

Energy Savings for Your Business

Locally owned businesses are the backbone of our community. With summer in full swing, now is the perfect time to make sure your building is equipped for maximum energy savings.

- LED lighting for your business allows you to maintain your preferred brightness levels while keeping energy costs low. And don't forget about your outdoor lighting options as well as timers for automatic, overnight shutoff.

- Check any refrigeration to ensure it is running optimally and keeping items cool without setting the thermostat lower than necessary. Keep up with regular maintenance and freon refills to ensure safe and longer-lasting inventory.



Smart light bulbs offer convenient control through voice commands or a smart phone app, and you can save additional energy (and money!) with LED options.

Photo Credit: Philips



What if paying your electric bill was like buying gas for your vehicle? NOW IT CAN BE!

Give us a call today to sign up for the new prepay program!

- Electric motor-driven systems account for about 25% of all commercial energy use. For larger operations, variable speed drives may be necessary to optimize your energy consumption.
- Unplug all unnecessary or unused appliances and electronic equipment. Many of these devices continue to draw power even when they are turned off. Advanced power strips are a smart, low-cost upgrade.
- Make sure your HVAC system is sized correctly for your business space. If it is not, this could lead to inefficient operation or insufficient cooling. Woodruff Electric's energy advisors can help you evaluate your existing system.

These tips can help you lower your energy use while keeping your operations humming.

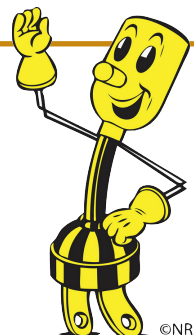
Woodruff Electric knows that your bottom line is important when making these business operations decisions. As your local electric cooperative, we would be happy to come to your office, warehouse or storefront to conduct a comprehensive energy audit to make sure you're maximizing every dollar.

E-mail info@woodruffelectric.com or call (870) 633-2262 to set up your energy audit today.



**Woodruff Electric
Cooperative Corporation**

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Woodruff Electric delivers Capital Credits to members

Capital Credits were distributed in July, refunding some of the margins shared by all members of Woodruff Electric Cooperative. This year the Board of Directors voted to return over \$2.4 million to the members of the cooperative. Some checks were hand delivered to local farmers, organizations and industries.



Local farmer, Darrell Gore, left, accepts his capital credit share from CEO/President, Michael Swan, center, and Matt Kelley, right, Vice President of Information Systems.

Local farmer, Les Brown, center, accepts his capital credit share from District Manager, Teddy Little, right, and Kenny Norviel, left, serviceman.



Village Creek State Park Superintendent, Vicki Trimble, right, accepts the park's capital credit share from Jimmy Cook, Vice President of Engineering.



Behind the lines at Woodruff Electric

Employee Spotlight: Benjamin J. Lane, Sr.

Title: *Consumer Accounts Manager*

Department: *Office Services – Forrest City*

How long have you been working at WECC? *26 years.*

What was your first position here? *I worked every other weekend as a service helper for about six months. I worked with the weekend serviceman on outages and call outs at night. I learned a lot from working in the field.*

How would you explain your job to someone else? *I do all things that deal with our consumers. I assist with billing, answering questions related to bills, and the intricacies that relate to consumer billing.*

What does a normal day at work look like for you? *Every day is usually busy. It seems that all days are the same, but then again, they are not the same. I strive to meet the needs of our customers, assist in distributing the monthly bills, verify and check records, and provide support as needed to other team members.*

Are you part of any large-scale or long-term projects? *Recently, I assisted in the launch of our new prepay program for members. I still oversee this new program as it is an ongoing project. I always continue to work on improving systems and programs we have in place.*

What is the best part of your job? *I enjoy helping people. When I say people, I include, not just the members, but the employees as well. I enjoy building people up and want others around me to have a better attitude and more confidence in themselves.*

What is the biggest challenge you face in your job? *I work with many personalities and sometimes have to make difficult or unpopular decisions to be fair to everyone and treat everyone the same. I always want to build others up and make sure that I will not hurt anyone.*

Who is your family? *Family members include my parents, Robert and Lillie Lane, my wife, Marla, and three children, Jacob, Jessica, and Jayla.*

Do you have any community involvement? *I am the pastor at Willis Temple in Madison, Arkansas.*

What are some of your favorite hobbies? *I enjoy traveling, spending time with my family, fishing, reading about history, and meditating.*

What is your favorite food? *I like almost everything, but rice is my favorite.*

Is there any food you will not eat? *Oysters.*

What is your trademark cliché or expression? *“Well... praise the lord!” similar to saying “it is what it is.”*

What would you like to learn how to do? *I would like to become a better swimmer, and also learn to water ski.*

What are a few items that you collect? *I like to collect old pictures, but specifically old church photos.*

If I’ve learned one thing in life, it’s: *Whew! There is a lot, but I would have to say, “Don’t judge a book by its cover.”*

One thing on my bucket list is: *I would like to visit Africa.*

What would you say about your experience working for WECC?
I love it. I really, really love it. I love the people I work with and the people I serve.

