



Every year, a group of KUB volunteers help wrangle balloons in the Dogwood Arts Festival Parade held in downtown Knoxville.

Walking, Riding, and Parading

Whether it's a walk to raise money for cancer research or a parade through downtown Knoxville, there's a good chance that you'll see a KUB volunteer there. Here are some of the events our employees have participated in within the past year:

- Big Brothers Big Sisters Bowl For Kids' Sake
- Downtown United for United Way
- Dogwood Arts Parade
- Mission of Hope
- Children's Hospital

Staying Involved



KUB customers can donate to Project Help throughout the year when paying their utility bill. Each bill explains how to make a one-time donation or make a pledge to support Project Help all year. You can donate today on [www.kub.org](http://www.kub.org).

KUB volunteers are always out and about, but much of what we do remains behind the scenes. KUB employees donate generously to the Salvation Army's Angel Tree program each Christmas and to the blood drives KUB holds four times a year.

And every year, KUB partners with Food City and other area businesses to raise money for Project Help, an emergency heating-assistance program that helps those who are temporarily unable to pay their heating bills. The four-week program raised more than \$21,000 in 2009. KUB also hosted its very first telethon with TV station WATE and held a glove sale to raise funds for Project Help.



A KUB employee teaches students about biosolids at the annual Ag in the Classroom event.

Bringing Information to Customers

KUB wants to give customers the information they need to get the most from their utility services and their utility dollars. We also want to help customers understand how they can support our community and protect the environment.

In the fall of 2009, KUB reached out to customers by hosting two money-saving workshops. We showed customers how to manage their energy use and reduce high bills from upcoming cold weather.

Our Web site also offers customers a broad range of information related to utility usage, safety, and conservation. The site is updated often and includes many useful tools. Learn more about KUB and our community involvement online at [www.kub.org](http://www.kub.org).

Six times a year we send our Connection newsletter with bills. It includes a variety of information on safety, money-saving tips, programs, community events, and more. We also include a Water Quality Report in bills each year. It details the extensive testing we do on our drinking water, which has always met or exceeded drinking water quality standards.

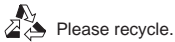
KUB mailed more than 62,000 letters to customers in 2009 about utility construction and vegetation management activities. We also made 40 presentations to various community organizations and had 22 displays at community events to help get our information out.



At 4-H Electric Camp, KUB employees teach children how to stay safe around power lines.

In addition to serving as front-line volunteers, KUB employees serve in civic clubs and on community boards such as the following:

211 East Tennessee Information & Referral	Knoxville, Knox County, KUB Geographic Information System (KGIS)
Academy of Business and Finance	Knoxville Chamber
Alzheimer's Association	Knox Housing Partnership
Better Business Bureau of East Tennessee	Knoxville Area Call Centers
Boy Scouts of America	Knoxville City Tree Board
Boys & Girls Club	Knoxville Greenways Commission
CAC Office on Aging Public Information	Knoxville Zoo
Chancellors Associates	Leadership Knoxville
Children's Center of Knoxville	Mercy Health Partners
City Employees Credit Union	Partners in Education
City of Knoxville Electrical Examinations	Pellissippi State Community College Foundation
City of Knoxville Mechanical/Gas Board of Adjustment and Appeals	Pellissippi State CSIT Advisor
Consumer Credit Counseling Services	Project Help
Council on Aging Executive Com.	Salvation Army
Cumberland Ave. Task Force	Second Harvest Food Bank
Dow Chemical Company	Senior Citizens Home Assistance Service
East Tennessee Clean Fuels Coalition	Senior Companion Advisory Council
East Tennessee Foundation	South Waterfront Technical Oversight
Eastern District Power Accountants Association (EDPA)	Tennessee Electric Power Acquisition Corporation (TEPAC)
Ending Chronic Homelessness	Tennessee Gas Association
Energy/Sustainability Task Force	Tennessee Municipal Electric Power Association (TMEPA)
East Tennessee Economic Development Agency (ETEDA)	Tennessee One Call
East Tennessee Quality Growth (ETQG)	Tennessee Society of Professional Engineers
Executive Women's Association (EWA)	Tennessee Urban Forestry Council
Farragut West Knox Chamber of Commerce	Tennessee Valley Public Power Association, various committees
Fountain City Bus. & Prof. Assn.	Tennessee Women's Forum
Friends of Literacy	Union County Chamber of Commerce
Habitat for Humanity	Union County Gas Consortium Board
Halls Bus. & Professional Assn.	Union County Joint Economic Development
Healthy Families Advisory Board	United Way, various committees
Hillside/Ridgetop Protection Task Force	UT Alumni Association
Hillcrest Healthcare Board	UT College of Business Administration
Home Federal Bank	Water Quality Forum
Ijams Nature Center	YWCA
Innovation Valley	
Jefferson County GIS Consortium	
Keep Knoxville Beautiful	





You may spot a KUB volunteer wrangling a balloon during the Dogwood Arts Festival Parade, ringing

bells for the Salvation Army outside Knoxville Center or West Town Mall, or participating in one of the many fund-raising walks held throughout Knoxville. That's because no matter what time of year, KUB and its employees are committed to improving our community. This report illustrates some of the many things that KUB does to help make Knoxville the best it can be. We care about our hometown—and we believe that everyone can make a difference.



KUB celebrates Arbor Day by planting trees with students at local schools.

## Cleaning Up the Environment

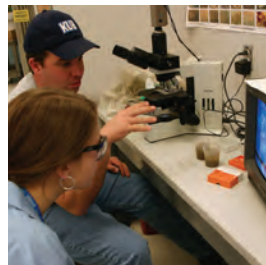
Caring for the environment is one of KUB's top priorities. Our employees are active in events such as River Rescue, which clears trash and debris from the banks of the Tennessee River, and we hold regular cleanups for our "adopted" two miles of Middlebrook Pike.

You can find us at many other environment-related events as well. On Arbor Day, for example, we planted trees at Halls Elementary School. And to ensure that our customers understand the importance of conservation, we participate in community events such as EarthFest to offer information about conserving utilities and signing up for Green Power.

KUB also uses alternative fuel vehicles in its fleet. Using alternative fuels—such as biodiesel, ethanol, and compressed natural gas—benefits the community and the environment by helping to improve the air quality in our region.

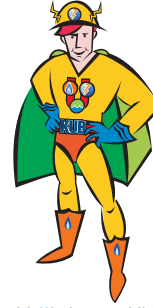


Biodiesel is one of several alternative fuels that KUB uses to power its fleet.



A KUB employee teaches a student about water quality testing at a KUB laboratory.

## Teaching the Community's Youth



Utiligizer—KUB's "superhero" mascot for the Utility Safety Program.

KUB knows the future is bright and takes great pride in supporting children in learning and growing into the leaders of tomorrow. Through programs like Schooled for Success Career Fair and Junior Achievement's Groundhog Day Job Shadowing, KUB offers students the opportunity to shadow employees and learn first-hand about the many jobs at KUB.

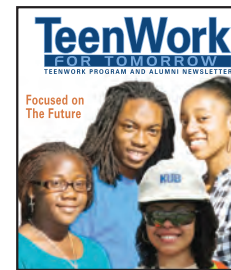
KUB also teaches kids how to be safe around utilities. At events such as WaterFest, Ag in the Class, and 4-H Electric Camp, KUB helps children learn about water and electrical safety. And

although KUB employees might not have superpowers, we do have our own superhero, the Utiligizer. Through the Utility Safety Program, the Utiligizer shows fourth- and fifth-graders how utilities work and how to stay safe around gas, electricity, water, and wastewater.

We maintain our environmental focus with children as well, and we participate in such programs as Ag in the Classroom, teaching children about our Biosolids Beneficial Reuse Program. We also host children's games at many events that stress the importance of recycling and conservation.

We know how to have fun, too. Every year, KUB departments also host more than 80 children from local United Way agencies for a trick-or-treating event at Halloween.

## Preparing Students for the Future



More than 210 students have completed KUB's TeenWork program since its inception in 1994.

This year's class participated in teambuilding exercises, a community service project, and resumé writing.

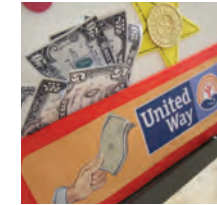
In addition to the many events aimed at teaching children, KUB has its own career-mentoring, school-to-work program called TeenWork. TeenWork, founded by late KUB Commissioner Clifford H. Ross, offers juniors from Austin-East Magnet High School a chance to complete a 13-week job skills program and interview for a summer position at KUB.



KUB employees wrap up the annual United Way campaign with a celebration featuring a variety of food and fun performances.

## Supporting United Way

KUB supports United Way's mission to create lasting change and improve lives. Our employees' active participation in United Way Giving Campaigns assists United Way agencies in providing quality health and human services to more than 75,000 people in Knox County.



Each year, KUB employees donate time and talent to raise money for United Way.

We raise money through a yearly United Way campaign within KUB that is always chock-full of fun-filled, informational activities and opportunities to donate. In 2009, KUB appealed to employees' appetites by kicking off the festivities with the Barbeque and Blue Grass Festival. Then, after several weeks of campaigning and additional fund-raisers, KUB closed its campaign with a new event called "KUB's Got Talent," in which employees displayed various talents and got everyone in the giving spirit. By campaign's end, KUB had raised more than \$217,000 for United Way. But KUB doesn't just offer employees opportunities to give to United Way—we give them opportunities to tour area United Way agencies and see first-hand the good that their contributions can truly do. We feel confident that this develops a greater sense of commitment within our employees' hearts and minds—and a better understanding of the needs that exist in our community.