

THE COOPERATIVE ADVANTAGE

Celebrate National Co-op Month with MVEA

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

This month, Mountain View Electric Association joins electric cooperatives across the U.S. in inviting our members to help us celebrate National Co-op Month. There is no better way to celebrate National Co-op Month than to celebrate our members who make it possible. I want to personally invite you to attend our Member Appreciation Day lunch on Wednesday, October 11, at the Falcon office. This year a Member Appreciation Pool Party was held in Limon in early August, so we are moving the celebration to Falcon this month. We will be grilling up brats and hot dogs and giving away some fun items to celebrate National Co-op Month. I hope to see you there!

Why do we celebrate National Co-op Month? It's a great opportunity to celebrate our co-op members and our unique business model that is based on the Seven Cooperative Principles: Voluntary and Open Membership; Democratic Member Control; Members' Economic Participation; Autonomy and Independence; Education, Training and Information; Cooperation Among Cooperatives; and Concern for Community. Born from a need for a service, and created solely to maximize benefits to its members rather than to shareholders, cooperatives play an important role in communities across the nation.

Since MVEA was founded in 1941, our focus has remained steady on providing safe, reliable, affordable, and responsible

energy to our members. In this current energy landscape, consumer expectations are far different than they were decades ago. While we remain focused on our founding principles, we are adapting to keep pace with changing technology, evolving needs, and member expectations. As an electric co-op, we want to serve as your trusted energy advisor to help you manage your electric use as well as providing advice and information on a broad range of energy topics.

For example, if you're looking for ways to save energy, visit www.mvea.coop/save-energy-money for energy-saving tips and ideas to increase the energy efficiency of your home. Understanding how your home uses energy can help determine the best ways to modify electric use to manage your monthly bill.

Your digital meter, paired with online account management through SmartHub, is a powerful tool to help you become more energy efficient. With daily and hourly energy reads available, your digital meter and SmartHub account will help pinpoint high energy use spikes so you can avoid them in the future. Visit www.mvea.coop/payment-options to learn more about SmartHub.

Are you interested in purchasing a rooftop solar system? We are here to help. Investing in a solar system is a major decision, and it's important to fully understand the costs, responsibilities, and potential energy savings. We currently have more than 3,000



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residential solar accounts spread throughout our service territory. As the demand for solar power has increased, so has the number of calls we receive from members regarding costs and logistics. If you have questions about going solar, please contact us or visit www.mvea.coop/interconnection.

MVEA's fiber broadband expansion is deeply rooted in the co-op's concern for community as well as the Board of Director's dedication to serving the membership through long-term fiscal stewardship. Bringing high-speed internet access to members in MVEA's service territory has been a goal for many years. When complete, the network will span nearly 5,800 miles of fiber and will provide 100% of our members access to high-speed internet. It all goes back to serving MVEA's members — now and in the future.

Whether looking for new technologies to help members manage their electric use, incorporating evolving technology into the home, or bringing high-speed internet to rural communities, electric co-ops, like MVEA, are taking the lead on innovative ways to better serve their membership. "We're here to serve you." These words can sound generic, but to us — YOUR electric cooperative — they mean everything.

MVEA Member Appreciation Day

Mountain View Electric Association, Inc.

I ♥ MY
CO-OP

EST. 1941

• Celebrate National Co-op Month | October 2023 •

Because you're not just a customer, you're a co-op member.

October 11, 2023
11 a.m. - 1 p.m.

MVEA's Falcon Office
11140 E. Woodmen Rd.
Falcon • 80831

Open House
No RSVP Required



Free Event!

Our roots run deep in the communities we serve! Join MVEA for an open house to enjoy lunch, pie, and help celebrate 82 years of powering possibilities through decades of innovation and industry changes.

MVEA Members Capture Colorado's Beauty

Announcing MVEA's Annual Photo Calendar Contest Winners!

Every year, Mountain View Electric Association receives photo calendar contest submissions capturing the beauty of Colorado. From sweeping views of Pikes Peak to storms racing across the plains, MVEA's 5,000-square-mile service territory provides the perfect backdrop for shutterbugs of all ages to help tell the story of the seasons, wildlife, lifestyle, and landscape of the area. This year, over 150 photos were submitted and reviewed for consideration. Narrowing down the images for publication was no easy task! The 2024 calendar includes January 2025 and features two additional winning submissions for each month.

A limited number of 2024 calendars will be available to MVEA members starting in November at the Falcon and Limon offices as well as distribution locations in Monument and Limon. Please visit www.mvea.coop/photo-calendar-contest to view the main featured winners (shown below) and for calendar distribution locations.

Thank you to all of the MVEA members who participated in the 2024 photo calendar contest!

<p>December 2023</p> <p>David Munns, Colorado Springs</p>	<p>January 2024</p> <p>Marilyn Barnes, Monument</p>	<p>February 2024</p> <p>Lisa Buhring, Matheson</p>	<p>March 2024</p> <p>David Nutting, Peyton</p>
<p>April 2024</p> <p>Pam Durbin-Ruhoff, Genoa</p>	<p>May 2024</p> <p>Sarah Childress, Elbert</p>	<p>June 2024</p> <p>Tamara Montag, Colorado Springs</p>	<p>July 2024</p> <p>Megan Cavender, Colorado Springs</p>
<p>August 2024</p> <p>Cambria Mahagan, Calhan</p>	<p>September 2024</p> <p>Christina Simpson, Colorado Springs</p>	<p>October 2024</p> <p>Dennis Goodhart, Colorado Springs</p>	<p>November 2024</p> <p>Brandi Webster, Yoder</p>
<p>December 2024</p> <p>Lori Yoder, Black Forest</p>	<p>January 2025</p> <p>David Munns, Colorado Springs</p>	<div style="background-color: #fff9c4; padding: 10px;"><p>Mark Your Calendars!</p><p>We are always on the lookout for photos to tell the story of the seasons. Changing leaves? We want to see them! A winter wonderland of white? Show us! The next photo calendar contest entry period runs through July 8, 2024. Visit www.mvea.coop/photo-calendar-contest to get started.</p></div>	

SUBMIT A RECIPE TO MVEA'S COOKBOOK!

Members who share a recipe will be entered to win an iPad®

Get ready to savor some holiday cheer with our upcoming Taste of MVEA Cookbook! We're gathering recipes from our talented members and beloved local businesses across our entire service territory, and we can't wait to share the deliciousness with you.

To submit your recipe and enter to win, visit www.mvea.coop/tasteofmvea or mail your recipe to MVEA, Attn: Taste of MVEA, 11140 E. Woodmen Road, Falcon, CO, 80831.

The recipe entry deadline is Monday, November 6.



High School Sophomores & Juniors You Could Win a Summer Trip!

ELECTRIFYING DREAMS. EMPOWERING MINDS.

MVEA Youth Leadership Trip Contest

Make memories that last a lifetime! High school sophomores and juniors are just a couple of short questions away from a chance to win an all-expenses-paid trip. Top-placed winners will receive either a trip to Washington, D.C., with students from across the U.S. for the Electric Cooperative Youth Tour, or will be invited to the Colorado Electric Educational Institute's Cooperative Youth Leadership Camp in the mountains outside of Steamboat Springs.

Deadline: Thursday, November 9, 2023.

For additional details and an entry form, visit www.mvea.coop/tripcontest.

Questions? Contact Erica Meyer, (719) 494-2654, erica.m@mvea.coop.



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Your Touchstone Energy® Cooperative 

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Office Hours

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

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MISSION STATEMENT

To provide our members safe, reliable, affordable, and responsible electric service and access to broadband services.

This Association is an equal opportunity provider and employer.

MVEA Concern for Community Spotlight: Colorado's Electric Cooperatives Junior Livestock Sale



For 4-H and FFA youth across the state, Colorado's Electric Cooperatives Junior Livestock Sale is the big show, the granddaddy of them all, and the money maker — it is the largest event of its kind in the state. More than 108 exhibitors representing every county in Colorado participated in the 2023 Colorado State Fair Junior Livestock Sale this year. MVEA was proud to sponsor the sale as part of the Colorado's Electric Cooperatives collaboration. MVEA is also part of a local buyer group, the Pikes Peak Posse, that purchased more than a dozen animals at the sale.

This year, buyers spent more than \$477,000 at the auction. The sale benefits 4-H and FFA kids who raise animals to show at the Colorado State Fair. All proceeds from the sale go directly to the education funds of the exhibitors.

The 42-year tradition has raised more than \$11.5 million for youth over the last four decades. The sale is sponsored by MVEA, *Colorado Country Life*, CREA, the Colorado Rural Electric Member Services group, Tri-State Generation and Transmission, and electric co-ops throughout the state.



◀ Kallie Lemon, a senior from Kiowa, will be attending the University of Nebraska this fall. Her hog, Earl, weighed in at 283 lbs and sold for \$3,500.

Bailey Churchwell, a senior from Simla, will be going into Ag Education next year. Her heifer, Sis, weighed in at 1,080 lbs and sold for \$5,000. ▶



October is National Cybersecurity Awareness Month

Don't Take the Bait! Lookout for Phishing Emails With These Traits



Phishing is one of the most common attack methods used by cybercriminals and the one we're all probably most familiar with. Fortunately, there are signs that can help you identify whether or not an email in your inbox is a scam.

- Asking for Personal Information** → Most reputable organizations will never email you asking for your address, phone number, or other personal data.
- Inconsistencies in Links** → Always hover over links with your mouse pointer to display the full URL. If it leads somewhere that doesn't logically belong within the context of the email, or generally looks nonsensical, don't click!
- Unrealistic Threats** → Phishing emails often feature threatening language, such as "Payment overdue!" or "Your account has been compromised!" in order to generate a response from their targets.
- A Sense of Urgency** → Emails that urge you to click on a link, download an attachment, or update your account "immediately" are likely scams.
- You're Asked to Send Money** → Whether it be overdue taxes or an upfront payment to cover expenses, any email that asks for money should immediately raise your suspicions.
- Too Good to Be True** → The old saying remains true to this day: If it's too good to be true, it's likely untrue. Keep that in mind any time you get an email claiming you won the lottery or are due a large family inheritance.
- Poor Spelling & Grammar** → Most generic phishing attempts contain spelling and grammatical errors or feature awkward wording/phrasing.

Source: KnowBe4, Inc.

Visit the National Cybersecurity Alliance for additional cybersecurity tips at www.staysafeonline.org.

Don't Fumble with Bad Internet!

Stay in the action with fiber internet from Connect, powered by Mountain View Electric Association.

Connect's services will allow you to:

- Tackle lag with symmetrical upload and download speeds
- Defend against buffering
- Score with a safe and secure network
- Win big with affordable monthly pricing and no price hikes
- **And more!**

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

