

2014

SO
PRIZE

INNOVATION



INVENTING SOUTHERN COMPANY'S FUTURE



SO
PRIZE



The logo consists of the letters 'SO' stacked above the word 'PRIZE', both in white, bold, sans-serif font, set against a solid red square background. The background of the entire page is a complex geometric pattern of overlapping shapes in various colors (green, blue, yellow, red, orange) and patterns (solid, stripes, chevrons).

SO Prize Innovation Competition 2014

Helping Invent Southern Company's Future

On May 6, 2014, Southern Company CEO Tom Fanning announced the establishment of a new competition for system employees – one specifically aimed at harnessing the power of innovation and collaboration. The goal, he said, was to help the company “look around the corners of the future” and position itself for success in the 2020-2025 time frame. He asked employees to “think big” and unlock their own creativity.

It was called SO Prize, and it would provide significant cash awards to employees who came up with the best solutions for addressing the future challenges faced by Southern Company and the electric utility industry.

The first step in the SO Prize process was to define for employees what the future might look like – and then ask them to weigh in with their own insights. A “View of the Future” was introduced on the new SO Prize website, broken down into five key areas: Customer Expectations, Demand for Electricity, Public Policy, Generation Portfolio and Workforce.

Using the View of the Future as a backdrop, employees were next asked to submit their ideas for innovating Southern Company's business.

And boy, did they ever.

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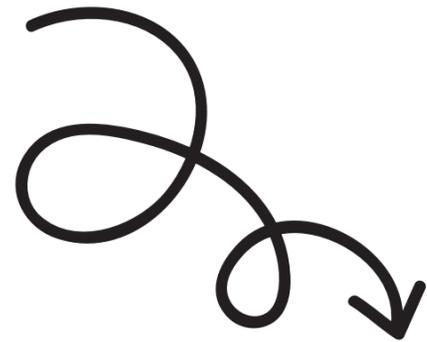
During the month of June, 976 entries poured in from some 560 individuals and teams. Many teams were made up of employees from different operating companies and subsidiaries, collaborating across geographic and business unit lines.

Other employees soon joined in, submitting more than 5,200 online comments on the entries. Many of those comments were used by idea submitters to enhance and expand their proposals in preparation for the first round of selection. A specially selected group of moderators – subject-matter experts from across the system – helped facilitate engagement in all phases of the competition.

On Aug. 5, the Top 20 ideas were selected and announced during a systemwide webcast from Georgia Power headquarters in Atlanta. Ten of those ideas were selected by a review panel of system executives and outside experts, while the remaining 10 were chosen by employees, who cast more than 14,000 votes through the SO Prize online portal. Each of the Top 20 received a cash award of \$1,000 per individual, up to a maximum of \$5,000 per team.

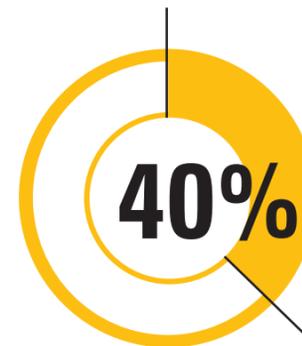
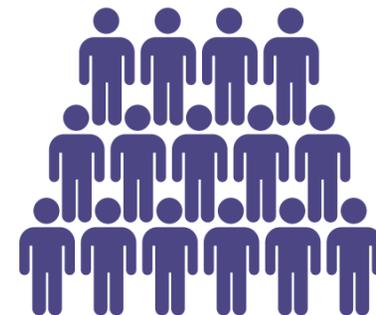
In addition to the Top 20, six ideas were recognized by the review panel as Honorable Mentions. Each received cash awards of \$500 per individual, up to a maximum of \$2,500 per team.

The Top 20 spent the next month expanding their ideas even further, giving



560

**TEAMS &
INDIVIDUALS**



**of the employee
population logged
into the SO Prize
website at least once**

a more thorough explanation of how each idea would be implemented and how Southern Company would benefit. Once again, employees were asked to vote for their favorites, this time using a special “pairwise” format that enabled head-to-head comparisons of every idea against every other idea. Once again, the review panel was convened to make their selections as well.

On Oct. 7, the six winners of SO Prize were announced, this time live from Alabama Power headquarters in Birmingham. Each received a cash award of \$10,000 per individual, up to a maximum of \$50,000 per team, and became eligible for a possible pilot or “proof of concept” stage that would move their idea toward further development and possible implementation. Those chosen to continue would receive an additional cash award of \$15,000 per individual, up to a maximum of \$75,000 per team.

During the webcast, Fanning noted that the competition had enabled Southern Company to tap into an existing wellspring of innovation among its employees. In fact, 40 percent of the workforce had engaged in the competition by logging into the SO Prize website at least once.

Not every idea could be a winner, but many of them held enough promise to warrant further consideration. In fact, hundreds of SO Prize proposals were passed along to system executives, who committed to review them and provide recommendations. In the end, every employee who submitted an idea to SO Prize was notified of a disposition for their proposal.

The competition was a tremendous success, and marked the beginning of a much larger transformation. By underscoring the importance of an innovative culture – and the readiness of the workforce to pursue that path – SO Prize 2014 truly set the stage for Southern Company to shape its future.

REVIEW PANEL

Greg Barker *(Senior Vice President, Marketing, Alabama Power)*

Chuck Darville *(Vice President, Marketing & Program Management, Southern Company Services)*

Tom Fanning *(Chairman, President and CEO, Southern Company)*

Tom Flaherty *(Senior Partner, Strategy&)*

Kim Greene *(Chief Operating Officer, Southern Company)*

Anne Kaiser *(Vice President, Northwest Region, Georgia Power)*

Mark Lantrip *(President and CEO, Southern Company Services)*

Arshad Mansoor *(Senior Vice President of Research & Development, Electric Power Research Institute)*

Larry Monroe *(Chief Environmental Officer and Senior Vice President, Research & Development, Southern Company Services)*

Steven Specker *(Southern Company Board of Directors)*

Chris Womack *(President, External Affairs, Southern Company)*

MODERATORS

New Products and Services

Rita Breen, Bill Jones, Tom Bedics

Business Model

Kevin Bassler, Kenneth Shiver

Generation

Michelle Mozena, Riley Wells

Transmission

Doug McLaughlin, Chris Caldwell

Distribution

Selina Lee, Rich McDonell

New Technology

Chris Gray, John Baxley, Joe Massari

Cost Reduction/Process Improvement

Christy Thom, Larry Sitton

Regulatory Strategy

Christine Baker, Kyle Leach

Sustainability/Environmental

Kevin White, Brian Yablonski

IDEA WINNERS

WINNER

A Path to Move Away from Carbon in the Transportation Sector

Idea Submitter: Chethan Acharya (SCS)

Team: Todd Wall (SCS)

A while back, Chethan Acharya attended a conference on how to use hydrogen to reduce emissions. As Acharya listened to the proposed processes, he thought about how they could apply to Southern Company and how they could protect the environment.

The team's proposal calls for using existing power plants to make hydrogen, which could be transported by liquid carriers to fuel stations using existing oil pipeline infrastructure. The gas could then be used to power proton-exchange membrane fuel cell vehicles on the open road.

As an energy source, hydrogen produces only water, while emitting zero greenhouse gases. It is often used in fuel cell technology as a replacement for batteries or fossil fuels, with efficiencies as high as 60 to 80 percent. Industrial uses include chemical plants, oil refineries and semiconductor manufacturers. With 9 million metric tons of hydrogen already being produced every year in the U.S., hydrogen has significant near- and long-term potential.

Because hydrogen in its free form does not exist in nature, it must be derived from existing sources (water and fossil fuels), and this requires energy. The Southern Company system could provide that energy by tapping

into excess generating capacity and then selling the hydrogen it creates to current users in the industrial sector, thereby creating a new revenue stream.

The ability to produce hydrogen should spur the growth of hydrogen markets in the transportation, residential and industrial sectors for fuel cell application. This could help pave the way toward a carbon-free hydrogen economy, with Southern Company positioning itself as the leading supplier of hydrogen for this market.

Existing generating units could be retrofitted to produce hydrogen. Partnerships – with various industries, research organizations, environmental groups, and federal and state agencies – could be developed to build the necessary infrastructure.

Acharya's idea would enable Southern Company to penetrate the transportation market in an additional way, while also generating revenue and creating new customers – which could be increasingly important when the economy is stagnant. The plan would also provide positive environmental impact, diversify fuel sources and make business operations more efficient.



WINNER

Revolution: A Southern Company PEV Concierge & Infrastructure Initiative (merged idea)

Idea Submitters: Bryan Coley (Gulf), John Socha (SCS)

Team: Blair Farley (SCS), Trey Hayes (APC), John Peters (GPC),
Jamie Sandford (APC), Lincoln Wood (SCS)

Southern Company provides the fuel for electric vehicles. If the company could establish an electricity-fueling infrastructure, EVs could rule the road. That's the premise for this team, which proposes to expand charging infrastructure throughout the Southeast by creating a network of charging stations, thereby increasing EV adoption.

"We want to generate additional revenue for the company," says Bryan Coley. "So we figured, let's take the charge to the customers. Let's convince them that it is better to drive electric." Their proposal includes an aggressive marketing program and flat-bill pricing plans rather than traditional pay-per-use.

Revolution creates a comprehensive approach to accelerate plug-in electric vehicle (PEV) adoption through four main tenets: pre-sale education and awareness, PEV sales and leasing facilitation, post-sale customer service and a robust vehicle-charging network.

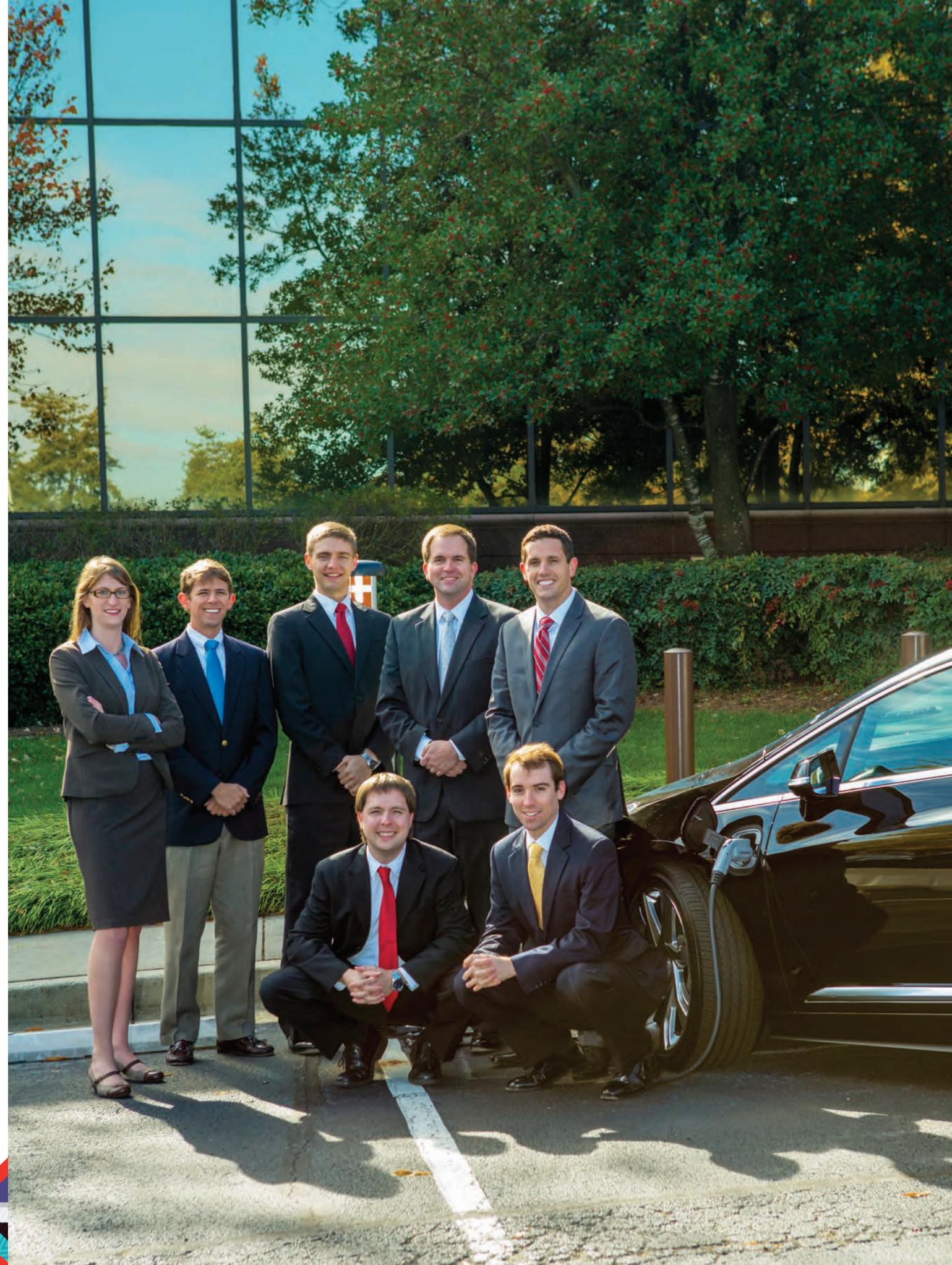
The infrastructure initiative would start by promoting charging stations at home and work and later expand to public locations. Southern Company would retain ownership of the equipment, using existing staff to install and maintain it. Customers would sign up at various membership levels, such as home charging, workplace charging, public charging or fast charging. Pricing

could be bundled into packages based on customer preferences, such as "Nights and Weekends."

The proposal would transform the PEV-buying experience with an exciting one-stop shop that enables customers to analyze their driving needs, compare their options and access a network of convenient charging options. The goal would be to support customers as they enter the world of electric vehicles and help grow company revenue.

Revolution would also establish strategic concierge locations in the Southeast to educate customers while providing them with hands-on driving experiences and the opportunity to purchase PEVs through a network of partner dealers.

The economic impact of less pollution from the transportation sector can be expected to provide additional jobs, income and other benefits within Southern Company's footprint. Benefits can also be expected in the areas of customer satisfaction and lessened environmental impact.



WINNER

Empowering People, Expanding Opportunities

Idea Submitter: Lisa Roddy (Gulf)

Lisa Roddy has heard the same complaints from customers at rate case hearings over the years: “We don’t have a choice who we buy our power from.” Or, “I can’t afford my power bill.” But rarely, she says, does anyone complain about their cell phone bills. “I asked myself why and realized cell phone customers are given options that enable them to customize their plans,” she says. “Why can’t we structure electric rates the same way?”

Under Roddy’s vision, customers could pay a set amount monthly for unlimited usage or pay only for what they use. If customers don’t want to customize, the operating company could offer pre-designed packages that include everything they need or want.

The idea centers on creating a “menu of services” for customers, similar to cell phone packages that are available in the marketplace today. The company would allow customers to choose a usage plan that best meets their needs, while offering other options such as blocks of renewable energy, rooftop leasing options and/or an option to finance solar for their home.

Surge protection could be offered at a fixed price each month, or if the customer owns an EV, a home charging station could be another option. Other products – such

as home appliance warranties or energy-efficient appliances for a discounted price – could be offered in bundles.

Roddy foresees forming several teams to coordinate the various components of the plan – from developing the business model to designing the pricing plans, creating the marketing materials and training employees throughout the system. She also suggests leveraging the expertise of external parties with experience in developing such plans for the telecommunications industry.

Pending any major obstacles, a pilot program could be implemented in two to three years with full implementation systemwide in eight to 10 years. While the primary benefit would be increased customer satisfaction, trust and loyalty, company revenues could get a boost from the sale of other product options, such as warranties or appliances.

Roddy says her plan would not only give electric customers more choices, but also increase satisfaction and stabilize bills. “It would set Southern Company apart from other utilities nationwide,” she says.



WINNER

Unmanned Aerial Vehicles (UAVs) – for Inspection and Patrol

Idea Submitter: Paul Schneider (GPC)

Team: Matt Clarkson (APC), Dexter Lewis (SCS), Drew McGuire (SCS),
Patrick Norris (SCS), Renato Salvaleon (GPC)

Back in 2006, before the Federal Aviation Administration started placing restrictions on unmanned aerial vehicles (UAVs), Paul Schneider's transmission department purchased one to explore its capabilities. Since then, Schneider has been dreaming up ways that UAVs could improve efficiency for Southern Company. He has also kept a watchful eye on regulations and notes that the FAA is now granting waivers for utilities to use UAVs.

Today, aerial inspections of power lines are performed with manned aircraft flying low and in close proximity to existing infrastructure. Though valuable, these inspections can be hazardous. The use of UAVs would greatly reduce risk from many of these activities.

In addition, UAVs can dramatically reduce the time between data collection flights that require air support. Less time between collections ensures more current information and images, which could help identify potential problems that lead to power outages. Flight-based data collections by UAVs are also much cheaper than by helicopter and winged aircraft and enable closer inspection with less environmental impact.

Schneider and his team propose to accelerate the testing, development and deployment of UAVs and associated systems for utility use. The goal would be

to deliver value to the Southern Company system and its customers by implementing UAV technology across the business.

Many company functions could benefit: The land department could better monitor encroachments, distribution could more efficiently assess storm damage and transmission could better monitor lines.

The team projects that systemwide deployment of UAVs could generate a cumulative economic impact of more than \$58.3 million by 2025. With more frequent inspections, failing assets would be identified earlier, resulting in increased system reliability. Outages could be shortened by an average of 1.5 hours per outage through the use of UAVs – eliminating almost 11 days of outages every year.



WINNER

Water, Water Everywhere

Idea Submitter: Ray W. Smith (SCS)

*Water, water, everywhere,
And all the boards did shrink;
Water, water, everywhere,
Nor any drop to drink.*
- From "The Rime of the Ancient Mariner"

In recent years, as droughts and water shortages have made headlines, Ray Smith couldn't help but think about something most of us learned in school – that three quarters of the world is water. "Our service territory is bordered by several hundred miles of water," says Smith. "What if we built a series of desalination plants along the coast lines? Then it's not really a water shortage as much as it is a location issue."

With 400 miles of coastal access and 27,000 miles of transmission line right-of-way, Smith envisions a grid of pipelines that could move water where it is needed. Water could be pumped at night, when rates are low, to regional reservoirs and then gravity-fed or pumped to customers.

Smith's idea could benefit the company in several ways. It could compete with existing water suppliers, producing a new revenue stream and possibly new customers. The new water source could also cool generating plants, be introduced into rivers to enable hydroelectric generation or improve navigation and recreation during times of drought.

Seawater is not fit for human consumption until the salt it contains is removed. That's the purpose of desalination plants. The obvious location for these plants is near the coast – and some of those locations are adjacent to the system's power plants.

Desalination plants would be constructed to take seawater from the coastlines, convert it to fresh water and then pump it through pipelines along the transmission rights-of-way. Providing the Southeast with a virtually unlimited source of water could help alleviate ongoing discussions between states over the current limited supply and potentially solve every local community's concern regarding droughts and water rationing.

Analysis suggests that desalination production to serve the Atlanta area should be delayed for 12 years. At that time, the cost of producing a gallon of water by desalination is projected to be lower than current Atlanta water rates, thereby enabling the business to start off as a profitable entity. Until then – because a big part of the cost is for piping – consideration should be given to a phased approach, providing desalinated water to the coastal areas and 50 miles inland first, then moving farther inland as the economics improve over time.



WINNER

SoConnected

Idea Submitter: James Young (APC)

Team: Noel Black (SCS), Chris Blake (APC), Stoney Burke (SCS), Hannah Flint (SCS), Joe Massari (SCS), Todd Perkins (APC), Tom Schmaeling (APC), Nick Sellers (APC), John Smola (APC), George Stegall (APC), Jeanne Wolak (SCS)

Anyone in business knows that if you stick with the customer, they'll stick with you. "We want to maintain relationships as the customer's trusted energy source," says James Young, "strengthening the relationship and defending against groups who want to replace us as an energy supplier."

The SoConnected team believes the key to increasing customer satisfaction, loyalty and revenue lies in better understanding what customers want and treating them as individuals. The idea: Use smart data to identify the moments that matter for customers and proactively provide individualized solutions. That could be information – the right message to the right customer at the right time and through the right channel – or new product and service offerings.

By using this data-driven approach, the system could identify and better understand customers' unique needs and desires and be proactive in meeting their expectations. SoConnected would accomplish this by taking advantage of Southern Company's key competitive assets – namely, its data, brand and franchise. In fact, the team feels the biggest risk lies in not capitalizing on these advantages and allowing others to displace the system as the customer's single trusted energy provider.

Because Southern Company already maintains much of the data and framework required, SoConnected could be implemented within one to three years. Data analytics would provide actionable insights that enable the company to focus its attention on those customers who are most likely to have middling or low satisfaction scores to quickly increase customer satisfaction. In addition, the analytics would help the company identify opportunities to increase satisfaction among customers whose satisfaction scores are already high.

Data would also help indicate which products and services should be developed and the most strategic and cost-effective manner in which to implement new programs. Routine modeling would enable the company to evolve along with changing customer expectations and new technologies.

The SoConnected team believes that this data-driven approach to customer satisfaction would help the company remain central to customers' lives.





Software Tool for Project Development at the Business Unit Level

Idea Submitter: John Banger III (APC)

Team: Charles Ivey (APC)

John Banger has served in engineering and compliance roles at four Southern Company system plants since 1976. Nearly 30 years ago, he created a solution and process to help him manage projects more consistently. Today, he and coworker Charles Ivey are proposing an updated version of that original solution, which has been used effectively and has multi-user and security features.

Currently, Banger says, Southern Company Generation does not have a consistent process with a supporting solution for developing, justifying, prioritizing, documenting, cost-estimating and budgeting projects. Banger and Ivey believe their new solution and process would transform the way business units across the company view ideas, projects and budgets.

The solution collects ideas and project data in a consistent manner, using a template shared across the

company. The use of a common template and process enables more effective project management, produces more accurate budgets, enhances knowledge retention and reduces employee stress. "It's all about changing the way we view projects and it all starts with the idea phase," says Banger.

The ability to collect and quickly process ideas, using a consistent method across all company business units, would better position Southern Company to proactively adjust to changing business conditions and seize new opportunities in a timely manner. This flexibility would enable organizations throughout the company to continually improve their business at the speed at which they can generate, process and implement ideas.



Virtual Substations

Idea Submitter: Amaha Dejene (SCS)
Team: Victor Dalton (SCS),
 Freddy Koyagiolo (SCS), Chris Worley (SCS)

This team's idea is to use technology to improve the efficiency of the design, operation and maintenance of substations and power plants – facilities considered part of the critical infrastructure of the U.S. electric system.

Using this 3-D virtual technology, engineers would be able to examine remote substations while still in their offices. They could design new substations and modify existing ones without having to drive back and forth to the site, lessening turnaround time and decreasing travel expenses. Virtual simulation would improve productivity, reduce design errors and even improve cost estimation, while enhancing training for new hires and facilitating knowledge transfer.

The first phase of the project would include purchasing the necessary hardware and software and training in-house engineers in their use. Developers would also establish strategic partnerships with research institutions and equipment manufacturers to enhance technologies and expand training opportunities. The second phase would involve expanding the project from a few selected substations to the entire system and exploring other applications of the technology for external customers, such as structural analysis, heat and energy flow analysis and physical security implementation.

The plan would improve not only the security of critical infrastructure – by monitoring remotely for intrusion or unexpected events – but also the safety of employees by reducing the number of visits to the field, thus reducing the frequency of operational accidents. Design time could also be reduced by more than 20 percent.



The Gift of Power – APC, GPC, FPC, MPC

Idea Submitter: Pam Garner (SCS)
Team: Heather Land (APC),
 TaShawn Mathews (APC)

When Pam Garner heard about SO Prize, she immediately knew what she wanted to propose – prepaid gift cards that could only be used to pay monthly power bills or pay for appliances purchased from the company. Garner had previously tried to pay power bills for family members who were facing difficult times, but had been unable to because of company policies.

TaShawn Mathews had a similar experience. During her mother's ongoing battle with cancer, she once received a gift basket with a grocery store gift card inside. This is great, she thought, but I wish I had one from Georgia Power.

The proposal would be implemented through a partnership with an existing gift card provider that would allow system companies to purchase various denominations in bulk.

The cards would then be sold directly by the companies and promoted via advertising, websites, monthly billing statements and other media.

While this idea might not create new income for the company, it boasts three key benefits: 1) accelerated cash flow through prompt collection of revenue; 2) increased efficiency resulting from fewer calls to customer service from customers struggling to pay their bills; and 3) increased customer satisfaction and goodwill – especially during peak season.

With more than half a million system customers living at poverty level, the potential for such a low-cost program is easy to see. Charitable organizations could represent another potential market for the program. Extensive education of customer service personnel and customers alike would be required to ensure that the gift cards are recognized in the marketplace as being legitimate and to help prevent potential instances of fraud.



Onsite Child Care/Learning Centers

Idea Submitter: Julia Green (SCS)

Team: Alison Brown (GPC), Casey Groce (SNC), Shannon Harris (GPC), Matthew Montz (SNC)

About one-third of Fortune's Best Companies to Work For in 2013 offered onsite child care, well above the national rate of 7 percent. Julia Green and her team believe adding onsite child care facilities around the system would provide significant value for employees and the company.

Green says access to top-notch child care is critical to attracting and retaining a bright, innovative workforce. Onsite child care enables parents to save time and money on lengthy commutes and helps them remain focused and productive by reducing worry. Such facilities can also reduce employee turnover and promote workplace diversity by removing obstacles that can sometimes keep new mothers from returning to work.

The onsite child care center model has already been proven at two Georgia Power locations, where a

combination of federal and state tax credits pays for 100 percent of capital and 90 percent of operating costs. Surveys conducted in early 2014 show the majority of employees at both locations believe the child care centers have a major impact on their ability to concentrate on the job, increasing workplace productivity. Just a 5 percent increase in productivity can deliver benefits of \$200,000 per year for each facility.

A recent survey of 3,100 parents at nearly 200 organizations across the nation – all of whom had children at employer-sponsored child care centers – reports that 31 percent of "Gen Y" respondents turned down job offers at other organizations due to the lack of worksite child care. According to one estimate, employers average 45 percent lower voluntary turnover rates among center users compared with non-center users.

SO Communities

Idea Submitter: Aaron Latham (APC)

Team: Christine Baker (APC), Chris Blake (APC), Hallie Bradley (APC), Cedric Daniels (APC), Brandon Glover (APC), John Hudson (APC), Anthony Oni (APC), Nick Sellers (APC), Tony Smoke (APC), James Young (APC)

The goal of SO Communities is to make money out of property the Southern Company system already owns, by building all-electric communities on company-owned land and offering data connections to the latest and fastest technologies.

Under the plan, the operating companies would offer two types of energy – electricity and data – and become a visionary real estate developer, redefining the way land is used.

The communities would feature new homes and businesses and a smart farm powered by LED lights,

as well as plug-in electric vehicle charging stations and onsite car rental services. New sources of revenue could include Internet service, building automation services, energy-management systems, electric appliances and high-capacity storage batteries. Meanwhile, enhanced data collection would enable better understanding of customers' needs and preferences.

"The new places we would create and the state-of-the-art technology we would offer would bring positive visibility, prosperity and growth for the communities within our footprint," says Aaron Latham. "We're seeing scores of opportunities for growth and development. It comes down to arranging your pieces on the board in a way that stays four or five moves ahead of the market."

An example cited in the proposal was Celebration, Florida, a self-contained town developed on swampland unused by the Disney Co. and now labeled the most significant new town in the United States since the 1920s.





Always On – Beyond 99% Reliability with Standby Generation

Idea Submitter: Shiloh Lay (APC)

Team: David Brand (APC), Maria Burke (APC), Larry Evans (APC), John Kelley (APC), Mike Marler (APC), Sandra McCain (APC), Liz Philpot (APC), Dino Sfakianos (APC), Howard Smith (APC), Marie Thompson (APC), Nick Whatley (APC)

The public already looks to the power company as energy experts – so why not provide backup generation during outages instead of letting customers buy generators from other providers? That’s the reasoning behind this idea from the team known as “Beyond 99% Reliability.” “It seems to be a good fit for us,” says Shiloh Lay.

In addition to creating a new business line, getting into standby generation could benefit residential, commercial and industrial customers by providing a dependable, safe resource for backup power during outages. The team

envisions entire neighborhoods and office parks sharing a single standby unit to serve several customers at once. Solar and battery technology could even be incorporated.

The company’s existing expertise could be used in sales, service, leasing and financing. Although many businesses are already in this market, the brand recognition of Southern Company’s traditional operating companies could be a huge competitive advantage. “This would provide a benefit that our team believes many customers would prefer to receive from Southern Company,” Lay says, pointing out that onsite generation, once regarded as a luxury, is becoming more mainstream in an improving economy.

Benefits would include increased customer satisfaction and increased revenue. The company’s existing database could be used to help identify customers who have an immediate need for standby generation, with the biggest potential market believed to be in commercial and industrial markets.



Which Came First, Electric Vehicles or Charging Stations?

Idea Submitter: Travis Mays (SNC)

Team: Jason Cearley (SNC), Brian Meadors (SNC), Scott Stillings (SNC)

The idea began percolating in the simplest of ways – three commuting coworkers watching in disappointment each day as their vehicle fuel gauges dropped steadily toward “E.” A fourth employee, meanwhile, was inspired by something he read in *Big Bets* about Wendell Willkie’s decision to increase appliance sales during the Great Depression.

All four of them – employees at Plant Vogtle 3 and 4 – believe the solution is electric vehicles, and they think Southern Company should take the lead by simultaneously building out charging station infrastructure and financing EV purchases, thus avoiding the chicken-or-egg conundrum that often hinders new technologies.

In the process, the company would develop a networked EV system that enables charging stations to communicate directly with the consumer and also with the operating company. The networked chargers would enhance load management and use of capital – all while expanding the company’s relationship with the customer. Also included would be a special website for consumers to access EV information and services, as well as partnerships with auto dealerships to provide pre-negotiated pricing information and exclusive loan rates on new EV purchases.

The company would capture additional energy market share by shifting energy purchases from oil to electricity. The team projects that if 10 percent of residential customers purchased EVs, residential electric sales would increase by 4.5 percent, or roughly \$27 million in additional net income. If the EV penetration level rose to 50 percent, residential sales would increase by 23 percent, with \$135 million in net income.



Microwave Energy Delivery to Moving Vehicles

Idea Submitter: Troy Ryckeley (SNC)

Team: Jason Chesnut (SNC),
Don Gillahan (SNC), Hermie “J” Ilagan (SNC),
Paul Rodi (SNC), Craig M. Speh II (SNC),
Jerry White (SNC)

Troy Ryckeley would love to switch to an electric vehicle – but the ones he can afford could barely deliver him to and from work on a single charge. So Ryckeley and his team are encouraging Southern Company to develop a roadway microwave transmitter infrastructure to enable electric and hybrid vehicles to draw power from the grid while in motion.

The energy transmitted would be converted to a suitable DC voltage, charging the onboard batteries and extending the range of the vehicle. System companies could collect and track fees for the new power source using transponders or a QR code that associates the vehicle with the customer.

Previous treatments of this concept have called for embedding coils in roadway pavement, but Ryckeley argues that transmitters placed on shoulders and medians could power vehicles on either side of the street. Street lights, meanwhile, could be replaced with microwave-excited sulfur lamps that would provide safer travel for all vehicles.

The team’s vision is to empower commuters with longer commutes to switch to EVs. Southern Company would benefit by enjoying a fast-growing new market and expanded usage by existing customers. The cost of the technology could be recorded on a meter inside the vehicle and seamlessly integrated into each EV owner’s utility bill. And if the technology was implemented across the interstate system, an EV could go for as long as its driver felt like driving.



Job Swap: An Application to Locate Potential Development Opportunities for Employees

Idea Submitter: Phil Smith (SCS)

Team: Tim Coile (SPC), Jared Johnson (SPC),
Sam McClure (SPC), Faith Walker (SCS)

Phil Smith and his team believe employees will be an essential part of shaping the future of Southern Company. “For us to continue to be a leader in energy innovation,” he says, “we must not only retain talented employees but also provide a tangible avenue for their development.”

SWAP – the Southern Workforce Advancement Plan – would create a job-posting website for employees seeking a job swap or developmental move. The tool – which could utilize software systems already owned by the company – would pair employees who complement each other’s careers and enable them to take charge of their own development, while building helpful business relationships across the enterprise.

Team members believe the benefits would include lower turnover – especially among high-potential employees – as well as increased engagement levels throughout the workforce. This can be especially helpful, they say, given the large percentage of employees expected to retire over the next few years, a time when knowledge transfer will become increasingly important.

“Our idea can be thought of as a hands-on Student of the Business program that will increase knowledge sharing and development throughout Southern Company,” Smith says. He also points to anticipated improvements in workforce diversity and bench strength.

Because the platform will create a series of networks within the company, the team also believes that the embedded technology and connections could evolve into a broader application supporting interactive teams and employee communication.



Move Over, Cash; Data is the New King (merged idea)

Idea Submitters: Derl Rhoades (APC),
Jim Trupiano (SCS)
Team: Susan Gamble (APC),
Jesalyn McCurry (APC), Chris Stadler (SCS)

The members of this team – the result of a merger of two Top 20 ideas – sees customer data as an overlooked and underutilized resource that could lead to increased growth and sales. They believe the amount of data collected by the company could provide deep insight into directing products and services, satisfying customers and increasing revenue.

They point out that while the value associated with data is quickly becoming a second revenue stream for many companies, Southern Company's focus to date has been to protect customer data rather than leverage it. "Some industry experts believe the battle for customer spending will be fought inside the house," says Jim Trupiano.

The team's proposal is to monetize that data through a combination of sales and partnerships with third parties who can use the information to help refine their own target markets. At the same time, data analytics, they believe, could be used to improve operations and bring additional value to the customer experience. Adding new towers to the existing metering infrastructure could result in faster data and larger bandwidth.

Either of two possible business models could be applied – one that involves partnering with specific vendors to share revenue and another that focuses on selling directly to data brokers.

The team sees opportunities everywhere – a partnership with a major tech company such as Yahoo, Microsoft or Apple to compete with Google Nest; a joint venture to empower smart thermostats with customer data; or joining with third-party companies to retrofit old heating and air systems with smart technology.



Having Our Solar Panels and Keeping kWh Sales, Too

Idea Submitter: Doris Watkins (SCS)
Team: Jennifer Allen (SCS),
Lincoln Wood (SCS)

As an SCS marketing research analyst, Doris Watkins is part of a team tasked with "inventing the future." But it's her background as a Wall Street stock analyst that inspired her proposal.

"It's clear that Wall Street is very interested in the financial aspects of solar power," says Watkins. When the IRS issued a private ruling that solar equipment such as panels could be considered real estate and thus be eligible for special tax considerations under a Real Estate Investment Trust (REIT) structure, she saw an opportunity.

Watkins envisions Southern Company forming its own Solar Investment Trust LLC, which would lease solar panel systems to customers. Rather than pay \$30,000 to \$40,000 up front for panels, customers would pay a monthly lease fee.

A separate arm of the new business would cultivate and tend to solar gardens and solar farms for the benefit of all customers. Meanwhile, a non-profit entity would leverage community-based solar programs as an economic- and community-development tool.

The proposal also recommends modifying the My Power Usage tool on company websites to display the amount of solar energy produced both in kilowatt-hours and dollars and cents and help customers better understand their use of the solar power they generate – including the portion that has been "virtually stored" for them.

The benefit for the customer would be cost savings, while the company would benefit by reducing the subsidization of infrastructure costs by non-solar customers. Phase 2 would involve marketing to other regulated utilities upon request. Watkins says it's a great way for the company to play offense in the rapidly emerging market of distributed generation.



A New Subsidiary Company: Southern Innovation

Idea Submitter: Dirk Wooster (GPC)

Team: David Campbell (GPC),
Oksana Humphreys (SCS), David Kang (SCS),
Karen Sabatino (SCS)

Dirk Wooster's idea to create a new vertically integrated subsidiary – Southern Innovation – arose from reading industry publications and seeing numerous potential competitors emerging on the rapidly changing energy landscape.

The goal of the for-profit company would be to plan for new competition rather than waiting for it to surface. The venture would bring non-traditional energy products and services – such as solar rooftops, EVs and energy data management – to markets primarily outside the Southern Company system's territory. Southern Company would gain insight into the best energy-services products and into instructive markets that are already competitive or influenced by high rates, tough environmental standards and/or poor customer service.

Included in the proposal is an "innovation incubator" function that would gather innovative concepts from inside and outside Southern Company – as many as 500 per year – to consider for potential implementation. Of these, a handful would be commercialized each year, including the marketing and licensing of patents and trademarks.

Southern Innovation could prepare the company for success in whatever industry structure evolves, enable it to stay ahead of technology firms, expand its footprint into new national and international markets and gain knowledge to better serve existing customers. The company would enjoy new revenue streams and diversify its employee base by hiring experts from other industries who can help identify and respond to emerging competitive challenges.

HONORABLE MENTION





Customer Collaboration Lab: A Virtual Platform to Listen, Share, Test and Create (Faster! Better! Cheaper!)

Idea Submitter: Rita Breen (GPC)
Team: Mike Hazelton (GPC), Kevin Kastner (GPC), Joe Massari (SCS), Andy Phillips (GPC)

Rita Breen’s team proposes a virtual customer collaboration lab as a platform for Southern Company to listen to and engage with customers “in real time, at any time.” The team sees the lab as a natural extension of Georgia Power’s online customer panel, which has successfully operated for five years.

Because roughly 90 percent of Southern Company customers already have Internet access, Breen’s team believes a virtual platform would enable customers to participate in product design and testing phases quickly, easily and at little cost. It would also enable the company to observe customers – providing insight for creating new, profitable products and services.



Southern Grown: SoCo Technology Incubation Center

Idea Submitter: Chris Gray (SCS)
Team: Scott Bishop (APC), Wayne Pettyjohn (GPC), Rick Ranhotra (GPC)

According to Chris Gray’s team, Southern Company should create its own technology incubation center – “Southern Grown” – to partner with customers and collaboratively develop their great ideas into commercially viable products. Their proposal suggests that Southern Company is uniquely positioned in terms of resources, expertise, infrastructure and customer demand and that the company should leverage this position to develop technologies, processes and materials that could significantly influence energy consumption in the Southeast.

The team argues that by focusing on technologies with a high potential for widespread adoption in the South (e.g., manufacturing and farming), “Southern Grown” would nurture innovation, promote collaboration and generate revenue. The company could also provide access to the incubation center in exchange for distribution, future sales or intellectual property rights.

HONORABLE MENTION



Gateway to Distributed Generation: Solar PV Backup/Emergency Power

Idea Submitter: Julia Green (SCS)
Team: Matthew Montz (SNC), Casey Groce (SNC), Jonathan Warren (APC), Will Hobbs (SCS)

Despite widespread public interest in distributed solar photovoltaic generation, growth in the solar market remains slow due to high initial costs. Julia Green’s team recommends that Southern Company invest in distributed energy generation – through the use of small-scale, affordable solar PV systems with battery storage – to provide backup/emergency power to homes and businesses.

Their strategy involves marketing and distributing solar PV kits, using the company’s appliance center business model, so that customers could contract with a third party for installation and maintenance of the solar panels. The team believes this would benefit Southern Company by expanding its brand and market to include renewable energy products, earning revenue and using established markets to lower costs and limit shareholder risk.



Productivity Network of the Future

Idea Submitter: Kenneth Shiver (SCS)

Kenneth Shiver’s “Productivity Network of the Future” proposal aims to enhance Southern Company’s transmission and distribution network. Currently, the network operates as a one-way delivery system from central-station generation units to captive customers. Shiver contends that by investing in and leveraging the two-way communication capabilities of its network, the Southern Company system could increase load factors – leading to improved operations, increased profit incentives for third-party developers and reduced costs for customers.

The information generated by this system could also be used for energy management and product development. In addition, Southern Company could license these standards to other utilities or include them in wholesale bilateral agreements. Shiver says that this project would ensure the continued revenue stream of Southern Company assets, improve productivity and unleash creativity.

HONORABLE MENTION



Freight Railroad Electrification

Idea Submitter: Scott Lettrich (SNC)

Team: TJ Corder (SNC), Paul Rodi (SNC), Steve Zabo (SNC)

Scott Lettrich's team proposes the electrification of freight rail lines within the Southern Company system's service territory, either independently or in a partnership with railroad companies. According to the team, almost all American locomotives are already diesel-electric; therefore, minimal alterations would be required to change their power source from onboard diesel engines to external, grid-supplied electricity. This would allow for gradual implementation, as diesel-electric locomotives could operate with pickups on electrified rails and switch to onboard generators for areas not yet electrified.

The team hypothesizes that this electrification would increase the demand for electricity in two ways – directly, by increasing load in the railroad industry, and indirectly, by driving down shipping costs, lowering operating costs and attracting new business to the service territory.



Lease Electric Car Batteries: Use Them for Demand and Peaking

Idea Submitter: Michael Van Winkle (GPC)

In this proposal, Michael Van Winkle recommends that Southern Company lease lithium battery packs to electric vehicle owners. Van Winkle suggests that the current business model for selling EVs is ineffective, with higher up-front costs compared with internal combustion engine vehicles due to the cost of lithium-ion battery packs. Many consumers find lithium batteries too cost-prohibitive and, as such, consider the purchase of used EVs too great a risk.

Van Winkle believes his approach would create a “win-win-win” situation: risk reduction for consumers, industry growth for auto manufacturers and an expanded market for Southern Company. He also points out that many EV owners charge their cars by plugging them into the grid, which Southern Company could back-feed to help meet peak and intermittent demand.

HONORABLE
MENTION

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Lucchesi, Stacy (SCS)
Lyon, Tyler (SCS)
Lyons, Cynthia (Gulf)

M

Maddox, Yvette James (SCS)
Madison, Heather (Gulf)
Madrigal, Juan (GPC)
Majmundar, Ankur (SCS)
Mangina, Stephen (APC)
Mansor, Brian (Gulf)
Mantovani, Bob (Gulf)
Marcano, Jorge (APC)
Marler, Mike (APC)
Marlow, Brandon (SNC)
Marquass, Nataley (SCS)

Marshall, Anderson (GPC)
Marson, Joshua (SCS)
Martin, Chris
Martin, Gordon (APC)
Martin, Kirk (GPC)
Mashburn, Doug (Gulf)
Mason, Austin (Gulf)
Mason, Josh (Gulf)
Massari, Joe (SCS)
Massey, Clinton (GPC)
Mata, Daniel (GPC)
Mathews, TaShawn (APC)
Mays, Travis (SNC)
McAlister, Tim (SCS)
McAnnally, Raymond (APC)
McCain, Sandra (APC)
McClain, Chris (APC)
McClung, Joshua (SCS)
McClure, Sammy (SCS)
McCorvey, Anthony (Gulf)
McCurry, Jesalyn (APC)
McCurry, Josh (APC)
McDonald, Justin (SCS)
McGuire, Drew (SCS)
McHarris, Sharon (Gulf)
McKenzie, Norrie (GPC)
McLaughlin, W. Doug (SCS)
McManus, Cliff (SCS)
McMurphy, David (APC)
McNabb, Mike (SCS)
McNeal, Tom (SCS)
McNeill, Homer (SCS)
McNelly, Jennifer S. (GPC)
Meadors, Brian (SNC)
Meece, Pete (MPC)
Melton, David (Gulf)
Merritt, Jonathan M. (SNC)
Merritt, Michael (SCS)
Metz, Michael (MPC)
Middleton Jr., Michael (GPC)
Miller, Kris Blackstock (GPC)

Miller, Leon (APC)
Miller, William (SNC)
Mills, Jeremy (GPC)
Minton, Steve (Gulf)
Mintz, Bill (APC)
Mitchell, Christine (APC)
Mitchell, Michael (APC)
Mixon, Grayson (Gulf)
Montaina, Andy (Gulf)
Montz, Matthew (SNC)
Moore, Grace (SCS)
Moorhead, Rick (GPC)
Morales, Victor J. (SNC)
Morgan, Daishaun (SCS)
Morgan, Kiara (APC)
Morris, Eric (GPC)
Morris, Jonathan T. (APC)
Morrow Jr., Shelton (SCS)
Mozena, Terry (SCS)
Mundy, Wade (MPC)
Munoz, Zach (SCS)
Murchison, Reginald (APC)
Murphy, Tommy (MPC)
Murray, Judith (SCS)
Myers, Daniel (GPC)
Myers, Remi (APC)

N

Nadolski, Bob (SCS)
Nall, Craig M. (Gulf)
Nall, Ron (Gulf)
Namihira, Motoi (SCS)
Neely, Nathan (SCS)
Nelms, Angie (Gulf)
Newman, Mark C. (GPC)
Nichols Jr., Ruben Vaughn (Gulf)
Nichols, Chris (MPC)
Nickerson, Chris (SCS)
Nix, Scott (APC)
Noack, Lonnie (Gulf)

Noel, Angie (APC)
Norris, Brandon (SNC)
Norris, Patrick (SCS)

O

Odutola, Adeola (SCS)
Offord, Tim (APC)
Oglesby, Connie (Gulf)
Olajubutu, Michael (GPC)
Olens, Lisa (GPC)
Olsen, Brandy (SCS)
Oni, Anthony (APC)
Orr, Gloria (APC)
Osborn, Matt (SCS)
Otokawa, Kenji (SCS)
Otralek, Eddie (APC)
Owens, April (APC)
Owens, Glenn (SCS)
Owens, Taylor (APC)
Owens, Wm. Reed (GPC)

P

Padilla, Gavino (GPC)
Page, Fred (SNC)
Palco, Terri (SCS)
Palmer, Guy (SCS)
Park, Jun (Gulf)
Parker, Marc (SCS)
Parks, Chad (APC)
Pate, Russell (GPC)
Pate, Terrah (SCS)
Patel, Dhaval (SCS)
Patel, Kailesh (APC)
Patel, Kevin (SCS)
Patterson, Karen (Gulf)
Paul, Cameron (Gulf)
Paul, Julie (GPC)
Pearson, Lindsey (APC)
Pearson, Tommy (Gulf)

Penn, Miranda (GPC)
Perez, Jason (GPC)
Perkins, Todd (APC)
Perry, Anita (SCS)
Peters, John (GPC)
Peters, Michael (SCS)
Petersen, Cindy (GPC)
Peterson, Rickey (APC)
Pettyjohn, Wayne (GPC)
Phillips, Andy (GPC)
Philpot, Elizabeth F. (APC)
Pierce, Lisa (Gulf)
Pierce, Wade (APC)
Pietschker, Michael (SCS)
Pigott, Ike (APC)
Pincombe, Erin (SCS)
Piotter, Lisa (Gulf)
Porea, Rita (MPC)
Porter, Nathan (GPC)
Porterfield, Cynthia (APC)
Potterbaum, Jefre (SCS)
Pourfakhr, Hengameh (SCS)
Pournaras, DeLisa (SNC)
Powell, Shane (APC)
Pradeep, Vitta (SCS)
Presnall, Krista (APC)
Price, Adam (SCS)
Price, Craig (GPC)
Price, James Allen (APC)
Puckett, Benjamin (SCS)
Puckett, Mike (APC)
Putnam, Martha (SCS)
Pyle, Daniel (SNC)

Q

Quarells, Daniel (Gulf)
Quinn, Charles (SCS)
Quinn, Mitchell (SCS)
Quinney, Rob (APC)

R

Radi, Fernando (GPC)
Rahn, Damon (SCS)
Rakhmatov, Timur (Gulf)
Ramirez, Rick (APC)
Ramos, Rey (SCS)
Ramsey, Larry (APC)
Ranhotra, Rick (GPC)
Rath, Todd (APC)
Ratliff, Ken (SCS)
Ray Jr., Harold (SCS)
Rearden, Joel (GPC)
Reardon, Greg (APC)
Redding, Grant (SCS)
Reeves, Waymond (APC)
Render, Kathy (SCS)
Rentz, Steve (SCS)
Rhoades, Derl (APC)
Rhodes, Andrew (Gulf)
Rhodes, Steven (Gulf)
Rhody, Elizabeth (SCS)
Rhymes, John (SCS)
Richards, Ethan (SCS)
Richardson, Kathia (APC)
Richey, Shon (APC)
Riley, Andrew (APC)
Ritchie, Christopher (APC)
Rivers, Keith (GPC)
Roberts, Chris (GPC)
Robertson, Mike (SCS)
Robertson, Ronald H. (SNC)
Robertson, Ronald Louis (SCS)
Robinson, Matthew (GPC)
Robinson, W. Lee (Gulf)
Rocker, Noah (APC)
Roddy, Lisa (Gulf)
Rodgers, Shaunte (SCS)
Rodi, Paul (SNC)
Rodier, Michelle (SNC)
Rodriguez Cortes, Joel (SNC)

Rogers, Joshua (Gulf)
Roget, Adam (MPC)
Rolax, Lance (MPC)
Rose, Ed (Gulf)
Rosenstiel, Heath R. (Gulf)
Ross, Janell M. (MPC)
Rossman, Charles (SCS)
Roughen, Meg (SCS)
Roy, Jeff (APC)
Ruble, Korey (SNC)
Russell, Terry (Gulf)
Rutledge, Gareth (APC)
Rutledge, Kass (SCS)
Ryckele, Troy (SNC)
Ryckele, Wiley Joseph (APC)

S

Sabatino, Karen (SCS)
Saifee, Suhail (SCS)
Saldana, Jonathan (SCS)
Saleh, Andrew (Gulf)
Salter, Addison (GPC)
Salvaleon, Ken Dunn
Salvaleon, Renato (GPC)
Sanchez, Rick (Gulf)
Sandford, Jamie (APC)
Santiagu, Edward (APC)
Sapp, Tom (SCS)
Savage, Christopher (GPC)
Savanhu, Shad (SCS)
Schlegel, Chris (SCS)
Schmaeling, Tom (APC)
Schneider, Paul (GPC)
Schwartz, Stuart (SCS)
Scott, Krista (GPC)
Searcy, Stevie (APC)
Sellers, Aimee (APC)
Sellers, Cale (SCS)
Sellers, Nick (APC)
Sendobry, Andrea (SCS)

Seow-Kim, Kayne (SCS)
Sewell, Greg (SCS)
Sfakianos, Dino (APC)
Shah, Dhiren (SCS)
Shanks, Mitzi (Gulf)
Sharma, Harish (SCS)
Shearron, Betsy (SCS)
Sheffield, Cedric (GPC)
Shell, David (Gulf)
Shiver, Kenneth (SCS)
Shockley, Kenny (GPC)
Shuford, Helen (SCS)
Shults, Robert (APC)
Shults, Travis (APC)
Shurett, Scott (APC)
Siders, William Bart (SCS)
Sigrist, Melissa (APC)
Simpson, Jesse (APC)
Simpson, Wilma (APC)
Sims, Ken (Gulf)
Sims, Sandy (Gulf)
Skipper, Norman (Gulf)
Sloman, Chad (Gulf)
Smith, Brittany (APC)
Smith, Bryan W. (GPC)
Smith, Clayton (GPC)
Smith, Elizabeth (APC)
Smith, Howard M. (APC)
Smith, J. Tim (GPC)
Smith, Jay M. (Gulf)
Smith, Jennifer Wright (SNC)
Smith, Kermit M. (SNC)
Smith, Nicholas V. (SCS)
Smith, Phil (SCS)
Smith, Ray W. (SCS)
Smith, Tequila (SCS)
Smoke, Tony (APC)
Smola, John (APC)
Sneed, Georgene (SCS)
Snider, Jim (Gulf)
Snowden, Brian (MPC)

Snyder, Christopher M. (SNC)
Socha, John (SCS)
Solomon, Arnold (SCS)
Sori, Aziz (SCS)
Sorrell, Dean (SCS)
Spain, Richard (GPC)
Sparks, Greg (APC)
Sparks, Phillip (SNC)
Speh, Craig (SNC)
Spencer, Delacio (APC)
Spencer, Elliott (SCS)
Spielman, Dennis (SNC)
Sprigg, Joe (APC)
Stack, John (SCS)
Stadler, Chris (Gulf)
Stanfield, Kathy (Gulf)
Stanley, Lawrence (GPC)
Stansbury, Kevin (SCS)
Stanton IV, John T. (SCS)
Steele, Alan H. (Gulf)
Stegall, George (APC)
Stegall, Stephen (GPC)
Stewart, Amy (APC)
Stewart, Drew (GPC)
Stewart, Scott (SNC)
Stillings, Scott (SNC)
Stinson, Shawn (APC)
Stogner, Jenny (MPC)
Stoves, Robert (SCS)
Strickland, Angela (Gulf)
Stronko, Tim (Gulf)
Sullivan, Amber Kearney (APC)
Sullivan, James (APC)
Sullivant, Barry (Gulf)
Sultan, Zee (SNC)
Swafford, Adam (APC)
Swan, Mike (SCS)
Swilley, Lloyd (Gulf)
Swilley-Nall, Sherry (Gulf)
Swindall, Mark (APC)
Swindell III, Curtis (SCS)

Sylvia, Susan (Gulf)
Sznajderman, Michael (APC)

T

Taliaferro, Phreada (Gulf)
Tatum, Steve (APC)
Taylor, Brandon (Gulf)
Taylor, Craig
Taylor, Jimmy (APC)
Taylor, William Sterling (GPC)
Templeton, John (MPC)
Terrell, Austin (APC)
Thomas, Jennifer (APC)
Thomas, Johnny (SCS)
Thomas, K-Rob (APC)
Thomas, Rui (SCS)
Thomas, Russell (SCS)
Thompson, Devon (SNC)
Thompson, Katherine (SCS)
Thompson, Marie (APC)
Thompson, Norgee (Gulf)
Thurman, Tony (GPC)
Tidwell, Barry (SCS)
Todd, Jennifer (Gulf)
Tolley, Jessica (GPC)
Tomlin, Bevin (APC)
Tompkins, Arthur R. (Gulf)
Topczynski, Jeff (SNC)
Torres, Richard (SCS)
Trapp, Gary (SCS)
Traywick, Donald (APC)
Trivedi, Nikita (GPC)
Troulias, Wayne (SCS)
Trupiano, Jim (SCS)
Tse, Freddie (SCS)
Tubbs, Jacob (SCS)
Tucker, Theresa (Gulf)
Turner, Blake (SCS)
Turner, James (David) (APC)
Turner, James N. (SNC)

Turner, Larry G. (SCS)
Turner, Sean (SCS)
Tyner, Justin (Gulf)

U

Umphlett, John (SNC)
Upchurch, Ben (SNC)

V

Van Winkle, Michael (GPC)
Vanthournout, Elizabeth (SCS)
Vaughn, Wes (SNC)
Via, Kim (SCS)
Vickery, Kim (APC)
Vilela, Antonio (SCS)
Villanova, Khazan (Gulf)
Vines, Greg (APC)
Vinson, Marc (SCS)

W

Wade, Mark (SCS)
Waites, Brandon (SNC)
Walker, Faith (GPC)
Wall, Todd (SCS)
Wallace, Jason (SCS)
Wallace, Shay (GPC)
Walls, Ryan
Walls, Scott (APC)
Ward, Robin (APC)
Warren, Jonathan (APC)
Watkins, Doris (SCS)
Weatherford, Matt (APC)
Weaver, Jason (Gulf)
Weekly, Shawn (SCS)
Weeks, Rhonda (APC)
Wehunt, Lorie Katherine (SCS)
Weitzman, Tedd (SCS)
Welch, Josh (GPC)

Welch, Kyle
Wells, Riley (APC)
Wener, Andrew (SCS)
Wernicke, Mike (Gulf)
West, Ned (SCS)
Whatley, Nick (APC)
White, Jerry A. (APC)
White, Jerry W. (SNC)
White, Robin (APC)
White, Sante (GPC)
White, Stephen A. (GPC)
Wilbert, Chris (Gulf)
Wilkerson, Andrew (SNC)
Wilkins III, Walker (Gulf)
Wilkinson, Brad (GPC)
Williams, Alea (Gulf)
Williams, Amy (SCS)
Williams, Dave (APC)
Williams, Ed (APC)
Williams, Gary W. (MPC)
Williams, Kiley (GPC)
Williams, Kimberly A. (Gulf)
Williams, Lisa (Gulf)
Williams, Olin (SCS)
Williams, RaDonna (Gulf)
Williams, Stephanie (GPC)
Williford, Matt
Wilson, Caroline (Gulf)
Wilson, Christopher (SCS)
Wilson, Christopher D. (APC)
Wilson, Christopher Stuart (APC)
Wilson, Denise (SNC)
Wilson, Glenn (APC)
Wilson, Janet (SCS)
Wilson, Linda (SCS)
Wilson, Staquilla (MPC)
Witt, Mark (SCS)
Wolak, Jeanne (SCS)
Wood, Lincoln (SCS)
Wood, Mark (APC)
Woodfin, Ronald G. (APC)

Woodham, David (COM)
Woodson, Damon (GPC)
Woody, John Michael (APC)
Wooster, Dirk (GPC)
Worden Jr., James (APC)
Worley, Chris (SCS)
Woullard, Ronald (SCS)
Wright, Michael (GPC)
Wu, Arthur (GPC)
Wu, Tony (SCS)

X

Xia, Feng (SCS)

Y

Yaeger, Marc (SCS)
Yampolsky, Masha (SCS)
Yates, Kathy (GPC)
Yates, Ken (GPC)
Yeager, Frank (APC)
York, Julia (SCS)
York, Tricia (APC)
Young, Brent (SCS)
Young, James (APC)
Young, Timothy M. (SNC)
Youngblood, Taylor (SNC)

Z

Zabo, Steve (SNC)



Cautionary Note Regarding Forward-Looking Statements

Certain information contained herein is forward-looking information based on current expectations and plans that involve risks and uncertainties. Forward-looking information includes, among other things, statements concerning projected timing and benefits of future potential business endeavors. Southern Company cautions that there are certain factors that can cause actual results to differ materially from the forward-looking information that has been provided. The reader is cautioned not to put undue reliance on this forward-looking information, which is not a guarantee of future performance and is subject to a number of uncertainties and other factors, many of which are outside the control of Southern Company; accordingly, there can be no assurance that such suggested results will be realized. The following factors, in addition to those discussed in Southern Company's Annual Report on Form 10-K for the year ended December 31, 2013, and subsequent securities filings, could cause actual results to differ materially from management expectations as suggested by such forward-looking information: the impact of recent and future federal and state regulatory changes and also changes in tax and other laws and regulations to which Southern Company and its subsidiaries are subject, as well as changes in application of existing laws and regulations; current and future litigation, regulatory investigations, proceedings, or inquiries; the effects, extent, and timing of the entry of additional competition in the markets in which Southern Company's subsidiaries operate; variations in demand for electricity, including those relating to weather, the general economy and recovery from the last recession, population and business growth (and declines), the effects of energy conservation measures, including from the development and deployment of alternative energy sources such as self-generation and distributed generation technologies; available sources and costs of fuels; advances in technology; state and federal rate regulations and the impact of pending and future rate cases and negotiations; the performance of projects undertaken by the non-utility businesses and the success of efforts to invest in and develop new opportunities; and potential business strategies, including acquisitions or dispositions of assets or businesses, which cannot be assured to be completed or beneficial to Southern Company or its subsidiaries. Southern Company expressly disclaims any obligation to update any forward-looking information.

SO Prize Innovation Competition 2014



On May 6, 2014, Southern Company CEO Tom Fanning announced the establishment of a new competition for system employees – one specifically aimed at harnessing the power of innovation and collaboration. The goal, he said, was to help the company “look around the corners of the future” and position itself for success in the 2020-2025 time frame. He asked employees to “think big” and unlock their own creativity.

Boy, did they ever.

This is the story of SO Prize 2014 – the inaugural competition that tapped into a wellspring of innovation and surfaced nearly 1,000 ideas for making Southern Company’s business better.

And it’s only the beginning.