

SEPB CONNECTION

Spring 2018

Scottsboro
ELECTRIC POWER BOARD

CELEBRATING

20 YEARS CABLE
INTERNET

10 YEARS PHONE
SERVICE



Phillip Chaney
General Manager,
Scottsboro Electric
Power Board

Out with the old, in with the new

Here in the South, spring may not last as long as we would like, but it still marks the end of one season and the beginning of something new. We say goodbye to the cold of winter and look forward to the warmth of summer as long nights give way to long days.

The same is true here at Scottsboro Electric Power Board, where we recently completed one long-term project and are already working on the next.

I'm happy to announce the completion of work on the Roseberry Substation, which, thanks to the hard work of power board employees, was well under budget. This was a project that spanned about nine months. During that time, power board crews built retaining walls, constructed the substation building, installed new substation components and did all the wiring.

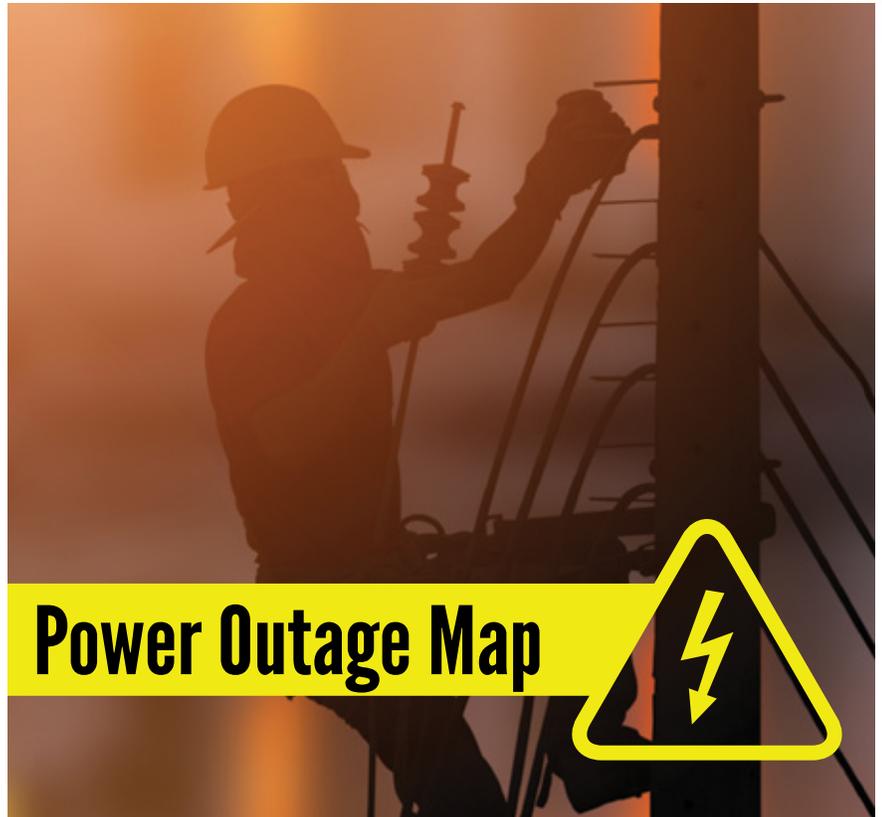
That effort saved SEPB from hiring outside contractors for the job. So we want to thank our employees for all their hard work. We also want to thank residents in the south part of Scottsboro for their patience in dealing with outages as we strengthened our electric system.

Of course, when it comes to making system improvements, there is always more work to be done. With the Roseberry project complete, we have already started work on rebuilding our TVA primary substation, which is one of two main electricity delivery points for Scottsboro.

Power board crews are scheduled to complete the upgrades to that substation by the end of this year. In addition, TVA will rebuild a portion of its substation at the same location. Improvements to these two substations will provide a significant upgrade to Scottsboro's electric infrastructure, ensuring we are prepared for upcoming storms and potential growth.

Finally, I want to take a moment to recognize a couple important milestones here at SEPB. This year marks a decade since we first offered telephone service and 20 years since Cable TV and Internet service became available from the Power Board.

We're proud of the tremendous impact those services have had on the community. As SEPB approaches 80 years in the electric business, we're grateful for the opportunity to continue serving the city of Scottsboro any way we can.



Power Outage Map

THE SEPB POWER OUTAGE MAP ALLOWS CUSTOMERS TO VIEW OUTAGES

Scottsboro Electric Power Board provides affordable, reliable energy, but some outages are unavoidable. SEPB relies on an outage map and Interactive Voice Response system to give customers key outage information.

This map helps SEPB quickly and safely locate outages and restore power. Customers may view the outage

map at scottsboropower.com. The system is particularly useful during severe weather with numerous power outages.

"During severe weather, which can generate a lot of trouble calls, Brian Ricker, Electric Superintendent, can see where the outages are," says SEPB Field Engineer Bradley Potter. "Customers should still report information about the outage. Knowing if there's a tree down on a power line, a loud noise or any other problem will help us quickly locate and repair the outage."

SEPB is committed to communicating with its customers during outages and in other ways too. Most outages are also posted on SEPB's Facebook page and Twitter account.



FINDING WHAT WORKS

SEPB's Vicki Watts strives for the best

For Vicki Watts, there's no such thing as failure. First of all, she doesn't much like the word. Second — and this is the big one — she doesn't believe in it.

"I call it trial and error," says Watts, who is Scottsboro Electric Power Board's only public relations and marketing manager since the position was created in 2001. "I've had to pave my own path with this job, so I've had to see what works and what doesn't. If something doesn't work, we modify it. That's how things succeed. I feel that every job I have had in the past has prepared me for this job."

As public relations and marketing manager, Watts' duties include coordinating all of SEPB's advertising and marketing needs, as well as any special events and programs.

Watts has worked at SEPB for 26 years and started working in public relations before the title even existed. Two years after joining SEPB as a cashier in 1992, she realized more children needed education on electric safety.

After some research, she learned that fourth-grade students studied electricity each



SEPB linemen and Vicki Watts visited with the fourth grade students at Caldwell Elementary School to talk about electrical safety. The students are, from left, Ethan Scott, Cohen Thompson, Grace White, Tess Griggs, Ella White and Connall Moore. SEPB employees leading the demonstrations include, from left, linemen Pat Thompson and Ray Bearden, PR/Marketing Manager Vicki Watts, and linemen Jimmy Culver and Brandon Whitley.

year, so she organized electric safety demonstrations at schools complete with linemen and bucket trucks. She is now known as “The Power Board Lady” by the local elementary school students. Watts also started the first electrical safety calendar contest for SEPB, which showcases students’ artwork and electrical safety messages. She has been promoting and encouraging fourth-grade students to participate in this contest for 17 years.

When she moved into a customer service position, she worked with advertising and programming on SEPB’s Channel 2. Soon after, she was asked to take on the role of TV host for SEPB’s Our Town Channel 10. SEPB General Manager Phillip Chaney says, “Twenty years ago when I was the telecommunications superintendent, I was asked for my suggestions to make Channel 10 a success. My answer was that we needed to put Vicki Watts’ smiling face on the channel as often as possible. Twenty years later, Vicki’s smile is still on Our Town Channel 10. If you ever need lifting up on a difficult day, just talk to Vicki. Her attitude is what makes her such a good employee, and her kindness is what makes her an amazing person.”

“I’ve always been taught that all you can do is try and try your best,” she says. “I’m one of those people who does not like to back down from a challenge. But it’s especially important to me because SEPB is a big part of the com-



During a demonstration about electricity, SEPB lineman Ray Bearden helps fourth-grade student Taygan Harris cut a wire.

munity. I enjoy working in the community. It is an honor for me to serve here because I was born and raised here.”

Even at home, Watts likes to keep pushing forward. She and her husband, Tim, have been married for 38 years. They are both certified master barbecue judges and travel to judge barbecue competitions. They’re also involved in the Super Bowl of barbecue contests, the Jack Daniels World Championship Invitational Barbecue in Tennessee. But their favorite barbecue gig of all is helping with the Scottsboro BBQ Cookoff right here in Scottsboro.

Vicki graduated with honors from the University of Alabama. She attends First Baptist Church of Scottsboro, is a member of the Scottsboro Three Arts Club and Education Foundation Board and is a Junior Leadership Jackson County co-chair. She is on the Tennessee Valley Authority and Tennessee Valley Public Power Association Education Advisory Board and the Communications Advisory Board. She also enjoys dance, music and reading inspirational and motivational books.

SEPB celebrates decades of internet and phone service

Being a hometown power provider is about more than just great electric service. At Scottsboro Electric Power Board, we believe in doing everything possible to provide all the services our community needs. This year, we’re celebrating the anniversaries of two of the most impactful services SEPB has launched: cable/internet service and phone service.

20 YEARS OF CABLE AND INTERNET

When SEPB began offering broadband Internet services in 1999, it was a jump even cities like Huntsville had yet to make. For many people, dial-up speeds were the only game in town.

“It was a big deal for a small town like Scottsboro to have that available,” says Customer Service Manager Kathy Moore. “It increased the speeds dramatically.”

The power board didn’t make the decision to offer broadband services unilaterally,

though. Marketing Manager Vicki Watts remembers taking survey sheets to local businesses to determine their needs.

“That was a way for us to make sure the city wanted this service and that we could provide it,” she says. “It was very important to make sure they were invested and on board.”

10 YEARS OF PHONE SERVICE

Landline phone service may be a thing of the past for some SEPB customers. But for those who don’t use cellphones, a landline is absolutely crucial. Power board customers now have the option of adding phone service without long distance for \$29 a month, about half of what competitors charge.

While she knew phone service would always prove helpful in emergency situations, Watts says she didn’t fully realize its impact at first. Then one woman shared how much being able to add long-distance service for a flat rate instead of being charged by time meant to her.



“One customer told me she can now call her sister every day. Before, they could only afford to talk once a week or less,” she says. “Those are the things that make you really proud and excited to offer this service.”

New services bring SEPB customers flexibility and convenience

Scottsboro Electric Power Board is dedicated to bringing top-quality service to its customers and providing you with options to pay your bill and manage your account. Here is a new service customers can enjoy right now:

PayNearMe — Customers who are signed up for FlexPay now have even more options when it comes to paying their bill. Those looking to pay with cash can use the PayNearMe app to find a participating retail location near them to make a payment.

It's simple. Just download the PayNearMe app on your phone and then find a participating retailer when you're ready to make a cash payment. The app will generate a barcode you can show a cashier to make a payment on the spot for a fee of \$1.49. PayNearMe even sends you a receipt and keeps a record of your payment history.



CELEBRATE WITH US!

SEPB celebrates 20 years of Cable/Internet service and 10 years of Phone service. Sign up or upgrade your Cable, Internet or Phone service with SEPB for a chance to win a 32-inch TV, laptop or 6 months of FREE Phone service.

Also, if you sign up for Residential or Business Phone by July 31, 2018, you will get your **first 2 months FREE!***

**Long-distance charges not included.*

DRAWING WILL BE HELD ON AUGUST 8, 2018.

