

Pee Dee Hi-Lite

SERVING 20,760 PEE DEE ELECTRIC MEMBERS



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History runs deep

When you ask William Webb what his most memorable moment from childhood is, he tells the story of when he was a young boy and his father held him while he looked down into their [water] well. “He held me there while I looked down into the well and I watched the bucket come up full of water and I remember thinking...hey that’s nice...that’s pretty cool!”

William Clayton Webb, Jr. was born in 1932 and grew up on the family cotton farm in the Cason Old Field community of rural Anson County. Graduating from NC State University in 1954, he returned to Anson County in 1956 to teach Vocational Agriculture after two years of service with the US Army. He is married to Blanch Switzer Webb of Louisiana, and they have four children. Their youngest son, Frank Webb is a serviceman for Pee Dee Electric and has been with the cooperative for 28 years.

Mr. William grew up during a time of great change and has seen life for many around him change as well. His memories, like most folks that lived in rural America during the 1920s and 1930s, are filled with images of hard days spent working on the farm. “When I look back on it now, I sup-

posed it must have been hard [living without electricity] but we didn’t think of it that way,” he recalls. “There was just always something to do on the farm; we always had work to do.”

But work on the farm wasn’t like anything most people

remember today. Days on the farm began and ended with the rise and set of the sun. Every farm operation—from milking cows to putting out hay in the barn loft—had to be done by hand and under the light of a lantern. “We had to get plenty of wood in for the stove,” he remembers. “We had to shuck the corn by hand for the cows to eat; we milked the cows and turned them out to pasture every day.”

But working on the farm isn’t the only memory Mr. William has of his childhood. He remembers the year 1939 with great clarity, as that was the year that Anson Mutual Electric Cooperative brought electricity to his farm. Mr. William’s father, W. Clayton Webb was hired as the first Project Superintendent of Anson Mutual Electric in 1939, and he was responsible for acquiring the right-of-way easements for the cooperative. “Daddy would come home at night and would have to go somewhere to talk to someone about putting up a pole and I’d go with him,” Mr. William remembers.

He recalls those days with a boyish gleam in his eyes:

“They [Anson Mutual Electric Cooperative] had big trucks that would unload poles in a given place. The crews would dig holes for the posts by hand with [post] hole diggers that had really long handles. Crews would come along and they had mules to help pull the poles over to where the holes had been dug. They built something like a prop; it was strong and it must have had 2 x 6s on either side, and it had a heavy piece of tin on it. Those men would get one end of that long pole right to the hole where the post was going to go and then they’d ease the other



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Celebrating 75 Years of Service and Innovation!

During 2015, Pee Dee Electric is celebrating over 75 years of service to our members. The cooperative has a long and proud history that we'll look back on as we go throughout the year.

In addition to celebrating 75 years of service, we also celebrate the innovation that has taken place during that time because it is a very important part of our history. In the beginning, cooperative founders started building an electric system from scratch with limited resources but big hearts. The use of electricity was pretty innovative in the late 30s and early 40s. Some people were afraid of electricity and feared the "juice" would jump out of the light socket and get them!

During World War II, the construction of power lines virtually came to a halt. Materials were scarce because they were needed to support the war effort. After World War II, your cooperative grew at a steady pace as materials became available.

During my tenure at the



cooperative, I have seen many changes. For example, I can remember when members would read their own meters each month and then mail the readings to the cooperative so that we could bill the member based on those readings. Then in the late '80s, we started using cooperative employees to read meters and input the readings in a handheld device. By 2005, the cooperative had the ability to read meters through the power lines, which has resulted in more accurate billing, more information for members to better understand how they use electricity and an improvement in the information we use to analyze and respond to outages. This is just one example of the many innovative improvements your

cooperative has made over the years.

Now in 2015, we begin a new era of innovation at Pee Dee Electric. We have members that want a portion of the electricity they use to come from renewable resources such as solar, but certain barriers prevent them from doing so. Through the Pee Dee Electric Solar Farm, members now have the opportunity to participate in a program that supports the generation of electricity from the sun! If you are interested in learning more about the Pee Dee Solar Farm, please contact your local office for more details.

Just as our cooperative founders united over 75 years ago when they brought electricity to rural areas, today we use our innovative spirit by giving members the opportunity to participate in the Pee Dee Electric Solar Farm and become part of the solar revolution that is spreading across our nation and the world!

Donnie H. Spivey



EMPLOYEE SPOTLIGHT: Michael T. Moore (Todd)

Job Title: Marketing Representative

Years of Service: 18

Hobbies, interests: Poultry farming, riding his Harley and spending time with friends and family.

Attention Students!

Win a trip to Basketball Camp in June
Sponsored by Touchstone Energy.
All 6th, 7th and 8th grade* students
are eligible to apply.



For more information on these
scholarships, please contact Anne
Edwards, (704) 694-7608.

**Win a trip to Washington, D.C.,
from June 13–19, 2015**
Sponsored by Pee Dee Electric and
NRECA. Open to high school juniors.*



*All applicants must live in a home served
by Pee Dee Electric.

HISTORY RUNS DEEP, continued from page 25

end of the pole up [into the air] and when they needed to rest they'd stick that prop up under the pole so they could rest their arms and shoulders. But when that [pole] went into the hole you could hear it, it would 'pop!'"

Like most folks who were alive during the late 1930s, Mr. William remembers what he was doing when the power came on.

"It was in July of 1939 and two men pulled up in a truck [at our house]. One of those men told my mama, 'I'm going to go get you some electricity now', and I asked him if I could go with him. So we walked down the road to the first pole and I watched him climb to the top of the pole and he pulled a spring out and dropped it on the ground. I don't know what that did, but that was all he had to do. When we started to walk back to the house, I asked the man if I could have the spring he dropped on the ground; I ended up keeping that spring for a very long time. When we got back to the house he told mama to pull the string on the light and the lights came on and I remember thinking they were the brightest lights I had ever seen."

One can imagine how much life changed for the Webb family that day, but Mr. William says the biggest change he remembers was when his father bought a washing machine. "We set the washboards aside," states William. "Wash day didn't take all day anymore...it wasn't a bit of trouble like it used to be!"

William Webb has been a member of Pee Dee Electric for most of his life and when asked what makes him the most proud about being a member he said, "Whatever trouble you ran into, they were here to remedy it. It wouldn't take [the linemen] until tomorrow or the day after to get something fixed. They were here the same day."

Electricity has certainly made life easier and for most it's hard to imagine what living without power truly means. In a time when family's had to take kerosene lamps with them every Sunday to light up the church, nothing has meant more to rural America perhaps, than the Rural Electrification Act itself. According to William Webb, nothing has meant more to Anson County than Pee Dee Electric. "I've heard my father say many times over the years, that when the Depression hit in 1932 and President Roosevelt paid farmers to plow up cotton...that helped some, but nothing helped as much as Pee Dee Electric. They lit the countryside up!"

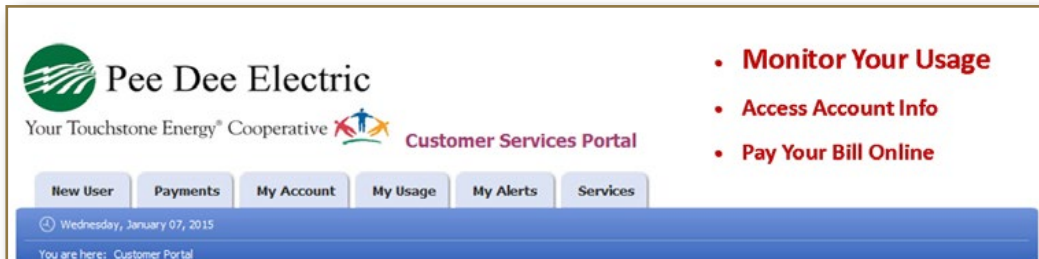
Rural Electrification Pioneer Dies At Age 92½



W. Clayton Webb

W. Clayton Webb lived from September 18, 1895, until March 18, 1988. He was hired as the first Project Superintendent (Manager) of Anson Mutual Electric Corporation in 1939. Later the name of the rural electric cooperative was changed to and remains Pee Dee Electric Membership Corporation.

Mr. Webb was from the Cason Old Field community in the southern part of Anson County. He is survived by a daughter, Ann Webb Ballard of Hanlet, and two sons, William Webb of Lilesville and Jimmy Webb of Matthews. Frank Webb of Lilesville, a grandson of W. Clayton Webb, is a lineman for Pee Dee EMC.



New & Improved Usage Monitoring!

Members can now monitor their energy use via Pee Dee's Customer Service Portal. Simply visit our website

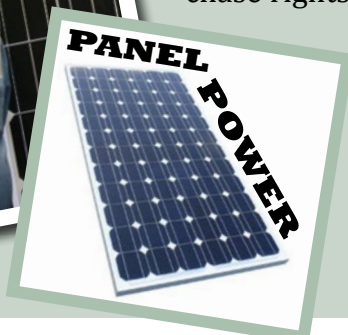
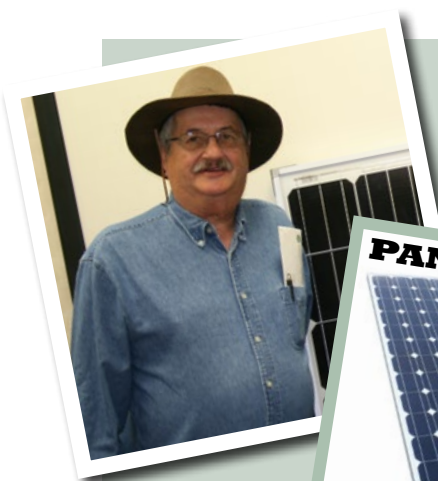
PDEMC.com and follow the links for our Customer Service Portal. Account information and online bill pay are also available via the

portal, giving you a one stop shop for all of your Pee Dee Electric billing and energy usage needs.

Pee Dee Solar

Member Jerry Caudle was the first to purchase rights to output from a set of solar panels as part of the Pee Dee Solar program.

To learn how you can get involved in Pee Dee Solar, contact Todd Moore at (704) 694-7607.



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Published by Pee Dee Electric
575 U.S. Hwy. 52 South,
Wadesboro, N.C. 28170
www.pdemc.com

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