

VOLUME 11 • EDITION 3

BVU Update

FALL EDITION

FUEL COST

PAGES 8

R&R FESTIVAL WiFi PAVILION

PAGE 2

& FUNDRAISING FOR HEALTH

PAGE 4

& EFFICIENCY SIMPLIFIED

PAGE 6

BVU MAKES TOP 100

BVU was recently added to the list of Broadband Communities Magazine's Top 100 for companies that contribute to "Building a Fiber-Connected World." To date, more than 700 organizations have deployed Fiber to the Home (FTTH) in the United States. According to a July issue of the magazine, in order to make the 2011 list, "deployers must be either rolling out fiber on a large scale or showing business innovation on the fiber front." One key question asked by BBC Magazine is: Will this company make a difference in the broadband industry in the coming year?

As the first municipal utility in the United States to deploy an all-fiber network and offer the triple play of video, voice and data services, BVU has brought world-class technology to rural areas of the region. OptiNet, BVU's telecommunications division, aims to provide quality services to Southwest Virginia. According to BVU President and CEO, Wes Rosenbalm, "One of BVU's major goals is to improve the quality of life in our region. Deploying fiber is a major contributor to economic development and positioning for the future."



BROADBAND COMMUNITIES

www.bbcmag.com

BROADBAND COMMUNITIES MAGAZINE

back page for instructions



According to a BBC Staff Report, "Building a fiber-connected community requires vision and expertise from service providers, equipment vendors, distributors, integrators, designers, engineers, construction teams and many others." The planning and foresight that goes into effectively deploying fiber services to a community is a process that BVU pioneered nearly one decade ago. Today, the services provided through this system are more important than ever. BVU customers can access online education tools, telecommuting (working from home via the Internet), sports and gaming, and so much more - all at speeds other technologies cannot duplicate.

"We are honored to be instrumental in creating a 'Fiber-Connected World', and will continue to provide the best services at the best possible price for our communities," Rosenbalm explains.



Add HIGH-SPEED INTERNET at home

for only **\$26.36**
a month*

*Not all services available in all areas. Everyday low price for 5 Mbps downstream. Many factors affect speed; actual speeds may vary and cannot be guaranteed. Other restrictions may apply.

SEE OUR GREAT
INTERNET PACKAGES
back page for instructions

CONNECTING RHYTHM & ROOTERS

Bristol
Rhythm & Roots
Reunion



BVU PAVILION

A getaway for festival goers -
televisions, couches, laptops
- see who's winning the
game or check in on email.

A FREE SERVICE
JUST FROM BVU

FREE WiFi SERVICE

BVU OptiNet provided free
WiFi Internet service to
downtown Bristol for the
festival weekend.

A PLUS FOR
MOBILE DEVICE
USERS

PROVIDING FREE SERVICES TO FESTIVAL GUESTS & LOCALS ALIKE

STORY: BVU WiFi Pavilion @ 2011 Rhythm & Roots Festival WEB: bristolrhythm.com

At the 2011 Bristol Rhythm & Roots Festival, BVU set up the "BVU Pavilion," a temporary technology hotspot. The pavilion offered free WiFi Internet, public laptops, as well as high-definition televisions and seating to festival guests throughout the entire weekend.

In addition to the BVU Pavilion, housed in downtown Bristol VA, BVU also installed equipment to provide WiFi Internet access throughout the twin city's downtown areas. The access was a huge plus for users of mobile devices such as smart phones. Users could download festival applications like artist schedules, stage maps and more.

"As our second year providing this service, we knew people would be looking for us again. This is simply a gift to our city," explains Gail Childress of BVU. "We are avid supporters of making our community a great place to live and visit. This complimentary service is just one way that we can say 'Welcome' to our visitors and 'Thank you' to our full-time

residents."

"BVU has been great to work with," says Leah Ross, Executive Director for Rhythm & Roots. "This allows our fans to check their email, log onto Facebook or Twitter, blog about the festival or just surf the Internet. It's really a win-win for everyone."

Rhythm & Roots guests who prefer to use their own laptops or devices found available space within the pavilion to sit and log on. If guests came without a computer, laptops were available for use within the facility.

BVU personnel staffed the facility all weekend to answer questions and keep things running smoothly.

BVU is proud to step up for this community ensuring that both locals and visitors receive the best service for the second year running.

Add **UNLIMITED CALLING** at home

for only **\$39.95**
a month*

- Enjoy up to 18 popular calling features.
- Caller ID, Call Waiting, Speed Dialing, Call Forwarding and Voicemail included.
- On-Screen Caller ID lets you see who's calling on the television.



*Not all services available in all areas. Ability to keep same phone number varies by area. Price shown does not include equipment, installation, taxes and other applicable charges (e.g. international calling or per-call charges). \$49.95 voice activation fee may apply. Other restrictions may apply.



RED ZONE

EVERY TOUCHDOWN

FROM EVERY GAME



NFL RedZone takes you from game to game every Sunday afternoon to see your favorite teams and most exciting plays as they happen. NFL RedZone – every touchdown from every game – all on one channel.

CHANNEL 223

GET IN THE ZONE TODAY!

GO TO NFL.COM/REDZONETV
OR CALL 877-REDZONE

LEARN ABOUT
NFL RedZone[®]
back page for instructions



ORDER NFL REDZONE
ONLY \$39.95
PLUS TAX, FOR THE ENTIRE SEASON!

ACCORDING TO OUR CUSTOMERS... "I just wanted to let you know about an employee, Mrs. Debbie Kiser and her cust in my lifetime. She made my daughter and I feel like we were number one priority to her and that we were the only people she had to whose daughter is moving out on her own, an hour and a half away, it also makes me feel comforted that she is moving to a place (Bris well after 5pm when she finished with us. Again, many thanks to her for everything she does for us and your company!"

SUE G.

STACEY POMRENKE

BVU's Executive VP & CFO, pictured with Healing Hands board members at this year's gala fundraiser.

Pomrenke co-chaired the 2011 gala.

HEALTHCARE NEEDS OF THE COMMUNITY

STORY: Healing Hands Health Center

WEB: healinghandshealthcenter.org

PHONE: 423.652.0260

HEALING HANDS HEALTH CENTER is a faith-based, charitable clinic

founded in 1997, after the need to help working uninsured or underinsured people, was identified. This year, both silent and live auctions were held to raise funds for the center.

On August 13, 2011, Healing Hands hosted their annual fundraising gala to support the healthcare needs of the region. BVU Executive Vice President and CFO, Stacey Pomrenke, co-chaired this event. "I was honored to work with such a great organization and wonderful gala committee members," explains Pomrenke. "With employers having to make hard decisions to manage bottom line income, some of them are having to decrease health care benefits or not provide them. The need for the Healing Hands outreach is critical to our communities – they are truly helping those who are employed and trying to help themselves."

BVU has supported the Healing Hands initiative for the past three years and understands the great need in our community. Healing Hands provides medical, dental, podiatry, chiropractic, eye care, and pastoral and psychological counseling services to people who otherwise could not afford to access health care for a nominal cost. Healing Hands fills a specific niche in our community and does not overlap or duplicate other programs.

Pomrenke became involved with Healing Hands after her son's preschool teacher, Becky Campbell, went there because of severe weight loss and fatigue. She saw Dr. Arnold, the medical director, who diagnosed her with Addison's disease and hyperthyroidism and started treating her. "Healing Hands saved my life," explains Campbell. "I tried to find help for a year, and no one else would help me."

Frequently, people with low or moderate income with no health insurance are unable to pay medical bills thus forego treatment, get sicker

and miss work or school. Healing Hands is focusing on working people by answering their health care needs early which is believed to result in more productive and proficient employees on the job when their health needs are provided. Adequate health care will enable patients to keep their jobs and stay employed.

A host of over 200 dedicated volunteer licensed physicians, dentists, optometrists, ophthalmologists, opticians, chiropractors, podiatrists, and counselors, supported by nurses, other health care professionals and lay volunteers, provide most of the Healing Hands Health Center's services. With a small staff of only 8 including a full time Executive Director, Healing Hands makes a tremendous impact on our communities. Bristol Regional Medical Center supplies a physician who serves as the Medical Director as well as diagnostic testing. Several Medical Specialists accept referrals from Healing Hands at no or low cost to the patient. Prescription medications are provided at no cost to the patient. The local Lions Clubs contribute to the cost of new prescription eyeglasses for those who qualify (Used eyeglasses can be donated to the Lions Club via a drop box in the BVU main lobby).



**Healing Hands
Health Center**

customer service. Debbie has been without a doubt, one of the nicest people I have ever dealt with over any type of service(s) I have needed take care of....which we are all well aware that she probably has more customers to service than we could imagine in a day. As a mom, (mother) that has people like this in their community! Debbie was professional and very informative and never rushed us even though it was



..... BVU staff, like Stacey Pomrenke, are proud to support such an amazing organization and see the impact that Healing Hands has on our region. For more information on how you can get involved in the incredible initiative, call 423.652.0260 or visit Healing Hands on the web at healinghandshealthcenter.org



National League of Cities

PRESCRIPTION DISCOUNT CARD

The City of Bristol, Virginia, has a new program to offer savings on prescription drugs to residents who are without health insurance, a traditional benefits plan, or have prescriptions that are not covered by insurance. The Prescription Discount Card is made available to residents by the City of Bristol, Virginia, in collaboration with the National League of Cities (NLC).

The card is FREE to all City of Bristol, Virginia residents, regardless of age or income. By using this card you may save an average of 20% off the regular retail price of prescription drugs at participating pharmacies.

Residents may also pick up a card at the following city locations:

- City Hall 300 Lee St
- Courthouse 497 Cumberland St
- Library 701 Goode St
- Senior Center 711 Oakview Ave
- Social Services 621 Washington St
- BVU 15022 Lee Hwy

Or for more information, call toll free: 1-888-620-1749 or visit www.caremark.com/nlc

This is not insurance. This is not a BVU endorsed program, nor does BVU have any control over the program. Discounts are only available at participating pharmacies. By using this card, participants agree to pay the entire prescription cost less any applicable discount. Savings may vary by drug and pharmacy.

LEARN ABOUT HEALING HANDS
back page for instructions



“HEALING HANDS SAVED MY LIFE. I TRIED TO FIND HELP FOR A YEAR, AND NO ONE ELSE WOULD HELP ME.”

BECKY CAMPBELL
SURVIVOR OF ADDISON'S DISEASE
PATIENT OF HEALING HANDS



CALL TODAY TO ORDER
ONLY \$75.00
plus tax for the entire rest of the season.



Bristol Customers: 276-821-6100
Abingdon Customers: 276-698-3210

*Restrictions may apply. Games telecast locally may also be included in the ESPN GamePlan. Game Schedule, number of games and actual match-ups are subject to change. Games subject to local blackout. Subscriptions subject to applicable sales tax. Commercial locations require an appropriate license agreement. Digital set top box required.



SHARE YOUR INITIATIVE...
If you use any uncommon and creative energy-saving techniques at home or work, let us know!
EMAIL chall@bvub.com

BVU CUSTOMERS SAVING ENERGY...


BVU customer, Virginia Intermont College, has joined a growing trend among nationwide colleges and universities that have done away with food trays to cut back on water usage, food waste and cleaning chemicals. "Trayless" has become the norm throughout the country. Students are for it; they want to go "green" with the big push toward sustainability and environmental practices that are good for the planet. The college is for it; the additional reason is cost savings.

Studies by food service companies show that by removing trays, we:

- Conserve water - each tray needs 1/3 to 1/2-gallon of water to clean.
- Save energy - removing trays reduces use of hot water
- Reduce use of soap and cleaning chemicals - going trayless reduces pollution of the water supply caused by cleaning agents.
- Decrease food waste - removing trays reduces food waste by 20-30% per person.


CHANGE CAN BE HARD. The new system requires a little getting used to, or maybe making an extra trip. But Virginia Intermont is striving to support the greater good - and help VI - by making a small change. The result: Virginia Intermont College is saving money and reducing their carbon footprint!

"WE LOVE TO HEAR STORIES LIKE THIS ONE... LOCAL CUSTOMERS THINKING OUTSIDE THE BOX TO SAVE ENERGY AND REDUCE COSTS. VIRGINIA INTERMONT COLLEGE IS PROVING THAT THE SMALLEST OF CHANGES CAN HAVE A BIG IMPACT ON YOUR HOME OR BUSINESS."
CHRIS HALL
MARKETING SPECIALIST, BVU



Know what's below. Call before you dig.

Knowing where underground utility lines are buried before each digging project begins helps to prevent injury, expense and penalties. The depth of utility lines may vary and multiple utility lines may exist in one area. Simple digging jobs can damage utility lines and can disrupt vital services to an entire neighborhood, harm those who dig and result in expensive fines and repair costs. Marked lines show those who dig the approximate location of underground lines and help prevent undesired consequences.



CALL 811 BEFORE YOU DIG!



BVU WATER: THE CLEAREST VALUE AROUND

On average, a gallon of crystal-clear BVU water costs three-tenths of a cent. When compared with local average costs of other products we use every day, tap water is clearly one of the best values around. BVU water is a true bargain considering the energy, extensive delivery system and expertise required to capture, treat and deliver clean, safe water to you. We're working hard to provide quality for future generations.

A GALLON OF
BVU TAP WATER
\$0.003

A GALLON OF



\$2.82

A GALLON OF



\$18.13

A GALLON OF



\$3.78

A GALLON OF



\$3.20

A GALLON OF



\$4.00

WHY DRIVE TO A MOVIE VENDING MACHINE?

WHEN YOU CAN ORDER THESE FROM HOME WITH YOUR REMOTE...OPTINET VOD ON CHANNEL 1



The First Avenger. Steve Rogers volunteers for an experiment that turns him into the Super Soldier known as Captain America and battles HYDRA. Now available On Demand the same day as DVD.
ON DEMAND PREMIER Oct 25, 2011



Grace is vacationing in Paris with her best friend and stepister. When she is mistaken for a wealthy socialite, the trio is whisked away to Monte Carlo. Now available On Demand the same day as DVD.
NOW AVAILABLE ON DEMAND!



Protectors of peace, the Green Lantern Corps must rely on their newest and only human recruit, Hal Jordan, to save the Earth from a new enemy called Parallax. Now available On Demand the same day as DVD.
NOW AVAILABLE ON DEMAND!

**NEW RELEASES
ONLY \$3.95 EACH**

CHECK OUT
GREEN LANTERN®
back page for instructions



Return to the Hundred Acre Wood for a heartwarming original movie, and reunite with the beloved bear and his friends for a magical family experience. Now available On Demand the same day as DVD.
PREMIERS ON DEMAND Oct 25, 2011



Vin Diesel, Paul Walker, Jordana Brewster and Tyrese Gibson reunite in this race that places an unlikely alliance of cops and racers in from Rio de Janeiro. Now available On Demand the same day as DVD.
NOW AVAILABLE ON DEMAND!



After a lonely zookeeper decides to leave his job because he can't meet a woman, the animals intervene and teach him their mating habits. Now available On Demand the same day as DVD.
NOW AVAILABLE ON DEMAND!



Take an adventure through the African savanna as you come face-to-face with the majestic kings that roam the land. Now available On Demand the same day as DVD.
NOW AVAILABLE ON DEMAND!

*Available only to OptiNet digital subscribers. Set top box and/or additional equipment may be required. African Cats -- © 2011 Disney Enterprises, Inc. All Rights Reserved. Fast Five -- © 2011 Universal Studios. All Rights Reserved. Judy Moody and the Not Bummer Summer -- © 2011 Judy Moody Productions, LLC. All Rights Reserved. Zookeeper -- © 2011 Zookeeper Productions, LLC. All Rights Reserved. Green Lantern -- © 2011 Warner Bros. Entertainment Inc. All Rights Reserved. GREEN LANTERN and all related characters and elements are trademarks of and © DC Comics. Monte Carlo -- video promotions: © 2011 Twentieth Century Fox Film Corporation, Regency Entertainment (USA), Inc. and Dune Entertainment III LLC. All rights reserved. Artwork: © 2011 Twentieth Century Fox Film Corporation. All rights reserved. Winnie the Pooh -- © 2011 Disney. All Rights Reserved. Captain America: The First Avenger -- © 2011 MVL Film Finance LLC. Captain America, the Character: TM & © 2011 Marvel Entertainment LLC & subs. All rights reserved. www.marvel.com

FUEL COST ADJUSTMENT

DID YOU KNOW?

BVU is opening a new technology demo room at our main office - HDTVs, community laptops & more! See what's new & test it out!

COME CHECK
IT OUT!

DURING THE MONTH OF OCTOBER, BVU UTILITY BILLS WILL BE SLIGHTLY DIFFERENT AND PROVIDE MORE INFORMATION TO CUSTOMERS ABOUT THEIR USAGE.

Customers notice a change to their power bills. The fuel cost adjustment located on every BVU bill is changing.

BVU has had many calls since TVA changed the way they adjust their fuel costs back in April. Before, the charge was partially in the base rate of the bill and partially in the fuel cost. Now, it's all designated as a fuel cost adjustment. That's the amount TVA charges to gather the power people use in their homes.

"What that did was increase the fuel cost adjustment by almost two cents per kWh. But in relation, **IT DECREASED OUR BASE RATE BY ALMOST THE SAME AMOUNT;**" said Brian Bolling, BVU's Vice

President of Customer Service and Technical Support.

TVA said the fuel adjustment cost will look different this year. But, as long as you're using about the same amount of electricity, **THE TOTAL COST YOU PAY WON'T BE MUCH DIFFERENT.**

"BVU chooses to break out the TVA fuel cost adjustment, so we can be transparent about the amount that's passed directly to TVA for fuel cost adjustment," Bolling explained. Not every utility company does that, but BVU wants to help customers understand where their money is going.

Reportedly, the fuel cost will actually be going down in October. That's because TVA also changed to seasonal rates, and October is a transitional month, so **THE FUEL COST ADJUSTMENT WILL ACTUALLY GO DOWN A LITTLE OVER FOUR PERCENT.**

Customers will also see some additions to their bills. **A 13-MONTH ELECTRICITY USAGE CHART THAT OUTLINES THE KWH USAGE FOR EACH MONTH AND THE CURRENT MONTH IN RED.** Additionally, average cost per day has been added to provide a more detailed view to customers.

"I think this will help our customers compare their usage, particularly their electric usage," explains Bolling.

HOW TO USE A QR CODE.....

STEP 1: Download a free QR code reader app to your smart phone or web-enabled device. A good one can be found at:

www.mobile-barcodes.com/qr-code-software

STEP 2: Take a picture of the QR code with your smart phone or device, and you will be directed to the website.

MEET OUR
BOARD OF DIRECTORS



BVU Authority:
Board of Directors

Paul W. Hurley...*Chairman*

Faith Esposito...*Vice Chairman*

James F. Rector...*Member*

Douglas Fleenor...*Member*

Archie H Hubbard, III...*Member*

Jim Clifton...*Member*

Ed Harlow...*Member, Bristol City Council Rep*

Jim Steele...*Member, Bristol City Council Rep*

Dulcie Mumpower...*Member, Washington County Rep*

Wes Rosenbalm...*President & Chief Executive Officer*

Stacey Pomrenke...*Executive Vice President & Chief Financial Officer*

Walt Bressler...*BVU General Counsel*

Linda Davis...*Secretary*