



CONNECTED

Conway Corp
Quarterly Newsletter

Summer 2017 | Vol. 29 | No. 3
Powering Conway since 1929.

 **Watch Wampus Cat Football Anywhere**

Jeff Matthews and Levi Gilbert are ready for a great season of Wampus Cat football. | **P. 2**

 **Energy Smart Contest Call for Entries**

Students are encouraged to share how Conway Corp powers their lives in annual contest. | **P. 3**

 **New Olympic Channel Coming Soon**

Conway Corp is proud to add the Olympic Channel to Digital Plus package. | **P. 4**

NATIONALLY RECOGNIZED FOR POWER RELIABILITY



An RP3 designation recognizes Conway Corp as one of the best electric providers in the nation for consistently providing Conway residents with the highest degree of reliable and safe electric service.

Conway Corp has earned the Reliable Public Power Provider (RP3®) designation from the American Public Power Association for providing customers with the highest degree of reliable and safe electric service. This is the second consecutive three-year cycle where the company has earned this designation.

“Utilities that have earned an RP3 designation demonstrate public power’s emphasis on achieving leading practices and providing a high level of service to communities,” said David Lynch chairman of the APPA’s RP3 Review Panel. “We are proud to welcome all utilities earning this recognition for the first time and to those renewing their designations.” **(Continued on p. 2)**



Conway Corp is the only utility in Arkansas to be recognized with the RP3 designation.

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The RP3 designation recognizes public power utilities that demonstrate proficiency in four key disciplines: reliability, safety, workforce development and system improvement.

Criteria include sound business practices and a utility-wide commitment to safe and reliable delivery of electricity. Conway Corp joins more than 220 public power utilities nationwide that hold the RP3 designation and is the only utility in Arkansas to be recognized.

“We’re honored to receive the RP3 designation,” said Bret Carroll, Conway Corporation CEO.

“Our employees are dedicated to serving this community. RP3 represents a much appreciated recognition of this service.”

The American Public Power Association has offered the RP3 designation for 12 years. The association is the voice of not-for-profit,

RP3 RECOGNIZES

1. Reliability
2. Safety
3. Workforce Development
4. System Improvement

community-owned utilities that power 49 million people in 2,000 towns and cities nationwide. APPA advocates and advises on electricity policy, technology, trends, training and operations.



CATCH WAMPUS CAT FOOTBALL GAMES WHEREVER YOU ARE

With football season fast approaching, Conway Corp is gearing up to broadcast Wampus Cat football!

Fans can watch rebroadcasts of Wampus Cat home games in SD on Conway Corp Channel 5 and Video OnDemand, as well as in HD on Conway Corp Channel 585 and the 5 Sports YouTube channel. Live broadcasts of Conway's road games will also be available with WampusCats2Go on conwaycorp.com/WC2GO.

Jeff Matthews will return for his seventeenth season with Channel 5 Sports as play-by-play announcer, and color commentator Levi Gilbert will join him for his second season.



For more Channel 5 Sports info, visit:
ConwayCorp.com/WC2GO



ABOUT CONNECTED

This newsletter is published quarterly by Conway Corporation, operators of the city-owned electric, electronic and water systems. Conway Corp is a not-for-profit organization dedicated to exceeding our customers' expectations in producing and delivering safe, affordable, reliable, innovative and environmentally sound utility and telecommunications service while enhancing the quality of life in our community. Customer comments are welcome.

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ENERGY SMART POSTER, ESSAY & VIDEO CONTEST CALL FOR ENTRIES

We point to plenty of everyday things as the sources that power us through our day – a morning cup of coffee, a motivational song, an encouraging text from a friend. What we often don't realize is that none of these things could be enjoyed without electricity. Conway Corp has proudly been powering our community since 1929, and we invite Conway students to look at the ways Conway Corp powers their lives in the fifth annual Conway Corp Energy Smart contest.

THEME

“My Life, Powered by Conway Corp.”



The poster contest is open to students in PreK-4th grade in Conway. Using markers, crayons, colored pencils or paints, posters should illustrate the contest theme, “My Life, Powered by Conway Corp.”

Entries will be judged on creativity and theme representation. Prizes will be given for first, second and third place.

The essay contest is open to students in 5th-12th grade in Conway. Students should submit a typed essay of 500-1,000 words on the contest theme, “My Life, Powered by Conway Corp.”

Essays will be judged on content and syntax. Trophies and cash prizes will be awarded for first, second and third place.

New to this year's contest is a video category. This portion of the contest is open to students in 5th-12th grade in Conway. Videos should be less than two minutes and creatively illustrate the contest theme, “My Life, Powered by Conway Corp.”

All students K-12 who live in the Conway Corp service area are eligible for entry. Students can ask school officials or visit the conwaycorp.com/EnergySmartContest for an entry form and contest rules.

The deadline to submit entries is Friday, September 15.

For more information on the contest or our Energy Smart program, visit ConwayCorp.com/EnergySmart.



ABOVE: 2016 poster contest winner Rylee Allen received an Energy Smart Prize, a pizza party for her class and \$100 was given to her classroom in her name.

BELOW: Winners in the 2016 Essay Contest for 8th-12th grade were Zelda Engeler-Young, Elsa Mattson and Brooklyn Singleton. (5th-7th grade winners were Nakeia Jones, Abigail Cerney and Cole Robinson – not pictured.)



ELECTRIC RATE INCREASE

On May 23, Conway City Council approved a rate adjustment on Conway Corp's electric services.

As transmission expenses increased by \$3.3 million between 2015 and 2016, Conway Corp evaluated the adequacy of its rates. We engaged Utility Financial Services, experts in municipal rate design, to help in the rate study. They found that net losses and a depletion of cash reserves are expected over the next six years, and per their recommendation, along with that of staff and the Conway Corp Finance Committee, our board of directors chose to increase rates by customer class for the next three years. Residential rates will increase by 2.6 percent in year 1, 2.7 percent in year 2 and 2.6 percent in year 3.

Even with this adjustment, rates in Conway will still be among the lowest in the state. Changes will go into effect October 1, 2017. For more information, visit conwaycorp.com/services/electric.



TRACY MOORE NAMED CFO

On June 1, Tracy Moore was promoted to the position of Conway Corp's Chief Financial Officer. As CFO, Moore directs Conway Corp's financial planning and accounting practices as well as the organization's relationships with lending institutions and the financial community.

"Tracy has been with Conway Corp for 30 years, and his knowledge of our internal business and accounting processes is beyond compare. We have worked side by side on budgets, rate studies and financial audits. I have complete

confidence in him," said Bret Carroll, newly appointed Chief Executive Officer.

Carroll previously held the CFO position, and Moore takes it over as Carroll replaces Richard Arnold as Conway Corp CEO. Moore began at Conway Corp in 1987 as Manager, Data Processing. He held that position for nine years before being promoted to Manager of Accounting Services, and since February 2012 he has been Manager, Accounting Compliance and Risk Management.



NEW OLYMPIC CHANNEL COMING SOON



All eyes were on Rio during last year's summer Olympic games, and soon Conway Corp customers will be able to keep up with Team USA all year round.

Declared the "Home of Team USA," the Olympic Channel was launched by NBC Universal on July 15. The channel offers year-round coverage of winter and summer Olympic sporting events, including swimming, track and field, gymnastics, volleyball, figure skating, alpine skiing and more.

In addition to live event coverage, the channel offers compelling Olympic storytelling, distinctive programming from around the world, original

content on Team USA athletes and more.

Conway Corp will add the Olympic Channel to its Digital Plus package on channel 138 and HD channel 581 in September.

For more information on the Olympic Channel and Conway Corp's Digital Plus package, visit ConwayCorp.com/services/cable or call (501) 450-6000.

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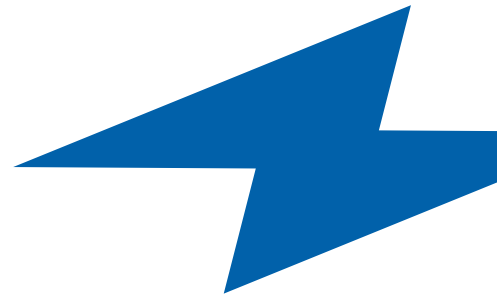
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CHARGING AHEAD



A MESSAGE FROM THE CEO

I've had many bosses over my career but only a handful of mentors, and Richie Arnold was certainly one of them. He led us by working hard and expecting the same of us, but he never accepted credit for the many good things that were accomplished during his tenure as CEO. As I think back over the past 19 years, these projects stand out among the rest:

- Design and construction of new water and wastewater treatment plants
- Adding digital cable television, HD cable television services, OnDemand and high speed broadband including 1 Gig service in the data district and 1 Gig residential service throughout our city
- Construction of three electric substations
- Construction of a 5,700 square-foot Data Center
- Construction of the Customer Care Center

These things didn't just happen organically. Richie stretched us, led us and expected us to always look for ways to improve while at the same time making sure we took care of our customers. I am eternally grateful for the things I learned from him.

A number of years ago, Richie established a strategic planning process with our board of directors, and we recently completed another iteration. This planning process is extremely important as it allow us to focus on where we need to be in the years to come.

Some highlights from our most recent strategic plan include:



Bret Carroll succeeds Richie Arnold as only the sixth CEO in Conway Corp's history.

- Ensuring funds are available for system expansion and replacement, cash reserves and economic development activities
- The use of technology to improve convenience, communication, reduce costs and improve the overall customer experience
- A long-range plan that utilizes the benefits of advanced metering infrastructure
- A comprehensive strategy to continually improve our telecommunications services and infrastructure
- Evaluating opportunities to provide renewable energy

It is my honor to succeed Richie Arnold as CEO, and I look forward to executing our strategic plan and leading our efforts to exceed the service expectations of our customers in this incredible community we call home.

Bret Carroll

Conway Corp
Chief Executive Officer

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