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Oconee

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2328 Sandifer Blvd.
Highway 123
Westminster, SC 29693

Anderson

1212 North Fant St.
Anderson, SC 29622

Greenville

3751 Highway 11
Travelers Rest, SC 29690

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.

Board of Directors

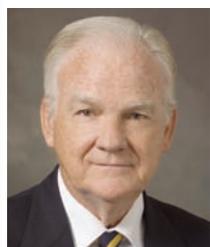
Jimmy Lee Dodgens, *Chairman*
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J. Bill Barker
Ben G. Bolt
Joel Spencer Dalton, Jr.
Joel R. Davis
William G. Elrod



A Touchstone Energy® Cooperative

President's report

Annual meeting, Blue Ridge Fest highlights



BLUE RIDGE ELECTRIC COOPERATIVE conducted its 70th annual meeting of members on May 10, and it proved to be another great occasion. Every registered

member received a nice door prize, and about 30 of those members were also prize-drawing winners. One member, Ruby Gail Morris of Pickens, held the winning ticket for the grand prize, a 2003 Ford F-150 pickup.

In addition, the popular gospel quartet, Gold City, gave us what might have been the best, most-uplifting performance we've ever had at an annual meeting.

I was very happy to see the good crowd on hand and to have the opportunity to chat with many of you individually. The business meeting proved to be the most-special part of the evening. During our traditional salute to the military, I was gratified to witness at least two dozen of our World War II veterans stand and be recognized. Other veterans and active armed-forces personnel stood as well to receive a warm round of applause.

Another successful annual meeting

Balloting during the business session saw two incumbent directors, Kenneth Southerlin representing the Greenville-Spartanburg district and Oconee County's Joel Davis, reelected to new terms on the Blue Ridge board. In addition, Spencer Dalton was elected to replace his late father, Joel Dalton, in the vacant Pickens County seat. Congratulations are in order for all three of these gentlemen. It was definitely another successful annual meeting. My thanks go out to all of you who attended.

On May 14-15, we hosted our 13th yearly charity fund-raiser, Blue Ridge Fest. More than 5,000 persons flocked

to the cooperative's Pickens office grounds that Friday for our Beach Night Cruise-In.

A total of 550 classic vehicles rolled through the gate on Friday evening. Vintage autos, together with the wonderful entertainment, certainly contributed to the evening's nostalgic atmosphere. The Legends of Beach and Jim Quick and Coastline were both real crowd-pleasers. In addition, our headline act, The Temptations, gave an extraordinary performance. Saturday was also rewarding, as we saw an even 400 motorcycles hit the road on our annual Blue Ridge Fest Ride for Charity.

New fund-raising peak

Record attendance, generous support from 100 corporate sponsors, and the volunteer efforts of our co-op and Blue Ridge Security employees culminated in a new fund-raising peak. A total of \$151,000 in net proceeds was realized. Checks will soon be delivered to this year's 13 fest-sponsored charitable organizations. In the 13 years we've conducted Blue Ridge Fest, more than \$1.1 million has been raised on behalf of a multitude of local human-assistance agencies.

Our sincere gratitude goes out to everyone who supported our annual meeting and Blue Ridge Fest. At this point on the calendar, we've already set our sights on May 2011. You can be certain we'll be doing the appropriate planning and preparation to ensure that both of these next-year events meet your expectations.

Charles E. Dalton
President and CEO

Annual meeting grand prize winner



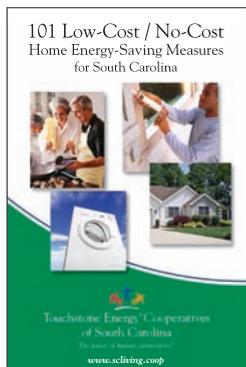
Ruby Gail Morris of Pickens accepts the keys to the 2003 Ford F-150 Pickup that was the grand prize at this year's annual meeting. See more pictures from the meeting at blueridge.coop.

We help you find 101 easy ways to save

In the center of this magazine, you'll find a booklet, *101 Low-Cost / No-Cost Home Energy-Saving Measures for South Carolina*.

The booklet complements Together We Save, a comprehensive nationwide energy-efficiency campaign presented by Blue Ridge Electric and other Touchstone Energy Cooperatives. Touchstone Energy is an alliance of more than 700 consumer-owned electric co-ops in 46 states.

Put the tips in the booklet to work in your home or business today! You can find more useful energy advice—interactive Web applications, “Watch and Learn” videos and more—at TogetherWeSave.com. The site can be accessed through the link at blueridge.coop.



Lost your card? Just print a new one!

If you lose your Co-op Connections card, just log on to Connections.coop and click on “Pharmacy Discount” at the left. You will link to a page where you can type in your names, select Blue Ridge Electric Cooperative, then print a paper card that is accepted by participating businesses and pharmacies.

Your Co-op Connections card continues to provide a pharmacy discount of 10 to 60 percent on prescription drugs at more than 60,000 locally owned pharmacies as well as national and regional pharmacy chains, including Walgreens and CVS. Blue



Ridge Electric Co-op members have already saved \$166,000 on prescriptions in 2010. A complete list of additional participating local businesses can be found at blueridge.coop.

Tips for beating heat—and high AC bills

The Blue Ridge Electric Member Service Center talks with more than 15,000 members each month. Along with assisting with service requests and answering billing questions, a large number of those calls are related to helping members save money on their power bill.

Beverly Crenshaw, manager of the member service center, reminds members that a few adjustments in their home can save them a substantial amount on their bill. “Our member service representatives can help you determine why your summer bill is higher, but I hope you will use the tips below to reduce your usage this summer and avoid a high bill.”

► Adjust the thermostat.

As TogetherWeSave.com demonstrates, raising the thermostat a few degrees can save you money. Set the temperature between 78–80 degrees Fahrenheit, and you could save up to 8 percent on monthly cooling bills. Programmable

thermostats make it easy to save by offering pre-programmed settings to regulate a home's temperature throughout the year.

- **Be a “fan-atic”.** While they don't replace an air conditioner or a heat pump, fans move the air so everyone feels more comfortable. On milder days, fans can save as much as 60 percent in electric bills. Fans cool people, not rooms, so turn them off when you leave.
- **Regular maintenance is essential.** Blue Ridge Electric recommends that members have their HVAC systems serviced annually. This HVAC professional will check the entire system to make sure it is running efficiently. This will help to extend the life of the system and save money.



Beverly Crenshaw, manager of the member service center, is ready to talk with you about your service needs.