

November 16, 2018

Co-op Mutual Aid

VMD Co-ops Respond Quickly to Autumn Ice Storm

Old Man Winter paid an unwelcome visit in Autumn to the Virginia mountains on **Thursday, Nov. 15**, as “**Winter Storm Avery**” brought up to **four inches of ice and snow** that began falling early that morning and continued past nightfall. Trees laden with ice, and limbs falling onto power lines, produced **several thousand outages** across **several member systems**, from the foothills of the Blue Ridge, up and down the Shenandoah Valley, to the Allegheny Highlands bordering West Virginia.

Toward the end of a year of record rainfall, **saturated ground** at times made it **challenging for crews to reach areas needing repairs or rebuilding of lines**.

“Our forecast kept changing and getting worse,” said **Phil Jarvis, Association manager of safety services**, who coordinated mutual aid from **VMD co-ops to the east**, as well as several **North Carolina co-ops**. “But we’ve been helped tremendously by the fast, strong response from our members who were not as affected, and also helping us are the sunshine and warmer temperatures on Friday and Saturday.”



Rappahannock Electric Cooperative posted this banner on its Facebook page. REC provides regular updates as mutual aid crews join REC linemen to restore power.

“Winter has not even officially begun yet, but as always our co-ops are well prepared to battle whatever Mother Nature sends our way,” said **Alan Scruggs, Association vice president of safety & training services**.

-Report by Mary Howell, VMD Association Communications & PR Coordinator.

Election Day 2018

Democrats Have Strong Showing in Old Dominion

Virginians headed to the polls in **near-record numbers on Election Day** to continue a trend that has seen Democrats win every statewide election since 2009. **Tim Kaine** dispatched **Corey Stewart** 56%-41%, and that landslide had historic effects on the down-ticket races for Congress. **Democrats unseated three** incumbent Congressmen. **Rep. Scott Taylor** (VA-2), **Rep. Dave Brat** (VA-7), and **Rep. Barbara Comstock** (VA-10) were defeated by **Elaine Luria, Abigail Spanberger**, and State Senator **Jennifer Wexton**, respectively.

Republicans won two open seats in the 5th and 6th Districts. Nelson County business owner (and **CVEC member**) **Denver Riggelman** defeated **Leslie Cockburn** in the 5th to replace retiring **Rep. Tom Garrett**; and **Delegate Ben Cline** defeated **Jennifer Lewis** in the 6th to replace retiring **Rep. Bob Goodlatte**. Cline’s and Wexton’s victories will create **vacancies in the State House and Senate**, which will require special elections to fill them before the 2019 General Assembly session convenes.

Before the election, Republicans outnumbered Democrats in the U.S. House delegation from Virginia, by a 7 to 4 margin. That number was flipped on Election Day, with D’s now outnumbering R’s, 7 to 4.

Nationwide, **Democrats** gained control of the **House of Representatives**, while **Republicans** gained seats in the **Senate**. Your Association stands ready to work with NRECA’s lobbying team to welcome our newly elected members in Washington and ensure that our **nonpartisan cooperative values are represented**, and that our VMD co-ops **always have a seat at the table**.

-Report by Andrew Vehorn, VMD Association Director of Governmental Affairs.

Co-op Innovation

Firefly Fiber Broadband to Receive Funding from FCC

Central Virginia Services, Inc. (CVSI), the **Central Virginia Electric Cooperative** subsidiary doing business as **Firefly Fiber Broadband**, has been awarded a **\$28 million grant** from the **Federal Communications Commission (FCC)**. As part of the **Connect America Fund (CAF)**, funding will be paid out over a **10-year period** to offset the cost of making **voice-over IP (VOIP)** phone service and gigabit speed broadband available to nearly **11,000 rural homes and businesses** in central Virginia.

With a **10-year program plan**, the **FCC** plans to **disburse** a total of **\$1.98 billion** to **CAF** applicants over the next decade. As the **FCC** website explains, "This is a multi-year program, comparable to extending electricity and phone service to rural America early in the 20th century, and building the interstate highway system in the 1950s and '60s."

As **CVEC builds a fiber backbone** in order to expand smart grid applications across its electric system, **Firefly Fiber Broadband** will lease this network to begin offering gigabit-level service and phone service to portions of **CVEC** territory by year's end, with the goal of eventually providing service to all 37,000 co-op-served homes and businesses.

The **CAF** award also includes funding for some areas outside of the **CVEC** electric territory; **Firefly** will build its own fiber optic network to make service available to up to **4,000** additional locations. Project updates and construction plans can be found at www.fireflyva.com.

To meet **CAF** award requirements, **Firefly** must offer service within a price range that the **FCC** finds reasonably comparable to similar service in urban areas. **Firefly has set pricing to more than meet this standard**; customers will be able to purchase broadband internet service for target prices of \$49.99 per month for 100 megabits per second high-speed internet, or \$79.99 per month for 1 gigabit per second service. Voice-over IP phone service with unlimited local and long-distance calling in the continental U.S. can be added for \$29.99 more per month.

CVEC and Firefly President & CEO Gary Wood commented on the partnership with the **FCC**, stating, "CVEC and its subsidiary **Firefly Fiber Broadband** are working to meet the same goal as the Commission. Eighty years ago, **CVEC** members joined together to bring electrification to rural central Virginia. Today, we are committing to **overcome the digital communications divide** for the very same reasons, and funds from the **CAF** will help us reach this goal, improving the quality of life and providing economic opportunities for central Virginia's rural citizens."

Gary added, "Firefly Fiber Broadband is currently hiring for several positions and plans to list additional job openings throughout the next year, with job postings on our website at www.mycvec.com/about-us/careers."

-Report by Melissa Gay, CVEC Communications & Member Services Manager.



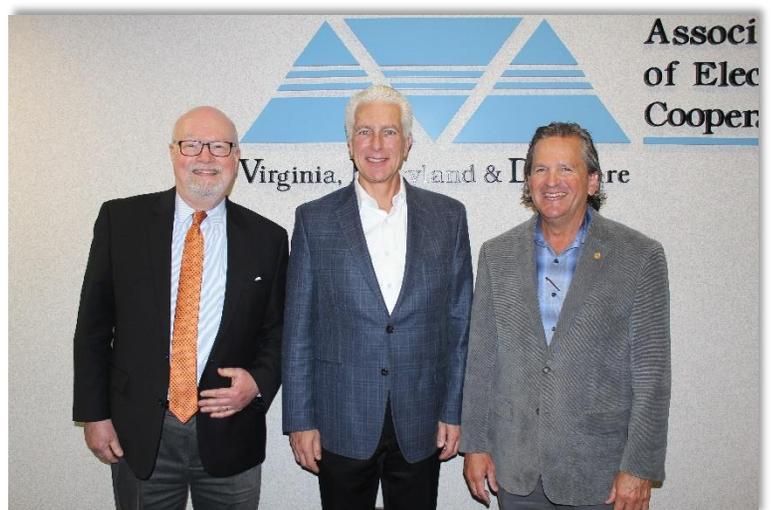
Cooperative Living

Ad Expert Offers Upbeat Outlook to Magazine Committee

Mark Adeszko, senior vice president and chief operating officer of **American MainStreet Publications (AMP)**, was guest speaker at the Nov. 9 meeting of the **Association's Communications & Public Relations Committee**, chaired by **Mecklenburg Electric Cooperative** board member **Bob Jones**.

Headquartered in **Austin, Texas**, **AMP** is the national advertising-sales cooperative for electric cooperative publications, including *Cooperative Living* and 25 other statewide co-op publications.

Mark came to the electric-cooperative statewide-publication family in March 2017 with **more than 30 years' experience in national advertising sales** for titles such as *Redbook* and *Good Housekeeping* magazines. He hit the ground running when he came to work for **AMP**.



Mark Adeszko (center), COO of **American MainStreet Publications**, was guest speaker at the Nov. 9 meeting of the **Association's Communications & Public Relations Committee**. With him are **Association CEO Richard Johnstone (left)** and **Mecklenburg director Bob Jones, committee chairman**.

In the spirit of the cooperative principle, **cooperation among cooperatives**, one of Mark's first moves was to organize a group circulation audit for AMP-member statewide publications across the country. The result is that AMP publications' aggregate circulation, **in excess of 9 million**, places it **fourth-highest among media groups nationally** on print-publication circulation listings. *Cooperative Living's* circulation, alone, is more than 525,000.

The audit, conducted by the Alliance for Audited Media, puts *Cooperative Living* and its sister statewide publications across the nation **squarely on the radar screen** of national media buyers for accounts such as **Dodge Ram pickup trucks, John Deere, Mutual of Omaha insurance** and other **major consumer brands**.

AMP's readers are part of what the network calls "**New Rural America**," a demographic growing due to the migration of baby boomers and millennials away from urban areas and into rural settings. AMP's magazines have served these communities for more than 65 years and have cultivated a bond with readers that has resulted in their long-term loyalty and trust. **Print** has proven to be **one of the most effective ways** to communicate with these readers.

And, since electric cooperatives and their statewide magazines are not-for-profit organizations, they can often offer **competitive advertising rates** compared with other media outlets.

Mark noted that independent, third-party research done every three years for AMP publications shows statewide co-op magazines have **extraordinary reader-engagement statistics**. For example, on average, cooperative members who receive *Cooperative Living* spend **41 minutes reading the magazine**. Noting the thickness of the magazine compared to, say, *Ladies Home Journal*, he joked, "This means either your members are very slow readers or they're reading their co-op magazine cover to cover!"

Citing the challenges that traditional print media have experienced in ad sales, **Mark was optimistic about the future**. He said the latest studies show print advertising engages readers far longer than digital advertising, and media buyers are shifting ad-buy strategies in response to this.

-Report by Bill Sherrod, VMD Association VP of Communications & PR.

Co-ops in the Spotlight

Weather Channel Series Featuring CVEC to Air Nov. 18

This past June, camera crews from **The Weather Channel** visited **Central Virginia Electric Cooperative**, filming for nine hours to record interviews with co-op linemen about **CVEC's response to the derecho** that swept across Virginia in late June 2012. This footage is being used for the network's **Top Ten** series.

"This series recounts severe weather outbreaks as determined by expert meteorologists," explains Howard Sappington, The Weather Channel's VP of productions.

The **Top Ten** series that includes the derecho is scheduled to begin airing on **Sunday, November 18 at 9 p.m. EST**.

"We tell the stories of not only what happened, but also the human aspects by those in the middle of the violent events," adds Sappington. "The 2012 derecho is the only one of its kind on our list."

-Report by Melissa Gay, CVEC Communications & Member Services Manager.



A Weather Channel crewman "mics up" CVEC lineman Jason Prechel before his on-air interview about the 2012 derecho.

Help Us Keep You Informed!

If you have story ideas, news or information of interest and benefit to other members of the electric cooperative community in our three-state area, please contact

Mary Howell at mhowell@vmdaec.com (804) 968-4070 or
Phyllis Long at plong@vmdaec.com (804) 968-4077

Daryl Walls Named VP of Business Development & Special Projects for Community Electric



Daryl Walls

Community Electric Cooperative recently announced the appointment of **Daryl Walls** as **Vice President of Business Development and Special Projects**. In his new role, Daryl will be responsible for **identifying and leading strategic business development, alliance and acquisition opportunities** for the cooperative and its subsidiaries. He will work closely with **CEC President & CEO Steve Harmon, Chief Operations Officer Jonathan Thompson, and Director of Business Development Kenny Bunch**.

Prior to joining CEC, Daryl was **VP of Operations and Business Development** with **Tough Gear** in Ponte Vedra, Fla., where he successfully engaged in **multi-million-dollar** business growth initiatives delivering new products, markets, and brand innovation through strategic partnerships with entities such as the **PGA Tour, Harley-Davidson, Wounded Warrior Project, and the United States Army, Navy, Air Force, and Marines**.

“We are very confident Daryl will deliver further growth for CEC,” Steve said. “He is a strong addition and we welcome him to our team with great enthusiasm. I am convinced that his personality, broad experience and network will prove to strengthen

CEC as we expand and adapt to the ever-changing market.”

Daryl earned his **MBA** from **Auburn University** and undergraduate degree in business administration from **Mary Washington College**. Originally from Smithfield, Va., he and his family are looking forward to returning to the area.

Welcome to the VMD cooperative family Daryl!

Danielle Brokenburr Named Director of Human Resources for REC

Rappahannock Electric Cooperative (REC) recently named **Danielle Brokenburr** as **director of human resources**. In this role, Danielle will assist REC’s manager of human resources and employee development in overseeing day-to-day human resource operations for the cooperative. Her primary responsibilities include directing staff and executing personnel policies and practices.

Prior to joining REC, Danielle was **director of human resources** for **Goodwin House**, a **nonprofit retirement community** in **Falls Church**. With more than **20 years of career experience**, her previous positions include serving as **human resources business partner** and **senior manager** for **CACI International** in **Arlington**.

Danielle holds a bachelor’s degree in **business administration** from **American Intercontinental University** and a **master’s degree in human resource management** from **Capella University**. She earned **Senior Professional Human Resources (SPHR)** certification from the **Human Resources Certification Institute** and is a **Society of Human Resources Management Senior Certified Professional (SHRM-SCP)**. Danielle and her family live in **Prince William County**.



Danielle Brokenburr

Welcome to the VMD cooperative family Danielle!

