

## NEWS RELEASE

For Immediate Release

### **Sumter Electric Cooperative, Inc.**

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### SECO customer service trailer a hit with members

Sumter Electric Cooperative (SECO) in central Florida has unveiled its latest innovation aimed at helping members control their own energy costs.

That innovation is a specially designed trailer for community outreach and it was brought to a popular Walmart shopping center for its public debut. It gave SECO members an opportunity to talk to energy specialists about how to save energy in the home and see a variety of displays related to that.

The response was outstanding. Over 2,000 members eagerly took the opportunity to have a one-on-one interaction with SECO energy specialists and gather a wealth of information on energy savings through free copies of the co-op's energy management publications.

When asked about the energy mini-expo one participant said, "It was very helpful; lots of tips and pointers." Another member said, "I don't know of any other utility that would do this for their customers." Those reactions were universal amongst attendees.

SECO Director of Corporate Communications Barry Bowman noted that the mobility of the trailer allows SECO to take its message on the road and right to the people as part of the ongoing effort to help customers save on their energy bills and help conserve resources.

He also pointed out that the mobile unit serves an important second function. "It will allow us to have a mobile assistance center that we can move into an area hit hard by a tornado or hurricane. Working out of the trailer we'll be able to render on-site help to those who have been severely impacted by a destructive weather event."

The mobile service center has a drop down stage with built-in sound system. It also features a member area where DVD's can be viewed and conversations can be held. Over the next year SECO's customer service trailer will be a common sight throughout the Co-op's seven county territory.



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