

THE COOPERATIVE ADVANTAGE

Celebrate National Co-op Month with MVEA

BY JIM HERRON CEO | HERRONJC@MVEA.ORG



JIM HERRON

I would like to start off by inviting you to attend a Mountain View Electric Association Member Appreciation Days lunch this month. We will be hosting one in Limon on October 13 and another one in Falcon on October 14. (Details are available in the ad below as well as on MVEA's website, www.mvea.coop.)

Every October co-ops throughout the U.S. celebrate National Co-op Month. While it is always a great reason to celebrate our co-op members and our cooperative business model, this year is extra special as MVEA celebrates 80 years of powering possibilities through decades of change.

From agricultural co-ops to credit unions, cooperatives provide goods and services across all industry and business sectors. Ace Hardware, State Farm, REI, Land O'Lakes and MVEA all share something in common: We're all cooperatives. Born from a need for a service, and created solely to maximize benefits to its members, rather than benefits to shareholders, cooperatives play an important role in communities across the nation.

How important are cooperatives? As an MVEA member, you are part of a network of nearly 900 electric cooperatives that serve 42 million people across 56 percent of the nation's landmass. You are part of a movement that electrified rural America in one of the greatest modern examples of what collaboration and determination can achieve. Mile by mile, home to home, electric co-op members built an electric grid that spans a nation. Electric cooperatives now own and maintain 2.7 million miles (42 percent) of U.S. electric distribution lines. All of this was achieved in less than 100 years.

And now, electric co-ops (and their members) throughout the country are using the same cooperative principles to help close

the digital divide through the expansion of fiber broadband throughout cooperative service territories. Bringing fiber broadband to rural communities today, is just as important as bringing light to night 80 years ago. It is a movement that MVEA is proud to be part of as we partner with Conexon Connect to bring access to high-speed fiber broadband internet to MVEA's membership. The network we are building over the next five to six years will span nearly 5,800 miles of fiber and eventually provide access to 100% of our members. It will be nothing less than life-changing for members in the eight counties we serve.

Our members are part of this project, and we take that seriously. As a member-owned organization, we are grateful for your trust in us and we are ready to get started. That's how we've always gotten it done at MVEA, and bringing broadband to our membership will be no different. To that end, your participation in the co-op is a vital component of MVEA's success in expanding our services while continuing to provide safe and reliable electricity to the growing communities throughout our service territory.

We really do have a lot to celebrate this month! In 1941, MVEA's first members made the decision to form an electric co-op. Fast-forward to today, and we now serve more than 51,000 members and 60,000 meters. We are positive proof that small groups of people can make a significant impact on their community for generations to follow. It is a legacy we are proud of, and one that we look forward to continuing.

Mountain View Electric Association, Inc.

I ♥ MY CO-OP

EST. 1941

- Celebrate National Co-op Month | October 2021 •

October 13, 2021
11 a.m. - 1 p.m.

MVEA's Limon Office
1655 5th St.
Limon • 80828

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October 14, 2021
11 a.m. - 1 p.m.

MVEA's Falcon Office
11140 E. Woodmen Rd.
Falcon • 80831

MVEA Member Appreciation Days

Free Event!

Because you're not just a customer, you're a co-op member!

Join MVEA for lunch to celebrate 80 years of powering possibilities through decades of innovation and industry changes!

CDC and county COVID-19 mandates in effect at the time of the event will be observed.

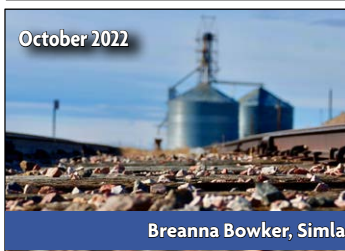
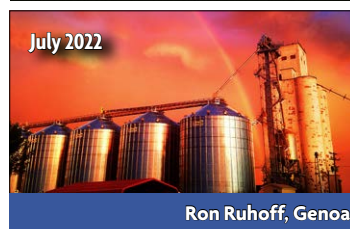
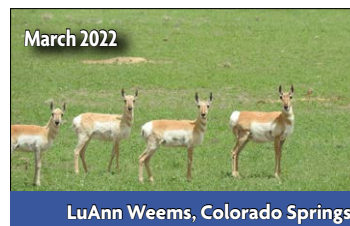
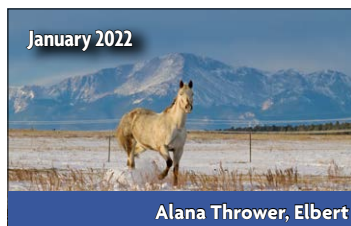
MVEA Members Capture Colorado's Beauty

Announcing MVEA's 2022 Photo Calendar Contest Winners!

Every year Mountain View Electric Association receives photo calendar contest submissions capturing the beauty of Colorado. From sweeping views of Pikes Peak to storms racing across the plains, MVEA's 5,000-square-mile service territory provides the perfect backdrop for shutterbugs of all ages to help tell the story of the seasons, wildlife, lifestyle, or landscape of the area. This year, over 150 photos were submitted and reviewed for consideration. Narrowing the images down to 39 for publication was no easy task! The 2022 calendar includes January 2023 and features two additional winning submissions for each month.

A limited number of 2022 calendars will be available to MVEA members in November in the Falcon and Limon offices as well as distribution locations throughout our service territory. Please visit www.mvea.coop/photo-calendar-contest to view the 14 main featured winners (shown below) and for calendar distribution locations.

Thank you to all of the MVEA members who participated in the 2022 photo calendar contest!





Mark Your Calendars!
The next photo calendar contest will begin January 1, 2022. Start taking photos now for entry by July 7, 2022. Your photo could be featured in our 2023 calendar!

MVEA's Quarterly "Switch & Save" \$300 Account Credit Winner Spotlight: Sandra McGee

Sandra McGee enjoys the paperless billing and auto-pay options available to MVEA members through SmartHub. "The elimination of paper billing and use of auto-pay allows me to easily manage my account electronically. This is very convenient and efficient," she shared. An MVEA member for five years, this isn't the first time that Sandra has taken advantage of the unique programs available through MVEA. "I also participated in the rebate program regarding the installation of a new furnace and air conditioning. I find MVEA easy to work with and the staff is very friendly," she added.

Don't miss your chance to win! The next quarterly drawing will be in January 2022 for all accounts that are enrolled in paperless billing and/or bank account auto-pay through December 2021. Learn more at: www.mvea.coop/payment-options.



▲ Sandra McGee, of Monument, was very excited to win a \$300 MVEA account credit.



MVEA Youth Leadership Trip Contest

High school sophomores and juniors are just a couple of short questions away from an opportunity to win a once-in-a-lifetime all-expenses paid trip. Top-placed winners will receive either a trip to Washington D.C., with students from across the U.S. for the Electric Cooperative Youth Tour, or will be invited to the Colorado Electric Education Institute's Cooperative Youth Leadership Camp in the mountains outside of Steamboat Springs.

Visit www.mvea.coop/leadershiptrip for contest qualifications and to complete an entry form. Deadline: Thursday, November 11, 2021.

Questions? Contact Erica Meyer, (719) 494-2654, erica.m@mvea.coop.

MVEA Concern for Community Spotlight: Colorado's Electric Cooperatives Junior Livestock Sale



For 4-H and FFA youth across the state, Colorado's Electric Cooperatives Junior Livestock Sale is the big show, the granddaddy of them all, and the money maker — it is the largest event of its kind in the state, and this year it was a record breaker as more than \$578,000 was raised in the auction of 143 animals raised and shown by young people from across Colorado.

The sale is sponsored each year by MVEA, *Colorado Country Life*, the Colorado Rural Electric Association, the Colorado Rural Electric Member Services group, Tri-State Generation and Transmission and electric co-ops throughout the state. Madeline Unruh, of Peyton, sold her Reserve Champion Steer, weighing in at 1,235 pounds, for \$5,000. "Thank you to MVEA for sponsoring the sale. It means a lot to the kids — they work really hard to be here," shared Clint Unruh, Madeline's father and MVEA member.

All proceeds from the sale go directly to the education funds of the youth exhibitors. The sale is instrumental in supporting the future of Colorado's agribusiness, as it demonstrates the importance of raising quality livestock and the work required of those who pursue careers in agriculture. The 41-year tradition has raised more than \$11 million for youth over the last four decades.



Madeline Unruh, of Peyton, and her Reserve Champion Steer, compete at Colorado's Electric Cooperatives Junior Livestock Sale.



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Falcon Office

11140 E. Woodmen Road
Falcon, CO 80831

Limon Office

1655 5th Street • P.O. Box 1600
Limon, CO 80828

Monument Office

15706 Jackson Creek Parkway, Suite 100
Monument, CO 80132

Office Hours

Monday - Thursday • 7 a.m. to 5:30 p.m.

COVID-19 + MVEA Service Updates

www.mvea.coop/covid-19-response

Visit our website: www.mvea.coop

Stay Connected: Like. Follow. Share.

www.facebook.com/MVEAInc

Search for: Mountain View Electric Assn. Inc.

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Search for: Mountain View Electric Association, Inc.

This Association is an equal opportunity provider and employer.

Fiber Is Worth the Wait

Don't Get Locked into a Contract for Slow Service from Another Provider!

As Mountain View Electric Association and its fiber broadband partner, Conexon Connect, get closer to connecting customers, remember fiber internet is worth the wait. Be the first to know what's coming by pre-registering at the Connect, powered by Mountain View Electric Association, site: conexonconnect.com/MVEA. You'll be notified by email when service will be available in your area. Pre-registering is not a commitment to subscribe to service; it just keeps you up to date on what is available with all of the latest information sent directly to your email.

Connect, powered by Mountain View Electric Association, Service Options

2 Gigabit Internet*
(2,000 Mbps)
\$99.95

1 Gigabit Internet
(1,000 Mbps)
\$79.95

100 Mbps Internet
\$49.95

HD-Quality Phone
\$29.95
plus applicable local taxes & fees

*With Connect's 2 gig service, download speeds will always reach 2 gig; in a very few cases, the distance from the originating fiber point to the premise may limit upload speeds to between 1 and 2 gig.

*scan to learn more
and pre-register!*



Beat the Bad Guys: Be a Password Pro

PASSWORD DOS & DON'TS

A strong password can make all the difference in protecting your personal information. Follow these tips for stronger passwords.

DO:

- Change the manufacturer's Wi-Fi password on your router.
- Use two-factor authentication.
- Use unique phrases (like lyrics to your favorite song) to remember passwords.

DON'T:

- Don't use common words or numbers like "password" or "1234."
- Don't use personal details like your date of birth in a password.
- Don't use the same password for multiple accounts.

Do Your Part. #BeCyberSmart
www.staysafeonline.org



Ditch The Snow Shovel GO ELECTRIC!

Outdoor Power Equipment Giveaway

**Enter for a chance to win an Electric Snow Blower.
Two winners will be selected in November.
Giveaway Entry Deadline: October 28**

Low Noise • Zero Gas • Zero Emissions • Low Maintenance

2021 Outdoor Power Equipment Giveaway Entry Form

Visit www.mvea.coop/greengiveaway to enter online and for a complete list of giveaway rules.

The giveaway is open to all MVEA residential members in good standing who agree to contest rules and requirements. Current or former MVEA employees, affiliates, related entities, and the immediate family members and household members of all such employees are not eligible to win.

Enter online, return entry form with your monthly payment, or mail entry form to MVEA, Attn: Green Giveaway, 11140 E. Woodmen Road, Falcon, CO 80831.

MVEA Member Name: _____

Address: _____

City: _____ Zip: _____

Account #: _____

Phone #: _____

Email: _____