In the summer of 2020, CBES formed an Internet Access Committee to explore how we could help re-start the effort that began in 2008 to connect every household and business on the Shore with reliable, affordable internet. The COVID pandemic laid bare the fact that good internet service is not a luxury, but a necessity. It is critical for a successful community, from the quality of education for our youth, to sustainable economic development.

CBES has spent months researching this complicated issue, including local challenges and how other rural areas have been successful in connecting their communities. We had virtual meetings with state and federal legislators, Eastern Shore of Virginia Broadband Authority (ESVBA), and Accomack Northampton Electric Cooperative (ANEC) officials. Interviews with experts in the field were encouraging, as were discussions with our local government. Recently, we joined forces with the Eastern Shore Chapter of Virginia Organizing to form a Shore internet-access coalition. What we learned, we’ve shared in ShoreLine and email blasts.

Of late, CBES has encouraged our membership to attend and speak out at both counties’ public hearings – and you did – concerning federal funding that could, and we feel should, be largely dedicated to extending broadband availability. (See Statement from CBES President Arthur Upshur on page 2 of this issue.)

CBES Promise
CBES is in this for the long haul, with a multi-pronged approach that includes:
- Continuing to raise awareness in the community of the broadband effort and possible solutions
- Encouraging citizens to become actively engaged in urging local governments and the ESVBA to take bold steps to make 100% connectivity a reality – now
- Working with ANEC to help, not hinder, internet access for its members: us!

How You Can Help
When we join our voices, we are heard!
1. Contact your Supervisor/attend County Board of Supervisors meetings
   - Request that any applicable state/federal funding be utilized as much as possible for broadband
   - Request that Supervisors prompt the ESVBA to have and implement a strategic plan with a firm end date for 100% broadband coverage that includes procuring low-interest, long-term bonds
2. Contact the ESVBA/attend their Board meetings
   - See talking points above

Contact Information:
ESVBA Board members are John Reiter, Chair; Elaine Meil, Vice Chair; Mike Mason, Treasurer; Charles Kolakowski; and Kelvin Pettit.
Contact John Reiter at jwrega67@aol.com; other issues, 757-414-0304 x 103.
Contact information for Boards of Supervisors is on the CBES website: https://www.cbes.org/get-involved.html.

Meeting Schedules:
Accomack BOS meets 3rd Wed. 5 PM at Metompkin Middle School, Parksley.
Northampton BOS meets 2nd Tues. 6 PM at Eastville & Work Session 4th Tues. 5 PM at Eastville
ESVBA meets 4th Tues. every other month at 2 PM. Contact ESVBA for details and location. The next meeting is July 22.
CBES Position on Internet Access

The following was presented by Arthur Upshur, CBES President, at both Board of Supervisors’ Public Hearings regarding American Rescue Plan Act (ARPA) funds. (Accomack is receiving $6.3 million and Northampton $2.3 million.)

“I’m here representing Citizens for a Better Eastern Shore, which has worked since 1988 to protect the Shore’s citizens and environment, to hold our government accountable, and to help the Shore we all love be a vibrant, successful place to live.

“One of the key issues on the Shore today is getting to 100% broadband coverage that is affordable and reliable. As we all know, broadband has become the gateway to business, education, and health care in the United States.

“Aacomack and Northampton Counties had the foresight to create the Eastern Shore of Virginia Broadband Authority (ESVBA) in 2008 to bring broadband to the Eastern Shore. The original intent was that the Broadband Authority would build the backbone of the system, and private wireless providers would carry service to the customer. Unfortunately, these providers weren’t working quickly or widely enough, and ESVBA began fiber-to-the-home in 2016.

“Five years later, we’re still far from the goal of 100% coverage. Even with the CARES Act funds allocated earlier this year, the Broadband Authority will have a total of about 600 miles for fiber built out, which is about half of the total 1,300 miles on the Shore. Neubeam’s coverage reaches some additional customers, and Spectrum has run fiber to some areas not already covered. But we know that the private providers are not going to go into areas that aren’t profitable, so the majority of the remaining 600 to 700 miles will need to be built out by the ESVBA.

“So, it’s taken us 13 years to get to 50% – how much longer until we get full coverage? We can’t wait another 13 years – we really can’t wait another 3. For the Shore to be competitive in every field, we need good, reliable, affordable internet coverage right now.

“Other rural communities have found solutions, and some have already finished, even some that started the effort later than we did.

“Building out the remaining network will be very costly. We have the opportunity with the ARPA funds, to get a chunk – a few million dollars – to expand the network by perhaps 50 or even 100 miles.

“We would argue that along with targeting the communities with the most need, a significant portion of the funds be allocated to offset the installation and monthly costs for low-to-moderate income households; we cannot let this be another issue that divides our community into “haves” and “have-nots.”

“We also have to think beyond this specific moment. Yes, we have the chance with these funds to get fiber out to a few more homes and businesses. But the larger issue remains – when will we finish?

“Do the Counties or the Broadband Authority have an overall strategy, with an end goal of 100% coverage on a certain date and a way to get there? Right now we are basically nibbling around the edges – going forward, yes – but with no clear strategy or time frame for getting coverage to every citizen and business on the Shore.

“CBES Internet Access Committee has spent the last year educating ourselves on all the intricacies involved, and there are many. Recently we have partnered with Virginia Organizing, but it’s neither group’s job to advise you on how to make this happen. We can understand and appreciate the challenges you face, and we can help to educate everyone on how complicated this is. But at the end of the day, you have to find access to expertise, financing – including long-term, low-interest bonds – and resources to make this happen.

“CBES plea is that you affirm that 100% high-speed broadband is our community’s goal. We need your creativity and boldness. We need your help to add urgency. The Shore can’t wait 13 more years.”
Connecting the Eastern Shore: The Interplay Between Public and Private Broadband

The following information was excerpted, with permission, from an article in Broadband Communities Magazine entitled “Public and Private Rural Broadband Can Make Financial Sense,” written by Patrick Coady.

The general deregulation of telephone services has led to many benefits for consumers. However, because telephone is not a truly regulated utility, any provider that thinks it can make more money skipping over broadband-deficient areas and putting its capital elsewhere is going to do so. (The Eastern Shore has seen this in action with Verizon, its main telephone provider.)

The reason is quite simple: No profit-making private entity is going to willingly build to and service spare, poor, rural areas where return on investment (ROI) – let alone a profit – will not be realized for many years. Nor should people expect it to, particularly if it is a publicly traded company. All such companies have a fiscal obligation to their investors or shareholders to seek the best ROI, or apply capital elsewhere.

There are 3 ways of ensuring that poor, rural areas receive service:
1. Through a public or nonprofit entity
2. Through a cooperative owned by its members and formed to provide the service
3. Through a private utility under 1 of the 3 following provisions:
   o By being a regulated utility ensured a rate of return in exchange for serving its entire area
   o By public support, such as grants or long-term, low-cost bonds in exchange for service
   o By writing strong franchisee contracts with serious enforcement provisions

As a lifelong entrepreneur, I am fully in favor of option 3, but experience shows it doesn’t work in the real world.

For a local example, the Eastern Shore of Virginia Broadband Authority (ESVBA) offered a request for proposals for a last-mile provider to build out the region, in return for a substantial capital investment to extend fiber to needed locations and favored pricing that basically allowed the vendor to pay for increased bandwidth as demand increased. After nearly a year’s negotiation with the best and only marginally compliant respondent, the deal fell apart when the vendor refused to accept any penalty for non-performance.

If true universal coverage is the goal, there must be a strong focus on the first 2 ways.

The quickest way to move rural broadband forward is to offer 30- to 50-year, 0% to 3% interest bonds, such as those used to build rural electric and telephone in the last century. Grants are great, and they were key to the Eastern Shore’s success in establishing public broadband, but we will not be able to “grant” our way to full broadband coverage.

Bonds should be available to all 3 groups: public, co-op, and private. All the normal federal provisions regarding failure to perform, abandonment, and change of control should be used.

Genesis of the Shore’s Public Broadband

Accomack and Northampton counties spent several unsuccessful years talking with and encouraging the area’s private communication utilities to improve internet and broadband access. In 2008, the 2 counties took advantage of a relatively new Commonwealth law, the Wireless Service Authorities Act, to form the authority.

In total, the Eastern Shore and the ESVBA received approximately $11 million dollars via 7 grants.

The largest grant, from the U.S. Department of Commerce with matching funds from the Community Development Block Grant (CDBG), built the “backbone” from the Chesapeake Bay Bridge/Tunnel north to Cape Charles, along the railroad to Bloxom, and then east to NASA Wallops.

For the remaining grants, the ESVBA had to twice seek permission from CDBG to expand the scope of the work to allow expending the full grant by building fiber to more locations. One scope expansion enabled building to all schools except 1 island school building.

Network construction started in early 2009, and the first direct customer was connected in late 2010. The customer base grew by selling to end users and to other providers, who leveraged the network to expand their own business footprints.

The ESVBA now is completely funded by revenues.
ShoreLine  Page 4

Broadband, cont’d from p. 3

it receives from subscribers. In 2013, without request from either party, it proactively began repaying the startup investment originally provided by Accomack and Northampton counties.

Even at the authority’s initial rates, all early customers with commercial internet service of some type were able to at least double their bandwidth for half the cost. With 5 subsequent price reductions, all ESVBA customers continue to benefit.

Understanding the ESVBA Network

As an open-access network, the ESVBA also helped expand opportunity for new entities focused on deploying broadband in the community. Over the years, these for-profit partners have included Chesapeake Bay Communications (formerly Bay Creek Communications), Eastern Shore Communications, and NeuBeam/Declaration Networks. These new companies were able to form and execute their business plans because of the ESVBA. Chesapeake Bay Communications was able to expand beyond Cape Charles, and a private cable provider was able to finally offer internet access.

The ESVBA provides many advantages to Internet Service Providers (ISPs), including providing fiber to customer sites, buildings, and towers, thus absorbing the significant capital cost that the ISPs would otherwise bear. They are able to exchange high capital cost for recurring costs, which follow their increased revenue.

The founding of the ESVBA created an open-access network with the goal of providing communications services to anyone who wished to subscribe. The ESVBA is not a middle-mile-only provider.

The concurrent resolution that formed the authority from the 2 counties stated, “… a Wireless Broadband Authority needs to be created to provide high-speed data service and internet access service to local businesses, local government, and the public.” The Wireless Services Authorities Act authorizes the ESVBA to sell to any entity it chooses, and it does not and may not limit which entities may purchase from the available services.

As a public entity, the ESVBA believes it has a duty to serve all constituents. It does not believe that limiting the entities that may purchase service advances the mission to extend broadband to all on the Eastern Shore.

In 2016, because of the failure of other providers to meet the needs of residents, the ESVBA began offering fiber-to-the-home residential service. In 2018, it completed a $5 million loan to finance approximately 200 miles of residential buildout to fully cover all the towns and significant parts of the rural region.

At the close of 2020, approximately 80% of the projected buildout was complete, and more than 1,500 residences had been added to the network. Residential service was the second-highest category of income for the ESVBA, surpassing all markets on the network except wholesale (other providers). The network now passes approximately 60% of potential service locations on the Eastern Shore.

A benefit of the ESVBA’s success in proving market demand is that the private cable provider, which previously served just 3 towns and strings between them, has now begun updating its network – 15 years after it was asked to do so. It also is completing an aggressive buildout to compete with the ESVBA.

It’s amazing what a little success will do – even convince a competitor to invest in an area previously deemed not worth considering.

Patrick Coady is the former executive director of the ESVBA and currently advises other communities on network design and business issues. The full article is in the May/June issue of Broadband Communities, Public and Private Rural Broadband Can Make Financial Sense (bbcmag.com).
Employers Need Trained Workers…
… Who Will Do the Training?
By Mary Miller

Across the country, employers say they can’t find skilled workers. Small businesses have jobs to offer, but 85% of respondents in one industry survey said they had few or no qualified applicants for their open positions. Why are so few businesses providing the training to create the skilled workers they need? In earlier eras, in manufacturing and construction especially, trade unions and private industry trained workers for specific jobs — and often workers stayed with one company their entire working life. On the other hand, for growing industries like health care and technology, acquiring needed skills doesn’t lend itself to on-the-job training. Highly technical skills require resources not available to most employers.

For industries like construction and building trades, restaurant and food services, transportation, and machinery maintenance and repair, traditional apprentice programs for entry-level workers, or industry/education partnerships, are scarce. Industry sources indicate that most construction firms don’t want to train their workers. National news outlets have reported that employers are seeking employees they don’t have to train. Many construction firms are searching for day-1-ready hires – the investment in time and resources for training employees is too complicated; they don’t have workers to spare for training others; and they don’t have any assurance that workers will stay after training.

Both High- and Mid-Level Skill Training Needed

As older workers continue to retire in large numbers, the replacement population of workers entering the workforce is substantially smaller. The retiring population includes highly skilled workers with years of experience — not easily replaced. Talent shortages are projected in the following fields:

- Highly skilled healthcare workers, nurses, doctors, and medical specialists
- Scientists and mathematicians
- Skilled manufacturing and trades workers, electricians, machinists, welders
- Engineers and architects
- IT computer specialists
- Business and finance specialists
- Skilled technicians in healthcare and telecommunications
- Cybersecurity specialists

Although many jobs need advanced education and degrees, there are many that do not. “Finding Your Way to a (High Paying) Trade Job” is the title of a recent NPR broadcast. “There are thousands of jobs that go unfilled every year because (employers) can’t find qualified people with both the skills and the interest to pursue them,” says Carrie Akins, Director for Career and Technology Education for Calvert County Public Schools in Maryland. These are jobs that don’t require a 4-year college degree; completing a certificate program, earning an Associate degree, or working as an apprentice will qualify applicants for good jobs at good pay. Plumbers, firefighters, aircraft and vehicle mechanics, repair technicians, carpenters, construction managers — all earn above-average median salaries with the right skills, says Akins.

Employers Solving the Worker Shortage Gap on Their Own

Restaurants, on the other hand, are turning to gig workers to fill the gaps. The pandemic gutted the hospitality industry, which shed 2.5 million jobs in 2020, the National Restaurant Association reported. Moreover, accommodations and food-service job openings spiked to nearly 1 million in March, according to the Bureau of Labor Statistics. During the pandemic, many laid-off restaurant workers found higher-paying jobs in landscaping and construction. Due to health concerns, many workers haven’t felt safe returning to work. And some former employees cited relatively low pay and long hours as reasons for leaving.

On-demand hiring apps are being used to fill temporary needs by restaurant owners and managers. Many are willing to offer higher pay for last-minute workers to keep their food lines moving. And there appear to be workers ready to work at a moment’s notice for higher hourly pay.

Is There Any Training Available?

Federal and State programs, and local community colleges, are working to bridge the gap between unemployed young people and employers looking for trained workers. Federal Workforce Innovation and Opportunity Act (WIOA) dollars are being used by organizations like Virginia Career Works Northern Region to provide educational support, GED and high school completion

See Workers, cont’d on p. 6
RECYCLING CORNER

What to Do With Those Yogurt Containers?

It just kills me to throw out those great #5 yogurt containers every week – both the 32-ounce and the 6-ounce (they can’t be recycled, and they can’t be left at the Put & Take, since food containers aren’t allowed). Here are some ideas to reuse them. And you can get creative with decorating your containers to make it more fun!

Large Containers

- Use for leftovers or soup, and freeze for later use
- Store dry goods, such as nuts, beans, and rice, to keep them out of the light and away from pests
- Store Q-tips and cotton balls
- Make a dip container for your lunchbox or beach bag – center a small yogurt container for the dip, and surround with slices of veggies or fruit (be sure to put the top on)
- Take on a picnic – add rocks to use as a blanket weight, or store napkins, straws, or plastic cutlery
- Use to grow small plants or saplings (although black plastic is better for ongoing plant growth)
- Use for art supplies – crayons, paper clips, thumb tacks, stickers, or other supplies. Keep Play-doh moist.
- Take to the beach (or the bathtub) for filling and dumping, or building sandcastles
- Use for games – line up a few yogurt cups, and toss balls into them, or try stacking and building with them
- Use for noisemakers – fill with dried beans or rice, cover with aluminum foil, and shake

Small Containers

- Make ice cream or juice pops, using containers for the molds (cover with foil and insert an ice pop stick)
- Use as travel containers for dressings and dips
- Use for measuring bleach or laundry detergent; or for cereal, oatmeal, pet food, or other dried goods
- Use to start seedlings
- Use when painting, or in sorting beads for jewelry

Sources:

Workers, cont’d from p. 5

options, short-term training opportunities, and help with soft skills like interview training and job preparation know-how.

The Eastern Shore Community College® also uses WIOA funds from the Bay Consortium Workforce Development Board to help learners participate in full- and part-time academic/training programs. “Individuals meeting the WIOA eligibility criteria and the College’s admission requirements, who are willing to accept employment upon completion of the program, may qualify for services including: funding for tuition, books and supplies, career and academic assessment, and planning and counseling.” Job-readiness classes focus on the soft skills essential for employment – timeliness, attitude, communications skills, personal hygiene, proper clothing and work equipment, etc.

Reduced-cost transportation via Star Transit, job-placement assistance through the Virginia Employment Commission, and other services are offered. Some limited “on-the-job training” is available. Contact the WIOA Services Coordinator at 757.789.1757; ttaylor@es.vccs.edu.

What’s Next?

The solutions to this problem are complicated. Unless someone, companies or employees, is willing or able to invest in training, businesses will likely continue to face shortages of qualified workers. Some economists recommend increasing federal funding for training providers, like community colleges, and incentivizing them to provide the type of training employers want. They also propose tax credits to motivate companies to invest in workers and partner with training providers. The pandemic changed the workplace – employers and workers will need to adjust, and that will take time.

Correction

In the June issue of ShoreLine, an article entitled “Chimney Swift Towers,” incorrectly identified author Martina Coker as being affiliated with Birding Eastern Shore. In fact, Coker is on the board of the Coastal Virginia Wildlife Observatory (CVWO), which is spearheading the project. More information can be found on the CVWO website:

https://vawildliferesearch.org/
In My Opinion

A View on Northampton’s Comprehensive Plan
By Arthur Upshur

With only 3 of 5 Supervisors attending, on June 8 the Northampton County Board of Supervisors voted to adopt the new Comprehensive Plan, with some agreed-upon additions. I have mixed feelings about our amended Plan. The citizen involvement that we hoped for was insufficient; there are still too many residents who are not aware of the process that has just ended. It includes parts that still worry me about how good a foundation it will be for our future zoning. But it has been adopted, and that is a milestone. So we can start moving forward.

This is admittedly a difficult process. The Eastern Shore is changing – with new residents, new businesses, new pressures, new problems, and new challenges. Change is always hard to manage. Our rural values communicate an authenticity that combines quirkiness, heritage, friendliness, rural outlook, and the breathtaking natural beauty of our waterways and marshes. People seek this out as a great place to live, to retire, or to visit. It comes with challenges to school quality, health care availability, internet connectivity, and economic viability. If we change too fast, we lose what makes us special. If change is too slow, communities like ours atrophy, decline, and become vulnerable to industrial development pressure.

So how to find that balance? Our Comprehensive Plan is the foundation of our vision for the future. It works best when there is time for a community to create consensus of what that will be. Building any consensus takes a lot of time, discussion, meetings, iterative edits, and a planning organization that is willing to undergo all that pain and work to get there. Our last plan 11 years ago was based on church and fire hall meetings, community gatherings – seemingly endless small sessions to explain the process to residents and to gather input to see where consensus might be. Sometimes uncomfortable, often tedious, and breathtakingly long. But out of that came a lot of confidence that much of what our community wanted for our future was captured.

Sadly, that has not been the history of the current plan’s process. The pandemic sharply limited the ability to share information and gain input. Missing were opportunities for direct conversations and the debates that help find consensus, reduce misperceptions, and improve communication. The time between the first meetings and the follow-up was long, with little new community input. There were attempts to broaden the reach, but meetings were sometimes poorly attended, and COVID-19 meant that many did not feel comfortable participating so directly. The process of revision and improvement has been a little rushed because we really did need to move forward – updates of our plan were long overdue.

In addition, reviewing and revising the Comprehensive Plan continues to be a challenge for our Planning Commission, whose members are unsung heroes in our local government. Their task is challenging, requiring training to accomplish well. It is almost always thankless, with criticism no matter which way they turn. It is also not an easy role to get volunteers for. Our Supervisors struggle to find willing participants. Sometimes we end up with commissions embodying such disparate styles and approaches that working as a team is difficult. Supervisors seldom have the luxury of focusing on teamwork and skill sets when selecting commissioners. But the current team, despite all the obstacles before them, despite the pandemic, has produced a draft, working many hours attempting to incorporate input and create a document that represents us. I marvel that they got it done and I believe they deserve our thanks for the effort.

Kelley Lewis Parks, Northampton County Planner and GIS Specialist, is another unsung hero. By all accounts, she has been outstanding in keeping the process moving forward. Her role might be the toughest of all, since she simultaneously works with a sometimes-factionalized Planning Commission, while trying to follow Supervisors’ pontifications on what directions they want to pursue. This often accompanies a lack of management support from a Planning Department busy with countless other priorities, in a booming real estate market and building environment.

So here we are. An amended Comprehensive Plan has been adopted. Next task is revising the Zoning Ordinance to comply with the amended Plan. How will the Plan support that effort? Will it result in a Zoning Ordinance that the community can endorse? We have seen what happens with zoning when the Plan is essentially ignored. Hopefully now, with enough vaccinations to create more normality, we will carefully and thoughtfully approach zoning challenges; information will be shared by planners; and residents will participate. This Comprehensive Plan, perhaps without enough community understanding of the process just completed, might still support managing the changes needed to make this a better Northampton. But it will take a strong effort in amending the Zoning Ordinance to do it. Fingers crossed.

UPDATE: In the January 2021 ShoreLine, we reported that Food Lion stores, Walmart, and Accomack County convenience centers had suspended collecting plastic bags for recycling. Food Lion and Walmart are now collecting these again; we’ll let our members know when Accomack County resumes their collection as well.
**Community Calendar***

*NOTE: For current status of public meetings, go to the appropriate website or contact by email or phone.*

**Accomack County**

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<td>Board of Zoning Appeals</td>
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<td>Planning Commission (PC)</td>
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**Northampton County**

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**CBES and Other Activities**

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<td>3rd Tues</td>
<td>CBES Board Meeting</td>
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<td>Eastville or Belle Haven</td>
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**INFORM, ENGAGE, EMPOWER!**

Check your label – if it doesn’t show ‘21 or Life, you need to renew (cbes.org).

**SAVE THE DATE**

August 10, 2021
6:00 PM
“A&N Electric Cooperative & You” Forum
(via Zoom)

Learn about your rights as a Co-op Member/Owner, what’s a voting proxy and how to use it, what other coops are doing to save money on energy and expand broadband, and more!

Details to follow on Virginia Organizing Eastern Shore Chapter on Facebook

Presented by Virginia Organizing Eastern Shore Chapter and CBES

For membership and other CBES information:
www.cbes.org