

NEWS, NOTES & VIEWS 11/12

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Member Satisfaction



Construction supervisor Sam Surratt, area serviceman Nick Freeman, and staking engineer Matt Clayton.

On a 10-point scale where 10 is “truly outstanding service” and 1 is “poor”

Every November, we have the market research department of the National Rural Electric Cooperative Association ask a representative sample of our members how we're doing.

There's a general satisfaction question which uses the 10-point scale, and there are questions about every aspect of service.



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Your Touchstone Energy® Partner





Communications specialist Brandon Moore, member services representative Sandy Moyer, and lineman Cole Hurrelbrink.

On the general satisfaction question, our score has been improving. Last year we got an average score of 8.7. We thought 9 might be within our reach, and we selected an outstanding group of our employees to become a team to work on reaching 9.

The Eagles worked through the market research data. The data were pretty clear: We had to do better with blinks, and we needed to use social media to communicate with members in addition to the traditional ways.

With the co-op's management and the support of the board of directors, the Eagles developed three programs:

- First, an aggressive program to replace porcelain lightning arrestors, a principal cause of blinks.

So far this year, we've replaced 3,500 porcelain arrestors, and we'll replace another 1,500 by Christmas.

- Second, even more emphasis on right-of-way maintenance.

In 2013, we've added \$200,000 to the budget for right-of-way contractors. We'll add one person to our own right-of-way crews, and we'll buy a new "Brontosaurus."

(The Brontosaurus is a track mounted Cat with a rotating head that mows trees.)

- Third, at least weekly, we update our Facebook page. You communicate with us there, and get to know us a little better.

Please visit us at illinoisruralelectric on Facebook.

We're dedicated to continually improving service. On the following pages, members of the team tell you why in their own words.



Foreman Brad Kemper, Internet consumer services representative Heather Seifert, and operations manager Randy Long.

"I believe member satisfaction is #1 because they are the reason we are here."

Brad Kemper, 15 years of service

"The membership is like family. We're in this together for the long-haul."

Sam Surratt, 16 years of service

"I am lucky enough to love my job and the organization I work for, so I am always working toward improving member satisfaction."

Nick Freeman, 15 years of service

"It is encouraging when members are pleased with the service they receive."

Heather Seifert, 3 years of service

"The co-op is small and we treat members as individuals, not as numbers."

Matt Clayton, 19 years of service

"Membership satisfaction is very important. If it weren't for the members, the co-op wouldn't exist."

Cole Hurrelbrink, 3 years of service

"I know how important electric service is and what a hardship it can be when the power is out. I feel a personal obligation to provide them with the best service possible."

Randy Long, 31 years of service

"Over the past years, I have become friends with many of our members and want to do my best for them."

Sandy Moyer, 37 years of service.

"The co-op works hard to ensure the best service possible and to make the communities we serve better."

Brandon Moore, 3 years of service



Eight 2013 IEC Memorial Scholarships Available

Illinois Rural Electric Cooperative has announced that the Illinois electric cooperatives will again in 2013 award seven academic scholarships to high school seniors through a memorial scholarship fund designed to financially assist deserving students in the “electric cooperative family.” In addition, an eighth scholarship – to assist with costs in attending an electric lineworker school – will also be offered.

The eight scholarships of \$1,500 each will be awarded in 2013 through the Thomas H. Moore Illinois Electric Cooperatives (IEC) Memorial Scholarship Program.

Four scholarships will be awarded to high school seniors who are the sons or daughters of an Illinois electric cooperative member receiving service from the cooperative. A fifth scholarship, the Earl W. Struck Memorial Scholarship, will be awarded to a student who is the son or daughter of an Illinois electric cooperative employee. The sixth and seventh scholarships are reserved for students enrolling full-time at a two-year Illinois community college who are the sons or daughters of Illinois electric cooperative members, employees or directors.

A new eighth annual scholarship, the “LaVern and Nola McEntire Lineworker’s Scholarship,” was awarded for the first time in 2011. This \$1,500 scholarship will help pay for costs to attend the lineworker’s school conducted by the Association of Illinois Electric Cooperatives in conjunction with Lincoln Land Community College, Springfield, Ill.

Sons and daughters of co-op members; relatives of co-op employees or directors; individuals enrolled in the Lincoln Land lineworker’s school; and individuals who have served or are serving in the armed forces or National Guard are all eligible for the lineworker’s scholarship.

“We hope to assist electric cooperative youth while honoring past rural electric leaders with these scholarships,” says Robert Brown, president of the board of Illinois Rural Electric Cooperative. “Illinois Rural Electric and the other Illinois electric cooperatives are always seeking ways to make a difference in our communities. One of the best ways we can do that is by helping our youth through programs like this one. In addition, we are very pleased to offer the electric lineworker’s scholarship. It will benefit not only electric cooperative youth but also those fine men and women who have served their country through their military service and may now be wanting to become a trained lineworker.”

For more information regarding the scholarships, contact Dana Grafford, 217-243-8705. All necessary paperwork is being sent to area high school guidance counselors and is available for download at the cooperative’s website at e-co-op.com.

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