



Power Points

www.diversepower.com

OCTOBER 2014



diversepower

A Touchstone Energy® Cooperative 

*Innovation through vision.
Quality through service.*

Energy efficiency, tax-free!

Oct. 3-5 has been designated by the State of Georgia as an ENERGY STAR and WaterSense Sales Tax Holiday.

During this weekend, items exempt from sales tax if they have the ENERGY STAR label and cost \$1,500 or less per item include: air conditioners, ceiling fans, clothes washers, dehumidifiers, dishwashers, doors, fluorescent light bulbs, programmable thermostats, refrigerators and windows.

Items exempt from sales tax if they have the WaterSense label and cost \$1,500 or less per item include: bathroom sink faucets, faucet accessories, high-efficiency toilets, high-efficiency urinals, showerheads and weather- or sensor-based irrigation controllers.

The sales tax exemption does not include products purchased for trade, business or resale.

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There's help at *TogetherWeSave.com*

Is there too much month left at the end of your money? If you're like most of us, making ends meet in today's economy can be a balancing act. There's help!

As a member of Touchstone Energy Cooperatives, Diverse Power offers our members access to practical energy- and money-saving tips and tools at the Touchstone Energy website at *TogetherWeSave.com*. There, you will find tons of information geared to reduce energy consumption, thereby decreasing your utility bill.

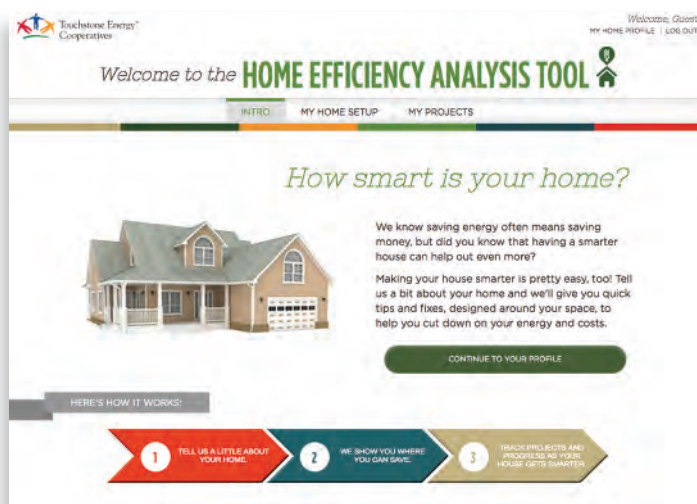
The newest component of the site is the Power of Using Energy Wisely section, which is chock-full of videos, blog articles and apps with recommendations for reducing energy use. The videos—20 in all—demonstrate how to make practical, energy-saving updates around the home and feature titles like: "Check Your Refrigerator's Seals," "Lighting Your Home" and "Using a Kill-A-Watt Monitor." An Energy Savings blog provides a new tip each day to keep fresh information in front of you, as well as routine blog entries with info on the latest and greatest money-saving tips and products.

The Saving Energy at Home Tour electronically guides you through a sample home, while providing a broad

view of ideas for cutting back on electric power consumption.

For a narrowed view targeting your own home, use the site's new Home Efficiency Analysis Tool that's designed to prioritize projects you can do to reduce energy based on information you provide about your home's size, age and construction. Based on the info you enter, you'll get instructions for do-it-yourself weekend projects or, for more labor-intensive projects, instructions to use with a qualified contractor. The Home Efficiency Analysis Tool identifies materials needed for the project, associated costs, how-to details and difficulty level.

With the concise, practical, easy-to-understand information available through the Touchstone Energy Cooperatives website, together we'll save on energy costs. Try it out at *TogetherWeSave.com*.



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Electric Membership Corporation**

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Diverse Power Incorporated provides electric-
ity and related services to almost 35,000
meters on 5,500 miles of power lines in
Troup, Harris, Meriwether, Heard, Muscogee,
Coweta, Calhoun, Clay, Quitman, Randolph,
Early, Stewart and Terrell counties in Georgia
and Chambers County, Ala.

Power Points is the official news-
letter of Diverse Power Incorporated and
is distributed monthly to all its members.

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A Word from Wayne

The power of cooperatives

Diverse Power Incorporated, the util-
ity that keeps your lights and appli-
ances humming along every day, is a
cooperative, owned by the consumers
we serve—you and your neighbors.

In fact, your electric cooperative
doesn't refer to you as a customer.
Instead, our employees know you as a
member. This is your business.

In a nutshell, the basic cooperative
business model is this: Cooperatives are
not-for-profit, democratically controlled
and member-owned. They don't sell
stock to out-of-state shareholders or
leave it up to outsiders to decide what's
best for local member-owners. Coopera-
tive members take care of their own
business by electing directors who hire
the manager and set policies for the
utility.

Cooperatives come in different
shapes and sizes and represent a broad
spectrum of industries, from agriculture
and health care to housing and finance.
Cooperatives you may be familiar with,
even if you didn't realize they were
cooperatives, include Land O' Lakes,
Ocean Spray, Sun-Maid, Welch's, Best
Western, Nationwide Insurance and
Ace Hardware.

Individuals come together to form
cooperatives in order to improve

bargaining power,
reduce costs and
obtain products or
services otherwise
unavailable. Diverse
Power was organ-
ized in 1936 by farmers and friends who
were denied electricity from private power
companies. By banding together, they were
able to acquire a commodity that previ-
ously had been unobtainable.

Throughout the world, cooperatives
generate more than \$500 billion in revenue
each year while providing more than 2 mil-
lion jobs. In the U.S., almost 30,000 coopera-
tives do business.

Each year, October is recognized as
Cooperative Month; at Diverse Power, how-
ever, we recognize the importance of coop-
eratives year-round. It's why we recently
hosted a meeting of the Georgia System
Operations Corporation, a statewide service
co-op to which we belong (see photo
below). And it's why we send delegates to
events like the Youth Leadership Confer-
ence and Co-op Education Conference for
Couples (see page 22C).

We think it's important that leaders in
our community understand how coopera-
tives operate and the principles on which
they were founded. We hope you think it's
important, too.



Wayne Livingston
President/CEO

JACKIE KENNEDY



Georgia System Operations Corporation Board of Directors met at Diverse Power on Aug. 5. Directors are, l-r: Chip Jakins, Jackson EMC; Royce Lyles, outside director; GSOC President/CEO Greg Ford; Neal Shepard, Coweta-Fayette EMC; Randy Crenshaw, Irwin EMC/Middle Georgia EMC; Anthony Norton, Snapping Shoals EMC; Julian Rigby, Satilla REMC; Harry Park, Southern Rivers Energy; Hugh Rucker, Habersham EMC; George Loehr, outside director; Simmie King, Colquitt EMC; Neal Trice, Upson EMC; Ted McMillian, Sumter EMC; James Goodrich, outside director; and Wayne Livingston, Diverse Power.

Diverse Power sponsors co-op education, leadership training for youth and young couples

Over the summer, Diverse Power Incorporated sponsored eight individuals, including four teens and four adults, on trips designed to educate them about cooperatives and provide leadership training among peers.

In June, the cooperative provided a weeklong leadership tour of the nation's capital to area teens B.J. Garcia, of Pine Mountain Valley; Kaylon Gilbert, of Cuthbert; and Katelyn Flynn, of Hamilton. (See the September 2014 issue of *Power Points* for their story.)

CRAIG SCROGGS



B.J. Garcia

CRAIG SCROGGS



Anthony Santiago

In July, Garcia joined Anthony Santiago, of Midland, and 55 more students from across Georgia as Diverse Power delegates at the Georgia Cooperative Council Youth Leadership Conference. Held at the Georgia FFA/FCCLA Center in Covington, the conference builds leadership skills and teaches attendees about the role cooperatives play in their communities.

According to Diverse Power President/CEO Wayne Livingston, it's important that students understand the basics of cooperatives and the principles on which they were founded.

"These students may become trailblazers in their own right, so we feel a responsibility to teach them about organizations that play a pivotal

role in helping their communities grow and prosper, and co-ops are a perfect example," says Livingston. "These teens have shown themselves to be peer leaders, and we help them build on those leadership skills by providing a fun-filled week surrounded by other young leaders."

The conference included a fast-paced workshop where students played the Congressional Insight Game, presented by the National Rural Electric Cooperative Association, to teach skills necessary to be effective members of Congress, i.e., managing staff, responding to media inquiries, monitoring legislation and attending round-the-clock meetings with constituents, lobbyists and colleagues.

The son of Lorina Santiago-Ostolaza and Hector Ostolaza, Anthony Santiago is active in Boy Scouts, Spanish Club, soccer and football. Garcia is a Harris County High School senior involved with Boy Scouts, Junior ROTC, baseball and church activities.

In August, Diverse Power sent Matt and Brittany Comerford (who served as host couple) and Jon and Heather Thompson, all of LaGrange, to the 2014 Co-op Education Conference for Couples at The Ridges Resort and Marina in Hiawassee.

"For nearly three decades, the conference has brought couples together to learn about the cooperative way of business, to differentiate between cooperatives and corporations, and to exchange experiences and ideas with other couples and cooperative leaders," says Gale Cutler, chairman of the Georgia Co-op Council Board of Directors and Public Relations Coordinator at Georgia Electric Membership Corp.

CRAIG SCROGGS



Heather and Jon Thompson

CRAIG SCROGGS



Brittany and Matt Comerford

Like students at the Youth Leadership Conference, adults at the Couples Conference were schooled in the workings of cooperatives and encouraged to take part in cooperative and community leadership.

"By sponsoring participants on events like these, Diverse Power fulfills two of the Seven Cooperative Principles by which we operate, one which encourages education and information and another that calls for concern for community," says Livingston. "We hope the delegates we sponsored for events last summer will spread the word about the value of the cooperative business model."

Community Connections

Making bait at D&J Plastics

It's a good bet that Dennis Montgomery will never run out of artificial fishing bait. A Georgetown resident in Diverse Power's Pataula District, Montgomery runs D&J Plastics, one of the nation's top producers of soft, plastic fishing lures.

Named for Dennis and his wife, Joyce, the company launched in 1996 and is the premier manufacturer of soft, plastic fishing lures for the tackle industry. Designs crafted in bulk at the plant include plastic worms, frogs, lizards, grubs, minnows and more. Crafted to catch fish—and plenty of them—the lures feature names like Triple Tail Worm, Trick Sticks and Yo Mama.

The plant turns out 700,000 pieces of bait every 24 hours, five days a week, according to Montgomery.

"The packaging department has been working six days a week for the last four to five months due to increased business," he says, adding that the company's aggressive pursuit of chain and box stores has landed his lures in national retail outlets like Cabella's, Dick's, Gander Mountain and Sports Academy.

Begun as a cottage industry, D&J Plastics now employs about 140 workers at the 50,000-square-foot plant, set for expansion to accommodate the growth. Part-time employees who can't afford child care pick up boxes of lures at the plant and take them home to check for defects,

according to Montgomery, who says the company ships its products to all 50 states and most nations.

"When it comes to fishing in Brussels, they have zander, whereas we have walleye in the U.S.," says Montgomery, noting that a few countries to which his lures are shipped include Finland, Russia, Mexico and Australia. An avid fisherman himself, Montgomery lives and fishes on "the Georgia side" of Walter F. George Lake, known as Lake Eufaula in Alabama.

President of the Quitman County Rotary Club, Montgomery also serves as a volunteer fireman with the Quitman County Volunteer Fire Department and as a deacon at Georgetown Baptist Church. He farms some and considers fishing and bait-making both hobby and career.

"My career is my hobby, and to



Dennis Montgomery and D&J Plastics welcome Diverse Power to Quitman County and credits the cooperative with an aggressive right-of-way clearing program that has improved electric service at their facility.

see my family come along in it and love it makes it even more special," he concludes. "Even my grandchildren are involved now."

For more on this vibrant family business, visit the D&J Plastics website at plasticlures.com.



Dennis Montgomery also operates Big Bite Baits in Georgetown. A retail outlet for lures manufactured by D&J Plastics, Big Bite Baits sponsors several professional fishermen, including Dean Rojas and Jeff Kriet.

This Month

October is Cooperative Month

Every October is Cooperative Month, when members from almost 30,000 cooperatives nationwide—including more than 900 electric cooperatives, like Diverse Power—celebrate their heritage. Take a few moments this month to learn a little more about the way your electric cooperative does business.