

Roanoke Electric Co-Op names new VP

AHOSKIE – Kirby Jordan has joined Roanoke Electric Cooperative as its vice president of member services, marketing and public relations. In this role, Jordan will be responsible for the development, administration and management of all member services, marketing, public relations and economic development activities on behalf of the co-op.

Jordan will also manage the co-op's member-owner call center care team, dispatchers and cashiers working out of the co-op's headquarters offices in Aulander and the Roanoke Center in Rich Square.

Jordan brings more than

20 years' marketing, advertising and public relations to her new role. She joins the co-op team after a seven-year tenure with Fruit of the Loom, Inc., where she served as vice president of corporate communications since 2015.

In this capacity, Jordan spearheaded the organization's global media relations program, managing its community relations, product and monetary donations programs at both a national and international level, as well as internal communications for 30,000 employees.

From 2012-2015, Jordan served as advertising and public relations director for one of the organization's premier global brands.

Jordan has also worked in an advertising and public relations capacity for MeadWestVaco, Genworth and

Hamilton Beach Brands.

Jordan has extensive volunteer experience with non-profit organizations including the American Red Cross, American Cancer Society, American Heart Association, Dress for Success, Children's Home Society and Junior Achievement of Florida.

From 2016 to 2019, Jordan served in her appointed role as member of the board of directors of the United Way of Southern Kentucky, where she chaired the marketing and public relations committee.

"We are very fortunate to have Kirby bring her track record of successes and strong background in corporate communications, public relations and brand services to Roanoke Electric," said co-op President & CEO Curtis Wynn. "The co-op will be well-served by Kirby's years

of experience and expertise she brings to providing our member-owners with an exceptional member services experience and to further enhancing our membership benefit programs and community economic development initiatives.

Jordan, a Virginia Beach native, said she is looking forward to joining the co-op team and putting down roots in the community. "I am excited to be part of a team comprised of dedicated employees and directors known for their compassion, care and commitment to enhancing the quality of life of the co-op's member-owners and the diverse communities it serves," she said.

Jordan holds a Bachelor's of Arts degree in communications from Florida State University. She and her husband, Dean, live in Edenton.

Jordan officially assumed her post at the co-op on April 1.

About REC

Roanoke Electric Cooperative provides service to 14,500 members in Bertie, Hertford, Halifax, Northampton, Gates, Perquimans and Chowan counties. Chartered in 1938 to provide light and power to farms, the co-op today serves as an engine of economic development and provides educational, recreational and community assistance services to enhance the quality of life of its member-owners throughout the diverse communities it serves.

Roanoke Electric Cooperative news for journalists available at REC Newsroom. Roanoke Electric Cooperative is an equal opportunity provider and employer.

RCCHC to be featured on UNC-TV May 2

ncIMPACT, a program produced by UNC-TV, will feature Roanoke Chowan Community Health Center employees and the many barriers to transportation in rural parts of the state during an upcoming segment airing next month.

UNC-TV Public Media North Carolina is partnering with the UNC School of Government, with sponsorship by Civic Federal Credit Union, for this new series.

Episode 13 of ncIMPACT will cover the barrier of rural transportation and how innovative programs in the Roanoke Chowan area are

addressing these issues. Programs and services included in this episode are the HHMA TRIP pilot program and CPTA (Choanoke Public Transportation Authority).

HHMA TRIP (Transporting Residents with Innovative Practices) pilot program was designed to increase the "health, wellness, and general well-being" of patients by implementing a "patient-centered" transportation model. TRIP was developed for a target population of high-risk patients who face transportation barriers preventing them from adequately accessing medical care. This

program serves identified patients that reside in Hertford and Bertie counties and ensures that each patient has an opportunity to access locations that are directly related to their medical conditions, recovery needs, and overall well-being.

"Every person should have the right to access quality healthcare and the resources they need to survive. My team and I developed this program to ensure that transportation will no longer be the source for people having to suffer because they simply cannot find a ride to places that are essential

to their health, and we are planning to expand to serve more people", says Weyling White, TRIP Program Manager.

HHMA TRIP is funded by the Roanoke-Chowan Foundation and operated out of Roanoke Chowan Community Health Center.

The television news program is also looking at the services provided by Choanoke Public Transportation Authority. CPTA serves the citizens of Bertie, Halifax, Hertford and Northampton Counties. For over 40 years, CPTA has provided transportation needs for any person

in the four county area who is in need of a ride.

"I would like to say a big "Thank You" to all our riders, partners, and communities for allowing CPTA to provide their transportation needs. We most certainly enjoy you giving us the opportunity, and we look forward in continuing to serve you. That's what we're here for! Just give us a call and "Hop A Ride", says Pam Berry, Executive Director of Choanoke Public Transportation Authority.

The episode is scheduled to air Thursday, May 2 at 8 p.m. on UNC-TV.

Much to do

Be careful driving around on Saturday as we will have over 1600 cyclists pedaling around Bertie County. Cycle NC will be having their 2019 Coastal ride. These cyclists come from over 30 states and a number of different countries.

Our county will have up to six different routes ranging from 25 miles to over 100 miles. If you would like to meet the cyclists, they will have rest stops at Capeharts Baptist Church, Leggett's Grill, Livermon Park and Mini-Zoo and San Souci & Scotch Hall Preserve.

If you wish to be a volunteer, please call the chamber at 252-794-4277.

We are excited to have so many guests from out of town on one day. Let's try to make it a great experience for all. What a beautiful time of year for us to have visitors. We have a lot to show people, but perhaps our greatest attribute is our friendliness.

The next Saturday will be just as eventful with two signature events in the county. Starting at eight o'clock in the morning at Hope Plantation is the "Gigantic Flea Market and Yard Sale." This event brings vendors from all around. Ride out to Hope and check out the items for sale.

Also, there is the third annual Roxobel Agfest from 10 a.m. to 4 p.m. They will have various craft vendors, food

Chamber Chatter



Lewis Hoggard

vendors, bouncy house for the kids, Roxobel history display, Tractor display, local music and much more. There will be something for everyone.

This event takes place in Roxobel right off N.C. 308 next to the Roxobel Fire Station.

The following week brings the Tee & Sea to Cashie Country Club. The Windsor Fire Department always does a great job putting on this event. Golf, food and music - it is a very good time for a very good cause. The musical entertainment is the Mikele Buck Band.

There is a lot happening in our area over the next few months. Get out of the house and attend a local event, you will find that you will enjoy it way more than you thought. I promise!

Lewis Hoggard is Executive Director of the Windsor/Bertie Chamber of Commerce. He can be reached via email at windorbertie@gmail.com.

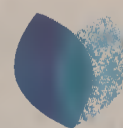


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