



We're Celebrating Our 70th Anniversary

Please Join Us for Cake!
 August 13 • 9 am–5 pm
 Anderson • Greenville
 Oconee • Pickens



For All Your Customer Service Needs,
 Call Toll-Free (800) 240-3400

Automated Outage Reporting
 1-888-BLURIDGE
 www.blueridge.coop

Pickens
 P.O. Box 277
 734 West Main St.
 Pickens, SC 29671

Oconee
 P.O. Box 329
 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*
 Franklin M. Looper, Jr.,
Vice Chairman
 Kenneth G. Southerlin, *Secretary*
 J. Mendel Stone, *Treasurer*
 J. Bill Barker
 Ben G. Bolt
 Joel Spencer Dalton, Jr.
 Joel R. Davis
 William G. Elrod

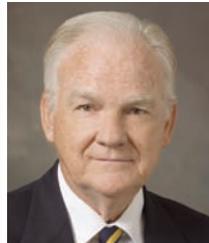


A Touchstone Energy® Cooperative

President's report
 Threescore and ten

AUGUST 14 on most folks' calendars is probably viewed as "just another day." However, some significant events transpired in our nation's history on that date.

On August 14, 1935, for example, the U.S. Congress enacted the Social Security Law. Exactly six years later, President Franklin Roosevelt and British Prime Minister Winston Churchill met on ships at sea and ultimately issued a statement of principles that became known as the Atlantic Charter. August 14, 1945, is remembered as VJ Day—the



date that Japan surrendered, finally bringing World War II to an end.

The Blue Ridge Electric Cooperative organization has a special affection for August 14, 1940. That date, sandwiched among the grand happenings noted in the previous paragraph, saw the official birth of the cooperative.

Clemson House vote

On that evening 70 years ago, the charter members of the Blue Ridge board of directors met at the venerable Clemson House to vote the cooperative into existence. With relatively little fanfare and with a consumer base that numbered only 1,680, the cooperative took its first fledgling step.

The seven decades since have produced what is truly a fascinating story, one that can't begin to be retold in this short article. What I can report is that Blue Ridge has grown to become one of America's larger electric cooperatives and is now supplying service to 63,300 members.

In addition, the Blue Ridge membership has evolved from primarily farm meters into a wide-ranging base of residential, commercial, institutional, and

industrial accounts. Along with the member growth have come a much-larger cooperative work force, massive forward strides in electrical and other technologies, and an ever-increasing level of employee professionalism.

Unchanging mission

What has not changed is the Blue Ridge mission. When that initial board of directors met in 1940, those individuals envisioned a cooperative utility that would provide members with the most-reliable electric service at the lowest-possible cost. Today, we remain totally committed to those twin goals.

It's with good reason that we're celebrating this month. Blue Ridge Electric Cooperative has reached threescore and ten, and we're still going strong. We encourage members across our five-county service area to join with us in paying appropriate homage to a special August 14.

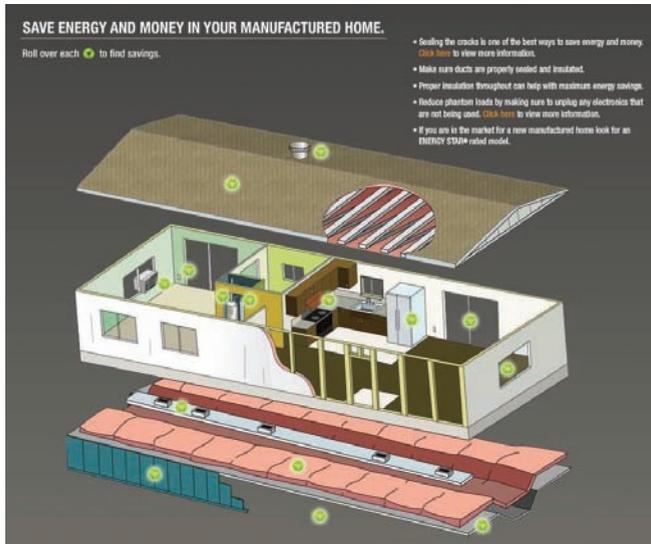
Charles E. Dalton
President and CEO

First portion of Blue Ridge power lines energized



January 7, 1941—Directors of the Blue Ridge Electric Cooperative serving farm residents of Greenville, Pickens, Oconee and Anderson counties, met yesterday at Pickens formally to energize the first 100 miles of the huge rural electrification project. Shown here are (seated, left to right) T. A. Stewart; D. W. Stribling, secretary of the cooperative; F. O. Durham, president; L. P. Rankin, treasurer; K. M. Richardson, vice-president; and Senator Ray R. Williams of Greenville and (standing, left to right) H. D. Blattenburger, superintendent for the contractors, Day and Zimmerman; W. M. Ponder, Jr.; T. R. O'Dell; M. V. Burton; S. T. Stewart and A. J. Hurt, superintendent of the project.

TogetherWeSave.com has new applications



OUR DYNAMIC TOGETHER WE SAVE CAMPAIGN has expanded the resources available at TogetherWeSave.com.

A new application on energy efficiency for manufactured homes features the façade of a typical modular house. Users can click on 15 different points in and around the house to reveal energy-efficiency tips specific to the unique needs of a manufactured home.

The Energy Savings Home Tour now includes a feature that shows co-op members how proper landscaping can improve a home's energy efficiency. Users learn that strategic placement of trees and shrubs can save up to 10 percent on energy bills. The feature links to the U.S. Department of Energy's

Energy Savers web page for more information.

TogetherWeSave.com has also adjusted existing applications that reflect warmer summer temperatures. The two thermostat applications—within the Energy Savings House Tour and the stand-alone application under the “Energy Saving Applications” tab—now advise users to raise their thermostats a few degrees to save on cooling costs. Similarly, the “Adjust the Blinds” applications now advise users to lower window coverings and raise savings.

Together We Save is a nationwide effort drawing on the expertise of Blue Ridge Electric and other Touchstone Energy Cooperatives.

Blue Ridge Security offers new Generac technology

Quiet, clean and compact power

With the new Generac iX Series inverter technology, you can enjoy the comforts of home wherever you are. Designed for life on the road, its durable, lightweight, compact design with built-in handle offers portable power for camping, tailgating, and recreational use.

Generac's iX Series inverter technology takes the raw power produced by the generator



and passes it through a special electronic microprocessor to provide clean and stable power, safe for computers and other sensitive electronic devices.



This new series of generators is up to 40 percent lighter than a standard generator of equal watts. It has a fully enclosed case for quiet operation. With two modes of operation, it can adapt to your every need. The high mode is designed for large loads or battery charging and the eco mode will save fuel and reduce noise. Want more information? Call Blue Ridge Security at 1 (888) 407-SAFE (7233).

Basic Facilities Charge to increase

BLUE RIDGE ELECTRIC COOPERATIVE will implement an increase in its Basic Facilities Charge effective September 1. The \$2 addition to the monthly power bill will help to cover the rising cost of providing electric service. Co-op officials said it would be more advantageous to

Blue Ridge members for the added expense to be applied to the Basic Facilities Charge, as opposed to raising the per-kilowatt-hour price. For more information about this change in the BFC, please contact the cooperative's customer service department.