



# PVREA & Veterans – A Winning Combination

BY **JEFF WADSWORTH** PRESIDENT & CEO



**In November, our country pauses to recognize the contribution of America’s veteran population for their honorable service to the preservation and defense of our freedom. At Poudre Valley REA, we do not just set aside a single day to honor these heroes – instead we salute military and veterans daily.**

Hundreds of thousands of veterans call Colorado home. According to the Department of Veterans Affairs, there are over 16 million veterans nationwide and approximately 400,000 living in Colorado. This means over 8 percent of Colorado’s population are veterans.

With several military bases located in Colorado and Wyoming, the military and veteran presence in our region is significant. Their long history of positive influence can be seen in all aspects of our communities.

Roughly 200,000 veterans transition out of the military every year. These citizens possess exceptional skills, which they have obtained through their military service. Respect for procedures, concern for community, and strong organizational skills are values of both the military and electric cooperatives.

At Poudre Valley REA, we put a strategic focus on hiring veterans and that focus continues to pay positive dividends across our cooperative and for our members. From lineman, engineering to safety leadership – our veterans play a key role in fulfilling our mission.

Our veteran-employees embody the characteristics that are needed for us to navigate a rapidly changing electric industry while exceeding the rising expectations of service our members have and deserve. We find our veterans come ready to learn and

lead on day one with loyalty, dedication, superior technological abilities, and a strong work ethic.

Our veterans have also helped cultivate an employee culture of commitment and camaraderie. This is especially important as our team must work together, cross-functionally to face challenges head-on to make a meaningful impact on the lives of those we serve, our members.

It’s important we place immense value on the experience and character gained through serving in the military. Giving opportunities to fellow Americans who have sacrificed so much to ensure the rest of us are able to enjoy an unmatched quality of life – including 365/24/7 power – is not only strategic but clearly illustrates what being a cooperative is all about.

Finally, we give back to the veteran community through a multitude of support initiatives. We were honored to host the Platte River Veterans Fly Fishing (PRVFF) marquee trip, the Honor Float, which departed from our headquarters to a cheering crowd. Besides PRVFF, we also actively support Northern Colorado Veterans Resource Center, the American Legion and the Healing Warriors Program.

**As we approach Thanksgiving, please remember to give thanks for our active-duty personnel and those who have served in the military. Wishing you all the very best as we celebrate our great American holiday – Happy Thanksgiving!**



## ABOUT YOUR CO-OP

PVREA serves energy solutions to over 48,000 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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