

# YAMPA VALLEY ELECTRIC ASSOCIATION

SEPTEMBER 2021



## MAILING ADDRESS

2211 Elk River Road  
Steamboat Springs, CO 80487



## STEAMBOAT SPRINGS SERVICE CENTER

2211 Elk River Road  
Steamboat Springs, CO 80487



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**tf** 888-873-9832  
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## CRAIG SERVICE CENTER

3715 East US Highway 40  
Craig, CO 81625



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facebook.com/  
YampaValleyElectricAssociation



@YampaValleyElec



instagram.com/  
yampavalleyelectriccoop

**Yampa Valley Electric Association** is a cooperative that provides value to its consumer-members by delivering safe and reliable electric service in an environmentally and financially responsible manner.

YAMPA VALLEY ELECTRIC ASSOCIATION IS AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER.

## WHAT'S THE DIFFERENCE Between the Internet and Wi-Fi?

Wi-Fi technology is extremely popular and available just about everywhere. Whether you're grabbing a cup of coffee, researching the latest outdoor gear or enjoying a family pizza night, you're likely to have a Wi-Fi hotspot available. You may hear people talking about "getting on Wi-Fi" or not being able to "get on Wi-Fi." Most times, the issue is that they can't get their laptop, smartphone or other device connected to the internet.

Is Wi-Fi the same as the internet? You may be surprised to hear that it, in fact, is not.

### WHAT IS THE INTERNET?

The internet is a massive global communications network. As its name suggests, it's more than just one network. It's a series of thousands of interconnected networks.

While no one person or organization owns the internet itself, each internet service provider typically owns its own network, such as Luminare Broadband. It buys and installs the specialized networking equipment that makes it possible for customers like you to connect to the internet.

When you purchase monthly internet services for your home, your ISP gives you all the physical equipment you need to connect your own devices to the internet. This includes a physical line, such as a fiber optic cable, that will connect your home to the ISP's network. Inside your home, this physical line is connected to an electronic device that's called a modem.

### HOW DO I CONNECT MY DEVICES TO THE INTERNET? OVER WI-FI, OF COURSE!

With your modem providing the internet connection into your home, you can now connect your device to the modem over Wi-Fi.

Connecting to Wi-Fi involves connecting your computer, tablet or smartphone to your ISP's network without using a physical wire.



This wireless connection is made possible by Wi-Fi technology — specifically, by a second device in your home called a router or a gateway.

The Wi-Fi router uses radio frequency technology to broadcast a unique name (also known as a service set identifier, or SSID), which you or your ISP chooses when the router is first set up. When you're on your laptop or other device, you can see a list of other Wi-Fi routers nearby such as yours and your neighbors'. You can select your router name from the list and enter the router password. And just like that, you're connected to Wi-Fi.

### IS CONNECTING TO WI-FI THE SAME AS CONNECTING TO THE INTERNET?

The short answer is no, not technically. Just because you're connected to your Wi-Fi router does not mean you are also connected to the internet.

You might notice from time to time that your computer says you're connected to Wi-Fi, but you are not able to access any websites. This means one of two things: Either your modem is not properly connected to the internet or your Wi-Fi router is not successfully connected to your modem.

So, the next time you "get on Wi-Fi," you'll know there's a bit more to it. You are actually connecting to a router that is connecting to the modem that is connecting to the internet. Simple, right?

If you are interested to learn more or are ready to experience the Luminare difference, visit our website at [www.luminarebroadband.com](http://www.luminarebroadband.com) or call us at 970-870-4320.

# YVEA & LUMINATE PROUD TO ANNOUNCE **CONNECTED LOGO**

BY STEVE JOHNSON PRESIDENT & GENERAL MANAGER

When it comes to brands you see every day, you will most likely recognize the logo no matter where you see it. But what we may not know is the “why” behind that logo. There is so much thought that goes into these logos and what it means to a company, its identity, as well as its mission, vision and values. It really is a lot to pack into one tiny logo, and I wanted to take the time to walk you through Yampa Valley Electric Association’s logo and what it means to us.

We rebranded ourselves in 2015, recognizing we wanted a new logo that represented all of what makes YVEA an important co-op, as well as creating a more appealing logo. So, what does our logo mean? What does it represent? And why are we making a slight change to our current logo?

First, we will start at the beginning: our heritage. The red square in the logo is the center color, and it is what centers us as a co-op. When YVEA began, our goal was to bring safe, reliable power to the rural northwestern corner of Colorado and southern Wyoming. This is a commitment we have held true to over the years. It is what drives our everyday operations, our goal of maintaining our grid and our promise to work hard to keep the lights on for our members.

The next square is the yellow square, which represents power. We are proud of the diversity of our power mix, which now includes 40% from renewable resources. Power drives us to make changes and to adapt to an ever-changing environment.

Our green square represents the financial health of our co-op. As a not-for-profit co-op, we provide electricity at some of the lowest rates in the state and country. We are not looking to make a profit off our customers. At the same time, we recognize that our system needs improvements and to be kept up to date, ensuring that when you turn on that light switch, your lights will turn on. Any money we make during the year, we are putting back into our system, as well as returning money through our capital credits program.



The purple square represents the communities we serve. They are what drive us toward our goal of safe, reliable, dependable power. You are the why of what makes us show up every day, to strive to be better, to be transparent and to continually look for ways to make a difference in our communities. We love to support local events, charities and businesses that matter to you. These communities are what make YVEA such a unique co-op, and we love having them be a part of us.

The final square is the blue square, which represents our people. We may not be what you call an impartial judge, but we think our people make this co-op pretty special. Our people come from all parts of the country, with increasingly diverse backgrounds. We have first and third generational linemen. Our people like running races from 10k in distance to 100 miles. We have people who are working toward a goal of living on a boat after retirement. Then there are our people who are still chasing barrels every year, running farms and living a Dr. Dolittle-enviable life. Our people represent what our communities stand for and live for and why we call this amazing corner of the country home. We are just like our membership — living our lives outdoors, enjoying all that it has to offer us.

And what links all of these colors together? The power grid. The black lines of our logo represent the power grid — it unites us in our mission and goals. Without it, our days would be dark in more

## GREEN CHOICE

Green Choice is an attainable renewable energy program that allows our local community to set renewable portfolio goals that are reachable within a short period of time. Green Choice is designed for members on the small or medium general service rate who want to offset their energy usage with renewable energy certificates. Because our YVEA power mix is already 40%

renewable, our members only need to offset 60% of their usage to become a 100% clean energy user. As we add more renewables to our power mix, we will adjust the percentage Green Choice participants need to purchase to reach 100%. To sign up, please visit [yvea.com/green-choice-program](http://yvea.com/green-choice-program).



ways than one. Without the grid, we would lose the connectivity that keeps our communities together, keeps our people pushing to make a better tomorrow and holding that pride of a job well done close to our hearts.

Without all of these colors, we wouldn't be YVEA. One part isn't enough to drive us. Each one represents an integral part of what makes YVEA the special and unique co-op that it is. We wanted this logo to proudly display all of these parts of YVEA and we are proud to see this logo on the trucks in the field and on the events we sponsor, and it is proudly worn by our people who are working every day to make YVEA better.

### WHY THE CHANGE?

When YVEA started, we knew there was a need for safe, reliable and affordable electricity in the more rural parts of northwestern Colorado and southern Wyoming. More recently, we recognized there are still needs in these communities and that is for reliable, high-speed broadband. For too long, many of our residents have been without internet, let alone broadband, because of how remote we are. YVEA leadership has never been about the status quo and, just like 79 years ago, we wanted to find a way to fill this need for members who have been overlooked. Luminate was born from this desire to serve our communities better.

This new logo represents the cooperation between these two companies and the synergy we created to bring broadband to our service area. YVEA engineers are working with Luminate technicians to help with the buildout. The YVEA grant team is working with engineers to identify grants that will work to help us bring service to more members. Luminate service has helped us upgrade YVEA infrastructure, allowing us to better service our members during outages. It truly has taken a village and an immense amount of partnership and cooperation between YVEA and Luminate to get this service off the ground. It is a testament to the amazing people we have at both companies, and we are proud of the service we are bringing to our territory, and proud of the teamwork and willingness to partner on this venture with such enthusiasm.

We are excited to show this amazing new project and how the two companies are linked together.

*Steve Johnson*  
General Manager

## Is Your Information Up to Date?

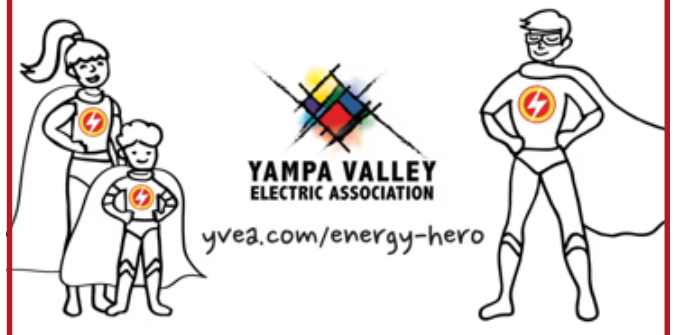


To ensure our records are current and you're receiving communications from YVEA, we are asking members to review their contact information by logging into their SmartHub account, or by contacting member services at 970-879-1160.

## REBATES

Have you heard about YVEA's Energy Hero rebates? We offer rebates to help offset the cost of your new electric appliance or device purchase.

If you're switching an oven or clothes dryer to electric, have your eye on a new electric bicycle or want to upgrade to LED bulbs, visit [www.yvea.com/rebates](http://www.yvea.com/rebates) for more details or to submit a rebate request today!





## Attention Nonprofits: Grant Application Deadline is October 15

Nonprofit organizations within the YVEA territory that continue to provide much needed programs and projects that are important to our local communities are encouraged to apply for Operation Round Up funds. Applications are accepted two times per year, May 15 and October 15. For application and more information, visit [www.yvea.com/operation-roundup](http://www.yvea.com/operation-roundup).

## SURGE PROTECTION

### MORE THAN AN ACCESSORY

Summer months are when the most severe weather occurs in Colorado and Wyoming, including lightning strikes. For only \$5 a month, Yampa Valley Electric Association offers a way for members to protect their appliances and electronics from destructive surges with a whole home meter socket surge suppressor. For more information and details, call member services at 970-879-1160 or visit [yvea.com/surge-protection](http://yvea.com/surge-protection).

## AVAILABLE TO YOU ENERGY ASSESSMENT REBATES



YVEA offers energy assessment rebates for residential and commercial energy assessments. Fill out the energy assessment rebate form to receive a \$150 bill credit and up to 10 free LED bulbs. All assessment rebates must be performed by a certified professional. Members must provide the assessment report. You can find the form at [www.yvea.com/form/new-energy-assessment-rebate-form](http://www.yvea.com/form/new-energy-assessment-rebate-form).



## VOLUNTEER NEEDED

Yampa Valley Electric Association is seeking an interested volunteer to serve on the YVEA Operation Round Up Board. There is one vacant seat for any YVEA member living in Steamboat Springs.

The non-paid board normally meets twice per year (May and October) during normal business hours to review funding requests. Please send a letter of interest via email to [operationroundup@yvea.com](mailto:operationroundup@yvea.com), or mail to Tammi Strickland, Yampa Valley Electric, 2211 Elk River Road, Steamboat Springs, CO 80487.



Deadline is September 20, 2021.  
If you seek additional information, contact Tammi at 871-2245 or email [tstrickland@yvea.com](mailto:tstrickland@yvea.com).



## FALL CONSTRUCTION UPDATE

We have one project we will wrap up in September, as well as new projects starting this fall.

- **North Steamboat Blvd:** This should be finishing around mid-September.
- **Construction on the Brooklyn Substation in the Old Town area in Steamboat:** Toward the end of August.
- **Ski Trail Lane in Steamboat:** September.

You can expect to see YVEA employees, locate contractors, city and utility employees, surveyors and YVEA contractors on or around these sites. For any questions, visit [www.yvea.com/current-construction](http://www.yvea.com/current-construction).

For the public's safety and the safety of our crews, we ask that you use caution near our work sites and whenever you see a YVEA or contracting crew working near the road. We want you, our crews and contractors to get home safely. Please visit [yvea.com/current-construction](http://yvea.com/current-construction) for more details.