

Notes to Co-op Nation

August 16, 2013

TO: NRECA Board of Directors
Distribution CEOs
Statewide Managers
G&T Managers

FROM: Jo Ann Emerson

Action.coop Highlights Affordable Energy Future, Co-op Story

We launched www.action.coop with a new video, “Powering the American Spirit.” It highlights the electric co-op service mission and our great story of leadership and innovation in areas like energy efficiency. Our video raises a flag early in the climate debate, asking for consideration of the concerns of everyday people. Action.coop also lets people sign up for future alerts on important issues.

Please help get this message out to folks on your webpages and through social media. Climate change is one of four main issues co-ops are discussing with House and Senate leaders during the recess and your in-district packet has talking points.

Co-op Successes Featured in Smart Grid Engagement Report

I’m proud that several electric co-ops were featured in a new DOE smart grid customer engagement report, “[Voices of Experience](#).” Kauai Island Utility Co-op, Great River Energy, South Alabama Electric Co-op and Southern Maryland Electric Co-op smart grid initiatives were highlighted for practical strategies to promote customer engagement. NRECA staff involved in the working groups focused on ensuring the report included co-op perspectives and recognized the many successful ways to work with consumers. For more information, contact [Mary Ann Ralls](#) or [Tracy Warren](#).

Arkansas Statewide Hosting Senate Field Hearing during Recess

The Electric Cooperatives of Arkansas will host a Senate Commerce subcommittee field focused on rural broadband and other telecommunications issues next Monday. The panel will hear comments from regional service providers and broadcasters on technical issues. FCC Commissioner Jessica Rosenworcel will offer comments.