



savings



convenience



value

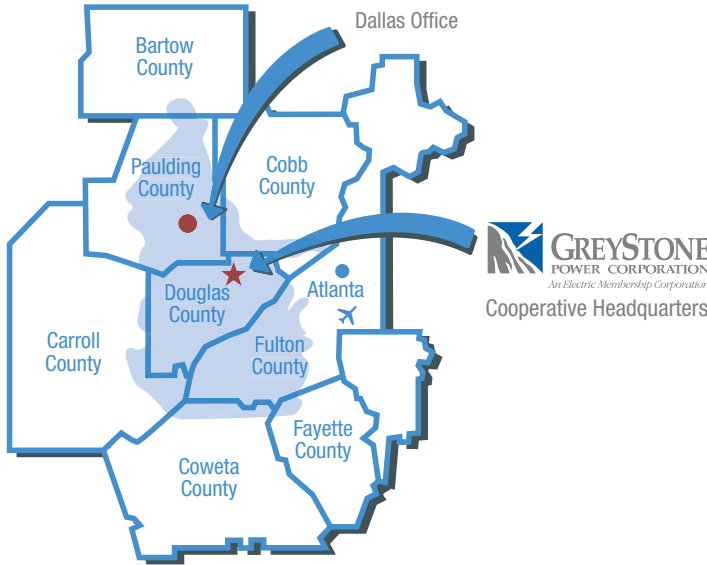


GREYSTONE
POWER CORPORATION

Your Touchstone Energy® Cooperative 

our mission

To provide reliable and cost-competitive electric and related services that position the cooperative as the utility of choice.



corporate profile

GreyStone Power is a member-owned, not-for-profit electric cooperative, serving portions of eight west metro Atlanta counties. We provide electricity to more than 115,000 homes, businesses, schools and industries.

at a glance
Statistics at the end of each year

	Number of Meters	Operating Revenue	Miles of Line	Kilowatt Hours Sold
1971	19,812	\$ 2,929,651	1,873.00	194,115,928
1981	34,690	\$ 21,913,262	2,514.00	484,348,891
1991	52,957	\$ 62,444,706	3,372.00	833,136,581
2001	79,505	\$117,847,089	4,748.00	1,620,377,196
2011	115,584	\$263,593,817	6,554.00	2,757,207,748

Dear GreyStone Power members:

When it comes to serving you, three simple words sum up our focus: savings, convenience and value.

From holding down the cost of electric service, to cutting operating expenses to ensure there would be no 2012 rate increase, GreyStone Power is saving members money on their power bills. We opened our doors to the community for a series of Energy Efficiency Seminars designed to help people learn how to use energy more wisely. We even negotiated a power supply contract to ensure reliable electricity with no changes to rates through 2012.

Those savings went beyond the power bill and into the daily lives of the people we serve, through our Co-op Connections® Card program. The card, which offers discounts on a wide range of products and services, has enabled GreyStone members to save more than \$1 million on prescriptions since we began offering the program in 2007. The easy-to-use card offers value, as well as savings, to our members each day.

In 2011, we also began changing the way we do things and started offering new options to make it more convenient for the people who call us and use our online services. Now, you can sign up for service or contact Member Services through your smartphone. You can request e-billing or report an outage. We're currently exploring even more ways to make it easier than ever to do business with us.

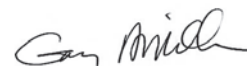
When it comes to value, GreyStone Power members paid some of the lowest electric rates in the state last year. Some of those same members gave us some of the highest satisfaction scores we've seen in a while. That value goes well beyond what we provide to the people who use our services. Last year, we gave back to the community through scholarships, civic groups, educational system support and employee volunteers.

You'll find more information about these and other 2011 accomplishments on the following pages. As we look toward the future, we'll continue our commitment to reliable electricity at the lowest possible price. We'll continue to provide that power in a way you can appreciate—with savings, convenience and value.

Sincerely,



Calvin Earwood
Chairman of the Board



Gary Miller
President/CEO



savings

Definition: *savings* /sā'vingz/ *noun*
an economy of or reduction in money, time, or another resource

GreyStone Power's efforts to hold down rates go well beyond managing operating and power costs to save money. In October 2011, the co-op ranked fifth out of 395 cooperatives across the nation for prescription drug savings through the Co-op Connections Card program. Thanks to it, GreyStone members **saved more than \$1 million** by using the card at participating pharmacies.

We're also helping members learn how they can make changes in their own homes and businesses to save money and energy. In addition to online information available at TogetherWeSave.com and on our website, we offered free Energy Efficiency Seminars for some hands-on training. About 100 people attended two events, and more seminars are planned.

Other members are "going green" through Green Power EMC, which celebrated its 10th anniversary in 2011. Through Green Power, members can purchase renewable energy produced from methane gas reclaimed from the Taylor County Landfill, as well as from forestry byproducts used for fuel at the Rabun Gap Wood Waste Facility.

Younger consumers learned more about energy efficiency through an "Energy Bill Diet" video on YouTube. Online users of all ages discovered a variety of resources on our Facebook page.

The savings continued with a zero-interest HomePlus loan program offered by GEMC Federal Credit Union. The credit union issued 109 loans totaling \$922,313.21 to help members finance home improvements for energy efficiency.

more than
\$42 million

the amount members would save
if they made changes discovered
on TogetherWeSave.com





convenience

Definition: *convenience* /kən vĕn'yəns/ *noun*
the quality of being useful, easy, or suitable for someone

People today are on the go, and GreyStone Power is going mobile, too. This year, we added a mobile website. Using mobile devices from Droids to iPads, new members can now apply for service, and existing members can do business quickly and easily.

Our redesigned website and improved interactive voice response phone system, both updated in 2011, also make it easier for busy members to do business with us. We even began offering a smartphone app for the Co-op Connections Card. This allows GreyStone Power members to find discounts and use their smartphones, rather than their card. The app has GPS capabilities, showing users how many miles away a business is. There's even an Energy Tip of the Day app.

But the upgrade that directly affected every GreyStone Power member in 2011 was a redesigned power bill that works in conjunction with a new customer care and billing system. We deeply appreciate the patience and understanding of every member, as new account numbers were assigned and account transactions had to be adjusted accordingly.

As a result of this change, the following convenience features were added or updated:

- A more efficient and faster interactive customer/member service system with greater flexibility; and
- A new easy-to-read bill design with more information. Multiple accounts were consolidated to reduce paper use.

259,000

number of
online bill payments

value

Definition: value /val'yōō/ noun.

the worth of something compared to the price paid or asked for it

One of the key ways GreyStone Power members experience value from their electric cooperative is through capital credits. In a for-profit business, this would be your stock dividend. GreyStone Power is a not-for-profit cooperative, owned by those we serve, so “margins” are periodically returned to members through capital credits.

In 2011, more than \$7.5 million in capital credits was returned to members in honor of GreyStone’s 75th anniversary. This was the largest return of its kind in the co-op’s history, and a testament to GreyStone’s financial health.

Speaking of health, in 2011, the Cooperative Healthy Savings and Savings Plus programs became free for all GreyStone members. Through the program, Healthy Savings offered discounts on dental, vision, hearing and chiropractic, as well as lab and imaging services.

Even animals can be kept healthier through the Pet Assure discount plan. Participants

receive 25 percent off on pet care office visits, injections, surgery, x-rays, dental care, all in-house medical services and more.

Another important way GreyStone members—and the area as a whole—receive value from the cooperative is through its community involvement. In 2011, employees who participated in the Relay For Life raised more than \$2,200 and for United Way, nearly \$20,000.

The GreyStone Power Foundation, Inc. awarded five \$3,000 scholarships to members or their children who are currently or will be enrolled in college for the fall. Six high school students developed their leadership skills while visiting Washington, D.C., as part of the Youth Tour program. There, they joined high school juniors from electric cooperatives across the nation for a weeklong experience.

When it comes to value, GreyStone Power is delivering much more than just reliable electricity at an affordable price. In a variety of ways, we’re giving back to the people who own us—our members.

\$20,000

amount awarded in scholarships to GreyStone Power members and their children

\$7.5 million

amount returned to GreyStone Power members through capital credits





The GreyStone Power Board of Directors (L-R): Chairman Calvin Earwood, District 1: Paulding and Bartow counties; President/CEO Gary Miller; Milton Jones, District 7: Fulton County; Charles Rutland, District 3: Douglas and Paulding counties; Secretary-Treasurer Jennifer DeNyse, District 5: Carroll and Douglas counties; Burnell Redding, District 4: Carroll and Douglas counties; Vice Chairman John Walton, District 2: Paulding County; Jim Johns, District 8: Douglas County; Maribeth Wansley, District 6: Fulton, Fayette and Coweta counties; Ed Garrard, District 9: Cobb County.

savings

The cooperative had more than 1,167 prepaid accounts in 2011, helping people stay within their budgets and reducing nonpayment of bills.

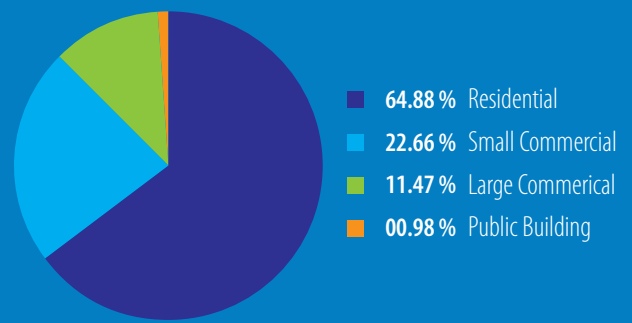
convenience

GreyStone Power members used more than 750,000 self-service options, primarily through the website.

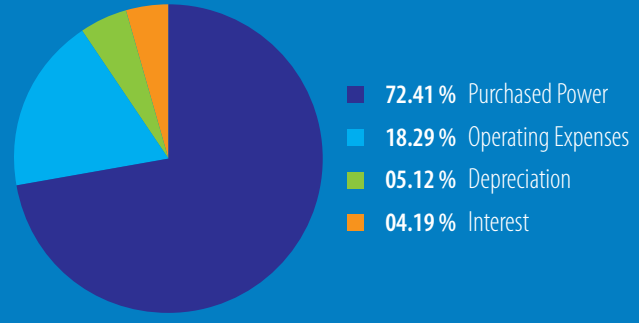
value

The average residential member paid about \$4.14 per day for electric service in 2011. That's less than the average fast-food lunch.

where the money comes from



where the money goes



Balance Sheet

	2011		2010	
Assets				
Utility Plant (Less reserve for depreciation)		\$332,444,518		\$322,379,619
Current and Other Assets				
Cash and Investments	86,251,140		89,024,736	
Consumer Notes and Accounts	27,979,205		30,971,512	
Inventories	3,088,734		3,492,095	
Other Receivables and Prepayments	7,993,410	125,312,489	7,961,728	131,450,071
Total Assets		\$467,757,007		\$453,829,690
Liabilities and Members' Equity				
Memberships and Deposits	18,663,609		18,353,465	
Members' Capital and Margins	194,554,173	213,217,782	189,318,381	207,671,846
Liabilities				
Long-term Debt	216,283,310		208,457,912	
Accounts Payable and Accrued Expenses	28,263,582		28,285,670	
Deferred Credits and Other Liabilities	9,992,333	254,539,225	9,414,262	246,157,844
Total Liabilities and Member Equity		\$467,757,007		\$453,829,690

Statement of Revenue and Expenses

	2011		2010	
Revenue				
Operating Revenue		\$263,593,817		\$265,438,876
Expenses				
Purchased Power	190,858,093		176,399,142	
Operations	8,108,730		7,981,600	
Maintenance	8,176,096		7,245,071	
Consumer Accounts and Services	9,863,603		8,474,642	
Sales	1,879,300		1,604,550	
Administrative	14,654,684		15,042,981	
Depreciation and Amortization	13,485,542		14,573,840	
Interest on Debt	11,050,336		10,997,068	
Total Operating Expenses		\$258,067,384		\$242,318,894
Patronage Capital and Margins				
Net Operating Margins (Revenue less Expense)		5,526,433		23,119,982
Non-Operating Margins	1,111,809		1,019,323	
Capital Credits - Oglethorpe Power Corp.	1,171,293		1,111,652	
Capital Credits - Other	846,907	3,130,009	576,453	2,707,428
Total Patronage Capital		\$8,656,442		\$25,827,410

2011 milestones and recognitions

0 percent **rate increase** for GreyStone Power members.

#1 rating of GreyStone Power in *Douglas County Sentinel* Readers' Choice survey for **Best Employers**.

7 number of **awards received** for communication efforts through the **Spotlight on Excellence** program.

75 years since GreyStone Power was **founded**.

6,000 number of people who **attended the Annual Meeting**, where a 2012 Hyundai Accent was given away.



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Annual Report 2011

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