



THE ELECTRIC COOPERATIVES OF SOUTH CAROLINA

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May 18, 2015

The Honorable Nikki R. Haley
Office of the Governor
1205 Pendleton Street
Columbia, SC 29201

VIA HAND DELIVERY

RE: Santee Cooper Board vacancy

Dear Governor Haley:

We recently wrote to you regarding the expected vacancy on the Santee Cooper Board due to your recent appointment of Catherine Heigel as the new Director of DHEC. In that letter, we recommended that you give strong consideration to three retired or retiring electric cooperative chief executive officers. We also noted that such a wealth of industry experience presents a rare opportunity for this state.

The blessings continue. We are pleased to inform you that William L. "Bill" Fleming has also expressed interest in the seat. Bill retired last year as President and CEO of Marlboro Electric Cooperative, Inc. He spent 18 years leading Marlboro, and he has 43 total years of industry experience. As you can see from a quick review of Bill's attached resume, his success at Marlboro was significant. We believe that the appointment of any of the four gentlemen we have recommended would be a tremendous boon for both Santee Cooper and for the state. We ask that you give their candidacies serious consideration.

We appreciate everything you do to make South Carolina a better place to live and work. If you would like to discuss Bill or any other candidate in greater detail, please do not hesitate to contact us or them.

Very truly yours,

Michael N. Couick
President and Chief Executive Officer

attachments

William L. Fleming
210 Fairway Drive • Darlington, SC 29532
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OBJECTIVE: My goal and objective is to become a member of the board of trustees for Santee Cooper, and to utilize my personal, professional and management abilities in assisting the organization towards growth and renewed sustainability.

EDUCATION: **University of South Carolina**
School of Business
Bachelor of Science
Business Administration
Management and Marketing

St. John's High School
High School Diploma

EXPERIENCE: **Marlboro Electric Cooperative, Inc.** **1996 – 2014**
President and CEO

- Increased yearly revenues for the cooperative 245 percent from \$21.6 million in December of 1995 to \$74.5 million in December of 2013.
- Played a crucial role in bringing over 1,800 jobs and over \$750 million in capital investment to Marlboro and Dillon counties.
- Managed the day-to-day operations of the cooperative.
- Managed business development for industrial and commercial accounts through recruiting manufacturing and distribution companies while assisting with current expansions.
- Helped Marlboro Electric become the largest industrial cooperative in the nation among 920 other electric cooperatives.
- Developed and managed operations, assets and employees of solely owned economic development subsidiary, known as Marlboro Development Team, Inc.
- Developed and maintained strategic business plans.
- Traveled with allies and individually to meet with consultants and companies for the purpose of recruiting new business opportunities.
- Created and preserved contractual agreements between new and existing commercial and industrial accounts.
- Negotiated Wholesale Power Agreement with generating and transmission wholesale provider.

- Managed rate implementations affecting the vast majority of member-owners.
- Served on numerous boards related to economic and community development and was instrumental in the implementation of the Marlboro County Economic Development Partnership Board where he served as their first chairman.

Pee Dee Electric Cooperative, Inc.

1971- 1996

Vice President, Customer Services and Government Relations

- Assured that the functions of the Customer Service Department were consistently performed to provide the full service to the membership.
- Served as legislative liaison with local House and Senate members to inform them of concerns of the cooperative.
- Worked successfully with city and county officials to enhance the partnership between the cooperative and the community.
- Secured electric service franchise agreements with major cities in cooperative territory.
- Developed and implemented a corporate image-building campaign.
- Worked in public and media relations by coordinating co-op daily activities, annual meeting promotions, TV interviews and press releases.
- Participated in the economic development team by working with county development directors.
- Made regular presentations to board of trustees at their monthly meetings.
- Analyzed monthly wholesale power bill for engineering and budgeting projections.
- Designed and implemented the registration and voting procedure at the annual meeting of members.
- Handled customer complaints.
- Automated the customer billing and payment processing procedure.
- Maintained our percentage of uncollectable to revenue billed at 2/10 percent.
- Prepared department budgeting and compiled total budget for annual presentation to board of directors.
- Designed and implemented retail electric rates.
- Assured that all meters were properly read and recorded.
- Assured that all new service needs, disconnects and maintenance/upgrade service order functions were completed in accurate and courteous manner.

William Fleming
Page Three

- Performed the staff coordination as it related to labor relation problems and worked closely with cooperative's labor attorney to resolve various issues.
- Assisted Executive Vice President & General Manager in developing the cooperative's wage and salary policy and program.
- Coordinated the training programs as they related to NRECA and the cooperative's statewide association.

SKILLS:

Professional: Leadership and Management Skills, Negotiation Expertise, Public Speaking, Writing, Sales and Marketing Speaking, Writing, Sales and Marketing

Computer: Microsoft Office including Word, Excel, Access and PowerPoint.

AFFILIATIONS:

- Board Member, Kiwanis Club of Darlington
- Board Member, Palmetto Economic Development
- Chairman, Darlington County Jetport
- Chairman, Marlboro County Economic Development Partnership Board
- Chairman, The Carolinas I-95 Mega Site Board
- Chamber of Commerce of Florence, Darlington and later Marlboro Counties
- Clemson University Palmetto Leadership Program
- Coker College Board of Visitors
- Darlington Housing Authority Board Member
- Dillon County Public-Private Economic Development Partnership
- Elder, Darlington Presbyterian Church
- Executive Board, Cooperative Electric Energy Utility Supply
- First Citizens Bank and Trust, Darlington, S.C., Advisory Board
- First Cooperative Federal Credit Union Board
- Habitat for Humanity
- Mayo Magnet School for Science and Math founding Chairman
- NESAs Board
- Pee Dee Postal Customers Council
- Secretary/Treasurer, The Electric Cooperatives of S.C., Inc. State Board
- Secretary/Treasurer, Central Electric Power Cooperative, Inc. Executive Board
- S.C. Electric Cooperatives' Human Resources Association – Past Vice Chairman
- Spring Elementary School Improvement Council
- U.S. Army National Guard Active Medic
- United Way of Darlington

HONORS:

- Pate Award at St. John's High School for sportsmanship, loyalty, and team spirit.
- 2000 South Carolina Ambassador for Economic Development award
- Featured as the cover story for the Greater Pee Dee Business Journal in March of 2006 for his efforts to bring business and industry to rural counties.
- 2006 Distinguished Cooperator of the Year

REFERENCES:

(Professional)

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