBERS OF BLUE RIDGE ELECTRIC COOPERATIVE** saved \$191,219.40 on prescriptions by using their Co-op Connections discount cards in 2009, according to Touchstone Energy Cooperatives.

Blue Ridge Electric introduced Co-op Connections at last year's annual meeting in May and cards were mailed to members later that month. Savings for members have grown month after month. Amy Childress, marketing representative, noted, "These savings have certainly helped our members during this tough economic time. We hope that anyone who has not used the Co-op Connections card will try it the next time they visit their pharmacy. This card is provided at no cost and really saves money."

Several other South Carolina electric cooperatives introduced the

program last year, helping members of co-ops across the state to save more than \$1 million. The Co-op Connections pharmacy discount program offers savings of 10 to 60 percent on prescriptions at some 48,000 locations nationwide, including such giants as Walmart and Walgreens as well as local pharmacies, including Moon's Drug Store, Ken's Thriftee Pharmacy, Sammeth Drug, Frierson's Drug Store, Oaktree Medical Centre and Kelly's Family Pharmacy.

Co-op Connections is a program of Touchstone Energy Cooperatives. Members of Blue Ridge Electric Cooperative and other Touchstone Energy co-ops nationwide have saved more than \$14 million on prescription drugs using their discount cards. Visit [Connections.coop](http://Connections.coop) for details on discounts. You can also reach the Co-op Connections site through our local site at [www.blueridge.coop](http://www.blueridge.coop).

### TogetherWeSave.com now customized for Blue Ridge members

TogetherWeSave.com now projects dollar savings representative of our rates and service area's geographic location.

Blue Ridge Electric Cooperative and about 680 other Touchstone Energy co-ops nationwide recently initiated the Together We Save campaign to help members reduce energy use and costs. The campaign's Web site includes a Virtual Home Tour and nine interactive activities that use local information for energy-saving calculations.

TogetherWeSave.com also provides step-by-step video guides for a variety of energy-efficiency makeover projects. You can access this site through the link on our Web site, [www.blueridge.coop](http://www.blueridge.coop).

There are also a number of other helpful links on our Web site that can be accessed by clicking on **Free Energy Saving Tips and Tools** on the home page. **Touchstone Energy Savers** is one site that will take you step by step through a complete energy audit of your home. This will allow you to go through your home, room by room, and identify areas that are contributing to higher energy usage each month.

Other sites you will find helpful are **Light Bulb Energy Saver** and **101 Low-Cost/No-Cost Home Energy-Saving Measures**.

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