

# Important Message from CEO Jeff Dykes



Since 1945, Johnson City Power Board (JCPB) has been serving your energy needs. In June of that year, a resolution by the City of Johnson City authorized City officials to execute and deliver to the Tennessee Valley Authority (TVA), a definite contract captioned “Sale Agreement” for the purchase of an electric distribution system serving portions of Washington, Sullivan, Greene, and Carter counties from TVA. The first Annual Report of the Johnson City Power Board reflected it was serving 9,778 metered customers. Today, 72 years later, JCPB and all public power providers operate in a rapidly evolving market place. The most recent financial figures indicated that last year JCPB served 78,000 metered customers.

Given the importance of a strong public power provider that serves all our citizens, Johnson City leaders advocated for state legislation required to adopt a new, more flexible business format for JCPB, resulting in a modern energy authority charter in March 2017.

Continuing as a public power provider, with leadership appointed by local governments in Johnson City, Jonesborough and Washington County, the energy authority model allows more autonomy for the Board of Directors and Executive Management Team to respond to challenges and new opportunities in the marketplace.

As part of becoming an independent political subdivision of the State, the Board of Directors conducted an open call for firms to develop new branding to better reflect the geographic scope of the customer base and position the utility for anticipated future growth.

Effective October 3, 2017 our Board of Directors unanimously voted to adopt BrightRidge as the new company name. Despite our brand change, BrightRidge and its 175+ employees will continue to work serving you, with the top priority being to provide safe, affordable, reliable electric service.



**JOHNSON CITY  
POWER BOARD**  
*Making your connection®*

A handwritten signature in black ink that reads "Jeffery R. Dykes".

Jeffery R. Dykes  
BrightRidge CEO

## Welcome to



# BrightRidge®

[brightridge.com](http://brightridge.com)

# Questions & Answers

## **When did the name change take effect?**

Upon vote of the Board of Directors, October 3, 2017.

## **Is the name-change a result of a merger or acquisition?**

No. BrightRidge remains a public, not-for-profit utility governed by a board of directors appointed by Johnson City, Jonesborough and Washington County with identical local, state and federal oversight.

## **Why did JCPB change its name?**

The rebrand is needed so that our company may better position itself for long-term growth. A new identity is desired to better reflect the broad customer base located within the entire service area touching four counties, as well as to provide room to grow in terms of future potential services that may be offered.

## **How will this name change affect me?**

Not at all, other than recognizing that your local public power provider now has a new name, BrightRidge. Remember, if you see a “Johnson City Power Board” or “BrightRidge” brand, it’s the same folks serving you.

## **Will my electric rates increase as a result of the new brand?**

No, your electric rates will not increase as a result of the new brand. Our company retains about 20% of every dollar for its operating budget. The remaining 80% is paid to TVA for purchased power.

## **Does BrightRidge still purchase power from TVA?**

Yes, BrightRidge will continue to purchase all power sold to its customers from TVA. BrightRidge is one of TVA’s ten largest electric utilities, and TVA will continue to serve as the utility authority’s regulating body.

## **Will my account numbers change?**

No, your account numbers will remain the same. Additionally, there should be no changes regarding your log-in for SmartHub.

## **What is the main phone number for BrightRidge?** **423-952-5000**

## **Will BrightRidge be changing its office location?**

No, we will continue to serve you from our main office at 2600 Boones Creek Road, Johnson City, 37615.

## **What is the new web address for BrightRidge?**

The new web address is [brightridge.com](http://brightridge.com).

## **Who should I contact if I have questions about the new brand, BrightRidge?**

Our Customer Support Center is open Monday thru Friday, 8am – 5pm. You may contact them by calling 423-952-5000. You may also email questions to [energyservices@brightridge.com](mailto:energyservices@brightridge.com).



# **BrightRidge®**

***brightridge.com***