

Moving Away from Colorado Country Life

BY STEVE JOHNSON PRESIDENT AND GENERAL MANAGER



STEVE JOHNSON

We have some exciting news for our members — starting on January 1st, Yampa Valley Electric Association (YVEA) will move our monthly communications to a new newsletter. *Colorado Country Life* has been an excellent publication for us. We have appreciated working with our partners at Colorado Rural Electric Association to get YVEA and Luminare information to our members every month. Looking to the future, we see this new newsletter as a better way to communicate with our members.

Why the move?

Several factors came into our making this decision. One of the biggest reasons for the move was the cost savings we would see from doing this letter in-house. We know that with the costs of every item in your life going up in price, you have had to tighten your belt and make fiscally responsible choices for your family. At YVEA, we are doing the same thing. We want to be open, honest, and transparent with our members about what is happening at the co-op. Still, we needed to find a way to do this more economically. While the cost savings was

one factor of the move, we are also excited to see the digital assets accompanying the newsletter, the reduction of waste at post offices, and content dedicated only to YVEA, Luminare, and the communities we serve.

Will it still feel inspirational?

Yes! Much like what CCL has done, we will continue to run photo contests, ask for your recipes, answer questions you may have, and ask you to mail them in. For example, for February’s issue, we will ask our readers for their best pie recipe in honor of Great American Pie month! In addition, we have several other exciting ideas we are cooking up to create a newsletter you look forward to reading every month.

How will members receive their newsletters?

If a member only receives a printed bill each month, their monthly statement will include the printed newsletter. If a member gets both a printed and an ebill, they will receive a printed version of the newsletter and a link to the digital version. Members who receive only an ebill will receive their

monthly newsletter via a link. This link will be separate from their monthly ebill. YVEA will continue to archive the newsletters on our websites, so members can print off their version of the newsletter if they would like. Should a member want to update how they receive their newsletter, they can contact Member Services at 970-879-1160 to make that switch.

We at YVEA and Luminare are very excited to make this change. This newsletter will be bold, bright, and beautiful, full of information about our happenings at YVEA and Luminare and what is happening in our communities. For any submissions of photos, mailbag, or recipes, please email us at info@yvea.com We are excited to show you our new newsletter next month!

Steve Johnson
Chief Executive Officer

ENERGY HERO DECEMBER TIP:

TIME TO TURN ON YOUR HEAT TAPE.



Many YVEA members in our cold climate use heat tape to prevent ice from forming on roofs and gutters and to prevent pipes from freezing. Yet, most heat tape users do not realize how the use of heat tape increases their monthly electric bill.

- Heat tape consumes energy based on its wattage and length. One hundred feet of heat tape can use up to 30 kilowatt-hours per day, which equals 900 kWh per month and can add up to an extra \$84 on your monthly electric bill.
- Wait until the first snow to energize heat tape. To reduce the energy usage of heat tape, do not run it continuously. YVEA recommends installing timers on all heat tape circuits to operate from 6 a.m. to 6 p.m. This may seem counterintuitive, but the best time to run heat tape is during the day.
- Be sure to mark your calendar to remember to turn off your heat tape at the end of the winter season.

To learn more about heat tape, rebates on heat tape timers to help save you money, and for other tips on how to fight energy waste, visit yvea.com/energyhero.