

# Powerlines

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## Opening Doors to Success

Most people want to live in a thriving community with plenty of good-paying jobs to help support their families. Large, healthy businesses create employment opportunities and energize the local economy. That also empowers the local electric cooperative by balancing residential energy use and sales with commercial and industrial accounts.

That's why PowerSouth partners with Members to recruit new commercial and industrial accounts and to ensure Members remain the energy provider of choice for existing key accounts. It's a win for everyone, activating one of PowerSouth's core values — Community Development.

"Our Member key accounts are often some of the largest employers in our service area and an integral part of the communities we serve," said Caleb Goodwyn, PowerSouth Community Development & Finance Representative.

Not only do key accounts create new jobs, they make substantial investments into the facilities they operate and often invest heavily in their employees and communities. "Their success ensures the economic vitality of our communities and leads to greater economic development growth," Goodwyn said.

### Turnkey teamwork

Businesses categorized as key accounts have a demand of 50 kilowatts (kW) or higher and a load factor greater than 40%. These include industries, manufacturers, irrigation loads and public facilities, like hospitals and schools.

These facilities require sizable amounts of electricity. Acting as an extension of Members' staff, PowerSouth Key Accounts and Economic Development teams focus special attention on the unique needs of these customers. They assist Members in providing resources to help them achieve their goals.

Much like residential consumers, key account businesses strive to decrease bottom-line expenses by saving energy and money. When a facility uses electrical energy more efficiently, its load factor improves. This reduces energy use, peak load demand and the average cost per kilowatt-hour (kWh).

According to Skip Spurlin, PowerSouth Commercial and Industrial Accounts Coordinator, "Because commercial and industrial accounts represent 25.5% of PowerSouth's total yearly Member revenue, the higher load factors of these accounts often result in cost savings system-wide."

That's why PowerSouth works in conjunction with Members to help key account customers understand their specific energy needs. On-site visits with business personnel aid in creating customized energy solutions and foster positive relationships. The team addresses concerns, issues and expectations — whether discussing energy efficiency for buildings and equipment, smart grid technologies or pricing strategies to ensure accounts receive the best retail rates for electricity.

"PowerSouth only promises what we can deliver, then strives to exceed expectations," Spurlin said. The cooperative's goal: to deliver unmatched customer value to Members, their key accounts and the consumers they serve.

### Mutually rewarding walk-through

"Save Money. Live Better." Walmart's slogan aligns with the goal of the Key Accounts program and cooperatives in general: serving the needs of consumers.

As one of the largest national accounts in PowerSouth's service area, Walmart currently has five Supercenters and two Distribution

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Centers served by Members. Spurlin said another Walmart account may come online soon.

On Aug. 8, PowerSouth representatives, along with employees from Member systems, took a behind-the-scenes tour of the Walmart Supercenter in Andalusia. PowerSouth hosted the event, which allowed for networking and relationship building.

Attendees — including Covington Electric Cooperative, that serves the Supercenter — conversed with regional and local Walmart leaders. During a roundtable discussion, they covered these topics:

- Momentary outages,
- EV charging,
- Community needs in storm recovery,
- Store and distribution center refrigeration,
- Electric heat loads and
- Demand response.

According to Spurlin, the unique opportunity identified ways the cooperatives and Walmart can work together more closely, while nurturing positive and lasting connections.

Thanks to amazing teamwork, the door of success remains open. Key account customers, PowerSouth and Members — and local communities — will reap benefits far into the future. ■



**Not your usual trip to Walmart:**

On a recent tour of the Andalusia Walmart Supercenter, Walmart Regional Energy Manager Richard Mynatt (left, front) discussed energy solutions with several attendees, including (left to right): Kisha Brinson, CHELCO Energy Advisor; Andy Kimbro, South Alabama EC Manager of Member Services; Ernie Faulkner, Dixie EC Vice President of Marketing and Economic Development; Jessie Ingram, Wiregrass EC Manager of Energy and Facilities Services; Tyler Jackson, CHELCO Energy Advisor; and Brad Kimbro, Wiregrass EC Chief Operating Officer. (Below): Jared Lickteig, Store Manager of the Andalusia Walmart, also joined the tour.



# Powering Walmarts in our service area

## 5 Supercenters

756 kilowatts (kW)  
typical demand\*

4,159,768  
kilowatt-hours (kWh)  
yearly electricity use\*

## 2 Distribution Centers

3,427 kW  
typical demand\*

21,378,790  
kWh yearly  
electricity use\*