

Successful Engagement Under Blue Skies or Gray





Erin Puryear, Manager of Member Services & Energy Innovation Planning

For almost 30 years, Erin has worked in the electric utility industry in a number of capacities including rates, regulatory, retail electricity, and in energy marketing / trading. As the Manager of Member Services & Energy Innovation Planning at Old Dominion Electric Cooperative, her responsibilities include member communications, the development and coordination of energy efficiency and demand response programs, strategic electrification initiatives and load research activities for ODEC's 11 member-owner distribution cooperatives.

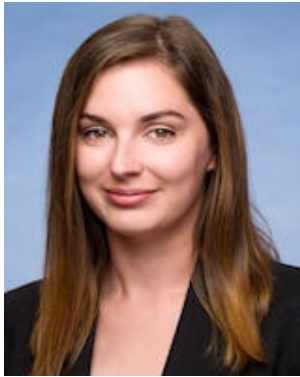


Kyle Allwine, Manager of Public Relations

Kyle Allwine is the manager, public relations, for Northern Neck Electric Cooperative, the Northern Neck region's local, member-owned, not-for-profit energy provider. Kyle's responsible for the NNEC brand, external and internal communications, government relations, and public relations.

Prior to joining the cooperative, Kyle served as vice-president of membership and government affairs at the Fredericksburg Regional Chamber of Commerce. He also worked at the University of Mary Washington managing their graduate programs for the College of Business and College of Arts & Sciences.

Kyle is a graduate of University of Mary Washington. He holds an MBA and a Bachelor of Arts in History and Historic Preservation. In the community, Kyle serves on the board of directors at the Greater Fredericksburg Habitat for Humanity and the Rappahannock United Way and is a member of the Advisory Board for the Leadership Fredericksburg program.



Elizabeth Burroughs, Engagement Manager

Elizabeth graduated from Georgia State University in 2013 with a BBA in Marketing. Her professional background includes experience with strategic marketing campaigns. As Engagement Manager at Apogee Interactive, her role includes creating and executing outbound communication plans for Apogee's Envoy customers. Elizabeth specializes in digital communications strategies for utilities and is currently working with more than 30 utilities nationwide. She continues to help energy professionals meet and exceed their customer engagement goals with relevant, personalized, and proactive messaging regarding topics such as rate transformation, high bills, or utility program initiatives.



Jordan Reeves, Account Manager

Jordan Reeves is a graduate of The University of North Georgia with a BS in Business Management. She has been an Account Manager for over two years with Apogee Interactive. Jordan also works as the foundation of support to Apogee's Key Account Managers. She is always focused on delivering a positive customer experience to her clients and values those relationships in the process.



- ▶ Software as a Service (SaaS) provider focused on three major utility initiatives:



Customer
Engagement



Customer
Satisfaction



Program
Participation

- ▶ Best in class Data Analytics
- ▶ Providing Consistency, Building Customer Trust



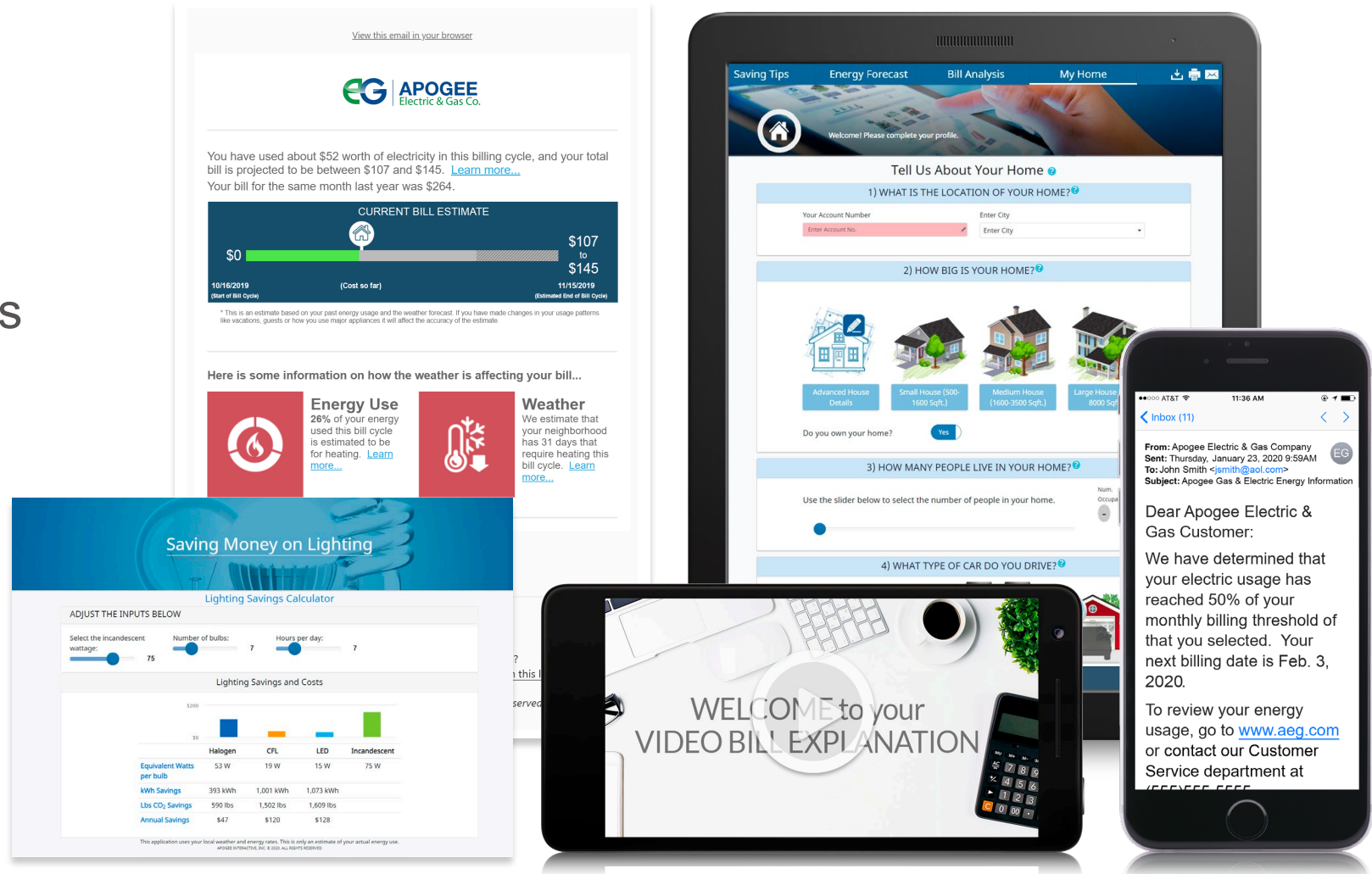
Who We Are
Leading the market in
customer engagement

In our **27th** year

Serving
HUNDREDS
of utilities, reaching
MILLIONS
of customers

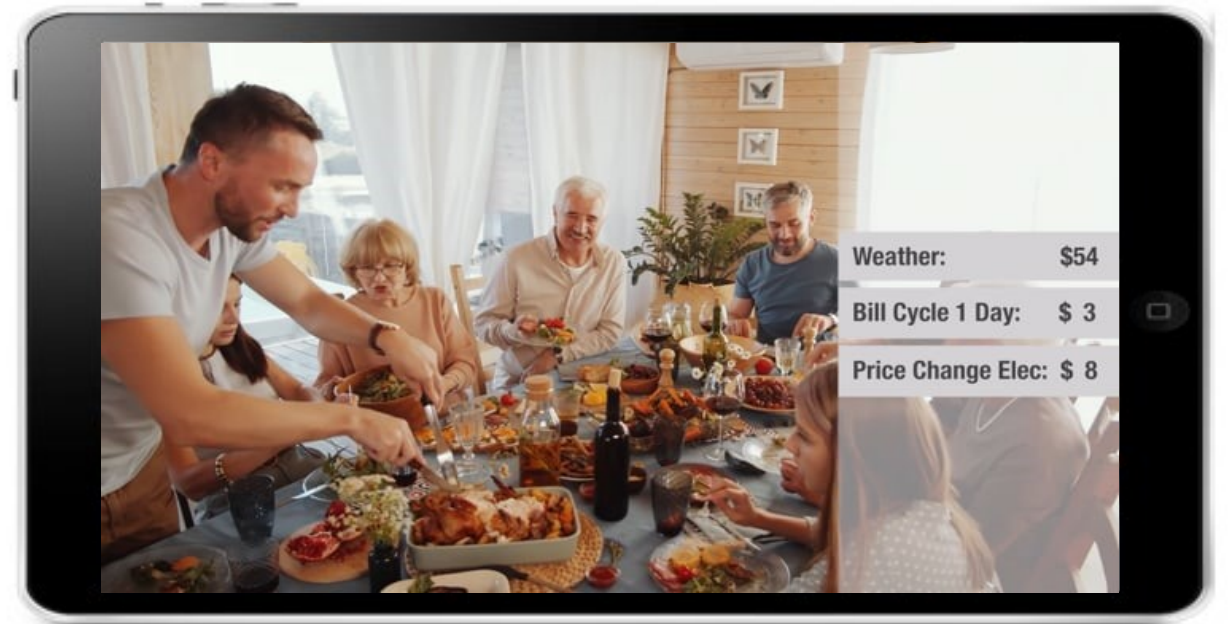
Envoy- Outbound Communications & Energy Advisor

- Personalized Video Bill Explanation
- Welcome Series
- Mid-Cycle Alerts
- Energy Summary Reports
- Beat the Peak Videos
- Public Service Announcements
- Energy Advisor
- Special Purpose Calculators
- CSR Tool

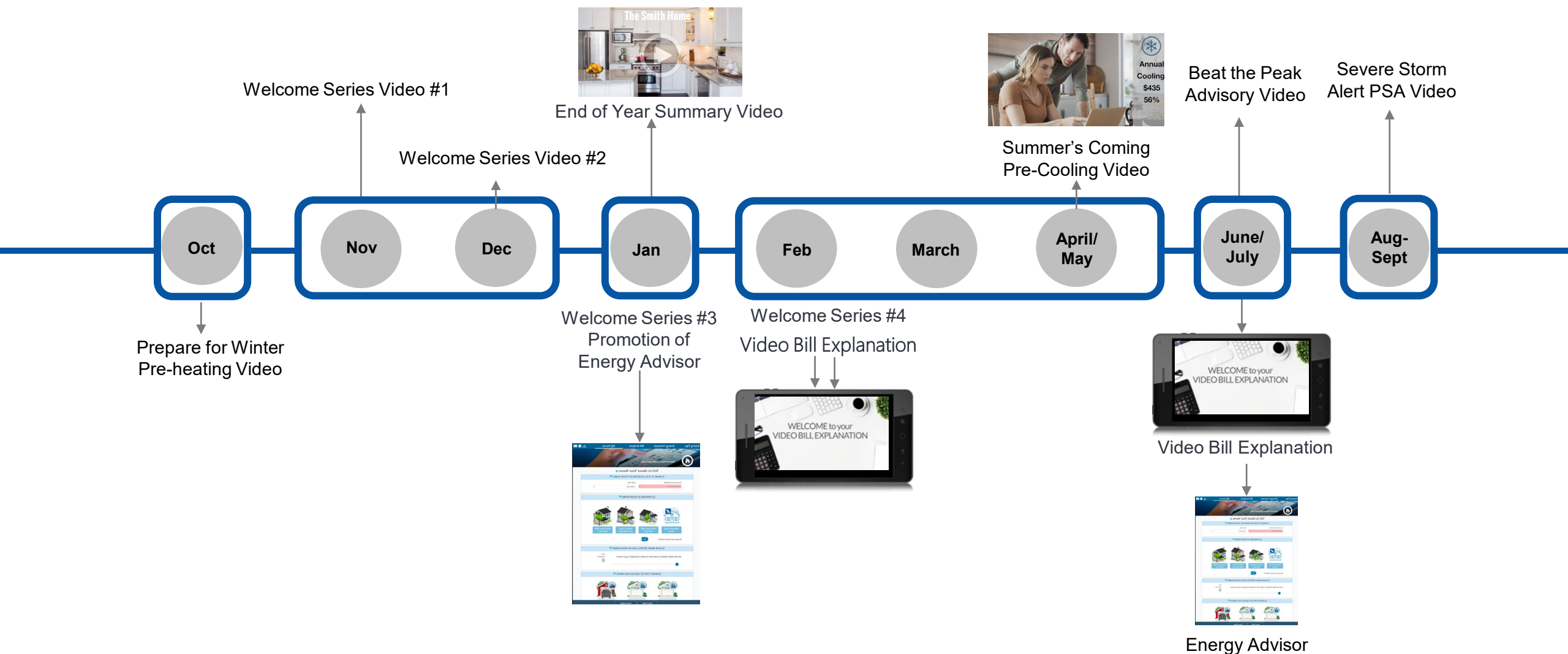


Personalized Video Bill Explanation

- Created dynamically with billing data we receive from you.
- Each customer has a truly personalized video based on their own data.
- Video Bill Explanation:
 - Weather
 - Days of Service
 - Potential rate changes
 - Other Factors



Annual Messaging Campaign

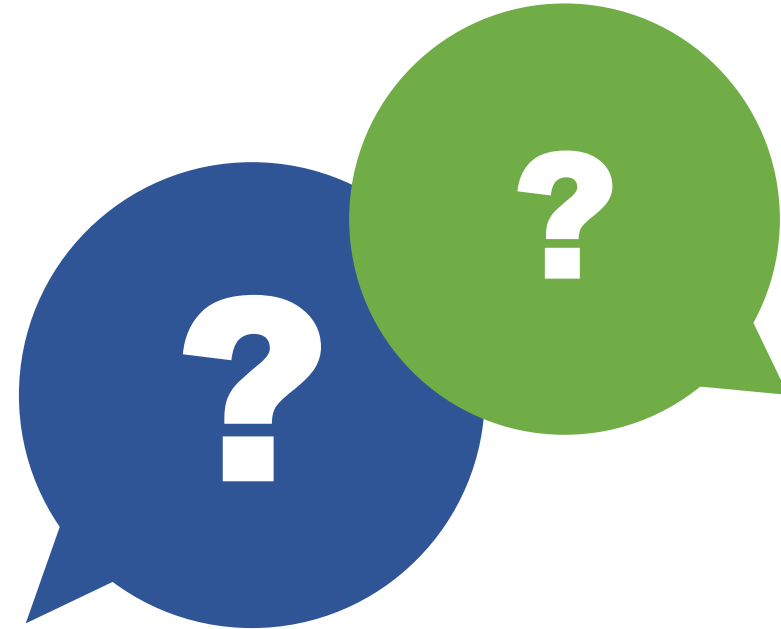


Video Bill Explanation Each Month Going Forward to Those Who Meet Threshold →



ODEC & Northern Neck EMC Strategy

Any Questions



Upcoming Events

October 5 | 2021 Solar Shenanigans – Joel Gilbert, Apogee



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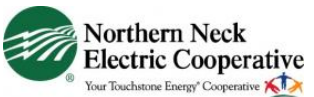


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Thank You!