



**Bristol Tennessee Essential Services**

*Electric • Internet • Telephone • Cable*

# News

Winter 2011 ~ For Customers of Bristol Tennessee Essential Services

## Small Companies - Master Model Craft and J & W Castings - Big Results

**When you see a shiny green tractor rolling along a farm, do you think of the assembly line it rolled off of? Or when you are walking the stairs to Yankee Stadium, do you wonder where those steps were built?**

Had those questions come to mind, you would have learned that both answers lie right here in our back yard.

**Master Model Craft**, located in the Bristol Industrial Park in Bristol, Tennessee, has built assembly lines for industries all over the world, including the one for the big, green tractor. **J & W Castings**, located in Bluff City, Tennessee, has made stair treads and platforms for

buildings all over the country, including Yankee Stadium and Penn Station. These two small industries, located in BTES' service area, not only have a big impact on the local community but all over the country as well.

**Master Model Craft** was established in 1969 in Dayton, Ohio, by Jim and Nancy Richardson. They moved to Bristol, Tennessee, in 1972. Their son, Jay Richardson, was born in Bristol and took an early interest in the business. He dreamed of one day taking over the company and running it as his parents did. After attending the University of Tennessee, Richardson returned to Bristol to take over the family business in 1980. His mother still advises on company operations.

Master Model Craft was originally founded to build aerospace wind tunnel models. Today's company, however, is involved in a wide variety of machine design and precision machining.

Richardson believes that working hard is very important.



*Master Model Craft General Manager Jay Richardson stands in front of the company's new facility located in the Bristol Industrial Park.*

"To be successful, you have to set goals and work hard; those two details go hand in hand," Richardson explains. "I truly believe that Bristol is a great place to live, work and play. I am fortunate to be here."

Master Model Craft is a small business that continues to grow. The company is located in a new 20,000-square-foot building in the Bristol Industrial Park. From machine design to parts manufacturing, Master Model Craft hopes the new building will help the company continue to grow.

**J & W Castings** began operating in 1992 in Bluff City, Tennessee. Newton Jones (now deceased) and Lloyd Williams started the foundry that specializes in custom sand castings after they both became unemployed following the closure of Davis Pipe. Kevin Jones, son of Newton Jones and now president of J & W Castings, joined the business in 1993 with his wife,

### In This Issue

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**Power Line Safety**

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## Cold Weather Brings High Bills



I don't need to tell you that we have experienced a very cold winter. December was reported to be the third coldest on record. I have seen some of our customers' monthly billing periods with the average of all hours being below freezing.

This has caused many of our customers' bills to be higher than ever. Each bill is calculated based on what goes through the meter. The cold weather causes many of us to use more electricity to heat our homes and businesses.

The electric rates are higher than last year but about the same compared to two years ago. Last year, the fuel cost adjustment was negative because the rapid changes in fuel prices caused TVA to over-collect in previous periods. The amount TVA had over-collected was rebated in later fuel cost adjustments, which our customers received.

More than 7,000 BTES customers take advantage of our Levelized Billing Program. Customers on this program pay a similar amount each month. The amount is the sum of the last 12 months' bills plus the accumulated amount owed BTES divided by 12. This amount usually only changes by a few dollars per month. The total you actually pay is ultimately reconciled from your actual bills. You ultimately pay for what you actually use — no more and no less, but the payments are more level. Your account needs to be paid up when you join the program.

I have used this program and the Bank Draft Program for more than 30 years. More than 4,700 of our customers use this service also. Through the Bank Draft Program, we send your bill and draft your bank account on the last day before the penalty date. We can also send you an e-mail or text message about these important dates. No fees, no stamps, no gas, no waiting, no late payments. A voided check is needed from the account from which you want us to take the payment. If you want e-mail notification, we need your e-mail address. If you want a text message, we need your cell phone number and the name of your cell phone company.

Please continue to use the energy savings tips found at [www.btes.net](http://www.btes.net). It is a goal of ours to sell you only the service you need and want. We hope you will take advantage of any energy savings tips.

We continue to work to provide the best in comfort, convenience, entertainment and productivity that fits your needs and desires. We will continue to search for more and better ways to serve you, and we appreciate you for being our customer.

Have a great day and...

Good Luck!

Mike Browder

## BTES News

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serving more than 33,000 customers

**Dr. R. Michael Browder**  
Chief Executive Officer

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### Our Mission

To provide service to our customers, employees and community that exceeds their expectations.

### Our Vision

To be the best electric, Internet, telephone and cable television provider.

## Customer Comments

"Everyone on your staff, from the time service was ordered until the use of service, gave excellent, well-versed service. Great teamwork from A-Z. Thank you for a job very well done."

Bryan Botts

"Employees were very nice. I would recommend to anyone for quality of service received."

Bonnie Rouse

"Excellent service from all involved. We are very happy with our services!"

Grace Point Church

"Very happy I made the change to BTES."

Tony Blackburn



## Results Continued from Page 1

Teresa Jones. J & W Castings has six employees and has been at its current location on Bluff City Highway since its inception. The company manufactures a bronze or aluminum alloy casting containing abrasive grains that produces a rough, anti-slip wearing surface that is extremely durable and highly resistant to corrosion. J & W Castings' products have been used in stair treads (like those in Penn Station), circular stairways (like those in parking garages), manhole covers, street signs, schools and many popular landmarks, including the Statue of Liberty, one of Donald Trump's buildings in New York City and the J. Paul Getty Museum in California.

Even though they do business worldwide, staying local is important to Jones and Williams.

"This is our home," Williams explains. "Logistically, this is a good place to be. You are close to a lot of places and within a day's drive to 70 percent of the United States. Being here helps our business continue to grow."

According to Jones, offering a good quality product at a reasonable price keeps the company moving forward.

"We also have great employees who work hard," Jones says. "You have to have the right people in the right place and that's what we have here. We like being a small company because we are like a family."

Master Model Craft and J & W Castings depend on high-speed connections to provide fast and reliable service to their customers. BTES provides this service, allowing each of them



*J & W Castings Vice President Lloyd Williams, Secretary Teresa Jones and President Kevin Jones are three of six employees who work at the small business.*

instant access to their customers worldwide.

"BTES is always fast with helping whenever we need them for our reliable service and the high-speed connection the company provides," says Jay Richardson of Master Model Craft.

Teresa Jones with J & W Castings feels the same way.

"Being a small business means you have to find ways to save money, and BTES has helped us with that," Jones says. "We love that all of our services are combined on one bill with our electricity. We also find it very beneficial to access our e-mail through BTES while we are traveling. We are always working. Having these services available through BTES has helped us continue to move forward."

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- **Basic Telephone Service**  
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 Call Waiting/Cancel Call Waiting,  
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 Three-Way Calling, Speed Calling (One Digit)
- **Expanded Basic Cable**  
 (Channels 2-82)
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**Call 968-1526 for more information.**

## New Rates Take Effect in April 2011

After more than two years of planning, TVA and the distributors of TVA power are ready to implement new rate structures that will promote energy efficiency in homes and businesses, reduce peak power demand and give customers opportunities to possibly save money on their electric bills.

TVA is the wholesale power provider that generates power and sells it to local power companies like BTES. TVA's costs to provide that power vary significantly based on when customers are using electricity – both the time of year and time of day. The new rates will better reflect those cost differences. In the summer months, the demand for power is higher in the afternoon when temperatures rise because consumers are running air conditioning at full power to keep cool. In the winter, demand for power is higher in the morning because that is when the temperature normally drops to the lowest point. When demand for power increases during these peak periods of the day, TVA has to operate its higher cost power plants or purchase power from others to meet demand. This increases TVA's costs.

Since demand for power at peak times continues to increase, TVA has had to build or buy new power plants to ensure it has electricity available when consumers need it. Investing in new plants that are needed only a few hours a day is not the most efficient way to operate the power system.

"The new rates are designed to charge consumers a little more for power when TVA's costs are higher and a little less for power at other times," explains BTES CEO Mike Browder. "If consumers lower their electric usage during these high-cost periods, TVA could save the money spent on some of these new power plants. TVA will still need to invest in new power generation, but baseload plants that run continuously are more efficient and less costly over the long term."



In April 2011, TVA will begin billing BTES and the other 154 local power companies under these new rates. BTES will then have seasonal rates: **summer** rates from June through September, **winter** rates from December through March and **transition** rates from April through May and **again** from October through November. Residential customers are currently on a two-block rate, meaning they pay one rate for the first 1,000 kWh and another rate for all additional kWh. Effective April 1, 2011, residential customers will move to one rate for all kWh used. This will help to transition customers to a time-of-use rate in the future.

A few simple steps to save energy and possibly lower your electric bill include: caulk and weather-strip around windows and doors to stop air leaks; seal gaps in floors and walls as well as around pipes and electrical wiring; and replace incandescent bulbs with compact fluorescent bulbs, which use 75 percent less energy and last 10 times longer. For more energy savings tips, visit our website at [www.btes.net](http://www.btes.net).

# Energy Savings Loan Program

## Items Eligible for Financing Through the Energy Savings Loan Program



- Insulated exterior doors



- Storm doors



- Inspected electric heat pump



- Insulated garage doors



- Insulated replacement windows

For more information and loan terms, please call 793-5547



## BTES Continues to Improve Service

**As BTES starts a new year with many exciting changes in store, we are making small adjustments now that will result in improved service for our customers.**

The BTES Customer Service Department (at right) has a new look that features two new television screens mounted above the Customer Service Representatives' (CSR) desks.

These screens show real-time data of how many customers are waiting in the lobby and for how long, as well as how many calls are in queue (waiting on the telephone) and the longest customer wait time.

The screens also indicate how many CSRs are available to serve customers and how many are actually with customers. In addition, the screens show how many calls have abandoned, meaning the number of customers who have hung up the telephone before a CSR was able to take their call.

Having this data readily available in one place for everyone to see has helped CSRs become more aware of how many customers are waiting. This helps us continue to improve wait times for our customers and better prepare the CSR department for busier periods of business.

Since this new technology has been in place, the Customer Service Department experienced a milestone: a zero abandoned call day,



*Customer Service Department employees are all smiles as they celebrate achieving a major goal of zero abandoned calls which they have been working hard to obtain. Pictured above (L-R): Tracy Kilbourn, Diane Smith, Stephanie Sparks, Amber Smith, Heather Sheets, Megan Barrett, Nola Jessee, Debbie Baker, Brenda Phipps and Marta Gryniv.*

meaning the CSRs were able to take care of every single customer who called into the office.

As BTES strives to provide the best service, we want to minimize abandoned calls. The CSRs have been making a conscious effort to make sure their work time is used to best benefit our customers. They ensure that another CSR is available to assist customers before they tackle other responsibilities. Since the first milestone of zero abandoned calls, there have been several more achieved.

### Sign-up for Text Message or E-mail Bill Alerts!

**BTES is now offering Bill Alerts! After signing up, you will still receive your monthly paper bill, but you will also receive monthly reminders notifying you of your bill amount and due date, when your payment has been received, and if your due date passes without BTES receiving your payment. You can receive these alerts via text message, e-mail or both! Sign-up today by filling out the form below and returning it with your next payment.**

Name: \_\_\_\_\_ Account # \_\_\_\_\_

I would like to receive bill alerts by:

text message      Cell phone # \_\_\_\_\_ Cell phone provider: \_\_\_\_\_

e-mail      E-mail address: \_\_\_\_\_

both (Please fill out all information above)



## Water, Water Everywhere!

One glass of water shut down midnight hunger pangs for almost 100 percent of dieters in a university study.

Lack of water is the number one trigger of daytime fatigue. Preliminary research indicates that eight to 10 glasses of water a day could significantly ease back and joint pain for up to 80 percent of sufferers.

A mere two percent drop in body water can trigger fuzzy short-term memory, trouble with basic math and difficulty focusing on the computer screen.

Drinking water helps relieve headaches due to dehydration. Although there are many other factors that contribute to headaches, dehydration is the most common.

Drinking five regular glasses of water daily decreases the risk of colon cancer by 45 percent, plus it can slash the risk of breast cancer by 79 percent. A person is also 50 percent less likely to develop bladder cancer.

Drinking water regulates your body temperature. You will feel more energetic when doing exercises because water helps fuel your muscles.

It is recommended to drink one ounce of water per day for every two pounds of body weight. For example, a 200 pound person needs to drink 100 ounces of water per day.

Are you drinking enough water?

## The Lighter Side

*Teacher: "Ellen, give me a sentence starting with 'I.'"*

*Ellen: "I is..."*

*Teacher: "No, Ellen. Always say, 'I am...'"*

*Ellen: "Alright... I am the ninth letter of the alphabet."*



### Mini-Salmon Patties

By BTES Retiree Linda Parker Browder

- 1 (14 oz.) 3/4 can of Pink Salmon (remove skin)
- 1 egg beaten
- 1 slice of onion, finely chopped
- Salt and pepper to taste

Mix all ingredients together and shape, very carefully, into 12 or 13 little balls. Fry in olive oil on low heat, turning with a spoon, until brown on each side. Lay on a paper towel until oil drains. Makes an excellent hors d'oeuvre!

### Baked Boneless Barbeque Ribs

By BTES Customer Casey Lockner

- 1 package of 10-15 boneless ribs (beef or pork)
- 2 bottles of Sticky Fingers Memphis Barbeque Sauce

Place ribs in 9x13 inch pan. Pour barbeque sauce over ribs until completely covered. Bake at 400 degrees for 90 minutes.

For easy cleanup, cover the pan with aluminum foil before adding the ribs and barbeque sauce.





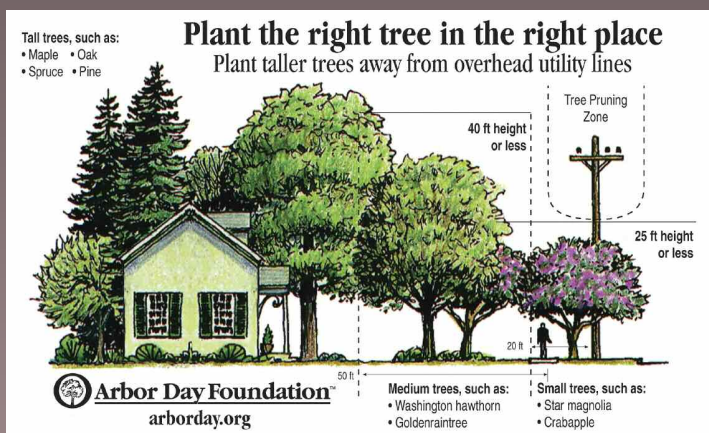
## POWER LINES CAN BE KILLERS

Automobile accidents, severe weather and downed trees are three major causes of downed and low-hanging power lines. With winter storms in our recent past and summer storms in our near future, BTES wants to remind you that downed and low-hanging wires can be DEADLY.

Always assume that a downed or low-hanging wire is an energized – or **HOT** – electric wire. It may look like something as simple as a fallen phone cable, but why take the chance that the wire could be in contact with a “hot” power line still on the pole? Just ask yourself this question: “Is it **hot**, or is it not?” And always answer with “**HOT!**”

BTES CEO Mike Browder remembers a time he came upon a downed power line. “The downed power line was a little green wire, about the size of a pencil. There were fire crews and police officers at the location when I arrived, but to my surprise everyone was walking around like there was nothing to fear. The line was hot and very dangerous. People were closer to the line than they would have been to a rattlesnake — but this downed line was a lot more deadly. Luckily no one was injured, but we all need to remember that any downed or low-hanging line could be hot and, therefore, very dangerous — and even life threatening.”

It is also important for BTES crews to be able to access equipment and lines quickly and effortlessly. Our customers can help by not planting trees too close to power lines. When trees are planted too close to power lines, high winds and severe storms can cause those trees or branches to fall on the lines, causing outages for numerous customers, not just yourself. Always take into consideration the location of power lines, overhead and underground, when planting trees. The chart below may help you understand how to plant the right tree in the right place.



**Here are some additional tips to help keep you and your family safe in the event you come across a fallen or low-hanging wire:**

- Report any fallen or low-hanging wires immediately to BTES and to the local 911 authorities.
- Stay away from wires and anything that may be touching them. Keep others away from them, too.
- Do not touch someone who is in contact with a fallen or low-hanging wire. If you do, you could become the next victim.
- Do not try to move a fallen wire or anything in contact with it by using a pole, broom stick or any other object. Even materials that don't normally conduct electricity will do so if even slightly wet.
- Be careful that you do not walk on wet ground or step into water where a downed wire is located.
- If you are in a vehicle that is in contact with a wire, stay inside until a BTES employee tells you the wire is dead and it is okay to leave the vehicle. If you must leave the vehicle in the event of a fire, you must use a “kangaroo” type leap, with your feet together, so you do not have one foot in the vehicle and one foot on the ground at the same time.
- Never drive over or under fallen wires or low-hanging wires.
- Always remember to ask yourself, “Is it **hot**, or is it not?” And always answer with “**HOT!**” It is better to play it safe than take the risk of being seriously injured.



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**Your Comments Are Important**

Please list the articles you found most interesting in this issue of **BTES News**, then clip out this form and mail it with your electric bill to the address below. (Winter 2011)

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

Other comments, story ideas or questions.

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Please return to:  
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Phone (423) 793-5511

\_\_\_\_\_  
Name and address (Optional)

# Power Out?

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(968-2837)**

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