

# 2024 STRATEGY MAP

## Committed to Safety, Reliability, and Affordability

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

Over the last couple of months we have talked about Mountain View Electric Association's commitment to providing members with safe, reliable, and affordable electricity during an era of rising costs and industry changes. We have also talked about innovative infrastructure upgrades and process improvements that are in the works at MVEA to build a more resilient and responsive electric distribution system. This month, I want to share with you MVEA's 2024 Strategy Map priorities and some of the initiatives that we are implementing to benefit our co-op members — now and in the future.

**Safety:** Safety is always our top priority. You may find it surprising in our modern world, but being a lineworker is still one of the top 10 most dangerous jobs in the U.S. That's why our strategy map starts with supporting and enriching our culture of safety for employees, members, and contractors. We put this priority into action by investing in training and equipment to ensure the well-being of our employees and the communities we serve.

**Reliability & Resiliency:** As I mentioned last month, MVEA will start implementing a series of exciting programs in 2024 that include the transition to an Advanced Distribution Management System (ADMS) that supports automated outage detection and restoration, load management, system mapping, meter management, and much more. In addition, we will be expanding our wildfire mitigation efforts with a proactive plan that includes increased inspections, vegetation management, and infrastructure replacements.

**Affordability:** January marked MVEA's first residential rate increase since 2017. It was a hard decision to make, and one that required us to also look closely at operational process improvements to help keep the service we provide affordable. We are streamlining processes, evaluating business practices, and pursuing federal funding opportunities to help offset the costs of upgrades and improvements. We are also expanding member education on the benefits of MVEA's Time-of-Day and EV Charger Rate. This rate offers a cost-saving solution to members who can shift their energy use away from our peak period of 5-9 p.m. Monday through Saturday.

**Member Engagement:** As an electric co-op, we are here to serve you — our members. This year, we will be launching new

programs and events to better serve the unique needs of our growing membership. While we are in the early stages of implementation, there are plans to develop EV technologies on MVEA's system, an on-bill financing program for energy-efficient upgrades, continued education about available resources to manage electric use, and events that will be held throughout our service territory to connect directly with our members.

**Employee Relations:** MVEA's dedicated employees are the co-op's greatest asset. We are dedicated to fostering a purpose-driven culture where employees are rewarded and valued for their contributions to our continued success. A couple of examples of how we are doing this is through enhanced workforce development programs, cross-training, and business process improvements.

**Technology & Innovation:** This strategy map priority is the cornerstone of success to many of our 2024 initiatives such as the ADMS integration and many internal process improvements that rely on innovative software, data management technologies, and a robust network. MVEA's fiber broadband expansion will continue to be a priority as it will provide high-speed internet access to all MVEA members and allow us to extend the benefits of these new technologies across our entire service territory. Of note, we will also be implementing a drone program that will support enhanced system reliability and mapping of GPS data for rapid resolution of system challenges.

These are just some of the highlights from the 2024 Strategy Map. As we look ahead, the initiatives on the strategy map are more than just words on paper — they are meaningful infrastructure upgrades and process improvements that will play an important role in building a more resilient and reliable electric distribution system to serve our growing co-op membership and the increased demand for electricity. I am excited about MVEA's future and look forward to sharing more with you. Look for updates on these projects, and more, in future issues of the magazine and on [www.mvea.coop](http://www.mvea.coop).



RUTH MARKS

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# 2024 MVEA Strategy Map

(1)  
**Safety**

(2)  
**Reliability & Resiliency**

(3)  
**Affordability**

(4)  
**Member Engagement**

(5)  
**Employee Relations**

(6)  
**Technology & Innovation**



# 2024 Youth Leadership Trip Winners Selected

Mountain View Electric Association's Youth Leadership Trip Contest encourages high school sophomores and juniors to familiarize themselves with the cooperative business model, while giving them the chance to compete for once-in-a-lifetime leadership opportunities. This year, applicants answered three short questions that were judged by the Education Committee, which is comprised of members of the MVEA Board of Directors. Students creatively answered questions which explored the seven cooperative principles, leadership qualities they value, and what being part of an electric cooperative means to them.

The first and second place winners are invited to attend an all-expenses-paid, weeklong trip of their choice to either the Washington D.C. Youth Tour in June with high school students from cooperatives across the nation or the Cooperative Youth Leadership Camp near Steamboat Springs in July. The third and fourth place winners are invited to the Cooperative Youth Leadership Camp to improve their leadership skills and enjoy a variety of outdoor activities with high school students from Colorado, Kansas, Oklahoma, and Wyoming.



**First Place: Brady Truong** | Brady Truong, a junior at The Classical Academy is not only an accomplished student leader, scholar, and varsity athlete – he has also logged 15 flight hours through the prestigious Air Force Aim High Flight Academy. “I have been fascinated with all things flying,” he shared. “I am leaning towards a degree in aerospace or aeronautical engineering.” As the grandson of immigrants from Vietnam, the cooperative principle of “autonomy and independence” speaks loudest to Brady. “My grandparents preached that nothing was more important than having the freedom to create your own life and that education, hard work, and determination were the keys to future opportunities and successes.” In addition to putting these values into practice, Brady has made it a priority to lead by example in school and at home as an older brother. “I always strive to become a source of support, encouragement, and guidance to others.”



**Second Place: Amaya Boarman** | “Concern for community” is the cooperative principle that speaks to Amaya Boarman, an accomplished student leader and multi-sport athlete at Pine Creek High School. “Helping others and making a difference is one of my favorite things to do and fulfills my heart,” she said. From traveling to Juarez, Mexico, on a mission with her church to build homes for those in need or volunteering to lead classes at Vacation Bible School, Amaya finds joy in “knowing I have made an impact in a positive and significant way.” As a young leader, she shared that she is inspired by those who are humble, passionate, empathetic, resilient, and fearless. “I like to protect and fix, so if I see something is not fair or right I make sure and speak up loudly about it so that it can be sure to be worked on,” she added. Currently in her junior year, Amaya plans to pursue a career in criminal justice.

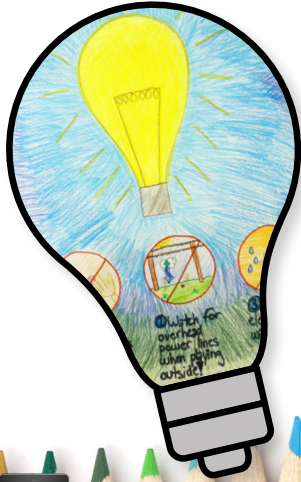


**Third Place: Camden Marshall** | Camden Marshall, an honor student and athlete in his junior year at Lewis-Palmer High School, spoke about the importance of the principle of “concern for community” and the focus that electric cooperatives put on communities and members over profits. “In a world where there are so many worries and wants of an expanding population, keeping track of the demands of the community can be difficult, but extremely important,” he said, “Living in a smaller community, the cooperative model resonates with me as I value the small community of like-minded individuals who support local businesses and give back to the community.” After high school, Camden plans to pursue a career as an aerospace engineer.



**Fourth Place: Braedon Carley** | On the co-op principle of autonomy and independence, Braedon Carley keenly observed that “while on one hand, you are a network with other co-ops and rely on each other for certain things (like a community within a community), you are also able to represent your specific community needs independently outside of the network.” Braedon, an accomplished honor student and league tennis player, is a sophomore at Falcon High School with a love for problem-solving, debate, science, and history. After high school, he plans to pursue a career in either science or law. “I know I want to help people and communities – and it could be through the law, or it could be by inventing something awesome.”

# ELECTRICAL SAFETY COLORING CONTEST



**Calling all elementary-aged students!**

Enter MVEA's annual safety-themed coloring contest for a chance to have your artwork featured on a sticker!

Learn more and enter to win by March 14, 2024 at [www.mvea.coop/coloringcontest](http://www.mvea.coop/coloringcontest).

**Top Artists Win a Kindle Fire!**  
Additional prizes will be awarded to teachers.



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## Falcon Office

11140 E. Woodmen Road  
Falcon, CO 80831

## Limon Office

1655 5th Street • P.O. Box 1600  
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## Office Hours


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

**Visit our website: [www.mvea.coop](http://www.mvea.coop)**

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# ELECTRIFYING DREAMS. EMPOWERING MINDS.

## Need Cash For College? Win a Scholarship!



If you are continuing your education next year, apply for a scholarship with MVEA today. Whether you will be attending traditional college, planning on attending a technical school, or interested in pursuing an engineering or lineworker career, MVEA is here for you!

For the 2024 school year, MVEA will be awarding scholarships with opportunities for both traditional and nontraditional students.

**Scholarship Application Deadline:**  
**February 28, 2024**

Visit [www.mvea.coop/scholarships](http://www.mvea.coop/scholarships) to learn more.



SHOOT, SUBMIT, WIN &  
GET FEATURED IN MVEA'S CALENDAR

# OH SNAP!

Photo calendar entries wanted! Your photo could be featured in MVEA's 2025 calendar. The entry deadline is July 8, 2024. Learn more and enter online at [www.mvea.coop/photo-calendar-contest](http://www.mvea.coop/photo-calendar-contest).

## 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.*



# MEMBER ADVISORY

## STAY AHEAD OF UTILITY SCAMMERS

NO MATTER THE CON,  
THE BEST DEFENSE  
IS THE SAME:  
**CALL 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! The Better Business Scam Tracker reports that victims typically lose \$274 in all types of scams and \$500 in a utility scam.

Sadly, pretending to work for or represent area utilities has become an increasingly common practice. 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, 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 person 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 and 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 one of the top recent scams, 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. MVEA will never ask you to pay by gift card or bitcoin. 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. If you're contacted by someone claiming to represent MVEA but you're unsure, just hang up the phone and give us a call. 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 you 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.

Be vigilant and please report any utility scams to MVEA so we can let others in our community know. Learn more, visit MVEA's scam alert center at [www.mvea.coop/scams](http://www.mvea.coop/scams).



## Fiber-Fast Internet is Here!

Now connecting members in the Falcon and Limon areas.

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- ✓ No data caps
- ✓ Crazy-fast speeds



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