

THE FLOW

CUSTOMER NEWSLETTER

September 2021 Edition 228 Georgetown Road, Jacksonville, NC 28540 (910)455-0722 www.onwasa.com



FROM THE DESK OF
JEFF HUDSON, CEO

1 Mustang + 1 Ditch + 1 Farmer = A life lesson about Values



Back in 1986 Rhodestown Road was a two-lane dirt and gravel road with farm fields on either side. It also had a few more curves, which, if you are not paying attention to, would place your vehicle gingerly into the roadside ditch. Unfortunately, I know this for a fact. Just as I know that if the rear wheels of a 1986 red Mustang coupe (like the one pictured above) are about two feet up in the air they will do absolutely nothing to help the driver back out of said roadside ditch. In effect, the driver would be stuck, standing there like a very young idiot.

Around 35 years ago that was me. I was alone and had no idea what to do. There were few cell phones back then. Thankfully, a farmer by the name of Marion Howard came driving along in a big truck. Mr. Howard was kind enough to tie a rope to my car and ease it backwards out of the ditch. He never called the Sheriff or my Mom. He just stopped and helped me. And amazingly, there was hardly a scratch on that pretty red paint.

That night taught me several important life lessons. First, pay attention on a curvy gravel road at night. Second, there is something wonderful about living in a community where a farmer who lives down the road will help someone in need. Finally, you can impact a person's life in a dramatic way simply by treating them like you would like to be treated.

Two months ago Mr. Howard passed away. The first thing that passed through my mind was the image of him bending down tying that rope to my car. In all this time, I have never forgotten that kindness. Thankfully, our utility has been blessed with everyday heroes that demonstrate that same concern for others. Over the past few years I know of a field crew that stood at attention as a funeral procession went past, touching the family deeply. Of a metering technician that brought emergency assistance to an elderly customer in a home. Of crews stopping to change tires for stranded motorists. Of ONWASA employees that were on alert and called 911 for crime victims. Of workers that took money out of their own pockets to help people in need. All of these examples are real. Our employees have made this community their home. We not only work for you, our customer, we live beside you every day. I pray that we may always exhibit the strength of character shown by Onslow's best ... the salt and light of the Earth ... people like a kind older farmer willing to help a kid out.

Most large organizations have standard operating procedures (SOPs). But what do you do when life hands you a question that does not “neatly fit” into an SOP? We believe that all decisions should be guided by our organizational values. These are our deeply held beliefs, norms, and qualities, which drive day-to-day activities. Our expectation is that every customer interaction will provide proof that we follow our values.

These are our values.

- ◆ **Integrity** - doing the right thing
- ◆ **Caring** - treating others as we would like to be treated
- ◆ **Dedication** - to our mission, our employees, and our community
- ◆ **Environmental Stewardship** - protecting and enhancing our environment
- ◆ **Sense of Community** - working together toward shared goals

“It is not hard to make decisions when you know what your values are.”

-Roy E. Disney



Fran's Amazing Pound Cake

Regarded as one of the best pound cakes in the South, this recipe is provided to you by permission of one of our ONWASA customers, Mrs. Fran. A native of Onslow County, Mrs. Fran developed the art of baking this unique cake over decades! It is not heart healthy, low calorie, or cholesterol-free. But it is AMAZING! Mastering this recipe is perhaps more of an art than a science. Thank you for sharing this Mrs. Fran!

Ingredients: 1/2 pound of butter, 1/2 cup of Crisco, 3 cups sugar, 5 large eggs (if smaller, use 6), 3 cups and 5 Tbs. of all-purpose flour, 1 cup carnation milk mixed half-and-half with water ... maybe a little more water, 2 Tsp. pure vanilla extract, 3/4 Tsp. baking powder.

Special Instructions: Mrs. Fran recommends using a heavy, square tube pan. The pan should be lined on the bottom with wax paper. The entire inside of the pan, including the wax paper, should be thoroughly greased with butter.

Instructions:

- Cream butter, Crisco and sugar; add eggs one at a time beating well after each addition.
- Alternate adding flour and milk.
- Add vanilla extract and baking powder.
- Beat well.
- Bake in tube pan for 1 hour and 35 minutes at 300 degrees. Do not preheat oven.
- If you have done it correctly, the result is a rich, buttery cake with a flaky top. Best served warm with milk or coffee.