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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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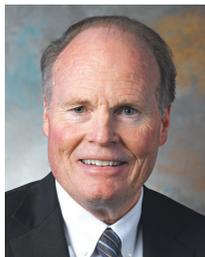
Jim Lovinggood

This organization is an equal-opportunity provider.



A Touchstone Energy® Cooperative

Blue Ridge Fest scores again



LAST MONTH, I used this report page to cover the particulars of the cooperative's 2018 Annual Meeting of Members. Upon concluding that article, I promised to dedicate my July report to highlighting our Blue Ridge Fest charity fund-raiser. I'm going to be true to my

promise.

As I stated last month, we're delighted with how both the annual meeting and Blue Ridge Fest unfolded. The fest produced what was surely the largest crowd in the event's 21-year history. An estimated 6,000 persons were present that evening.

Many of those attendees were there to enjoy the Beach Night show and dance. We were very pleased with the musical entertainment featured on the Blue Ridge stage. An Anderson County-based band, Magic, opened the show and did a fine job. Next up, Jim Quick and Coastline put on their usual rousing performance, which provoked a more-than-enthusiastic audience response.

Smooth vocals, precision footwork

I'll have to say the headline entertainers, The Spinners, simply electrified the crowd with their smooth vocals and precision footwork. It appeared to me that the singers and their band members were having just as much fun as the folks in their seats or those on the dance floor. Long before the group finished their final song and exited the stage, I knew we had hit a home run. What really made me feel good was that members of The Spinners told us they'd

like to be invited to appear at Blue Ridge Fest again some time.

Side by side with the great music, we welcomed 400 collectible vehicles and their owners to our classic car cruise-in. To see that many beautiful vintage automobiles assembled at one location was simply breathtaking. There's no question that the cruise-in attracted huge numbers of devotees to our fund-raiser.

Deeply indebted

Blue Ridge Fest is deeply indebted to the nearly 100 corporate sponsors who supported the event with their monetary or in-kind gifts. The many individuals who bought admission tickets, participated in our cash raffle, and/or purchased concessions items were also a big boost. We're especially thankful for the host of co-op employees, their family members, and other community friends who volunteered time and energy to plan and conduct the fest.

The best news of all is that Blue Ridge Fest 2018 realized a record **\$225,000** in net proceeds. In coming weeks, those funds will be distributed among the 12 selected human assistance agencies that are meeting so many critical needs across the cooperative's service territory. I'm grateful for this year's results, as well as for the **\$2,700,000** contributed toward helping others during the first 21 years of Blue Ridge Fest's existence.

JIM LOVINGGOOD
 President and CEO



AMANDA MACHEN

Go beyond the card with new app, website

THE CO-OP CONNECTIONS discount card program you know and love is better than ever. Take a minute to download the free Co-op Connections app right to your smartphone. Create an account and have access to thousands of discounts right at your fingertips. We are now going beyond the card with the new and improved program. Also, visit Connections.coop/BREC to see the revamped website. The site allows you to download and print coupons, see how much you have saved through the program and more.

You can use your card at more than 60,000 pharmacies nationwide to get discounts on your prescription medicine. Blue Ridge Electric's cardholders have saved more than \$3.7 million on prescriptions alone by using their cards since May 2009. We have also set up money-saving discounts at a number of local businesses throughout Blue Ridge Electric Cooperative's service area. From automotive to dining, clothes to home improvement—there are so many ways to save!

Here are just some of the benefits you can enjoy with your free membership:

- ▶ **Local Deals**—Save right in your neighborhood.
- ▶ **Healthy Savings**—Save on prescriptions, dental, vision, chiropractic and more.

- ▶ **Hotels**—Save 20 percent on average booking worldwide.
- ▶ **Cash Back Shopping**—Earn up to 20 percent cash back at 2,000+ online retailers.
- ▶ **Event Tickets**—Save 10 percent on sports, concerts, theatrical performances and more.
- ▶ **National Discounts**—Get access to great deals and discounts.
- ▶ **Insurance Savings**—Save hundreds annually when you compare insurance rates on home, life, auto and more.

Is there a local business that you would like to see on the program? You can now recommend a business on the app. Staff from Blue Ridge Electric Cooperative will reach out to the business to see if they are interested in offering a discount. Also, be sure and check out the new deals from featured partners, such as coupons.com, Uber and more. We are excited to go the extra mile for our members and help you save money, every day.

Here are a few frequently asked questions about Co-op Connections—and answers.

How am I able to receive discounts with the Co-op Connections program?

You are able to start saving

immediately if you have access to a computer or smartphone. Simply download the free Co-op Connections app from the Google Play or Apple app stores to your smartphone. Create an account and have access to thousands of deals right at your fingertips. You can also access your account from a computer. Simply visit Connections.coop/BREC and create an account to start saving today.

Can I still use my plastic Co-op Connections card?

Yes, your card will still work at the pharmacies and local businesses. You can print a card at Connections.coop/BREC. You have access to more deals and features if you use the online and mobile versions of the program.

Can I use this app while I'm traveling to receive discounts in other locations?

Yes. Receive hotel discounts and change your ZIP code in the app while on the road to see what local deals are nearby. Traveling is expensive, and this program allows you to save on the go.

We are proud to present you with this money-saving opportunity through your cooperative membership. Now, we invite you to go beyond the card with a new and improved Co-op Connections program!

GO BEYOND THE CARD.

Download the new Co-op Connections® app today!

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Download on the  App Store



Our free app helps you save money locally, online or wherever you may roam.