Amber Weaver

March Commkit – Leadership

**Energizing Opportunity**

There is power in opportunity.

There are opportunities presented before us every day. Some are small and require little thought, like what you eat for breakfast or the movie your family will watch after dinner. Some opportunities are much bigger and can even be life changing, like moving to a new town or starting your own business.

Author and motivational speaker, Ken Poirot, once said, “Today is your opportunity to build the tomorrow you want.” So, basically, I, as a spouse, parent, general manager or whatever the title may be, am taking the opportunities and making the choices today that I want to live in tomorrow. While this is certainly true on a personal level, it is also the case for us here at [CO-OP NAME]. We work every day to build a better tomorrow for our members.

At [CO-OP NAME], we provide safe and reliable energy so you can take the everyday and bigger opportunities in your life. We trim trees today, so the power stays on tomorrow. We send students in our area to programs like Washington Youth Tour, Youth Leadership Summit and 4-H Electric Camp to provide young people with unlimited opportunities. We participate in the mutual aid model to help other co-ops across the state and the nation when disaster strikes. We provide reliable infrastructure and broadband access to attract industries worldwide to come to our service area. We help recruit and retain jobs. We work with our local, state and national government to provide the opportunity of more jobs, healthier communities and most importantly, brighter futures, literally and figuratively. We invest now in the future of rural and suburban Tennessee.

These types of opportunities allow [CO-OP NAME] to energize every moment, and we hope you will power us in doing so.