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## PEC recognized for leadership in Innovation

Prince George Electric Cooperative lead the way with the pilot broadband program

**Charles City VA, February 22, 2018:** Prince George Electric Cooperative (PGEC) was recognized today at an awards ceremony at the Upper Shirley Vineyard by the Hopewell Prince George Chamber of Commerce. Mike Malandro, CEO of PGEC accepted the Innovative Practices award on behalf of the Cooperative. "After years of waiting for service in the county, citizens are finally able to tap onto a fiber network created by the same Cooperative that provides electric to the home. PGEC is a cooperative based model, in which internet customers are members of the cooperative and the enterprise operates on a not-for-profit basis," stated Malandro.

The greater impact of the innovative leadership driven by PGEC will spur enhancements in education, healthcare, career and business opportunities and open the door to the global economy for the people of the county. This pilot project addresses the barrier of access to adequate broadband service which rural communities still face in 2018.

The economics of providing broadband internet services in rural areas is not attractive to the cable and TV companies. According to Malandro, "This project is a natural for us. We're in the business of putting in infrastructure and providing exceptional customer service to our members."

Coops just by their very nature are locally governed and responsive to their members. Embracing new opportunities through innovation for rural communities is top of mind for the PGEC leadership. The pilot was extremely successful and well received by the members. Today PGEC continues to add service territory in a phased approach.

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