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President & Chief Executive Officer

G. Keith Avery

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Your Touchstone Energy® Partner

Finding the value of electricity

Increase in cost of power is modest compared to gasoline



NOWADAYS, CELL phones and personal digital devices are a part of our culture. Everyone, it seems, is connected on the go—whether they’re just making phone calls, text messaging or checking email. Such communication freedom is a luxury for which we pay, generally without grumbling.

So why is it that when it comes to electricity—a necessity in our modern world—many of us grumble and complain when the electric bill comes every month? We expect electricity to be there at the flip of a switch, and when it’s not, we get angry or frustrated.

Hey, I’m no different—I also expect the lights to come on every time. And as the CEO of Newberry Electric, I have a special responsibility to make sure your electric service is safe, reliable and affordable. I also believe that, when compared to other commodities, electricity remains a great value. For example, over the past 10 years, gasoline has shot up 10.9 percent on average every year, according to the U.S. Bureau of Labor Statistics. The graphic above shows other comparisons. Meanwhile, electricity has increased just 3.7 percent a year nationally for a decade.

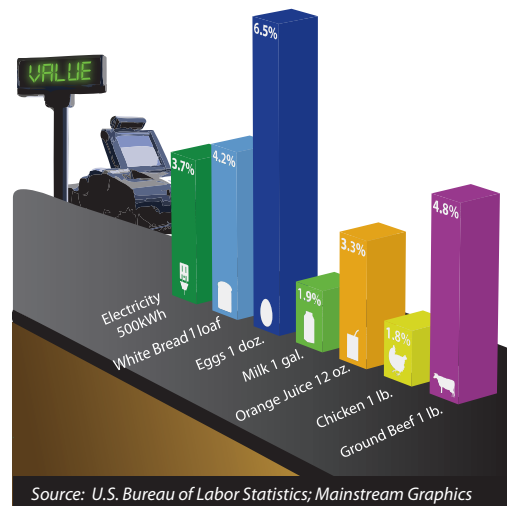
When you consider how reliable electricity is, the value goes up even more. Of course, we’re working hard to reduce even brief service interruptions and increase our reliability.

Those cell phones I mentioned earlier? Nearly a third of all U.S. households have four electronic devices, such as cell phones, plugged

‘Check out’ the value of electricity!

Next time you’re at the grocery store, think about the way prices for bread, eggs and other consumer goods have risen over the years. Electricity remains a value!

Average annual price increase between 2000–2010:



Source: U.S. Bureau of Labor Statistics; Mainstream Graphics

in and charging, according to the U.S. Energy Information Administration. Our appetite for electricity shows no signs of slowing down.

So, the next time you flip a switch, use your toaster or run your washing machine, remember the value electricity holds. And know that we at Newberry Electric Cooperative are looking out for you by working together to keep electric bills affordable, controlling costs through innovation, and putting you, our members, first.

G. Keith Avery
President and Chief Executive Officer

Avery named new CEO

THE NEWBERRY ELECTRIC COOPERATIVE

Board of Trustees has appointed George Keith Avery, of Clinton, as the co-op's new president and CEO. The Board made its decision at a regularly scheduled meeting on Tuesday, May 24. Avery previously was director of ProTec Services, a division of Laurens Electric Cooperative in Laurens. He started with Newberry Electric Cooperative on June 6.



G. Keith Avery

"We are looking forward to having

Mr. Avery here at Newberry Electric Co-op," said William D. Kibler, Jr., Newberry Electric Cooperative chairman of the Board. "With his 32 years of co-op experience, we feel he'll be a great asset to the organization."

"I am truly blessed to have this opportunity to serve the membership of Newberry Electric Cooperative," said Avery. "The cooperative has an excellent staff, a great Board of Directors, and a strong history of service to the membership and the community. I can't think of a better place to work or live. I am truly looking forward to being a part of the Newberry team."

Avery began his cooperative service

at Laurens Electric Cooperative in 1979. In 1994, he established ProTec Services as a division of the co-op.

Avery is an active member of his community, serving as a member of many upstate South Carolina Chambers of Commerce, the YMCA of Laurens, as vice chairman of the Board of the S.C. Alarm Association, and as a member of the Advisory Board of United Technology Corp., a worldwide company. He also served as the District 55 school representative in the Piedmont Area Consortium and as a coach for the District 56 Science Olympiad Team.

Avery and his wife will be relocating to Newberry. They have three daughters and one grandson.

Cooperatives support the community

The 20 cooperatives across the state are committed to serving their local communities. They are involved in a variety of community and economic development activities, including attracting and retaining industry and the jobs they bring to the local community. Newberry Electric Cooperative is no exception. Through its rural development funds, Newberry Electric Co-op gave \$125,242 in 2010 to help with infrastructure improvements to the county-owned industrial park on SC Highway 773. Newberry Electric has also given funds to the Newberry County Water and Sewer Authority and to Newberry County to assist in funding infrastructure improvements to industrial sites such as SC Highway 219.

Newberry Electric Cooperative also supports the community by participating in career fairs at local schools and educating students on electrical safety and the various career choices available at the cooperative. NEC is active in various other organizations such as The Newberry Business Alliance and The Chamber of Commerce and Economic Development.

As one of 20 electric cooperatives across the state, Newberry plays a critical role in the nation's economy, as well as the local community.

Newberry Electric is proud to be a part of this community. It is a privilege to serve our member-owners and the local community. The Board of Trustees, staff and employees are



Students from Roberta Kinard's third-grade class at Reuben Elementary in Newberry learn energy-saving tips from CFL Charlie.

committed to providing our member-owners dependable, reliable electric service at competitive rates, while maintaining excellent customer service.