

Seven Co-op Principles: The Cooperative Difference

Cooperative businesses are special because they are owned by the members they serve and are guided by a set of seven principles that reflect the best interests of those members. As a result of our dedication to our member/owners, Pee Dee Electric proudly adheres to these seven guiding principles:

Voluntary and Open Membership

Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.

Democratic Member Control

Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. The elected representatives are accountable to the membership. In primary cooperatives, members have equal voting rights or are otherwise organized in a democratic manner.

Members' Economic Participation

Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership.

Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their cooperative autonomy.

Education, Training, and Information

Cooperatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperatives. They inform the general

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AMONG COOPERATIVES

CONCERN FOR
COMMUNITY



public, particularly young people and opinion leaders, about the nature and benefits of cooperation.

Cooperation Among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.

Concern for Community

While focusing on member needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.

CEO's Comments

Concern for Community

From time to time, I have discussed the seven Cooperative Principles. Today, I want to focus on the 7th principle — Concern for Community.

Cooperatives believe that members are best served when the communities they live in are strong. Therefore, we believe it is our responsibility to support our communities for the benefit of our membership.

The purpose of this article is not to boast or brag, but to inform members about the different aspects of their cooperative. With that said, please allow me to refresh your memory about the many good things Pee Dee Electric and its members do for the communities we live and serve.

Pee Dee Electric members show support for community each month by participating in the Care to Share Program. The program is designed to support non-profit organizations in our communities. With permission, members allow Pee Dee Electric to "round up" their electric bills each month and place the funds in a special account. The cooperative accepts grant applications from eligible non-profit organizations that provide services to co-op members. The board of directors approves grants quarterly based on merit and availability of funds. This program has awarded more than \$650,000 in grants to worthwhile organizations throughout our communities. As a Pee Dee Electric member, you should be proud of this tremendous program you support.

Pee Dee Electric supports our schools and youth organizations. Pee Dee Electric and cooperatives across North Carolina participate in the nationally recognized Bright Ideas education

grant program. The Bright Ideas program provides funds for innovative K-12 classroom initiatives designed to make learning fun for our youth.

Pee Dee Electric and other cooperatives across the nation support an annual Youth Tour for rising high school seniors.

The tourists learn about electric cooperatives, meet federal legislators, and visit our nation's capitol. The cooperative's Awareness Committee and employees raise funds for scholarships through an annual golf tournament. The Awareness Committee awarded six \$1,000 scholarships to children of co-op members this year! Pee Dee Electric also supports our communities' youth through other organizations, such as Boy Scouts, 4-H and youth sports organizations.

Pee Dee Electric has contributed to numerous community projects in recent years, including Cole Auditorium, Discovery Place Kids-Rockingham, the Ansonia Theatre Project, the 4-H Museum at Camp Millstone in Richmond County, New Ventures Business Development in Anson County, and more.

We continue to support local economic development efforts. The most successful endeavor has been the shell buildings used for economic development at Rockingham Industrial Park-West in Richmond County. The cooperative has provided planning monies for a potential agricultural-civic center in Anson County, which we hope will become a reality within the next three to five years.

Even though some might say it is part of their job description, I think it is important to remind you that Pee Dee Electric employees go the extra mile when electric service is out. We are blessed to have a dedicated group of employees. It is an honor to work with such wonderful people. Linemen often work in the worst weather conditions, including ice, snow, thunderstorms, extreme heat and cold, and all hours of the night. Their mission is to restore your power as quickly and safely as possible. Our office staff put in the extra hours needed to answer outage calls and assist in the restoration efforts. Pee Dee Electric employees take pride in what they do and are dedicated to giving you the best service they can. Their dedication is one of the things that makes Pee Dee Electric strong.

Pee Dee Electric employees also have big hearts! During the Christmas holidays, Pee Dee Electric employees provided numerous gifts to seven families in our area.

Pee Dee Electric and its members believe in the 7th Cooperative Principle, Concern for Community. We are an active part of the community and do our part to keep our area of North Carolina a great place for our members and others to live, raise a family, work and ultimately retire.



Donnie Spivey, CEO and Executive Vice President



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Pee Dee Electric offers young basketball enthusiasts a shot at Sports Camp

Pee Dee Electric and North Carolina's Touchstone Energy Cooperatives have partnered with North Carolina State University and University of North Carolina of Chapel Hill to offer athletic and educational opportunities for rising sixth through eighth graders this summer.

Middle school students are encouraged to apply on line at www.pdemc.com. Girls can apply for the Kelli Harper Camp at NCSU and boys can apply for the Roy Williams camp at UNC-Chapel Hill.

This opportunity allows the students to grow and develop confidence. "We are excited to continue awarding these scholarships to deserving students," said Anne Edwards, marketing representative at Pee Dee Electric. "This program gives students the opportunity to spend time on a college campus, receive instruction from two successful collegiate coaches and enhance their own basketball skills."

The camps will both be held in June. The Roy Williams Camp is June 16-20 and the final dates for the Kelli Harper Camp have not been released yet. The campers must have



permission from a parent or guardian to attend camp and must provide their own transportation to and from camp.

Applications will be accepted through March 31. Winners will be announced May 1. Applicants will be evaluated on their academics, extra-curricular activities and an essay that must accompany the application.

Eligible students interested in the scholarship can contact Anne Edwards at 704-694-7608.

High school juniors: You could see Washington, D.C.

Each year, Pee Dee Electric sends several students on a trip of a lifetime. The Rural Electric Youth Tour has sent high school students to Washington, D.C., every June since the late 1950s. Students compete for slots for this unique opportunity and are selected by their local electric cooperative. The students must live in a house that is provided power by Pee Dee Electric.

As a participant in the Youth Tour, students will gain confidence, become a stronger leader and feel that their opinion matters. They will learn about the political process, see for themselves the workings on Capitol Hill. They will meet other students from across the country and develop friendships that will last a lifetime. They will be able to visit the historical sites, museums and some of the theatres that have made great impressions on lives for many years.

Qualified and interested students are asked to complete an application that can be found online at www.pdemc.com or call Pee Dee Electric marketing representative Anne Edwards at (704) 694-7608. The application can also be mailed to Pee Dee Electric, 575 US Hwy 52 South, Wadesboro, NC 28170.

The deadline for all applications is March 2, 2012.



The 2011 North Carolina Youth Tourists

Keeping Your Heart Healthy & Happy “On This Day”

On this day:

*Mend a quarrel, Search out a forgotten friend,
Dismiss suspicion & replace it with trust,
Write a love letter, Share some treasure,
Give a soft answer, Encourage youth,
Manifest your loyalty in a word or deed,
Keep a promise, Find the time,
Forgive a grudge, Forgive an enemy,
Listen, Apologize if you were wrong,
Try to understand, Examine your demands on others,
Think first of someone else, Appreciate,
Be kind, Be gentle, Laugh a little more,
Decry complacency, Express your gratitude,
Worship God in the world around you,
Gladden the heart of a child,
Take pleasure in the beauty and wonder of the earth,
Speak your love, Speak it again
Speak it still again, Speak it still once again
Until it echoes in the soft silence around you.*

Author Unknown

**GUESS WHICH
HOUSE HAS BETTER
INSULATION
IN THE ATTIC.**

Heat rises. And when it slips past your ceiling, it melts snow on the rooftop. It's an easy way to tell if you need new insulation. Find out what you can do at TogetherWeSave.com.



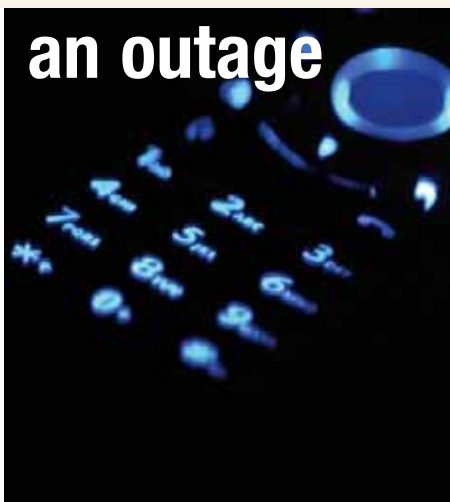
How to report an outage

Effective January 1, 2012:

If your phone number is not recognized, you will need to enter one of the following:

- ✓ Phone number
- ✓ Account number
- ✓ Meter number

Call 1-800-693-0190 to report an outage.



 Pee Dee Electric
Membership Corporation
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TOGETHERWESAVE.COM