

THE POWER BEHIND YOUR POWER

Colorado Lineworker Appreciation Day is April 18

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

This month I ask you to join me and the State of Colorado in thanking the dedicated lineworkers who work tirelessly to ensure our community receives uninterrupted power 24 hours a day, 365 days a year. I am proud to share that the Colorado General Assembly is passing a resolution this month to designate April 18 of every year as Colorado Lineworker Appreciation Day in recognition of “the men and women who protect public safety and maintain the electrical infrastructure so critical to our lives and economic well-being.”

This resolution is well-deserved and has been a long time coming — lineworkers are the first responders of the utility world. And yet, they often receive little recognition by the general public of how demanding and dangerous the job is...even on a sunny day. You may find it surprising, but even with advancements in safety protocols and education, being a lineworker is still listed as one of the top 10 most dangerous jobs in the U.S.

We live in a world of modern convenience and innovative technologies. It is easy to forget that when the electricity goes out during a blizzard, there is a dedicated lineworker out braving the weather to safely work near high-voltage power lines to get the lights back on as quickly as possible. Even with the best equipment and under the best weather conditions, being a lineworker is not a glamorous or easy profession. Shortcuts are not an option, and there is

no room for error with this type of work. It is physically demanding work that takes years of specialized training and ongoing education, as well as a sense of service and commitment.

At Mountain View Electric Association, our dedicated team of lineworkers build and maintain over 6,200 miles of energized line in a 5,000 square mile service territory. It’s a big job — and one they do exceptionally well. While lineworkers may be the most visible employees out in the field, it’s important to share that there is also a team of highly skilled professionals behind the scenes who work together to ensure we can provide safe, reliable, and affordable electric service to our members.

The MVEA Board of Directors and Executive Leadership Team recognizes the dangers of the trade and knows that employees are the co-op’s greatest asset. Keeping employees safe is THE top priority at MVEA every single day. What’s more, MVEA’s

“During the storm, our power kept going out. I know the linemen were out there fighting terrible weather, getting power back ... only to have it go down somewhere else. I was thinking of them while I was in my warm, safe house. Thank you all for the fantastic work you do keeping the lights on! Know you are greatly appreciated!”
 – MVEA Member, following a winter storm on December 29.




RUTH MARKS

employees make safety the top priority at the co-op — they look out for one another and work together to create a culture of safety to prevent accidents and injury.

I consider myself lucky to work in this industry with the men and women who have answered the call to serve — it takes a certain type of person to step up to the demands, dangers, and responsibility to join this trade.

Let’s make the inaugural Colorado Lineworker Appreciation Day on April 18 one to remember! Please join us in honoring MVEA’s lineworkers for their dedication in providing co-op members a safe and reliable source of electricity.



Scan the QR code in the image below or visit www.mvea.coop/thank-a-lineworker to send a thank you note to help us honor MVEA’s dedicated lineworkers throughout the month of April.

• April 18, 2023 •

COLORADO LINWORKER APPRECIATION DAY

They Go Above & Beyond to Keep the Lights On!

Scan the QR code to thank an MVEA Lineworker.



www.mvea.coop/thank-a-lineworker





THE POWER BEHIND YOUR POWER

#thankalineworker



2023 Annual Meeting of Members

Over 80 years ago, Mountain View Electric Association's first members formed an electric co-op, bringing life-changing electric power to the rural areas, farms, and ranches other utilities refused to serve. Mile by mile, the co-op was proudly built through partnerships with property owners and a growing co-op community working together to power possibilities for generations to follow.

Today, MVEA is proud to provide member-first electric service to more than 54,000 members in a 5,000 square mile territory that spans eight counties with over 6,200 miles of energized lines. While a lot has changed since incorporation in 1941, dedication to open communication and sound business practices has remained a strong foundation of MVEA's mission, vision, and values. At MVEA, our roots run deep in the communities we serve — we are your home team electric cooperative, and members like YOU are the real MVPs!

Please join us on June 8 as we gather to celebrate the cooperative advantage of membership, look back on the accomplishments of 2022, and provide a forecast for 2023 and beyond.

For more information, visit www.mvea.coop/annual-meeting.

Giveaways! Dinner! Door Prizes!

Save the Date!

Thursday, June 8, 2023

Falcon High School

10255 Lambert Road • Falcon, CO 80831

5:00 p.m. Registration & Dinner

6:30 p.m. Co-op Business Meeting

Board of Directors Election

Door Prizes!



Explore More **GO ELECTRIC!**

Outdoor Power Equipment Giveaway

Picture yourself as the winner of an Electric Bicycle or a Mower+Trimmer Package! A winner for each option will be selected and announced in June.

Entry Deadline: June 1, 2023

2023 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: _____

Preference (circle) Electric Bicycle Mower+Trimmer Either

Low Noise • Zero Gas • Zero Emissions • Low Maintenance

The electric bicycle is co-sponsored by Tri-State G&T, MVEA's wholesale power supplier. Learn more about Tri-State G&T at www.tristate.coop.



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(877) 999-3415

Falcon Office

11140 E. Woodmen Road
Falcon, CO 80831

Limon Office

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

Office Hours


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

Visit our website: www.mvea.coop

Stay Connected: Like. Follow. Share.

Make sure to connect with MVEA on social media for timely service and program updates.

 www.facebook.com/@MVEAInc

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MISSION STATEMENT

To provide our members safe, reliable, responsible, and affordable electric service and access to broadband service consistent with sound business and engineering practices.

This Association is an equal opportunity provider and employer.



20 PHOTO CALENDAR CONTEST 24
MOUNTAIN VIEW ELECTRIC ASSOCIATION, INC.

Photos Wanted!

Do you have an eye for fiery sunsets, sweeping vistas, heritage barns, and a knack for catching nature in action? As an MVEA co-op member, you are invited to **send in your photos, taken within our 5,000 square mile service territory, that capture the seasons, people, lifestyle, or landscape of co-op country.** The winning photographs will be included in MVEA's 2024 calendar. **The deadline for entry is July 6, 2023.**

Photo Calendar Entry Guidelines

Only MVEA members, directors, employees and their family members are eligible to participate in the photo calendar contest. High resolution digital entries preferred. Minimum resolution is 300 dpi. Limit two photos per person. Photos must have horizontal/landscape orientation for best chance of being selected for the calendar. Photos must be taken within our service territory. Photos will not be accepted without a completed entry form.

For complete Photo Calendar Contest guidelines and an entry form, please visit www.mvea.coop/photo-calendar-contest. Send entries by email to communications@mvea.coop. Questions? Call (719) 494-2657.

CAN YOU DIG IT?

.....→ **Contact 811 Before You Dig.**



Whether your project is small or big, contact 811 before you dig. Every 6 minutes an underground utility line is damaged due to unapproved digging. It is dangerous. It is expensive. It is against the law. As a property owner or contractor, you are required by Colorado state law to contact the Utility Notification Center prior to digging. Any type of digging requires a call. Building a deck? Planting a tree? Installing a fence or mailbox? Contact 811 before you begin any project.

Call 811 or visit www.colorado811.org.



Member Advisory: Stay Ahead of Utility Scammers Pretending to be MVEA

Every day, millions of Americans are targeted by scammers through phone calls, emails, text messages, online or in person. Scammers will try just about anything to get money or personal information. Sadly, pretending to work for or represent area utilities has become an increasingly common practice. While it happens everywhere, it always feels worse when it happens close to home and to Mountain View Electric Association members. That's why MVEA runs periodic scam advisories and asks members to call if they have any doubts about who is contacting them. As a rule of thumb: Beware of scams asking for personal information or immediate payment, and NEVER click on a suspicious link or attachment.

Let's look at a few common scenarios of utility scams:

- You receive a random call. The caller says you didn't pay your last electric bill and your power will be cut off immediately unless you pay right now by credit card over the phone. Caller ID shows it came from the utility; they even told you the exact amount of your most recent bill.
- You receive an alert that you overpaid your utility bill and to get the refund, you need to provide your financial information.
- A friendly couple in uniform knocks on your door saying they're from the power company and are following up on high-bill complaints from your neighbors. They just need to look at your utility bill so they can

get the information code to make sure you aren't being double charged.

Reading about how to avoid utility scams makes it sound simple, but the thing about scammers is they take you by surprise. They might be the most charming people you ever meet. They might be the meanest and most intimidating, bullying you into acting. Either way, it can be hard to say "no" in the moment.

Con artists keep up with technology — they'll come at you through email and texting. In a top recent scam, you're told to pay by gift or cash card, giving the swindlers the card and PIN number so they can have easier access to your money. Another new scheme tells you to pay your bill with cryptocurrency. While MVEA will reach out to members to discuss payment arrangements if they fall behind, we will not demand payment in the form of a gift card or bitcoin. Additionally, we will not ask members to wire money to a specific person.

Another trending scam is smishing (short for SMS phishing). While most people know to watch out for suspicious emails, we tend to trust text messages sent to our smartphones. Always question suspicious texts, including ones claiming to represent a utility. MVEA will only send you important updates via text if you've signed up for outage SmartAlerts™ or opted into automated account alerts through SmartHub.

The best way to avoid being a victim of a utility scam is to call MVEA directly. Scammers will try to rush you into acting, but no billing



situation is so urgent you can't check on it. If you're contacted by someone claiming to represent MVEA but you're unsure, just hang up the phone and call us directly. Do not assume the name and number on your caller ID are legitimate. Caller IDs can be spoofed. You can reach us at 800-388-9881 to verify the situation. We can provide the status of your account, and you can alert us to the fact that someone is trying to run a utility scam in our area.

Our increasingly connected world provides scammers with more opportunities to connect with unsuspecting utility customers. **Be vigilant and please report any utility scams to MVEA so we can let others in our community know. To learn more, visit MVEA's scam alert center at www.mvea.coop/scams.**

A Connected Community Becomes a Growing Community.

Fiber internet from Connect, powered by Mountain View Electric Association, brings new possibilities to residents and businesses alike.

Connect's services will allow your community to...

- Increase productivity in homes and businesses.
- Retain and grow personal and professional connections.
- Improve health care with access to telemedicine.
- Advance education with access to online courses.
- And more!



Check availability at ConexonConnect.com, call 1-844-542-6663, or scan our QR code!

