



What is the Value of Your Co-op Membership

BY **JEFF WADSWORTH** PRESIDENT & CEO

Over the years, my column has often focused on the cooperative difference and the unique value that comes from being a member of Poudre Valley REA. Today, more than ever, we find strength in this cooperative business model.

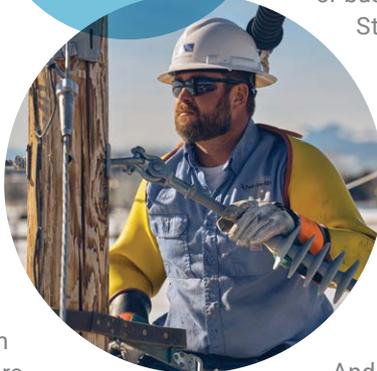
We've seen our world turned upside-down as a result of the COVID-19 pandemic. Through this uncertainty, I was proud to see the leadership of our board as they navigated unknowns and the strength of our employees as they overcame challenges and continued to serve our members.

Our cooperative business model focuses everything we do on serving our membership. From our products and services to the exceptional customer service our members expect, everything we do is with our members in mind.

We are part of our local communities. Our board of directors and employee team are your friends and neighbors. Our investors are you, our members, not foreign investors or out-of-state financiers. And through member credits, margins are returned to the membership, so our dollars stay local.

During last year's extreme wildfire season, we saw our co-op band together with our community leaders in a moment of

solidarity to protect our neighbors and keep first-responders safe. Everyone worked together as we faced devastation, and I know we will continue to do so while we mitigate any lingering issues.



Last month I unveiled our new Strategy Map that will serve as a roadmap for our co-op over the next three years. We recognize you expect more than simply flipping the switch at your home or business. With our new Strategy Map, that 'more' not only means our service is reliable and affordable, but also incorporates a strategic focus on where your energy comes from and the impacts to our environment for future generations.

And that's the cooperative difference! We will continue to deliver on our promise to you – that we are committed to providing safe, reliable, efficient energy solutions with exceptional service. But we are also actively searching for ways to better serve you – our members – and continually enrich the communities we serve.

I invite you to go to pvrea.coop to learn more about the value of your co-op membership, and the services and programs that make up our cooperative difference.



ABOUT YOUR CO-OP

PVREA serves electricity to nearly 47,000 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.



CONTACT US

1-800-432-1012
pvrea@pvrea.coop
www.pvrea.coop



MAILING ADDRESS

Poudre Valley REA
 PO Box 272550
 Fort Collins, CO 80527



SOCIAL

facebook.com/PoudreValleyREA
twitter.com/PoudreValleyREA

BOARD OF DIRECTORS

Chair <i>Steven Anderson</i> <i>Larimer County</i>	Director <i>Thaine Michie</i> <i>Larimer County</i>
Vice Chair <i>Rick Johnson</i> <i>Larimer County</i>	Director <i>Jan Peterson</i> <i>Larimer County</i>
Secretary <i>James Fender</i> <i>Larimer County</i>	Director <i>Jack Schneider</i> <i>Weld County</i>
Director <i>Bryan Ehrlich</i> <i>Larimer County</i>	Director <i>Ronald Sutherland</i> <i>Boulder County</i>
Director <i>Peter Hyland</i> <i>Weld County</i>	