



**Find out how the little changes add up...**

Cell phone chargers, video games, cable or satellite boxes and some small appliances use energy even when they are turned off. Plug these items into a power strip that can be switched off or unplug chargers and appliances when not in use. Remember: everything you do, no matter how small, can add up to savings.

Visit [www.singingriver.com](http://www.singingriver.com) for more energy-efficient tips, home energy calculators and brochures so you can start saving today!

**TOGETHERWESAVE**

[www.singingriver.com](http://www.singingriver.com)



**Find out how the little changes add up...**



**TOGETHERWESAVE**



**Singing River Electric  
Power Association**

A Touchstone Energy<sup>®</sup> Cooperative   
[www.singingriver.com](http://www.singingriver.com)

## Mission Statement:

To provide safe and reliable electric service at the lowest possible cost while promoting energy efficiency and enhancing the lives of the members and communities we serve.

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## CEO’s Message

Just as the economy affected businesses and individuals across the country in 2009, Singing River Electric also felt the pressure of the downturn. Construction and member growth slowed immeasurably when compared to past years.

We survived just as you did by cutting back and being resourceful. Crews that were usually busy building new services focused instead on maintenance of lines and substations. These efforts have already paid off for both the cooperative and our members. Singing River Electric substations were better prepared to handle the increased load this past winter when we experienced the unusual, sustained cold. Substation improvements enabled Singing River to maintain the reliable, quality service you expect and deserve.

In addition to the substation maintenance, your cooperative took measures that will improve customer service. In 2009, we began a conversion of our customer service software. This will result in improvements to customer service in the summer of 2010 with the addition of bill inquiry, bill payment and outage reporting by phone.

An unexpected adventure in 2009 sent six Singing River Electric linemen to Guatemala. The trip was organized and funded by NRECA International with minimal expense to the cooperative. The crew

traveled to the Municipal of Jalapa for two weeks to teach local linemen proper line construction and safe working habits.

As we entered 2010, we not only found continued struggles for our national and local economies but also sustained cold temperatures that increased electric bills due to increased usage. In January and February of 2010, Singing River Electric set an all-time peak usage record. We are aware that our members have experienced hardships due to increased electricity bills following the sustained cold. In response, Singing River Electric has stepped up our efforts to partner with our members in energy efficiency. We continue to offer free energy audits for homes and businesses and to provide resourceful energy-efficient tools, calculators and information on our website.

Singing River Electric remains committed to providing electric service at the lowest possible cost. We are responsive to our members’ needs and appreciate the opportunity to serve you.

  
General Manager and CEO

## Cooperative Overview

Formed in 1938, Singing River Electric Power Association is an electric distribution cooperative serving residential, retail and commercial members in Jackson, George, Greene, Perry, Wayne, Stone and Harrison counties in Mississippi, as well as Mobile and Washington counties in Alabama.

The second largest electric co-op in Mississippi, Singing River Electric currently provides electric service to nearly 70,000 members and is the 45th largest of more than 900 electric co-ops in the nation.



Singing River Electric line crew

### Who We Are

**Name:** Singing River Electric

**Years in Business:** 71

**Areas Served:**

Jackson, George, Greene, Perry, Stone, Wayne and Harrison counties in Mississippi; Mobile and Washington counties in Alabama

**Members Served:**

69,834

88% residential

12% commercial and industrial

**Kilowatt-hours Sold in 2009:**

1.39 billion

**Miles of Line Maintained:**

6,914

**Employees:**

192

**Wholesale Power Provider:**

South Mississippi Electric

Hattiesburg, Mississippi

**Wholesale Power Resources:**

Coal - 43%

Gas - 26%

Nuclear - 11%

Hydro - 4%

Economy purchases - 17%



*Nearly half of your annual electricity costs go to heating and cooling. Install a programmable thermostat, set it to 78° or higher in the summer and watch your energy savings grow.*

### **Learning "Together We Save"**

Flip the switch. Lower the blinds. Insulate the attic. Lower/raise the temperature on your thermostat. Touchstone Energy's "Together We Save" energy-efficiency campaign is based on the concept that small changes in member behavior help cooperatives deliver efficient, reliable and affordable energy, and that the potential economic benefit to members will spur them to make those changes.

### **Singing River Electric's New Ad Campaign**

Singing River Electric began running the "Together We Save" television commercials, radio spots and newspaper ads in local media and *Today in Mississippi* in October 2009 and will carry on with this content throughout 2010. This campaign continues Singing River Electric's long-standing focus on energy conservation, giving members new ways to use less energy and reminding them of tips so that they will become habits.

A major campaign benefit is the interactive website, [www.togetherwesave.com](http://www.togetherwesave.com), where members walk through a virtual home turning off items that use electricity needlessly and see how simple actions can conserve energy as well as save money on their power bill. Upon entering the site, visitors input their zip code and are identified as members of their electric cooperative. In the attic, visitors

move an arrow to increase the inches of insulation and see the potential savings of doing this. Upgrading to Energy Star appliances for refrigerators, dishwashers and washing machines adds savings in the kitchen and utility room. Visitors unplug electronics when not in use and turn off lights in unoccupied rooms. The applications feature under the "Energy Saving Applications" tab gives even greater detail about energy-saving actions.

Touchstone Energy TV consists of short videos, giving members even more hands-on training to make changes around their home. Those interested in a programmable thermostat learn what to look for when shopping for a thermostat, installation advice, operation instructions and even tips for those who are unable to install a programmable thermostat but want to save while using their manual thermostat. Video topics also include lighting, heating and cooling, sealing and insulation, Energy Star appliances and general energy saving tips.

The online forum encourages members to post questions and view comments and improvements made by cooperative members like you who are doing their part to conserve energy.

## Powerful Websites

Singing River Electric's [www.singingriver.com](http://www.singingriver.com) is an online tool accessible to members all the time, day and night. From this website, a member can find energy efficiency tips, e-mail questions to a member services representative, download a new brochure, make a payment on a bill and stay up-to-date with the latest happenings at Singing River Electric. Having all these capabilities online along with the energy saving information of [www.togetherwesave.com](http://www.togetherwesave.com), members have the power to take control of their energy goals.



[www.singingriver.com](http://www.singingriver.com)



*Turn your water heater down to 120°. ENERGY STAR heat pump water heaters can save almost \$300 per year on electric bills compared to a standard electric water heater.*

### 101 Easy Ways to Save

Visit [www.singingriver.com](http://www.singingriver.com) and download our latest brochure, *101 Easy Ways to Save Energy and Money*. Every little thing you do to conserve energy can add up to savings at your home or business.



An Energy Star qualified Compact Fluorescent Light (CFL) bulb uses 75 percent less energy and lasts about 10 times longer than an incandescent bulb.

## Practice What we preach

Singing River Electric recently put its energy advice to the test and formed an employee committee tasked with conserving energy at the offices. Occupancy sensor light switches and CFL bulbs were added, and employees were reminded to shut off computers and turn off lights. With these small efforts, **the cooperative has avoided using 469,498 kilowatt hours** over the past two years. That saves the cooperative and the members money! Remember, the greenest power is power not used.

### Empowering Members to Save

In 2009, Singing River Electric provided its members tools and expertise to make energy-efficient changes and lower their electric usage in their home or business.

### FREE Home Energy Audits

Singing River Electric's member services representatives performed 850 residential and 50 commercial and industrial energy audits in 2009. During the audits, representatives walked members through their homes and businesses to look at key areas where improvements could be made: sealing around doors and windows, insulation, air conditioning/heating systems, ceiling fans, lighting and the use of CFL bulbs, water heaters and appliances. Some recommendations required the formation of new habits while others required a financial investment, but all will ultimately result in energy savings and a sense of satisfaction.

### Extensive Home Energy Audit Survey

A random sampling of 64 Singing River Electric members joined more than 400 other participants across the state in an even more extensive home energy audit. These audits were part of a project spearheaded by generation and transmission cooperative South Mississippi Electric to explore changes

to the existing Comfort Advantage home building program.

Singing River Electric representatives and an audit consultant surveyed member homes by counting every light fixture/lamp as well as the type of bulb, noting the model number and Energy Star rating of all appliances and recording the model, size and performance of the air conditioning or HVAC system and water heating units. Survey results will be released later in 2010.

A total of 460 homes were certified through the Comfort Advantage and Comfort Advantage Plus home building programs in 2009. Members chose to build or remodel their homes according to the program's energy-efficient guidelines and were eligible for financial incentives upon completion of the home.

In addition, member services representatives wrote energy tips for *Today in Mississippi*, spoke at various meetings about the importance of energy conservation and demonstrated the "CFL Bulbs vs. Incandescent Bulbs" display.

## FREE Energy Audits

Singing River Electric regularly provides FREE energy audits for members who request the service, and in 2009, your cooperative stepped up its efforts and participated in a collaborative effort with other Mississippi electric co-ops. Personnel randomly selected 64 Singing River Electric members to participate in an extensive two-hour energy audit. Results will form the basis for 2010 changes to the current Comfort Advantage program.



SMEPA energy audits

### Member Comments:

**Name:** Bill G., Pascagoula

**Years as SRE member:** 9 years

**Services rendered:**

FREE Energy audit of residence

**Comments:**

*"It (the audit) opened my eyes. There will be new habits established today at our house. I couldn't believe the amount of kilowatts being used!"*

### Online Energy Calculators

How much money can be saved by replacing five incandescent bulbs with five CFL bulbs? How much electricity does a refrigerator use? Singing River Electric's online energy calculators located at [www.singingriver.com](http://www.singingriver.com) can answer these questions and more by computing data provided by a member, specific to the member's home. With calculators for an overall home and separately for appliances, lighting and televisions, members can find their greatest potential for energy savings.

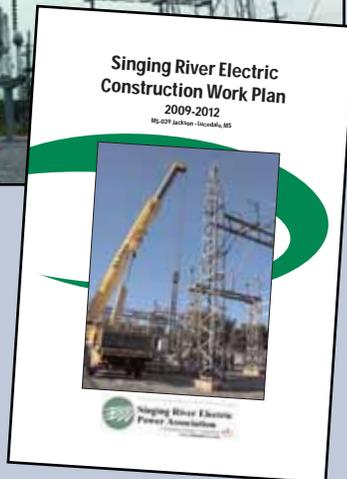
## Long Range Work Plan

This document serves as Singing River Electric's road map to continue providing reliable electric service to its members. By looking ahead 10 years in advance, this board-approved plan determines future needs and how to proceed in designing and building the system to meet those needs.

A shorter four-year construction work plan acts as the blueprint and budget for specific projects.



(above) Singing River Electric's Agricola substation and (right) cover of the Construction Work Plan.



## Building a System for Responsive Service

Increasing substation capacity in key areas was a priority in 2009.

Substations receive electricity from transmission lines and step it down to a lower distribution voltage before feeding the lines to member homes and businesses. The amount of power a substation can handle determines how many homes and businesses can be served. Substations must be able to provide adequate capacity to handle the demand for power during peak conditions in extreme summer heat or severe winter cold.

### Jackson County

St. Martin continued to be one of Singing River Electric's highest growth areas and warranted the construction of a larger structure on the grounds of the Tucker Road substation. The new substation, completed in June 2009, doubled the capacity of the original structure, which was disassembled to be used at another location.

In east Jackson County, the Helena substation also doubled its capacity. This upgrade, completed in March 2009, allows Helena substation to serve as a back-up for the Big Point, Escatawpa South and Forts Lake substations in the surrounding area.

### George and Greene Counties

Singing River Electric's Agricola, Benndale and Rocky Creek substations all experienced rebuilds at their existing sites in 2009. These projects increased capacity and allowed for continued load growth in these areas. The rebuilds will also allow the substations to provide load assistance to neighboring substations if necessary.

### Future Projects

Singing River Electric will continue to make upgrades and install new technology throughout the service territory in 2010. Crews will also continue relocating poles and wire for the many projects planned by the state and county governments as they continue to make road improvements across south Mississippi.

## Substation Improvements

As membership growth occurs and demand for electricity increases, substations must have the capacity to meet current as well as future power demands. In 2009, Singing River Electric used resources already in place to increase substation load capacity. New substations were built at the same location as existing structures and constructed using Singing River Electric employees, resulting in less costs compared to hiring a contractor, purchasing land or building new.



### 2009 Substations Receiving Upgrades:

- **Agricola substation**
- **Benndale substation**
- **Helena substation**
- **Rocky Creek substation**
- **Tucker Road substation**

## Cooperative Principles

1. Voluntary and Open Membership
2. Democratic Member Control
3. Members' Economic Participation
4. Autonomy and Independence
5. Education, Training, and Information
- 6. Cooperation Among Cooperatives**
7. Concern for Community

## Employee Comments on Guatemala:

*"It was a very rewarding experience and one that I would do again tomorrow."*

*Ronnie Cooley, George County Serviceman*

*"It's really hard to imagine giving someone power for the first time ever. We take turning on the light switch for granted. It's more like a luxury for them."*

*Chad Cochran, Gautier Field Representative*

## Responding by Helping Others

Electric cooperatives are fortunate in that they not only receive help with power restoration but also provide help to others. Singing River Electric had many opportunities to give assistance in 2009.

### Ice Storms

Singing River Electric sent crews to assist with power outages in Arkansas and Kentucky after severe winter weather including ice, freezing rain and snow brought down power lines.

A 12-person crew left on Jan. 28 headed toward Louisville, Ky., to Salt River Electric. Nearly 38,000 of Salt River's 46,000 members were without power at the height of the storm. The cooperative serves 10 counties across central Kentucky.

Meanwhile, nearly all of Arkansas' Clay County Electric's 12,000 members were without power when conditions were at their worst. The cooperative faced a slow restoration process with nearly 15,000 broken poles. In response to the dire situation, a 13-person Singing River Electric crew left on Feb. 12., and another 13-person crew left on Feb. 21 to continue restoration work.

### Guatemala

Six Singing River Electric linemen traveled to Jalapa, Guatemala, in late July and spent two weeks

assisting and working alongside ten Municipal of Jalapa utility employees during their stay.

The Singing River Electric crew built and rebuilt power lines in the city of Jalapa and taught line construction and electric safety skills. This was the first Mississippi cooperative crew to travel out of the country to assist others. Crew members returned with a renewed appreciation for their country and the job they love.

The trip was funded and coordinated by NRECA International which has helped over 70 million people in over 35 developing countries gain access to electricity since 1962.



**SREPA crew in Kentucky**  
Photo by Kentucky Standard

## Cooperation Among Co-ops

Six Singing River Electric linemen traveled to Guatemala in 2009 and taught line construction skills and safe working practices to Municipal of Jalapa employees. The trip was coordinated and funded by NRECA International.



### Hurricane Preparedness Tips:

- Stay away from downed power lines.
- Have a hurricane supply kit with water, food, medicine, infant and pet supplies, non-electric can opener and first aid kit.
- Keep refrigerator and freezer doors shut as much as possible to keep food fresh following storm.
- If you plan to use a generator, think safety first. Never connect generator to home's wiring. Instead, plug appliances directly to generator.

### FREE Hurricane Preparedness Guide

Singing River Electric encourages you to take the necessary precautions to protect yourself, your family and your belongings before a storm hits. Plan an evacuation route, have your hurricane supply kit ready and stay tuned to local radio and TV stations for news about watches, warnings and storm damage.

Before the storm strikes, visit [www.singingriver.com](http://www.singingriver.com) and download our FREE *Hurricane Preparedness Guide*.



*AMR meter installation*

*A Singing River Electric project employee installs an AMR meter at a Vancleave residence.*

#### **Employee Comments:**

*“With AMR, Singing River Electric can track members’ energy use on a daily basis if necessary, enabling us to better assist with helping our members isolate increased use and recommending ways to change usage habits and reduce costs.”*

***Mike Smith**, Assistant Manager and Director of Engineering*

#### **Implementing Technology to Improve Service**

Singing River Electric made several technological upgrades this past year in an effort to improve customer service including continuing the implementation of AMR and initiating a customer service software conversion.

#### **Automated Meter Reading (AMR)**

Singing River Electric continued its AMR project throughout the service territory in 2009 as 19,364 AMR meters were installed at member homes and businesses, bringing the overall total to 64,015 AMR meters throughout the system. Meters are now read daily across the power lines using the new technology, and the readings are used to generate member bills.

Substation hardware, allowing AMR meters to communicate the readings to Singing River Electric’s office, was installed and/or energized in the Agricola, Benndale, Escatawpa South, Helena, Hickory Hills, Hintonville, Kreole, Lucedale, Lucedale North, Martin Bluff, McLain, Monaco Lake, Orchard Road, Singing River Mall and Tucker Road substations.

The new technology not only improves efficiency and accuracy of readings but also can track members’ energy use on a daily basis. This feature enables qualified member services representatives

to better assist members by isolating days of increased usage and suggesting specific ways to change usage habits and reduce electricity costs.

This project will reach completion in June 2010 when all substations and meters are online with AMR technology.

#### **Customer Service Software Conversion**

In an effort to streamline business practices, Singing River Electric began preparations in 2009 to convert the customer service software system from AS400 to National Information Solutions Cooperative (NISC) with an April 2010 start date. The conversion will tie the customer service side of the business to the accounting, AMR and mapping aspects and will increase efficiency and accuracy when processing member requests.

The same personalized service will be provided to Singing River Electric members, and the cooperative will benefit as the software is utilized to its fullest potential, introducing capabilities such as e-mailable bills and outage reporting that only new technology can support.

By summer of 2010, the cooperative will have enabled bill inquiry, bill pay and outage reporting by phone. This new convenience feature for members is made possible due to the conversion.

## Excellence in Customer Service

Singing River Electric's customer service representatives are trained to handle any kind of member question. From address changes, account updates and payment processing to more involved processes such as new account set-ups, transfers of service, high bill inquiries and outage reporting, CSRs provide the first line of response and make sure member needs are met with every phone call and office visit.



Training Gautier customer service representatives

### Member Comments:

**Name:** Paula B., Ocean Springs

**Years as SRE member:** 4 years

**Services rendered:** Online payment

### Comments:

*"Thanks for the help. I was able to pay my bill very easily online. I try to do that as much as possible and the new system is very convenient."*

### Employee Comments:

*"Since converting to NISC, Singing River Electric is fully integrated. When a member calls in with a request, the process is followed through in the NISC system all the way to the work order set up. This increases efficiency and accuracy for the member."*

**Tammy Hultz, Controller**



*Singing River Electric manager of business development **Ken Papania** was sworn into his appointment to the Pat Harrison Waterway District board by Jackson County Chancery Clerk Terry Miller. The Waterway District serves the 15 member counties in the Pascagoula River basin. Primary responsibilities include flood control, water management and recreation (including nine water parks).*

### **Employees Active in Economic Development:**

Singing River Electric employees are actively involved in economic development projects throughout the service territory. Many hold positions on the boards or serve in supportive roles for George County Economic Development Foundation, Jackson County Chamber of Commerce, Ocean Springs Chamber of Commerce, D'Iberville/ St. Martin Chamber of Commerce, Jackson County Economic Development Foundation, Pat Harrison Waterway District and the Regional Railroad Authority of East Mississippi.

### **Supporting the Community Through Economic Development**

Singing River Electric supports economic development in the communities it serves in two ways. One is by building infrastructure necessary to reliably support business and industry needs today and tomorrow. Second, the cooperative works aggressively to match prospective economic development projects with U.S. Department of Agriculture Rural Development Loans and grants.

### **U.S.D.A. Rural Development Loans**

The purpose of the Rural Economic Development (RED) Loan and Grant program is to leverage private and other public funding to expand the economic base of rural communities. Under the RED loan program, U.S.D.A. provides loans to local utilities which in turn pass through the loans to local businesses for projects that will create and retain employment in rural areas.

As designated rural communities, the recipient counties were eligible to benefit from the federal funding.

Specifically, George Regional Health System's loan purchased a new state of the art Digital Mammography Unit, which allowed the hospital to better address breast cancer screenings and diagnosis. A new vascular/echo ultrasound unit enabled

the hospital to better diagnose and treat vascular and heart disease. Hospital efficiencies and patient care were improved with the purchases of a Picture Archiving and Communication System (PACS) and a Nano Computed Radiography (CR) System. These pieces allowed the hospital to convert all radiology studies to digital information and allow for digital storage.

Greene County benefitted as the rural development loans paid for much needed renovations to the Greene Rural Health Center and helped construct a 15,800 square foot Jones County Junior College Learning Center adjacent to the Greene County Vo-Tech facility.

Mississippi Export Railroad received the final rural development loan and used it to help construct a new 40,000 square foot bulk storage warehouse facility at the Helena Industrial Park.

## U.S.D.A. Zero-Interest Rural Development Loans

Singing River Electric Power Association utilizes the United States Department of Agriculture's Rural Development Loans for projects within the counties served by the co-op. The purpose of the Rural Economic Development (RED) Loan Grant program is to leverage private and other public funding to expand the economic base of rural communities. The U.S.D.A. provides zero-interest loans to local utilities which in turn pass through the loans to local businesses.



### Zero-Interest U.S.D.A. Loans

- **George Regional Health System**  
**\$1.1 million**  
Lucedale, Mississippi  
Loan purchased equipment to more efficiently diagnose breast cancer and heart disease.
- **Jones County Junior College**  
**\$1.1 million**  
Leakesville, Mississippi  
Loan helped construct a 15,800 square foot Learning Center adjacent to the Greene County Vo-Tech facility.
- **Greene Rural Health Center**  
**\$370,000**  
Leakesville, Mississippi  
Loan paid for renovations to facility, increasing their capacity to serve.
- **Mississippi Export Railroad**  
**\$740,000**  
Moss Point, Mississippi  
Loan helped construct a new 40,000 square foot bulk storage warehouse facility at the Helena Industrial Park.



*Singing River Electric 2009 Youth Tour students with Rep. Gene Taylor in his Washington, D.C. office. Back row, Glenn Ferrell, Michael Hedegaard, Rep. Taylor. Front row, Tiffany Wilson and Kaleigh Johnson.*

### **Supporting Education**

Singing River Electric Power Association is committed to excellence in education. Today's student is tomorrow's community leader. Your cooperative supported local students in 2009 through \$4,050 in scholarship donations.

Singing River Electric also supported local schools through community donations totaling over \$7,700.

### **Committed to Community and Electric Safety**

Singing River Electric is committed to the communities it serves and also educating its employees and members about the importance of electric safety. Employees are actively involved in community civic clubs, youth sports, walks for causes and local churches.

### **NHN Grants**

Neighbors Helping Neighbors is a community grant program created in 2001. The program awards two grants for up to \$2,500 each, three times a year in January, May and September for an annual total of \$15,000. The grants are available to non-profit organizations helping communities within Singing River Electric's service territory in education, civic organizations, community development and economic development.

During 2009, NHN grant monies were used to purchase graphing calculators, computers and printers, office furniture, library books and playground equipment for organizations such as Jackson County CASA, Resurrection Catholic School, College Park Elementary and Backpack Buddies.

### **Safety City**

Singing River Electric safety personnel along with member services representatives and linemen demonstrated "Safety City" to more than 8,000 children and adults at local school events and community festivals throughout 2009. By showing the different ways a person at work or play can encounter power lines, personnel are also able to show how to avoid these situations. With a small amount of electric current flowing through the display, spectators can see just how important it is to look up and live. Sparks fly from the miniature farm tools, ladders and vehicles as they come in contact with the power line. Spectators are amazed and quickly learn to respect electricity and what to do in an emergency situation.

In addition, Singing River Electric participated in 2009 with other electric cooperatives and utilities throughout the state on a safety campaign that ran in local newspapers, TV and radio stations. The ads warned members to "Stay Away and Stay Alive." You can find out more on electric safety by visiting [www.singingriver.com/safety.html](http://www.singingriver.com/safety.html) and [www.stay-awaystayalive.com](http://www.stay-awaystayalive.com).

## Neighbors Helping Neighbors

The program awards two grants for up to \$2,500 each, three times a year in January, May and September. Applications are due the second Friday of the month in which grants are being accepted.



George County High School Algebra Class



East Central High School TSA class with Solar Car

### Electric Safety Tips:

- Stay away from downed power lines.
- Never climb trees or fly kites near power lines.
- Don't swing, climb or run into guy wires supporting utility poles.
- Exercise caution when using ladders, painting, pruning or cleaning near power lines.
- Test ground fault interrupts monthly.
- Use safety outlet covers to keep little fingers out of outlets.
- Never overload outlets or extension cords. They can overheat.
- Water and electricity do not mix!
- Keep electric cords out of walk ways and never cover a cord with a rug. Covered cords can overheat.
- Make sure extension cords are rated to cover the lamp or tool you plan to use with the cord.

## Affiliates

- **South Mississippi Electric Power Association** is a generating and transmission cooperative based in Hattiesburg. South Mississippi Electric serves over 400,000 members through its 11 member distribution systems, including Singing River Electric Power Association.
- **Electric Power Associations of Mississippi** represents 26 electric power associations in the state. The statewide trade organization assists cooperatives with issues involving safety, employee training, communications (including *Today in Mississippi*), and legislative matters, as well as coordinates the annual Youth Leadership Program and assistance for cooperatives during natural disasters.
- **National Rural Electric Cooperative Association** is a national service organization which assists cooperatives in developing policy positions on national issues and offers group insurance, retirement benefits, management training, conferences, and safety training.
- **Touchstone Energy** is a national alliance of 680 local, consumer-owned electric cooperatives providing high standards of service. Touchstone Energy cooperatives deliver energy to more than 30 million customers in 46 states every day. Touchstone Energy cooperatives serve their members with integrity, innovation, accountability and a long-standing commitment to communities.

## Service Area

Singing River Electric Power Association provides electric service to members in Jackson, George, Greene, Perry, Wayne, Stone and Harrison counties in Mississippi as well as Mobile and Washington counties in Alabama.

The cooperative serves 69,834 members and 97 percent of the landmass in southeast Mississippi.



## Board of Directors

Cooperatives are democratic organizations, owned by those who are served. Members serve as directors and are accountable to the membership. The board meets monthly to review and approve business actions of the cooperative.

Directors are elected by the membership at the annual meeting to represent their district. District 1 includes membership from Jackson and Harrison counties in Mississippi. District 2 includes membership from George and Stone counties in Mississippi and Mobile County in Alabama. District 3 includes membership from Greene, Perry and Wayne counties in Mississippi and Washington County in Alabama.

Three director positions are elected each year (one from each region) to serve three-year terms.

### Board of Directors:

- District 2  
**Roy Grafe**, President  
Retired Mechanical Engineer
- District 3  
**Ronald “Bo” Hall**, Vice-President  
Dental Laboratory Technician
- District 3  
**Kristal Sisson**, Secretary  
Educator
- District 1  
**Cary Williams**, Treasurer  
CPA/ Financial Planner
- District 1  
**S.J. Henderson**  
Timber Harvester
- District 1  
**Ralph Hicks**  
Farmer, Timber Producer and Cattleman

- District 2  
**Travis Baxter**, SMEPA Board Representative  
Retired Shipyard Supervisor
- District 2  
**G.A. “Don” Parnell**  
Retired Justice Court Judge
- District 3  
**Frank Ely**  
Retired Mississippi Highway Patrol and  
Mississippi Legislator

### Board Consultants:

- **Mark Maples**, Board Attorney  
Maples Attorney at Law  
Lucedale, Mississippi
- **Terry Mitchell**, CPA  
Jackson Thornton & Co.  
Montgomery, Alabama

## Staff

- **Lee Hedegaard**  
General Manager and CEO
- **Mike Smith**  
Assistant Manager/Director of  
Engineering
- **Dianne Davis**  
Executive Secretary
- **Sarah Sue Bray**  
Manager of Office Services
- **Jeff Catlett**  
Engineer
- **Tom Davis**  
System Engineer
- **Lorri Freeman**  
Manager of Communications
- **Brain Hughey**  
Engineer
- **Tammy Hultz**  
Controller
- **David Miller**  
Manager of Information Technology
- **Ace Necaise**  
Gautier District Manager
- **Annette Riley**  
Manager of Human Resources
- **Buck Williams**  
Manager of Risk Management and  
Rights of Way



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Power Association**

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[www.singingriver.com](http://www.singingriver.com)