

Current



SUMMER 2007



Consolidated Electric Cooperative is small, but thinks big!

A not-for-profit energy-providing company with 16,000 members in eight counties located mostly in rural central Ohio, near the state capital of Columbus, Consolidated Electric Cooperative maintains nearly 2,000 miles of power lines and 15 substations, with another substation under development.

As a non-profit cooperative, the 70-plus year-old company is owned and controlled by the members they serve. Members have a voice in the operation and control of the cooperative through their elected Board of Trustees. This means that Consolidated Electric's members are more than just passive customers. They are very discriminating.

"We had a tree-trimming 'system' in place for years," said Pam Hawk of Consolidated Electric, "And it worked well during that time, but we were on a rotation, and didn't have a system to adequately manage it.

In This Issue...

THINKING BIG

Consolidated Electric takes steps to improve service and lower costs.

SYSTEM ASSESMENT

Build a solid foundation for your Vegetation Management Program

NEWS FROM ACRT

Get ready for storm season, a recent ESOP award, T&D World's Ask the Expert

WWW.ACRTINC.COM

"We had a tree-trimming 'system' in place for years, [but we] didn't have a system to adequately manage it.

Pam Hawk
Consolidated Electric

News & Notables

ABOVE NORMAL 2007 STORM SEASON PREDICTED

Meteorologists are predicting that this years Atlantic Hurricane Season will be an active one. "We are calling for a very active hurricane season this year ... Based on our latest forecast, the probability of a major hurricane making landfall along the U.S. coastline is 74 percent..." - Phil Klotzbach of the Colorado



State hurricane forecast team. "Now is the time to update your hurricane plan, not when the storm is bearing down on you." - National Oceanic and Atmospheric Administration.

Do you have a plan in place for how you would respond in the event of significant storm related outages? This time of year it is more important than ever to know how you would recover from this kind of disaster scenario. ACRT can be a resource for you in times like this. We have teams of skilled and highly trained Utility Arborists which can be quickly deployed to help you recover from an emergency situation, and get the power back on quickly. This year's storm season has just started and we have already had two named storms, call us today and ask about Storm Response to learn more.

ACRT WINS "RUNNER UP" WITH ESOP ASSOCIATION

ACRT has been selected by the ESOP Association as the winner of the 2007 Runner Up Annual Award for Communications Excellence (AACE). The AACE Awards recognize the outstanding employee ownership communications and educational programs of its members. ACRT is proud to be a 100% employee owned company through its Employee Stock Ownership Plan (ESOP.)



ACRT TRAINING DATES These courses are designed for employees from municipalities; line clearance companies, government agencies and commercial/residential tree care companies. Below is a list of some upcoming training classes being held at ACRT's Corporate Training Headquarters in Akron, Ohio.

Arborist I

April 23-27, 2007
July 9-13, 2007
Oct 1-5, 2007

Line Clearance Arborist Cert.

Jan 29 - Feb 2, 2007
April 30- May 4, 2007
July 16-20, 2007
Oct 22 - 26, 2007

Arborist II

June 4-8, 2007

For more news or
to learn more about ACRT visit
www.acrtinc.com

Consolidated Electric co

The system worked well for about 15 years. Since then the needs and requirements of our members have changed greatly.

"They are more discerning and concerned about vegetation clearance to maintain reliability. In short, they are more concerned today about just keeping the lights on."

To address the increasingly sophisticated requirements of its members, Consolidate knew it had to adapt to those needs.

"We knew that we didn't have a good feel for the total workload of our vendor," said Hawk. "Also, we wanted to take our vegetation management process to the next level and provide a higher quality of service to our members."

That's when they went looking for a company that could meet or exceed the new requirements of their customers/members.



continued

“It’s not often that you can reduce costs and increase satisfaction at the same time!”

Pam Hawk
Consolidated Electric



“We talked to several other utility and energy companies and also conducted a Web search,” said Hawk. “After our extensive research, we selected ACRT.”

Since selecting ACRT, Consolidated Electric has been able to establish a

timetable and, with the assistance of an ACRT arborist, begin the process of workload assessment, evaluating the operating structure and the tree-trimming specs to design an internal system for complete vegetation management.

“We will begin in earnest in early June,” said Hawk. “We anticipate a long-term significant savings and significant improvement in our member satisfaction. It’s not often that you can reduce costs and increase satisfaction at the same time!”

FEATURED PRODUCT:

ACRT System Assessment

KNOW WHERE YOU STAND A comprehensive Utility Vegetation Management program contains many variables – types of vegetation, numbers of line miles, capacity and appropriate circuit clearances, contracting strategies, appropriate budgeting levels, cycle lengths, etc. – and it may be difficult or even impossible for you to evaluate and understand them without assistance. You aren’t alone. While you know that they all work together to boost or hamper the effectiveness of your program, it is difficult for many utilities to determine the inefficiencies in their UVM programs - not to mention often impossible to determine what resources they should allocate.

WE CAN HELP Using our on-site arborists, our extensive database and the experience gained from working with clients all over the nation, we can evaluate your system and your current UVM activities. We will produce a comprehensive report that you implement (with or without further help from us) with specific recommendations and industry-relative benchmarks. And by using sophisticated statistical modeling techniques, we can assess your system quickly and accurately.

DETAILS Our arborists will walk your system in half-mile increments, gathering information for our database. Analysis includes data such as: species of vegetation, number and type of work units, encroachment levels, recommended remediation equipment/techniques, and more. We also will review the following: budget, management procedure, cycle, non-routine work, contract rates and terms, contract type and conditions, customer communications, specifications, and reliability indices.

THE FINAL PRODUCT When completed, the System Assessment will provide you with a solid foundation for a best-in-class UVM program. You will understand how your current program compares to similar utilities nationwide, and the steps necessary to improve it.



Sales Territories



Joe Marshall,
Sales Manager
1333 Home Avenue
Akron, OH 44310
Office (800) 622-2562, ext. 297
Cell (330) 618-3110
jmarshall@acrtinc.com



SOUTHEAST
Tim Lawyer, *Business Development Manager*
503 E. Ligon Dr.
Nashville, TN 37204
Office (800) 622-2562, ext. 443
Cell (615) 604-9766
tlawyer@acrtinc.com



SOUTHWEST
Erika Rowles, *Business Development Manager*
311 E. I-30, Suite 108
Rockwall, TX 75087
Office (800) 622-2562, ext. 444
Cell (817) 915-4450
erowles@acrtinc.com



NORTHEAST
Kevin Jones, *Business Development Manager*
1333 Home Avenue
Akron, OH 44310
Office (800) 622-2562, ext. 327
Cell (330) 703-6522
kjones@acrtinc.com

