



PVREA'S MOST CHERISHED ASSET

BY JEFF WADSWORTH PRESIDENT & CEO

As the spirit of the holiday season ripens into celebrations and the exchanging of traditional gifts, it is important to find time to pause and reflect on the blessings surrounding us all. In 2020, the employees providing us with essential services are rightfully being cherished more than ever. As the President and CEO of Poudre Valley REA, I count myself blessed to be around some of the most dedicated, passionate and hardworking essential service employees around.

The work at Poudre Valley REA is certainly challenging. The employees I have the privilege of working with do not hesitate to face those challenges head-on with



Poudre Valley REA employees respond to the devastating wildfires.

the best interests of our members in mind. Poudre Valley REA employees take their responsibilities very seriously, and they are true advocates of our local communities.

Our linemen respond to outages with devotion and as the top priority. They know exactly where they need to be and what they need to do when an outage hits our service territory. Regardless of the hour, the day or the weather, they're on the job within minutes if the power goes out. They put their family life on hold, leave their spouses and children, and work until every member has electricity.

The commitment to serving our members doesn't stop with the linemen. It is seen day-to-day and throughout our cooperative. I have witnessed firsthand the care and

compassion shown by our team when working with members who are experiencing a difficult time paying their bill but are willing to work with us to find a solution. Our engineers work tirelessly to figure out how to make the next renewable project a reality. I could go on and on with examples of their commitment and dedication.

That same dedication was recently displayed by our employees responding to the devastating wildfires that hit our region. It was inspiring to see them focused and working together to put the needs of our members first. And by doing so, we were able to positively impact the local communities

we call home – that is what co-ops are all about.

Poudre Valley REA employees take pride in their work, and they are always looking out for the best interest of all our members. No matter what the task, they approach it with spirit and determination. They make my job easy, but none of their jobs are easy. They truly are a great group of individuals, and I'm proud to be associated with each and every one of them. They are Poudre Valley REA's most cherished asset.

From all of us at Poudre Valley REA, please accept our wishes for happiness and joy to you and your family now and throughout the New Year. Merry Christmas!



ABOUT YOUR CO-OP

PVREA serves electricity to 45,000 homes and businesses in Boulder, Larimer, and Weld Counties. We are a member-owned co-op, led by those we serve.

OUR MISSION

We are committed to providing safe, reliable, efficient energy solutions with exceptional service to our members.



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