

# Get Connected BrightRidge®

A Publication for Customers of BrightRidge

April - June 2019

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

## Broadband Phase 1 Has Launched!



### Fiber Optic Internet Pricing for Your Home

Fiber Optic - Advantage      \$ 49.99  
(up to 200 Mbps/200 Mbps)

Fiber Optic - Performance      \$ 79.99  
(up to 1 Gbps/1 Gbps)

Fiber Optic - Elite      \$299.99  
(up to 10 Gbps/10 Gbps)

*There are no contracts or installation fees for home customers. Business customers may have 24-month contracts and installation fees.*

*\*Actual bandwidths (down/up)*

### Broadband Business Sales

BrightRidge wants to help you better connect to your customers with its high-speed internet, voice, video, and private Ethernet products.

Please contact BrightRidge for custom pricing.

[bizsales@brightridge.com](mailto:bizsales@brightridge.com)  
(423) 952-5000

Phase 2 Broadband will soon be underway! Yes, that is right -- Phase 2 will soon be underway! Installation of fiber optic service is complete in downtown Jonesborough. Customers are beginning to sign up for service. Fixed wireless internet service is also now available in certain areas of Jonesborough, with on-going site surveys. In addition, fiber installation has begun in Johnson City that will eventually serve areas between I-26 and boundaries along North Roan St, John Exum Parkway and University Parkway.

We will continue to build our fiber optic and wireless infrastructure so that we may connect new customers each day. We appreciate your patience during our eight-year phased roll-out. The BrightRidge Broadband deployment plan was developed by Magellan Advisors, a consulting firm that specializes in community broadband deployments. Multiple density and feasibility studies were conducted to determine which areas could most feasibly be served first.

BrightRidge customers have been very supportive of our efforts to provide high-speed internet, video, and voice products. It was exciting to sign new broadband customers this past March. Currently, we are working to allow online sign up for BrightRidge Broadband products via SmartHub.

SmartHub provides convenient account access with BrightRidge online or via your mobile device. In the meantime, please be advised that you will be directly contacted by a BrightRidge representative either by phone, email, or direct mail when BrightRidge Broadband service is available at your location.



**As new broadband service locations become available, BrightRidge will directly contact those customers who are located in serviceable broadband areas. You may determine if your home is in a serviceable BrightRidge Broadband location by utilizing our online address verification tool. Get ready for 10 Gig service!**

**Check your address at:  
[www.brightridge.com](http://www.brightridge.com)**



## From the CEO

*"We keep moving forward, opening new doors and doing new things, because we're curious, and curiosity keeps leading us down new paths." — Walt Disney*

Providing quality product and service offerings to our customers is a top priority. As we move forward with broadband and solar initiatives, as well as other new products and services, we will always put customer service

first. BrightRidge wants to be more than just your electric and broadband provider. We want to be part of your community; your trusted advisor. We want to provide you with tools and resources that allow you to best manage the utilities we provide - whether electric or broadband. Our programs and services allow you to efficiently manage energy costs without sacrificing comfort, and broadband services that can connect you to the world.

We continue to build infrastructure to support BrightRidge Broadband. Our product offerings will provide competitive options, which includes symmetric 10 Gig service, as well as a secure, reliable network. It has been exciting to have finally connected several customers within the phase 1 launch. If you are in a serviceable location for BrightRidge Broadband, please expect a call or mailer describing our new product offerings!

One of the best ways to find out more about our products and services, manage your account, and learn more about our new broadband and solar programs is to visit us online at: [www.brightridge.com](http://www.brightridge.com). Via our website, you may also connect to the ETSU EagleCam. The ETSU EagleCam has been a great partnership, which has included many partners throughout our community. We congratulate Dr. Fred Alsop and his ETSU associates for creating an opportunity for us to watch these majestic birds raise their young via live-stream in their native habitat.

Continued growth is the key to any person, community, and company. BrightRidge plans to support our community through our utility services, by working to support education, and to encourage existing business to expand, as well as attract new business.

*"What greater wealth is there than to own your life and to spend it on growing? Every living thing must grow. It can't stand still. It must grow or perish."*  
— Ayn Rand, *Atlas Shrugged*

Jeffrey R. Dykes,  
Chief Executive Officer



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Jeff Dykes, Chief Executive Officer  
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Visit the BrightRidge website for  
Board Member and  
Administrative Staff Directories.

Angela Shrewsbury, Publication Editor

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SmartHub is comprehensive e-commerce site equipped with conveniences that on-line users expect, such as, paperless billing, power usage history graphs, report power outages, and more. Join thousands of others and sign up for SmartHub at [brightridge.com](http://brightridge.com).

## Recipe Exchange

### Twinkie Cake

submitted by P. Hartley, Telford



Cut regular Twinkies in half  
Place cut Twinkies in 9 x 13 pan

Mix together:  
1 8 oz. Cream Cheese  
1 8 oz. Cool Whip  
1 14 oz. can sweetened condensed milk  
Spread over Twinkies

Top With  
Mix together:  
2 cups fresh strawberries (cut up/sliced)  
2 packages strawberry gel

### Recipe / Quick Tip Exchange

We would like to feature your recipes, quick tips, and comments in Get Connected and on our website at [brightridge.com](http://brightridge.com). You may submit these items by emailing [contactus@brightridge.com](mailto:contactus@brightridge.com) or by mailing them to:

BrightRidge  
Attn: Marketing  
PO Box 1636  
Johnson City, TN 37605-1636



# ETSU EagleCam

by Dr. Fred J. Alsop III

Professor of Biological Sciences and Director of the BIOL/ETSU EagleCam Project

**Reminder: Sign up for  
Budget Billing is April 1 - May 31.**

The Biological Sciences/ETSU EagleCam project began with a whirlwind of activity in the latter part of 2015 and continues today to educate and excite millions of individuals around the world every year.

In early September of 2015, East Tennessee State University began working with two separate property owners, one in Johnson City and one in Bluff City, to establish and focus remote cameras on active Bald Eagle nests. Bald Eagles are a federally protected species and any work done around the nests must be finished before the eagles begin to actively build and occupy their nests. In this case, that left about a month and-a-half to put everything in place before running out of time to broadcast during that first year.

Establishing the remote cameras and their live-streaming 24-7 videos began with a lot of research on proper equipment and bandwidth, which included visiting established eagle camera sites in Tennessee, and lots of correspondence with others broadcasting eagle video. It also required promoting the project to potential community partners in the energy business, government agencies, and potential sponsors who, working together, could make this all happen from the financial and technical ends. Our East Tennessee partners met us enthusiastically with all the necessary components of time, talent, assistance and essential timing that allowed us to have our eagles on air quickly and efficiently in our first broadcasting nesting season in the late fall of 2015.

Cameras were installed on living trees near the nests, occasionally adding poles to provide additional support to the cameras. Much of this was accomplished by technicians on the ground and a climber in the trees.

Utility services (electrical and fiber optic cable feeds) to the site were established and a small utility shed/building was installed at the nest tree site for the purpose of housing a computer and supporting equipment/materials/supplies for the cameras. Since that first nesting season we have added additional cameras, including infra-red for night-time viewing, better audio equipment and much better resolution to our broadcast images with improved bandwidth and better optics.

We are beginning our 4th consecutive year of live-streaming our East Tennessee Bald Eagle families locally and around the globe. Eggs hatched in early March and little "bobble-head" downy chicks are being fed and protected by very experienced parent birds.



All of our success has been through the talented efforts of volunteers who monitor the cameras around the clock and some who talk about our eagles daily on a chat group with more than 3,000 bloggers. We are supported by the generous financial contributions of donors and sponsors who have helped to provide equipment, streaming, utilities, and other services. The university provides no budget for this project. The birds are seen around the globe with more than 1 million hits annually and in 206 countries and territories in the 2017-2018 nesting season.

We want our services to be more educational for teachers in the classroom and more accessible for researchers. To that end, we are working with faculty at ETSU in Science Education, local teachers and those watching from a distance to establish teaching modules about Bald Eagles and their lives that can be downloaded by teachers watching our birds for use in their classrooms. Additionally, we are taking the 3 plus years of archived video footage from both of our eagle nests and breaking it out into chronological files of their life histories that can be interrogated by researchers interested in any particular facet of the nesting activities and behaviors of our eagles.

Our website is easy to find and stream on any computer or mobile device. Go to [etsu.edu](http://etsu.edu) and when the homepage appears just type "eagle camera" into the search box and follow the links. Our eagles will be guests in your home, office or on your mobile device.

**The ETSU EagleCam live-stream is provided via BrightRidge High-Speed Internet! BrightRidge plans to provide broadband services to its customers via an 8-year phased roll-out.**



**Fiber Optic / Wireless Internet  
FYI for Your Home**

#### Reasons Why You Will Want

##### BrightRidge Broadband:

- Month-to-month with no contract.
- No fee for initial installation.
- Our products are truly capable of providing up to the speeds you purchase.
- High-speed symmetric service, not asymmetric.

\*With symmetric service, you can download and upload simultaneously without experiencing slow service.

**If we are ready to connect service at your location, we will contact you directly. Thank you for your continued patience. We are anxious to serve you high-speed internet, video, and voice.**



We appreciate the opportunity to communicate with our customers. Now, you can chat with us online during normal business hours (Mon - Fri, 8am to 5pm).

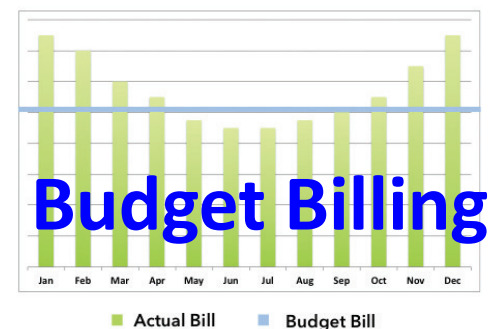
You may be interested in installing solar panels at your home. This is one way to reduce your home energy consumption. Finding a quality solar installer is essential. For one, you want to make sure you have a properly installed system that has met local electrical and mechanical codes, as well as utility requirements. Also, you need to have the capability of tracking your system's performance. This is typically available through an internet-based software program. Be aware, not every company advertising significant savings on your monthly energy bill has your best interests in mind.

As a homeowner, there are some critical things you must know and ask before purchasing a solar panel array:

- Is your installer a licensed electrical contractor?
- Do they have a NABCEP certification? NABCEP is the North American Board of Certified Energy Practitioners ([nabcep.org](http://nabcep.org)).
- Have they applied for a permit at the local municipality or electric utility before they begin installation? It is required that this be done for any solar installation.
- Have they advised you of interconnection options? Solar panels are designed to either supply electric loads behind your meter (appliances, etc.), store solar energy in a battery bank at your home, or sell the electricity back to a utility company through the electric distribution system.
- Have you been made aware of programs offered by your electric utility? Most companies have programs you can participate in and receive compensation for the electricity produced by your system.
- Is the solar array safe? Proper installation is essential to ensure your safety and the safety of your local power company's employees. A system that does not automatically disconnect during a power interruption can pose a deadly risk to utility employees working to restore power.

Finally, have you contacted your local power company to ask about solar options? BrightRidge is here to be your primary source for energy and energy-related products. We will help you make the best decisions possible for your energy needs.

If you have any questions related to renewable energy programs that may be available, be sure to contact our Energy Services & Marketing Department at (423) 952-5142 or [contactus@brightridge.com](mailto:contactus@brightridge.com). For engineering and specific interconnection requirements, please contact (423) 952-5034 and ask to speak with an engineer.



Managing your budget is much easier when you know what to expect each month. Sign up for Budget Billing!

Sign up is now:  
April 1 through May 31.  
You can easily sign up for either the Budget Billing Program -- Fixed or Rolling online at [www.brightridge.com](http://www.brightridge.com). The Budget Billing Program is for electric services only.



## Go to 2eScore.com and take the eScore Self Audit.

The online eScore Self Audit shows you how to save money by saving energy. It helps you identify how your home uses energy and the steps you can take that will yield the most money in energy savings.

Complete the eScore Self Audit and receive:

- A FREE customized energy report.
- A FREE energy savings kit.
- A FREE \$10 Home Depot gift card.

