

Communications and Public Relations
Memphis Light, Gas and Water Division
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Show someone you care. You can help by applying money to someone's bill. Complete the Gift of Comfort form at mlgw.com and follow the mailing instructions, or call 544-MLGW (6549) for more information. Your gift will show in the form of a credit on the recipient's bill.



MLGW in the Community

Community outreach and volunteer programs are always part of MLGW's schedule. Some of the upcoming events that MLGW will be participating in include the following:

Jan. 10 – Ruth Tate Senior Center, 10:30 a.m., 1620 Marjorie St., Memphis.

Jan. 27 – ECO EXPO 5.0, Temple Israel, 11 a.m. – 3 p.m., 1376 E. Massey Rd., Memphis.

Mar. 8-10 – Southern Women's Show, various times, Agricenter, 7777 Walnut Grove Rd., Memphis.

Mar. 20 – University of Memphis Off-Campus Housing Information Fair, 9 a.m. – 2 p.m., Michael D. Rose Theatre and Lecture Hall, 470 University Ctr., Memphis.

If you would like MLGW to be an exhibitor or speaker at your event, please call 528-4820 or request online at www.mlgw.com/speaker.



Community Outreach is produced by the Communications and Public Relations department of MLGW. If you have questions, concerns, or suggestions about this publication, please feel free to contact the Community Relations area of MLGW's Communications and Public Relations department at (901) 528-4820. Or call Glen Thomas, Supervisor, Communications and Public Relations, at (901) 528-4557. Address all correspondence to:
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P.O. Box 430, Memphis, TN 38101-0430

Community OUTREACH

News to the Neighborhoods from Memphis Light, Gas and Water Division

January/February 2013

Project CARE Continues Changing Lives

Robert Johnston, MLGW Residential Services, welcomes Project CARE beneficiary Mrs. Annie Moore to her newly renovated home. "It's gorgeous. It's just like a new house," she said. "I love it."



MLGW's Project CARE (formerly Project MAX), has served the community for more than 27 years, helping more than 120 customers in need each year. Through Project CARE, MLGW employees and other volunteers weatherize homes and build wheelchair ramps for elderly and low-income customers in Memphis. More than 150 MLGW volunteers participate in Project CARE each year. One of the newest beneficiaries of the program is Annie Moore.

Mrs. Moore had been living in three inches of water after her water heater broke and leaked for two months. Not knowing where the water was coming from or how to turn it off, damage to sheetrock, doors and furniture occurred. MLGW learned of Moore's situation and teamed up with a combined volunteer effort of ServiceMaster by Cornerstone in Cordova, CRND of the Mid-South of Collierville, Carpet Tech, Habitat for Humanity and Terminix as well as others, to return her house to a livable residence.

Approximately \$40,000 was used to repair Moore's home through donated materials and time from local companies and nonprofit agencies. Eleven MLGW Energy Technicians volunteered on weekends and after hours repairing Moore's house.

Natural Gas Prices to Remain Low

The Energy Information Administration (EIA) has released its annual natural gas forecast and things are looking good again this year in terms of overall gas prices. Essentially, EIA is predicting a little less than a five percent increase in consumption, based on a more typical winter. The actual price of natural gas is expected to be similar to that of last year. Last year's unseasonably warm weather, coupled with

low gas prices helped MLGW customers to save about \$110 on their winter heating bills. Even with an anticipated return to more traditional winter temperatures, natural gas prices are about half of what they were five years ago.

The biggest impact to customer bills will still be weather and customer usage. Remember, the best way to control your utility costs is reducing energy usage. Practice the Winter Energy Saving Tips, as featured in a separate article in this issue of *Community Outreach*.

"Race to Care" Supports Project CARE

Some walked, some ran, but everyone contributed to raise funds for Project CARE.



As an additional way to support Project CARE, MLGW has established the annual Race to Care, a 5K Run/Walk that benefits the program, providing funding for materials and labor geared toward energy-efficient repairs to the homes of low- and moderate-income families.

The first Race to Care event took place recently at Shelby Farms Chickasaw Trail, and the Official race starter was City of Memphis Mayor AC Wharton. About 500 participants walked or ran, and sixty employees volunteered to help with the event. Nearly 1,400 MLGW employees made contributions to the cause, totaling approximately \$39,000 in donations. All tolled, \$72,000 has been raised for Project CARE. Those dollars will help about 150 customers with energy-efficient home repairs.

The event was followed by awards and lunch, and post-race entertainment featuring the Muddy River Blues Band, formed by five musicians who are all MLGW employees and had also performed in the Plus-1 Jam finale on Beale Street, last May. For more information on Race to Care, please go to www.racetocare5k.racesonline.com.

Winter Energy Saving Tips

Heating bills can average 40 percent or more of your annual utility costs. Help reduce your winter utility bills by following these free or low-cost steps that save you money and conserve precious energy:



- Set thermostat at 68°. Every degree above 68° adds four percent to your heating bills.
- Wear layered clothing and thick socks to keep warm.
- At bedtime, lower thermostat even more and add extra blankets.
- Close garage doors; cover foundation vents; close off vents and doors to seldom-used rooms.
- Keep curtains and blinds closed at night and on cloudy days; open curtains on sunny days for warmth.
- Make sure central-heating air filters are clean or replaced regularly.
- Place rolled-up towels inside against bottom of exterior doors and window sills to block wintry drafts.
- Adjust water heater temperature down to 120° or “warm” – it still provides hot water.

Find more energy conservation tips at mlgw.com.



Attendees to the conference learned how to administer Cardiopulmonary Resuscitation (CPR).

Service Leaders Learn About Healthcare at Conference

On November 9, MLGW hosted its annual Business of Service conference for non-profit and faith leaders at the Joyce M. Blackmon Training and Development Center. This year's theme was Safe and Healthy Communities and during registration, many attendees took advantage of the complimentary health screenings provided by St. Francis Hospital and Walgreens. Some of the most popular sessions for the day were *Extra Help with Medicare* presented by Vickie Thompson with the Aging Commission of the Mid-South, and *CPR for Family and Friends* led by Carlotta Burnette, MLGW Safety Coordinator. Many participants came especially to learn about the Affordable Care Act from Deric Gilliard with the U.S. Department of Health and Human Services. One participant remarked, “We have many seniors living in our neighborhood. We need all of the information we can get. Continue workshops on healthcare. It will take seniors a long time to get used to changes.”

Over lunch, participants got an update on MLGW activities from Beverly Perkins and Crystal Love with MLGW. Sunny Ross, Patient Assistance Coordinator for the Church Health

Center, spoke about Patient Assistance Programs available through many pharmaceutical companies. These programs provide patients their medication free of charge. Be sure to save the date for 2013 events. The Neighborhood Leaders Conference is scheduled for August 2, 2013 and the Business of Service Conference will be held November 8, 2013. We hope to see YOU next year!

Protect Your Pipes During Freezing Temps!

Freezing temperatures mean you need to make sure your pipes are not vulnerable to the effects of cold weather. Protect your pipes from freezing temperatures. Open interior cabinet doors to expose pipes to warmer air, turn all inside faucets to a slow drip and wrap or cover all exposed outside faucets. If you're going out of town, don't turn your heat off, just turn it down several degrees. It's a good idea to insulate your above-ground water pipes, too. Pipes in the crawlspace or basement under your house could be susceptible to a deep freeze. Therefore, pipe insulation is always a good idea. If your attic insulation isn't great, you should insulate water heater pipes in the attic, as well.



Energy Techs Earn HERS Certification

Jerry Collins Jr., MLGW President and CEO, (far left), and Chris Bieber, VP Customer Care, (far right), congratulate Residential Services employees earning their HERS certification.



“A utility isn't more important than its customers,” remarked MLGW President and CEO Jerry Collins Jr. at a recognition event for 10 employees who recently obtained their Home Energy Rating System (HERS) certification.

Home energy rating involves an analysis of a home's construction plans and onsite inspections. Based on the home's plans, the Home Energy Rater uses an energy efficiency software package to perform an energy analysis of the home's design.

For Robert Johnson, Supervisor of MLGW Residential Services, this accomplishment is a concrete example of the weight the Division has placed on assisting customers in reducing their energy consumption. “This certification raises the bar and the level of expertise our technicians have when identifying and addressing residential energy concerns. Having a full compliment of HERS rated technicians, demonstrates MLGW's commitment to energy conservation.”

MLGW Wins Seven MarCom Awards

MLGW's Communications & Public Relations department recently won seven MarCom awards. The MarCom Awards is a creative competition for any individual or company involved in the concept, writing and design of print, visual, audio and web materials and programs. MLGW brought home the following:

- Platinum: MLGW “Connect With Us” Print Ad
- Platinum: MLGW iPhone App
- Gold: MLGW Samuel Jackson Radio PSA
- Gold: MLGW 2011 Annual Report
- Honorable Mention: Specialty Web/Social Media Site
- Honorable Mention: MLGW “Call Before You Dig” TV PSA
- Honorable Mention: MLGW Facebook

MarcCom award entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. The Platinum Award is presented to those entries judged to be among the most outstanding entries in the competition.

MLGW Crews Help Sandy Recovery

MLGW crews take a break from their 16-hour shifts during Long Island restoration.

Thirty-three MLGW employees traveled to Long Island, New York from Nov. 4-16, to help with restoration efforts following Superstorm Sandy, as part of a nationwide effort to restore power to the residents of the Northeast. The hurricane left millions along the East Coast without power, with Long Island being a particularly hard-hit area. The crews assisted with repairing overhead and underground services.

MLGW covered the linemen's efforts through its blog, “Bird on a Wire” at www.mlgw.blogspot.com. The MLGW crews joined local and out-of-state utility workers who collaborated on the massive restoration effort. “The Northeast faced a tremendous restoration effort,” said MLGW President and CEO Jerry Collins Jr. “Just as other utilities have assisted us



in the past, MLGW was committed to helping restore power to the residents of Long Island.”

While there, our utility workers had to endure a second storm that brought snow and wind and caused additional outages. The crews worked 16-hour shifts as part of a team of thousands of utility workers from around the nation, and slept in trailers set up with bunk beds due to the lack of available lodging space. “We at MLGW are proud of our workers, who faced adverse conditions and tremendous damage in restoring power to Long Island residents. These men are a credit to MLGW and Memphis,” said Collins.

The following is an unsolicited commendation MLGW received from a customer in New York about our crews restoring power after Hurricane Sandy:

“As a resident of Commack, New York I felt that I should be writing to your company to express our gratitude to your workers, who left their family and traveled all the way to Commack in our time of frustration and need for their service. Your company should feel very proud, that they were represented by the group of lineman that came to Commack. They were very professional and courteous. So we would like to say ‘Thank You’ once more.”

-- Anthony and Vitina Pititto, Commack, New York

Plus-1 Update

For 30 years, Plus-1 has allowed MLGW customers to add a dollar or more to their utility bills to support customers in need, and 2012 was a great year for the program. MLGW's efforts to promote Plus-1 have been highly successful. Here are some of the facts:

- Every dollar raised goes directly to MIFA to help keep the power on for families in crisis. These families come to MIFA when a loss of income puts them at risk.
- Last year, more than 25 percent of MIFA clients had lost their jobs or hours at work. Fifty-five percent faced medical challenges which made paying their bills difficult or impossible.
- Plus-1 stepped in to help prevent utility cutoffs for 1,300 of those people.
- MIFA's recent fiscal year, which ended in June 2012, showed that more than 1,700 new donors signed up during the year, which increased the number of Plus-1 contributors by 19 percent!
- In total in this fiscal year, 10,700 donors contributed just over \$273,000.

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