

Communications and Public Relations  
Memphis Light, Gas and Water Division  
P.O. Box 430  
Memphis, TN 38101-0430

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## MLGW Presents United Way Campaign Results

The generosity of MLGW's employees has a quantifiable number: \$635,162.81. That's the collective amount of 2011 pledges to United Way. Contributing to the successful campaign was an increase in the number



*Pictured are Reginald Green, United Way Senior Fundraiser Associate; Allena Hutchenson, MLGW's 2011 UW Co-chair; Jerry Collins Jr., President and CEO; Von Goodloe, Human Resources Vice President; and Dedrick Brittenum Jr., former MLGW Board Chair.*

## 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:

- May 5** – Latino Memphis' Cinco K Mayo, 9 a.m. – 12 p.m., Shelby Farms, 6489 Mullins Station Rd.
- May 9** – Professional Network on Aging (PNA) Senior Expo, 9 a.m. – 2 p.m., Agricenter International, 7777 Walnut Grove Rd.
- May 9** – Memphis Redbirds School Day, 11:05 a.m., AutoZone Park, 200 Union Ave.
- May 10-20** – Latino News' International Spring Fair & Festival, various times, Raleigh Springs Mall, 3384 Austin Peay Hwy.
- May 17-19** – Bear Awareness Week, 10 a.m. – 2 p.m. each day, Memphis Zoo, 2000 Prentiss Ln.
- June 2-3** – Sisterhood Showcase, various times, Memphis Cook Convention Center, 255 North Main St.
- June 15** – World Elder Abuse Awareness Day, 9 a.m. – 1 p.m., Lindenwood Christian Church, 2400 Union Ave.
- June 15-17** – Juneteenth 2012, Douglass Park, 3299 Omar Robinson Rd.
- August 3** – MLGW Neighborhood Leaders Conference, 8:30 a.m. – 3:30 p.m., 4949 Raleigh-LaGrange Rd.

**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](http://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:  
Communications and Public Relations, Memphis Light, Gas and Water Division  
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# Community OUTREACH

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

May/June 2012

## Dialing for Plus-1 Dollars



Though storm clouds were predicted to bring severe weather, the threat didn't dampen the spirit or resolve of teams from the City Council, MIFA, MLGW and TVA, who gathered for the first annual Phone-a-thon. The brainchild of Rick Masson, MLGW Board member, the inaugural Phone-a-thon raised more than \$13,000 for Plus-1, which helps customers who are having financial difficulty paying their utility bills. Several MLGW employees and commissioners competed against teams from the City Council, TVA and MIFA, with volunteers calling friends, family and fellow employees into the evening to secure pledges and cash donations.

Plus-1 also received a big boost from bill insert mailings in February, which included an envelope for Plus-1 sign-up and program information. In the month of February, 998 new Plus-1 donors were added.

Add the special Leap Day Grizzlies Game, which earmarked a portion of ticket sales to benefit Plus-1 and the \$20,000 donation from Grizzlies forward Zach Randolph to support the Extreme Temperature Emergency Assistance Fund, and the combined efforts equated to a great assist to the program.

## Electric Cars Join MLGW's Fleet

Four new electric vehicles were added to MLGW's car pool recently. Officials with the utility predict that the average fuel cost for each of the Tennessee-made Nissan Leafs will run approximately two cents per mile or about \$240 annually. At the same time, they cited the city's relatively flat topography and Tennessee's



inexpensive car rates as top reasons for residents to consider an electric car. "Memphis and Shelby County are perfect for electric cars," said an MLGW official during a press event to unveil the quiet, energy-efficient vehicles.

## MLGW Launches Redesigned Website

MLGW has launched a redesigned version of its website, [www.mlgw.com](http://www.mlgw.com), which features easier navigation, improved graphics, an increased emphasis on interactivity and social media, and a mobile-friendly design. Customers can also take advantage of an enhanced search engine and quick access to a number of multi-media options such as "How To" videos and related content.

MLGW's home page has been streamlined with quick links to its most popular features such as the online outage map, bill payment, and My Account bill analysis. The site also features an increased emphasis on interaction, with customers having quick access to updates from MLGW's blog, Twitter and Facebook pages. Spanish content is currently being prepared and it will complement the newly designed site.

## MLGW is Lifeblood's "Lifesaver of the Year" ... Again!

For the third consecutive year, MLGW has been honored by Lifeblood as its Lifesaver of the Year, an award that is presented to the organization that collects the most blood among all groups in Shelby County. MLGW employees donated 700 units of blood in 2011, making the utility the top donor organization in Shelby County. Potentially, Lifeblood could save up to 2,800 lives with these MLGW blood donations, as one unit of blood can save up to four lives.



*From left to right, Jerry Collins Jr., President and CEO; Anderson Williams, Executive Analyst; Constance Shaw, Residential Resource Center; Lorie Campbell-Nowlin, Lifeblood; Kimberly Houston, Claims; and Dedrick Brittenum Jr., former MLGW Board Chair.*



# MLGW Promotes Gas Safety Awareness at Local Lowe's Stores

MLGW and Lowe's locations in Shelby County teamed up recently to promote natural gas awareness. MLGW Gas Engineering employees staffed display tables at several locations of the home improvement chain to provide information on gas safety, which is especially relevant in the springtime, when many homeowners and contractors engage in digging, excavating, landscaping and gardening. They shared information about Tennessee One Call, the national 811 safe digging hotline and the "Call before You Dig" law.

There was also information on pipeline purpose and reliability; awareness of hazards and prevention measures; damage prevention awareness; one-call requirements for transmission pipelines; and leak recognition and response.

# Same-Day Connection for New Service

Effective January 2, 2012, customer requests for new service made before 2 p.m. will receive same-day connection. Orders submitted after 2 p.m. will be worked the following business day.

# New Book Features MLGW's Pumping Stations



Author James Ingram just published *Memphis Water Works Pumping Stations: The Story of Memphis, Tennessee's Artesian Water Supply and the MLGW Division in the Era of Steam Machinery*. Memphis Magazine's Vance Lauderdale reviewed the book in a recent article and commended Ingram on his ability to elevate the reader's perception of Memphis' pumping stations. "If you've never paid much attention to these buildings before, Ingram's book will certainly give you a better appreciation of them. If nothing else, you can't help but admire the architectural features and overall design of structures that, in the hands of lesser architects, would look rather utilitarian," Lauderdale commented.

To order a book, or for more information, go to: [blurb.com/bookstore/detail/2859508](http://blurb.com/bookstore/detail/2859508).



MLGW employees share information with a customer during Gas Safety Awareness Day.



# Prepare for Severe Weather with New Free App

The Android market now has a free app, "Ready TN," which will guide users on how to plan for severe weather and how to react whenever it happens. The app will also be available soon for iPhone users. The new "Ready TN" app is the result of efforts from the National Weather Service and the Tennessee Emergency Management Agency, to make it easier for area residents to prepare for and react after natural disasters. Nationwide, a record number of 500 people lost their lives due to tornadoes in 2011, and 34 of those fatalities happened in Tennessee alone.

"Ready TN" will tell the user what to do and where to go when there's a tornado warning. It will also alert of active severe weather warnings, and will list the location of Red Cross and Shelby Cares shelters after storms hit. The app also allows user access to live camera feeds and updated road conditions from the Tennessee Department of Transportation. "Ready TN" even includes information on creating a preparedness plan and features a list of items people should purchase and always have ready as a survival kit. You can download the app at [www.tnema.org/public/index.html](http://www.tnema.org/public/index.html).

# Prepare Your System and Yourself for the Summer

Living comfortably during a Memphis summer can be challenging, but it does not have to be costly. What are some of the easiest ways to stay cool and save?



- Have a professional, reputable contractor clean and inspect your air conditioner. This should be done every year, whether you have window or central units.
- Check your air conditioner's filter every time you receive your utility bill. Look for a dust build-up that can restrict the airflow and place stress on the system. This added stress places wear and tear on the unit, and increases operation costs.
- Always replace the filter cover. By creating a tight seal around the filter opening, you can block any unconditioned air that is being pulled into the unit.
- Set the thermostat at 78° degrees or higher for the most energy efficient operation. Each degree below this setting adds six percent to your cooling costs.

- Use fans to move the air inside your home. This gives the sensation that it is five degrees cooler than the actual temperature.
- Shade windows on the sunny side of your home. Keep drapes closed or add room-darkening shades to block out the heat from the sun.
- The outside portion of a central air conditioner is the condensing unit. Keep it clear from dried mud, debris and grass clippings, because it needs to breathe.
- Use a programmable thermostat to routinely raise the inside temperature while you are at work or routinely away from home for four hours or longer. Pre-set the thermostat to adjust back to your normal comfort range one half hour before getting home.
- Use your programmable thermostat to automatically increase the temperature setting at bedtime. Sleep under lightweight bedding and use fans during sleep.
- Do not place lamps near your thermostat. The thermostat senses the heat produced from the lamp and causes the air conditioner to run longer than necessary.
- Plant trees or shrubs to shade air-conditioning units but not to block the airflow. A unit operating in the shade uses as much as 10 percent less electricity than the same one operating in the sun.
- Do not set your thermostat at a colder setting than normal when you turn on your air conditioner. It will not cool your home any faster and could result in excessive cooling and, therefore, unnecessary expenses.

# Water Quality Report Released

Memphis water once again received an excellent report card for its outstanding quality, and MLGW is mailing the report to its residential water customers in May. All community water systems are required to prepare and distribute an annual water quality report, as mandated by a 1996 Congressional amendment to the Safe Drinking Water Act.

The Environmental Protection Agency and the Tennessee Department of Environment and Conservation prescribe regulations that limit the amount of certain contaminants in water, and specialists in MLGW's Water Laboratory perform numerous tests throughout the year to monitor such components of Memphis' water. The 2011 test results reveal our water to be well within the designated limits, and meeting or exceeding all water-quality standards set by the EPA.

In addition to the mailed copy, the report is also available for viewing and downloading at [www.mlgw.com](http://www.mlgw.com) both in English and Spanish.

# MLGW Continues Hispanic Efforts



MLGW volunteers were on hand at the Children's Festival to answer customer questions and promote the utility's programs and services.

MLGW continues its commitment to the area's Latino community by implementing efforts toward outreach to Hispanic customers, most recently at Radio Ambiente's Festival del Día del Niño, an event that has celebrated Children's Day for 15 consecutive years. MLGW volunteers were on hand to answer customer questions and promote the utility's programs and services. The event, which took place at the Memphis Botanic Gardens, gathered close to 20,000 people and offered a variety of activities, food and entertainment. Other Latino events scheduled in the near future, in which MLGW plans to take part, are Latino Memphis' Cinco K Mayo Run/Walk and Latino News' International Spring Fair & Festival, both in May.

# Art Contest Winners Announced



Central High School 10th grader Crystal Bowen won the High School category with this work.

The winners of the MLGW Energy Conservation Student Art Contest were announced at the April 12 meeting of the MLGW Board of Commissioners. At the meeting, winning students and instructors received \$125 gift

card prizes. The students' families were also invited to attend. The winners were: Central High School 10th grader Crystal Bowen; Jessica White, instructor; Snowden Middle School 7th grader Lily Bix-Daw; Christine Todd, instructor; and Briarcrest Christian Elementary School 5th grader Taylor Elliott; Tonya Loyd, instructor.

The judging was completed by a panel of judges composed of experienced professional artists and designers who are not affiliated with MLGW.