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Community OUTREACH

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

November/December 2012

Business of Service Conference Free Health Screenings and Flu Shots Offered at Conference

The annual MLGW Business of Service Conference is scheduled for Fri., Nov. 9, 2012 from 8:30 a.m. - 2:30 p.m.



This year's theme is *Safe and Healthy Communities* and Dr. Pamela Roshell, Regional Director, U.S. Department of Health and Human Services, will be present to discuss the Patient Protection and Affordable Care Act (PPACA), which calls for significant changes in the U.S. healthcare system. The conference will be held at the MLGW Joyce M. Blackmon

Training Center, 4949 Raleigh-LaGrange at Covington Pike. Attendees will have the opportunity to take advantage of

health screenings and free flu shots courtesy of Walgreens, and the Kidney Foundation will be screening for kidney disease. In addition to the screenings, this year's conference includes workshops on topics such as the *Patient Protection and Affordable Care Act*, *CPR for Family and Friends*, *Care for Kids*, *Extra Help with Medicare*, *Natural Gas - Safe and Affordable*, and *Accessing Healthy Food in Underserved Areas*.

The conference is an annual event hosted by MLGW for faith-based and non-profit organizations aimed at providing this key stakeholder group the opportunity to network, acquire new skills and get updates on MLGW activities.

Registration is \$5 and includes workshop materials, continental breakfast and buffet lunch. For more information, call MLGW Community Relations at 528-4820 or www.mlgw.com/serviceleaders.



Voice of the Customer: We Want Your Opinion!

MLGW has launched *Voice of the Customer*, a new real-time, phone survey system to capture customer feedback immediately following the interaction between our customers and our Service Advisors. Customers selected randomly will be offered the opportunity to complete a survey, or customers can request to complete a survey. The surveys are designed to measure professionalism, listening skills, knowledge, and the efficiency and effectiveness of our Service Advisors, as well as customer satisfaction and perception. MLGW wants to define exactly what comprises a satisfying experience from the customer's perspective, with a focus primarily on the agent's behavior in shaping the customer experience.

Community Calendar

Nov. 1 – Germantown Senior Expo, 9 a.m. – 3 p.m., Germantown Athletic Club, 1801 Exeter Road

Nov. 9 – MLGW Business of Service Conference, 8:30 a.m. – 2:30 p.m., 4949 Raleigh-LaGrange Road

Nov. 10 – AARP's Health & Wellness Community Day, 10 a.m. – 2 p.m., Greater Memphis Pentecostal Assembly, 8941 E. Shelby Drive

Nov. 15-16 – Memphis Area Geographic Information Council (MAGIC) Conference, Bridges Center, 477 North 5th Street

Dec. 1 – Home for the Holidays, hours and place TBA

Interact with MLGW via: Twitter, Blogspot, Facebook and YouTube



Just visit mlgw.com and click on the logos.



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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MLGW's Winter Moratorium for Senior Customers

MLGW offers the winter moratorium program to ensure that qualifying physically challenged and elderly customers (60 years or older) get the warmth they need in the winter. From Dec. to Feb., MLGW will not disconnect service to customers who have enrolled in the program, though enrollees should still keep their accounts current.

For eligibility guidelines and enrollment, customers can call 544-MLGW (6549), visit an MLGW community office, or go to mlgw.com/wintermoratorium. Nov. 15 is the application deadline, and customers cannot have an outstanding balance on Nov. 30.

Project MAX is Now Project CARE

Project MAX, an award-winning MLGW volunteer program that started almost 30 years ago, is undergoing a name change and significant improvements. Announced at a recent Board of Commissioners meeting, Project MAX is now Project CARE Customer Assistance Program.

The new program, Project CARE, reflects a greater commitment to energy efficiency, conservation, and education by the Division, its employees and community organizations. As a result of the program expansion, MLGW employees and volunteers will be able to assist more customers in lowering their energy consumption. To help fund the program, TVA is

donating \$50,000 over five years; ServiceMaster Clean has donated \$60,000 in in-kind contributions; and an anonymous donor has pledged \$20,000.

Customers participating in Project CARE will receive up to \$500 in energy-efficient repairs that include replacing broken window panes, installing attic installation and replacing old water heaters. Similar to Plus-I, MLGW's utility assistance program, donations go directly to MIFA and are tax-deductible.

The first official fundraising campaign for Project CARE kicks off Saturday, November 17 with the first annual Race to CARE 5K run/walk at Shelby Farms. For more information, contact Frank Fletcher, MLGW Customer Relations, at wfletcher1@mlgw.org.

Solar-Powered Charging Station Opens at Shelby Farms

After eight months of construction, the solar-powered charging station at Shelby Farms Park, with spaces for 10 electric vehicles, formally opened in Memphis.

Being a new technology, the actual use of the new station will probably have a slow start. However, it represents an important step toward environmental sustainability. Motorists will be able to use the Smart Modal Area Recharge Terminal (SMART) station for free.

Experts consider that there are three main advantages that electric vehicles have over cars and trucks powered by gasoline: The first one is reduced fuel costs; the second is lower emissions of greenhouse gases; and the third is the fact that electricity is originated by domestic and not foreign sources.



During the ribbon cutting ceremony, Shelby County Mayor Mark Luttrell said, "Enjoy the park while your car is getting recharged," referring to the 4,500-acre park located between East Memphis and Cordova.

The charging station is the very first solar-powered charging facility in West Tennessee, with a cost of about \$500,000. In addition to charging electric cars, the new station will generate clean power for the electrical grid.

Charging station partners include Shelby Park Conservancy, Shelby County's Office of Sustainability, MLGW, Tennessee Valley Authority (TVA), Electric Power Research Institute (EPRI), and several local electric vehicle dealerships.

Angels at MLGW

The following is an excerpt from an unsolicited letter published recently by *The Commercial Appeal*:

August 21, 2012

Recently, we lost our power during a very strong thunderstorm. I began calling the "power outage hotline" to report our situation. Of course, all I talked to was a recording. At 8 a.m. I began calling several MLGW numbers, hoping to talk to a real live person. Finally I called the extension for new service, and actually began telling this lady my situation, begging her to please listen to me. She did, with a very sweet, caring and concerned voice. She asked me to stay on the line and [...] in a few short minutes, she told me that 33 homes in our area were experiencing this outage. She then

asked me to leave a call-back phone number because she was going to contact me when she got "restoration time" information. And she did! Within the next 30 minutes, this "angel of MLGW" called me to say that the "restoration time" would be about 3:30 that afternoon. I thanked her repeatedly, told her I believed in angels and that she was my angel for this day. There are people who work for a huge business who truly care for their clientele. I talked to one on Friday.

Frances Moore, Germantown



MLGW Employee Rescues Elderly Customer

An MLGW meter reader, Rodney Thompson, probably saved a 78 years old elderly woman's life recently. She fell in her back yard and broke her hip. Rodney found her lying in the back

yard when he was reading her meter. She had been there since 8 a.m., and he came to read her meters at approximately noon that day. She had been there the whole time unable to move.

Rodney contacted MLGW Control who then dispatched an ambulance, and also contacted the customer's daughter. He stayed there until the ambulance and her daughter arrived.

Get Started on Winter Weatherization

There are plenty of things you can do in the winter to try to save a little on your heating and utility bill. But the best savings come from efforts you make before cold weather gets here. Here are some early weatherization ideas:



- Put more insulation in your attic (R38-rated and above) or under floors (R13+).
- Install a new energy-efficient furnace or water heater with Energy Star® endorsement.
- Have vinyl siding installed on your home's exterior with insulation between the new and old siding.
- Find and caulk cracks around outside doors and windows. Weatherstrip around doors.

Natural Gas Safety: Protecting Your Family and Home

Natural Gas is one of the most reliable, efficient and environmentally safe sources of energy. MLGW is committed to providing natural gas in a safe and reliable way to its customers. However, due to the chemical makeup of natural gas, you should be aware of a few hazards and know how to react to them.



Natural Gas Leaks

While MLGW performs regular maintenance and surveys on its pipelines, it is impossible to monitor the entire system at all times. For MLGW to monitor our system, we need our customers to be aware of how to recognize and react to a potential leak.

How to recognize natural gas leaks:

- Rotten egg smell.
- Hissing or roaring sound caused by escaping gas.
- Dead or discolored vegetation in an otherwise green setting along a pipeline route.
- Blowing dirt, grass or leaves near a pipeline.
- Flames coming from the ground or from valves along a pipeline.

- Steady bubbling in a wet, flooded area or marshland, river, creek or bayou.
 - Frozen ground not related to weather.
- What to do if you suspect a gas leak:**
- Leave the vicinity immediately by foot. Abandon house, vehicles and/or equipment.
 - Avoid open flames or other sources of ignition.
 - Do not start or restart motor vehicles or electrical equipment near the suspected leak.
 - Do not operate electric equipment (light switches, phones, flashlight, etc.).
 - Warn others to stay away from the area.
 - Do not try to put out a natural gas fire.
 - From a remote location, call MLGW and your public safety officials.

MLGW Launches Natural Gas Safety Survey

During a recent local Hispanic event at the Mid-South Fairgrounds Complex, Radio Ambiente's 2012 Latino Festival, MLGW unveiled a new Natural Gas Safety survey. The purpose of the survey is to assess awareness and educate customers about the importance of safety when using natural gas.

The survey was launched as colder temperatures are rapidly approaching, and is available in English and Spanish. It will also soon be posted on mlgw.com so that customers can test their knowledge about the use of natural gas, and learn important facts about this highly useful type of energy, which can be potentially dangerous when not used correctly. For additional information, please refer to the above article on natural gas safety in this issue of *Community Outreach*.



Two MLGW volunteers test the knowledge and give correct answers to a couple of attendees at the recent Festival Latino who completed the new Natural Gas Safety survey.

Girls Experiencing Engineering



From left to right, Dr. Stephanie Ivey, GEE Program Coordinator; Karyn Swilley and Martrice Anderson, MLGW Engineers; and Shana Woods, TVA Power Utilization Engineer.

Recently, MLGW employees Karyn Swilley, Customer Engineering, and Martrice Anderson, Energy Resources, were guest speakers at the University of Memphis's Girls Experiencing Engineering (GEE) workshop. They joined a group of women engineers from MLGW that since 2009 have volunteered to foster and promote these non-traditional careers for females among middle and high school young women of Memphis and Shelby County.

Currently, only 11 percent of engineers in the U.S. are women, and they make up only 20 percent of engineering undergraduates. Eight years ago, the University of Memphis' Herff College of Engineering instituted the GEE program aimed to change those statistics, and partnering with entities such as MLGW, TVA, and others help young female students learn more about engineering-related careers.

Dynamic professional engineers such as these from MLGW serve as guest speakers for the program, which is designed to make them aware of the opportunities they have for careers in the science, technology and engineering fields, and instills in them a sense of confidence about pursuing those careers.