

# Co-op Through & Through:

## Committed to MVEA's Mission and Members

BY RUTH MARKS CEO | RUTH.M@MVEA.COOP



RUTH MARKS

First, I want to share what an honor it is to have been selected as Mountain View Electric Association's next CEO following Jim Herron's 26-year legacy of cooperative leadership. Often, when we are close to something, we miss the outside perspective that others may have. It is with great pride that I share with all of you how respected MVEA is in the electric co-op industry due to a long history of reliable service, member engagement, financial health, rate stability, and employee dedication. These are solid indicators of a strong and healthy electric cooperative that has remained stable through an era of industry change.

I was asked recently by an MVEA employee what inspired me to apply for the position. It was a great question. I will be as candid with all of you as I was with them: Serving MVEA's membership is my dream job. I am an electric co-op person through and through. I grew up in rural Wyoming, have spent more than 25 years of my career in the electric cooperative industry, and the electric cooperative mission is a passion of mine — being part of an electric cooperative is special. We brought electricity to rural America, helping to elevate the quality

of life and equality of opportunity to those first co-op members. And, we continue to do so through the cooperative business model that supports member-first services, such as fiber broadband expansions.

This is an exciting time in the electric industry. What seemed impossible 20 years ago is now much more attainable, especially in the areas of electric use management, residential solar (net metering), community solar, battery storage, electric vehicle support, and high-speed fiber broadband services. For members who have an increased interest in these areas and would like to see an expansion of services, please know that you are heard. For instance, there has been forward movement on a community solar project. While it has been delayed due to rising costs during a period of inflation and increased tariffs, it is still a priority when the timing is right. For members who are more focused on MVEA's core service of providing reliable and affordable electric service, we hear you as well. Advances in technology, combined with continued system improvements, allow MVEA to strive for continued annual reliability ratings that not only meet, but regularly exceed, industry standards.

In the months to come, I plan to listen and learn more about the needs of MVEA's membership and to work with the Board of Directors and co-op leadership to create and implement a strategic plan that supports initiatives that are important to MVEA's mission of providing safe, reliable, responsible, and affordable electric service and access to broadband service to the co-op membership.

I hope you will connect with us and share your perspective as MVEA continues to grow to meet the unique needs of our co-op membership. It's one of the principles that makes electric co-ops special: our desire to serve our members, the owners of the co-op.

Please keep an eye out for co-op events in your community and the opportunity to meet face-to-face. Details are still in the works, but we are planning Member Appreciation Day events in October. If you have questions, comments or feedback, please call 719-494-2575 or email me at [ruth.m@mvea.coop](mailto:ruth.m@mvea.coop). MVEA's future is bright and I am excited to be part of it.

MVEA Member Events • Important Project Updates • Energy Efficiency Resources • Special Promotions

## BE IN THE KNOW

# MVEA Resources to Help You Keep Up with Your Electric Co-op

**MVEA's Colorado Country Life magazine pages:** The co-op pages are one of the best places to learn about current happenings as they are often the first place that MVEA launches new programs and promotions.

**Like, follow, and share on social media:** If you are on Facebook or Twitter, we encourage you to like and follow MVEA. We are able to provide real-time updates about time-sensitive topics (like weather alerts and outages).

**MVEA's website, [www.mvea.coop](http://www.mvea.coop):** Do you have a question about MVEA's rates or want more information about our by-laws? Are you interested in adding solar to your home or looking for ways to save energy and money? Make sure to visit [www.mvea.coop](http://www.mvea.coop) to keep up with your co-op.

**Monthly bill messaging:** There are three areas for timely messages on your monthly bill. Have you checked them out recently?

**Member advisory emails:** Does MVEA have your email on file? If not, you are missing out on timely emails about events, programs, promotions, and more! Contact us at (800) 388-9881 to have your email added to your account or to make sure we have your most current email address on file.

## GO ELECTRIC! Giveaway Winner Spotlight: Angie Curry, Monument

Angie Curry, an MVEA member since 2016, is the second winner of MVEA's Summer Series Electric Outdoor Power Equipment Giveaway. She is now the proud owner of a Greenworks Pro electric pressure washer. "I've been entering the MVEA giveaways every time they are offered, hoping to win one of the tools because they would be an upgrade from our corded or gas-powered, noisy ones. Also, I've really been wanting a power washer specifically. We've never had one." Angie plans on putting the pressure washer to work right away to tackle a hard-to-clean deck.

MVEA's GO ELECTRIC! Outdoor Power Equipment Giveaway promotes the expanding selection of electric outdoor power equipment products eligible for

MVEA's popular rebate program, a program that Angie is already very familiar with. "I participate in the rebate program for buying energy efficient appliances and also lightbulbs...I am motivated by saving on energy costs, as well as getting products that are quieter and easier to operate, such as yard tools," she shared. "I really like MVEA — it's truly the best electric company I've had (and we've moved around a lot). I appreciate their communication and I enjoy the magazine."

Don't miss out on the next chance to GO ELECTRIC! Visit [www.mvea.coop/greengiveaway](http://www.mvea.coop/greengiveaway) to enter for a chance to win one of two electric snow blowers. Entries will be accepted through October 31.



Shannon and Angie Curry pose with the Greenworks Pro electric pressure washer that Angie won through MVEA's Summer Series Electric Outdoor Power Equipment Giveaway.

## Save Some Green With MVEA Rebates

Did you know that MVEA has a rebate program that helps co-op members save on their energy use through innovations in energy efficiency and beneficial electrification technologies? The rebate program is made possible through a partnership with our wholesale power supplier, Tri-State Generation and Transmission Association, and promotes the smart use of fuels and conservation of resources.

Rebates for products such as energy-efficient LED bulbs and appliances may not seem exciting at first glance. But, these rebates provide an opportunity for each member of the co-op to offset the cost to GO ELECTRIC! and save on their energy use while helping to conserve energy generation resources on a larger scale. Small

changes, such as switching to LED bulbs in your home or business can have a big impact on the world around us.

Rebates are available for select electric outdoor power equipment (including electric bicycles), LED bulbs, energy-efficient appliances, heat pumps, electric vehicle charging equipment and more. MVEA's rebate program is a great way for co-op members to save some green, while going a little greener! Download a copy of MVEA's Rebate Product Guide to take advantage of wallet-friendly rebates that help make energy efficiency work for you.

**Get started today! Visit [www.mvea.coop/rebates](http://www.mvea.coop/rebates).**



 In Colorado, it's never too early to plan ahead for the first snow!

## 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 31**

**Low Noise • Zero Gas • Zero Emissions • Low Maintenance**

### 2022 Outdoor Power Equipment Giveaway Entry Form

Visit [www.mvea.coop/greengiveaway](http://www.mvea.coop/greengiveaway) to enter online and for complete 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.

Scan & Enter  
Online!



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: \_\_\_\_\_

## Active Tree Trimming & Brush Removal In Progress Throughout MVEA's Service Territory

# MVEA Trims Trees for Safety & Reliability

We know that tree trimming and brush removal within electric utility easements may not sound like something to get excited about. But, when you see crews in your community creating tree and brush "no-grow zones" around electric infrastructure, it is proof positive that Mountain View Electric Association is taking proactive measures to maintain a safe and reliable electric distribution system. Cleared electric utility easements help prevent power outages and blinks, while playing an important role in wildfire mitigation efforts — all reasons to appreciate a clear path for electric lines.

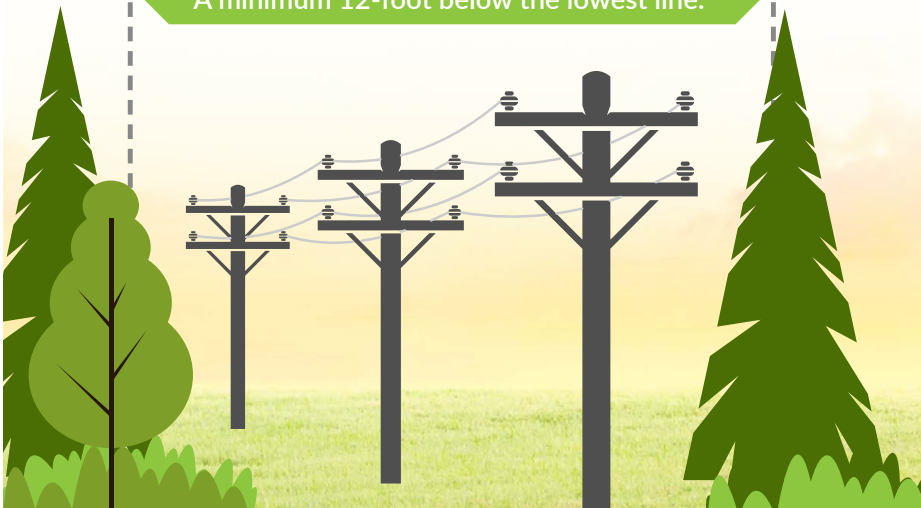
MVEA has contracted with Asplundh Tree Expert, LLC, to help with tree trimming and brush removal in the MVEA easement. Members served by underground lines may see contractors working in the area, while members served by overhead lines may receive a crew visit if trimming or removal is required. Any tree or brush in the MVEA easement that poses a safety or reliability threat to existing electric infrastructure and future fiber broadband infrastructure may be trimmed or removed. Trimming and removal efforts occur within the electric utility easement — typically along roadways that can also include front, back, and side lot lines of a property — where distribution poles are installed.

Keeping electric lines and infrastructure clear of trees and brush is essential for safe and reliable electric service. Learn more about the importance of "no-grow zones" at [www.mvea.coop/tree-trimming](http://www.mvea.coop/tree-trimming).

### Tree & Brush No-Grow Zone

A minimum 20-foot diameter around the pole.

A minimum 12-foot below the lowest line.



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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

(Temporarily Closed)  
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### Office Hours

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


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# Youth Leadership Trip Provides Experience of a Lifetime

BY ERICA MEYER COMMUNITY RELATIONS SPECIALIST

Every year, MVEA gives high school sophomores and juniors a once-in-a-life time opportunity to win a week-long youth leadership trip. One of those trips is to Youth Tour — an adventure that takes place in Washington, D.C., with students from other electric co-ops around the nation. This year, three students from MVEA's service territory attended Youth Tour: Kianna Gray, Air Academy High School (2021-2022 winner); Reagan Massey, Falcon High School (2021-2022 winner); and Lyna Truong, The Classical Academy (2020-2021 winner — trip previously postponed due to COVID-19 restrictions).



▲ The National Cathedral was a breathtaking site students toured in Washington, D.C. Pictured left to right: Lyna, Reagan and Kianna.

Prior to traveling to D.C., students had the opportunity to visit our state Capitol meeting with Sen. Dennis Hisey, Rep. Shannon Bird, and (drumroll) Governor Jared Polis!

"Youth Tour truly changed my life," Reagan said. "I was impressed when meeting our elected officials. They made me realize it's important to have strongly held beliefs and ways to be of service to my community. I also learned that it's incredibly important to stand up for what you believe — even if you're facing severe opposition."

In Washington, D.C., students had a day at Capitol Hill meeting with U.S. Rep. Lauren Boebert, U.S. Rep. Ken Buck, and Sen. John Hickenlooper. Each one of the elected officials took time to answer several questions and provided students with thoughtful and impassioned responses.

Youth Tour was filled with opportunities to see sites that are the foundation of our country, including many museums, historical landmarks and memorials.

"Seeing our nation's memorials brought a huge sense of patriotic pride and really opened my eyes. I am so grateful for all the men and women who currently serve or have served this country and their great sacrifices," Lyna said. "I also learned I can make an impact on my life as well as the lives of those around me with determination and hard work."

Each of the students said that the jam-packed trip provided them insight into our country's history as well as life-long relationships with fellow attendees. "My biggest takeaway is that traveling to new places and meeting new people is the best way to expand my horizons. There is so much to be learned, and I hope to continue the pursuit of knowledge that was kickstarted by Youth Tour," Kianna said.



▲ U.S. Rep. Ken Buck pictured with (left to right) Reagan, Kianna, Lyna and MVEA employee Erica Meyer.



▲ Colorado's electric cooperative Youth Tour students on the steps of the Colorado state Capitol with Gov. Jared Polis.

**To learn more about MVEA's Youth Leadership Trip contest, or to have your high school sophomore or junior apply, visit [www.mvea.coop/essay-contest](http://www.mvea.coop/essay-contest).**

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