

Kilowatt

The newsletter for members of Clay Electric Cooperative, Inc.

March 2022



Award-Winning Service

#1 in Customer Satisfaction with Residential Electric Service Among Cooperatives

Annual Meeting provides us with an opportunity to celebrate the co-op

Our gathering with you each March is the perfect time to reflect on the successes of our cooperative and update you on important projects and matters. We hope to see you March 26.

2021 was another historical year filled with change and progress. Despite considerable growth and more difficulties caused by COVID-19, Clay Electric remained steadfast in our purpose to deliver low-cost, reliable electricity while supporting the communities it serves. COVID-19 impacted all of us on a personal level, but it also has interrupted the supply chain and created obstacles in daily work routines.

In addition to challenges around us, your cooperative saw wide-scale development last year — adding approximately 10,000 additional accounts billed from December 2020 to December 2021. But through it all, we accomplished an amazing list of goals as we adapted to change and learned to serve you — our members — in new ways.

Looking back at the work performed by the co-op on your behalf throughout the year, I am very proud of the countless accomplishments and tasks that were completed. Although we all continue to experience the effects of the pandemic, our employees remain committed to providing excellent customer service, maintaining a personal touch from a distance and keeping the lights on without missing a beat.

We appreciate your participation in surveys sharing how we are doing. Your cooperative scored highly in an independent customer satisfaction survey in 2021, and made history by taking the top rating in a J.D. Power survey. This is quite an accomplishment and a direct reflection of the excellent service the employees of Clay Electric strive to provide every day.

Despite the growth seen in the co-op's 84 years of business, our core value of

providing you with reliable and affordable electric service while providing excellent customer service has not changed. As I mentioned, we saw an increase of approximately 10,000 new accounts billed in 2021. In 1990, we eclipsed the 100,000 members mark. Today, we are billing in excess of 190,000 accounts — making the 200,000 mark a short leap away. We were proactive in preparing our workforce and infrastructure for growth and are able to accommodate the additional load.

To streamline work processes and help increase efficiency, we replaced most of our operating systems with an integrated software suite in March 2021. The new software included the launch of an improved online account access portal and app for members called MyClayElectric. Currently, more than 90,000 accounts have been registered. This is a tremendous response for a program in effect for less than a year. Thank you to everyone who participates in this feature, and if you are not currently enrolled, check it out. In the portal, you can view your usage and take steps to save; look at your bill; make a payment; and keep in communication with us. It is a great tool in managing your account.

Like with many large projects, there were some glitches — and there were other obstacles throughout the year — but Clay Electric's Board of Trustees, staff and employees resolve to face challenges and power through. That was true in the past and remains true today — in both good times and bad. It's what brings us out of historical times stronger and better poised for the future.

Please join us at Annual Meeting to learn more about what is happening at your co-op. If you cannot attend, please watch our Annual Meeting video report on March 18 at ClayElectric.com.



Ricky Davis
General Manager

Kilowatt

Vol. 53, No. 2, March 2022 (USPS 783-900; ISSN 1087-4747) is published by the Member & Public Relations Department of Clay Electric Cooperative, Inc., Highway 100 West, Keystone Heights, FL, 32656. Subscription \$1 per year to co-op members. Periodicals postage paid at Keystone Heights, Fla. and at additional mailing offices.

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Send address changes to
Kilowatt
PO Box 308
Keystone Heights, FL 32656

On the cover:
The co-op's Call Center staff with Clay Electric's J.D. Power award. For J.D. Power 2021 award information, visit jdpower.com/awards.



Scripture

"Boast not thyself of tomorrow; for thou knowest not what a day may bring forth." Proverbs — 27:1

Member gathering set for Saturday, March 26

Clay Electric's 84th Annual Meeting gathering will be held Saturday, March 26 at the football stadium at Keystone Heights Junior/Senior High School. Gates will open at 8:30 a.m. and the event will last around 2.5 hours.

The gathering of members will begin with a light breakfast and all adults receiving a door prize ticket and goodie bag. The meeting will be called to order at 9:30 a.m. and will include the announcement of trustee election results and remarks from the general manager and president of the Board of Trustees. The drawing of door prizes will conclude the gathering.

For the first time, the event is not taking place at the co-op's headquarters on a Thursday and voting for trustee elections will take place by absentee ballot only. There will be no voting in person.

Chief Public Relations Officer Derick Thomas said several factors, including COVID-19, meeting facilities, cost, safety and parking prompted the changes to the Annual Meeting gathering and how voting takes place. To accommodate the change in the day of the gathering and the co-op's growing membership, it was decided to move the event to another venue in Clay Electric's hometown of Keystone Heights. The high school football stadium was determined to be the best location to provide the parking, seating and other options needed.

Don't forget to return your ballot, try to win a prize

Voting for the Board of Trustees seats up for election is by absentee ballot only this year. Members who requested a ballot should fill it out and mail it back as soon as possible. Ballots must be received by 4 p.m. March 14 via U.S. mail in the return envelope provided to the designated address for the ballots to count.



The grand prize, a 2016 Ford Fusion from the co-op's fleet, in this year's trustee election drawing. The winner of the car or one of 42 bill credits will be announced online and not at the gathering.

All members who vote absentee will be placed in a prize drawing contest to win a 2016 Ford Fusion from the co-op's fleet or one of 42 bill credits. An \$1,800 bill credit, a \$750 bill credit, a \$400 credit, a \$150 credit and 38 bill credits of \$50 will be awarded. The drawings for the car and bill credits will not be given away in person. The winners of the prizes will be announced during an Annual Meeting video report March 18.

Have breakfast with us! We want to see you at our Annual Meeting

It's my privilege as president of the co-op's Board of Trustees to invite you to our Annual Meeting gathering on March 26.

On Page 6 of this issue of Kilowatt, you'll find the official notice of the meeting and other important details about the event, such as where to park. This year, we are marking our 84th anniversary as a co-op serving you, our members.

The meeting is a special time for co-op members to gather, share experiences and hear from co-op leadership. It's also the occasion to celebrate one of the greatest benefits of being an electric co-op member: having a say in who represents you on the Board of Trustees. Your co-op is not owned by far-away investors, and it's not operated by an appointed Board. It is run by elected

trustees that are given the privilege to serve because of your vote.

After district meetings earlier this year, the candidates for trustee are: Incumbent Carl Hagglund for District 1, Incumbent Jo Ann Smith for District 8 and Incumbent Karen Hastings for District 9. Results of the trustee election will be shared at Annual Meeting.

At the gathering, you will also have the opportunity to stop by an energy services booth and view the co-op's electric vehicle, a Chevy Bolt, to learn about the advantages of driving an EV.

If you've never attended Annual Meeting, or if it's been awhile, please stop by. You will receive a light breakfast, have a good time and maybe win a prize.



Board President Jimmy Wilson

Members rate Clay Electric #1 among

Clay Electric is “Highest in Customer Satisfaction with Residential Electric Service among Cooperatives,” according to the J.D. Power 2021 Electric Utility Residential Customer Satisfaction Study.

This marks the first time the co-op has received top honors in the annual national ranking. J.D. Power awards are recognized as the voice of the consumer, and are one of the very few earned by receiving high survey scores from a random sample of customers.

“Clay Electric employees are the best of the best, and make a true difference for our members,” said Clay Electric General Manager/CEO Ricky Davis. “This J.D. Power award is a tangible representation of how our members feel about the cooperative as a whole. I am grateful and humbled by their praise and goodwill.”

The J.D. Power 2021 Electric Utility Residential Customer Satisfaction Study is based on responses from 100,999 on-line interviews conducted from January 2021 through November 2021 among residential customers of the 145 largest electric utility brands across the United States, which represent more than 101 million households. Clay Electric is the 10th largest distribution electric co-op in the country.

Utility performance was measured in six areas and Clay Electric ranked No. 1 in four of the six factors: price, billing and payment, communications and customer care. The other areas studied were corporate citizenship and power quality and reliability.

J.D. Power noted the progress of utilities, like Clay Electric, which have navigated a roller coaster economic environment to not only help their local economies, but also communicate more



Members of the Board of Trustees pose with the J.D. Power award. Not pictured is District 9 Trustee Karen Hastings.

effectively about their programs and activities.

During the COVID-19 pandemic, Clay Electric lowered the cost of power three times, paused disconnects on past-due accounts and donated \$50,000 to local food banks. Employees have also spent more time volunteering in the community and promoting how the co-op can help its members with bills and energy efficiency.

“Utility customers want to hear about these efforts and, when they do, overall satisfaction is higher,” said John Hazen, managing director of the utility practice at J.D. Power.

Clay Electric’s score shot up 48 points to 822 out of a maximum of 1,000 in 2021 compared to the previous year’s J.D. Power study.

Jimmy Wilson, Clay Electric’s Board of Trustees President, credits the co-op’s employees for the strong performance in the study.

“Excellent customer service and member satisfaction is our mission at Clay Electric,” he said. “On behalf of the Board, I extend my deepest appreciation and thanks to the employees for their dedication to our members and the cooperative. We couldn’t be prouder of you and your accomplishments.”

What our members said we did well to earn customer satisfaction

- “Clay Electric is an astounding business that supplies me and my community with power and is always there if there are any issues. Clay makes sure to always meet every need for every person, no matter how many other people they may have to deal with that day. They truly are a great business.”
- “The co-op has the best rates around me. If I were to ever move, I would definitely seek a rental in their service area.”
- “Clay Electric always advises how to keep your bill low.”
- “I’m very happy with the services Clay Electric provides. Since they are a co-op, our monthly electric bill is below average compared to the companies we’ve had in the past.”

electric co-ops in '21 J.D. Power study



Palatka District Apprentice Lineworker Tyler Shepherd with the cooperative's 2021 J.D. Power award.

Notice of Annual Meeting

Notice is hereby given that the gathering portion of Annual Meeting of Clay Electric Cooperative, Inc. members will be held at the Keystone Heights Junior/Senior High School football field, Keystone Heights, Clay County, Florida 32656 at 9:30 a.m., Saturday, March 26, 2022.

This gathering will feature snacks and beverages for those attending. Each adult attending will receive ONE goody bag and ONE door prize ticket. The grand prize of an automobile from the co-op's fleet and bill credit prizes will NOT be part of the gathering. The winners of those prizes will be announced during the Annual Meeting video report on March 18. The March 18 video report will be available on Clay Electric's website and social media.

From January 18th - March 14th, eligible Members of the cooperative are asked to take action upon the following matters.

(a) The election of a trustee from District No. 1, a trustee from District No. 8, a trustee from District No. 9, via absentee ballot only, to serve three-year terms. You are hereby notified that at the meetings of Districts No. 1, No. 8, and No. 9, the following were nominated for membership on the Board of Trustees.

District No. 1
Nominee: Carl Hagglund

District No. 8
Nominee: Jo Ann Smith

District No. 9
Nominee: Karen Hastings

Prior to January 18, the Secretary placed in nomination the above-named official candidates from each district.

Clay Electric members who vote by absentee ballot will elect one trustee for each of the three districts. The bylaws provide that the two nominees of each district receiving the highest vote shall be the official nominees in the district and shall be listed in the order of preference indicated by the respective vote.

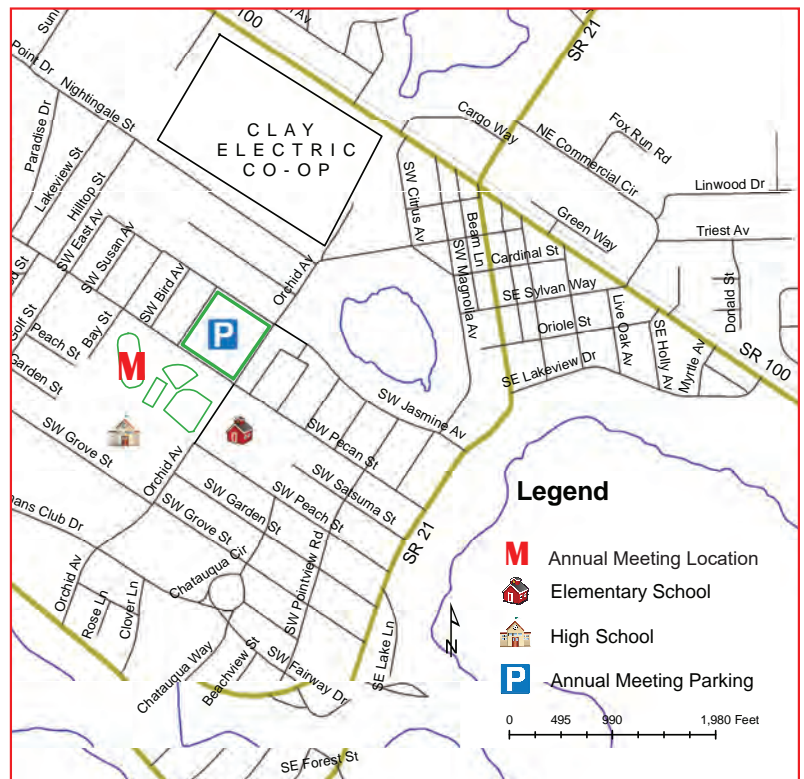
CLAY ELECTRIC COOPERATIVE, INC.
By: Jimmy Wilson, President
Attest: Karen Hastings, Secretary

Where to park, how to prepare for Annual Meeting March 26

Members and guests to Annual Meeting should park at the property adjacent to the Keystone Heights Junior/Senior High School baseball/softball fields. This is the area indicated by a "P" on the map. This field is located on the corner of Orchid Avenue and Pecan Street.

The meeting will take place in front of the bleachers at the school's football stadium. There will not be a shuttle to the field; some light walking will be necessary. Those who have vehicles with a disabled person parking permit will be able to park closer to the stadium. Seating for the event will be in the bleachers. Accessible options will be available. The football field is indicated with an "M" on the map.

The meeting should last no more than 2.5 hours.



The Clay Electric Foundation Board of Directors approved

\$122,400 IN GRANTS

during its Feb. and March meetings.

Church Women's Christian Ministries (Clay County) **\$10,000**

The Clothes Closet and Food Pantry, located in Orange Park, helps Clay County residents through times of crisis by helping them meet basic needs. Grant funds will support the Food for Hope food pantry program.

Arnette House, Inc. (Marion County) **\$10,000**

Arnette House, Inc. provides a 24/7 residential adolescent emergency shelter for youth ages 10-17 in Ocala. Funding from the grant will be applied to the construction of a play area on campus.

Art League of North Florida (Columbia County) **\$5,400**

The Art League of North Florida develops programs and services that serve the needs of artists through advocacy, networking, fundraising and grant development, and promotes the visual arts as an integral part of education. It offers several community art programs, such as the Girls' Summit for at-risk preteen and teenage girls (with Altrusa), the Veterans' Art Program, Art for Hospice and the Life Style Enrichment Center. Funds from the grant will support youth programs.

Bradford County 4-H Association (Bradford County) **\$12,500**

The Bradford County 4-H Association is a non-profit organization that provides kids learning opportunities to create skills needed to make a positive change in their lives. Grant funds will support improvements to the event area for the annual Beef Bash.

Early Learning Coalition of North Florida (Clay, Baker, Bradford counties) **\$15,000**

The Early Learning Coalition of North Florida serves parents, caregivers and educators of children ages birth to pre-kindergarten by managing and evaluating early child care and early education programs through a quality school readiness delivery system in Baker, Bradford, Clay, Nassau, Putnam and St. Johns Counties. Funds from the grant will be used to support the themed literacy program.

Lake Area Ministries (Clay County) **\$15,000**

Lake Area Ministries (LAM), an all-volunteer organization, is primarily a food pantry focusing on feeding needy families. As funds allow, the organization assists with other basic needs. Funds will be used for food assistance.

Friends of Cuscowilla (Alachua County) **\$2,500**

Friends of Cuscowilla is a volunteer organization that assists with improvements, programming, special events, tours and fundraising for Cuscowilla Nature and Retreat Center in Micanopy. Funds will be applied to the development of an educational Interpretive Center.

The Way Free Medical Clinic (Clay County) **\$15,000**

The Way Free Medical Clinic, Inc. is committed to improving access to health care by providing free medical services for the uninsured residents of Clay County. Funds will support the Expanding Capacity to Care Initiative by buying medications, supplies and equipment.

ACE Mentor Program (Clay County) **\$7,500**

The ACE Mentor Program of America, Inc. helps mentor high school students and inspires them to pursue careers in design and construction. Funding from the grant will be used to fund scholarships and/or technical training for Clay County students.

Kiwanis Club of Lake Area Region Keystone/Melrose (Clay, Bradford counties) **\$2,500**

Kiwanis Club of Lake Area Region Keystone/Melrose is a non-profit service organization of volunteers dedicated to improving the world one child and one community at a time. Grant funds will support scholarships for high school seniors.

Clay County Club, Inc. (Clay County) **\$12,000**

The Clay County Club, Inc., located in Orange Park, is a nonprofit corporation that provides services for alcohol abuse recovery, serving about 3,000 people each month. Funding from the grant will be applied to the installation of a covering for the outdoor grill area.

Union County Livestock Assoc. (Union County) **\$15,000**

The Union County Livestock Association is a new organization that serves youth and families through various agricultural programs and events. Grant funds will be used to obtain new swine pens.



Church Women's Christian Ministries



Arnette House



Bradford County 4-H



Lake Area Ministries

CLAY ELECTRIC BOARD OF TRUSTEES

Meets at noon Thursday,
March 24 and Thursday,
April 28 in Keystone Heights

Jimmy Wilson - President
Middleburg - District 6
Carl Malphurs - Vice President
Alachua - District 4
Karen Hastings - Secretary
Citra - District 9
Kelley Smith - Treasurer
Palatka - District 2
Carl Hagglund - Trustee
Keystone Heights - District 1
Susan Reeves - Trustee
Hawthorne - District 3
Dewitt Hersey - Trustee
Starke - District 5
John Whitehead - Trustee
Lake Butler - District 7
Jo Ann Smith - Trustee
Micanopy - District 8

Ricky Davis
General Manager & CEO

EXECUTIVE STAFF

Frank Holmes
Chief Operating Officer
Mark Maxwell
Chief Financial Officer
Derick Thomas
Chief Public Relations Officer
Justin Williams
Chief Officer of Corporate Services
and Human Resources
Toby Moss
Chief Information Officer
Cheryl Rogers
Chief Audit Officer

DISTRICT MANAGERS

Troy Adams
Gainesville & Lake City
Dale Furlong
Keystone Heights
Andy Chaff
Orange Park
Derek Hembree
Palatka & Salt Springs

COMMUNICATIONS

Kathy Richardson
Manager of Communications


Clay Electric Cooperative, Inc.
A Touchstone Energy® Cooperative 

The Trading Post

Submit your Trading Post ad by sending it to Clay Electric, PO Box 308, Keystone Heights, FL 32656. For more Trading Post ads or to submit your ad, visit ClayElectric.com

PRE 33 GOLD. Double eagles, eagles, half eagles, quarter eagles and \$1 gold pieces. All in XF to AU condition. Call or email for pricing and availability. Cash only, FTF in Middleburg area. Dave, 904-327-3766, lutmand@hotmail.com. Lutman

MECHANIC'S CORNWELL vintage tool chest. Drawers work good. Both handles in good cond. L 26", W 12", H 13". Can send photos via text or email, \$200. 386-288-8827 Cistaro

LAST 2 LOTS available in the Garden of Chimes, lots 3 & 4. Greenlawn Cemetery on Beach Blvd. \$4,800 ea. 904-763-9775 Taylor

BURIAL PLOTS - 3 plots Riverside Memorial Park, Jacksonville, located in lovely older Oakhill section Unit 8, Lot 164, sites 1, 2, 3. Listed @ \$5,295 ea., asking \$3,000 ea. obo. 5 plots Jacksonville Memory Gardens, Orange Park. Section 10 Garden of the Good Shepherd Unit 23c, sites 2, 3, 4 & Unit 23d, sites 1 & 2. Listed @ \$3,000 ea., asking \$2,500 ea., \$10,000/all 5 obo. Call Roland 352-278-7600 or Donna 352-278-7601. Kerby

FREE USED WHEELCHAIR. Fair cond. 904-269-9584 Miller

WESTERBEKE 7.6 BTD Diesel Marine Generator with 2779.1 hours. Engine runs good, but generator needs rewinding. \$800. Call Marshall at 386-872-0106. Tetterton

BEAUTIFUL LOWERY ORGAN. The Royale is Lowery's Home Theater organ. This is the top of the line for Lowery at this time. Best offer over \$2,500. List price on this organ now is well over \$10,000 and cost \$48,000 new. Very large music library as well. \$2,500. 570-460-9210 Williams

FREE UPRIGHT PIANO. Includes bench and lots of music sheets and books. Starke, near prisons. You must move it. 904-964-9662 Gangi

FOR QUILTERS or sewers: Small bags of material \$20, large bags \$25 (unused). 904-215-6476 Smoley

COMPUTER DESK. 3 drawers, mahogany finish custom glass top. Tower cabinet left side. Like new, very solid. \$200. 386-365-5220 Perry

CEMETERY PLOT, \$4,000 obo. Lot #33D Unit #1, Section #1 in the Garden of Christ in Memorial Gardens. 904-375-0822 Hatcher

MOBILE HOME STEPS, 3'H 3'7"x3'7" platform w/handrails, like new, \$300 obo. 386-336-3022 Whitehead

5' STEP LADDER, \$35. 12' aluminum ladder, \$25. 12' fold-up ladder, \$40. 42" utility mini scaffold, \$100. Ryobi 16" variable speed scroll saw, \$100, new. Power Pack, \$35. 14"x1/8x1" abrasive concrete block blades, \$100. Fishing rod rack, wooden, \$10. 10'x10' E-Z-UP screen RM, \$100. 4' scaffold step, \$50/ea. Middleburg Call Kirk 904-449-5765 Williamson

BAMBOO - Giant Crookstem live, you dig, \$25/clump. Arrow \$10, Dwarf \$10. Green poles 2" dia. \$1/ft. Dead bamboo free, you cut & haul. Brooker. Don 352-316-4529 Graham

GRUMMAN EAGLE 17' alum. canoe. "Tight" 2 long 2 short & 1 double paddle. 3 float cushions. Mooring lines front & aft. \$500. Call Dennis. 386-985-5775 Parente

SADDLE. Custom made western show. 16" seat. Some silver. Used 3 times. Cover and stand. \$1,500. Call for pics. 352-316-0892 Hornsby

RED HEAD SNAKE BOOTS. 9-1/2W, never went hunting, \$80. Chas Wysocki Americana puzzles, 1000 pcs. ea. 6 unopened, \$10 ea. Wurlitzer antique spinet piano \$500. Farmal Cub early 50's with beltmower, \$300. 352-474-7978 Keeney

HOME CARE ITEMS (adult): Hoyer lift/sling (not used) battery, \$300. Assist to stand lift (battery), need controller, \$100. Everest/Jenning HD w/c 500-lb cap, \$100. Ultra light transport w/c 100-lb cap, \$40. Power chair (battery) super HD by Merit, 400-lb cap, seat raises 10", purchased 2019, good

cond, \$1,200. Bedside commode chair, HD, 500-lb cap, \$70. Over commode seat chair, 350-lb cap, \$50. Walkers (2), \$30 ea. Hospital bed mattress, never used, waffle pattern, \$40. New never used urinals, cushions, etc, misc items, offer/negotiable. Serious interest only please. Lv msg 904-282-5710 Holloway

HANDICAP ACCESSIBLE RAMP. All aluminum 156 sq. ft. ramp including two 5'x5' platforms, one 3' connecting ramp, one 22' ramp, and a 5'x5' landing platform. With handrails. In excellent condition. \$3,950. 352-222-3862 Austin

NIB RUGER 380 pistol w/ammo, \$375. New 22 pump rifle, \$300. Antique Flobert rifle, exc cond, \$300. 904-654-7841 or 904-254-3767 Box

33 ACRES for sale that consist of 5 parcels. We are selling these all together. They are separate parcels and 4 are buildable and 1 is a road. 13-acre parcel has highway frontage. Some wooded and some pasture. Great for a family compound or for a developer. \$396,000. Conex box container, 20 foot. \$3,000 OBO. Call Tim. Located in Grandin. You must move. 863-244-1544 Coker

2 MICHELIN recap tires, \$250 each and 4 Michelin recap tires, \$225. Size 275/80 R 22.5. All new, 1st run recaps tread and casings. 352-485-3577 Lobdell

PUPS 4 SALE: miniature dachshunds, 1 male, 1 female, \$450 ea. 352-546-1174 Murray

KUBOTA B2150HSD 24 hp w/front loader. 872 hrs. 3pt.6' drag blade, 3pt.5' box blade, 3pt.5' pto brush mower, 3pt.4' pto rotor tiller, 3pt.4' cultivator, 3pt. potato plow, 3pt. bottom plow, 3pt. hitch to 2" receiver, bucket forks w/stabilizer bar. 904-505-1779 Murphy

USED C17 HARDTOP. No glass or lift gate. Needs minor repair. Also, hard doors w/all ONS gaskets & seals. \$700 cash. 352-475-2305 Allen

