



The Poudre Valley Difference: **Our Employees**

BY **JEFF WADSWORTH** PRESIDENT & CEO

ABOUT YOUR CO-OP

PVREA serves energy solutions to nearly 55,000 homes and businesses in Boulder, Larimer, and Weld counties. We are a member-owned co-op, led by those we serve.

OUR MISSION

We are committed to providing safe, reliable, efficient energy solutions with exceptional service to our members.



CONTACT US

1-800-432-1012
pvrea@pvrea.coop
www.pvrea.coop



MAILING ADDRESS

Poudre Valley REA
7649 REA Parkway
Fort Collins, CO 80528



SOCIAL

facebook.com/PoudreValleyREA
twitter.com/PoudreValleyREA
instagram.com/poudre_valley_rea

BOARD OF DIRECTORS

| | |
|---|----------------------------------|
| Chair | Director |
| Jack Schneider Weld County | Rick Johnson Larimer County |
| Vice Chair | Director |
| Peter Hyland Weld County | Thaine Michie Larimer County |
| Secretary | Director |
| Bryan Ehrlich Larimer County | Jan Peterson Larimer County |
| Director | Director |
| Steven Anderson Larimer County | Ron Sutherland Boulder County |
| Director | |
| Sheryl Dryer Henderson Larimer County | |

Many of you are probably gearing up for the big game and have already have a favorite to win.

Millions of people will tune in to watch the Super Bowl. Some may be there for the commercials, the half-time show, or as an excuse to eat all the chips and dip. But I think another reason we watch year after year is we connect with the players on the field. Their struggle to be champs rekindles our own internal flame that ignites our passion to win and to prove we are great, if not the best, at what we do.

Yet once those lofty goals are met, it doesn't mean we are finished or that there will not be challenges. Even the smallest falter can cause that 'winner' label to slip away, and it can become increasingly more difficult to get it back. The Denver Broncos are a perfect example; they haven't earned a berth in the playoffs since the 2015 season, their last Super Bowl.

To me, the true challenge of achievement lies in sustaining it. Once we have proved we can win, our work to remain successful has only just begun.

"GETTING THERE IS ONE THING; STAYING THERE IS ANOTHER."

At Poudre Valley REA, we look at many benchmarks to ensure we are meeting and hopefully exceeding your expectations. Among them, we look at our costs and expenses, our service reliability, and our membership survey.

This past year, we reached our highest level of success in all three of these important categories. We have the lowest residential electric rate of any cooperative

in Colorado. We are in the top quartile of reliability metrics measured across the nation. And we were recognized as obtaining one of the top five satisfaction scores among Touchstone Energy cooperatives in Q3 of 2023.

While we are proud of these achievements, we know our work has just begun.

There will be numerous challenges and conditions outside our control as we work to meet our strategic goals. And we know there is enough uncertainty in the future that even our best plans will have to be frequently re-evaluated.

The key to overcoming the challenges ahead is the work done by the Poudre Valley REA employees on a daily basis. I learned a long time ago that the most crucial point of emphasis for any organization should be training, equipping, communicating with, and empowering employees to do what they do best — and for us that is taking care of the needs of our membership.

Our ability to provide reliable and affordable electricity to our members is at the forefront of the Poudre Valley difference. Making this happen behind the scenes is a dedicated and talented group of employees who wholeheartedly believe in our why of providing exceptional service to our members.

We look forward to making you proud to be a member of Poudre Valley REA.





FACES, PLACES & VOICES OF



MARY HERT

PVREA member & former owner/operator of Vern's Toffee House



The rich and complex flavors of a well-crafted toffee are undeniable at first bite. This sweet yet toasty experience is both nostalgic and luxurious.

It's the perfect treat for gifts, thank yous, or pick-me-ups. And it's been locally made and sold in Fort Collins for 48 years and 4 generations at Vern's Toffee House.

Mary told us a little about herself and how this family-oriented, family-owned business has stayed successful ever since her father first created his secret recipe for homemade butter almond toffee back in 1976.

A recipe that uses only the finest and freshest natural ingredients without any artificial preservatives. The result is an all-natural, gluten-free product that maintains an old-fashioned, home-cooked flavor.

In 1984 Mary and her husband Ron left their traditional careers to do something different and fun. After 8 years, they purchased the business from Vern and his wife Gert in 1992.

"I was excited and nervous at the same time," Mary explained, "because we were kind of in the unknown." She said she didn't know how they were to grow the business, "and that in itself was scary."

But after relying on her dad's used electric typewriter to fulfill orders for years, new technology paved the way forward into the digital world.

"In 1992 when we took over the business, we said we've got to get a computer! And that was the beginning."

Through a combination of online, over-the-phone, and in-person sales, Vern's award-winning secret toffee recipe can be found all across the US.

"It's a fun business because we know a lot of our people," Mary said. Notice the word "people" and not "customers" — it goes to show the view and value they have for their people, much like how your local electric cooperative views and values our members.

Their focus on upholding high levels of service reflects their attention to the quality of their product. Mary said her dad adamantly opposed anything except producing the best. "You cannot change the recipe! You cannot compromise the quality! Whatever it takes is what it takes, because we will not compromise the quality of our candy."

For 19 years they successfully ran the business and expanded sales and production until, in 2011, their daughter Stefanie and son-in-law Patrick took the reins.

This latest generation of owner/operators have continued the rich traditions of quality and service while preserving the family recipe and focus on serving their people. They've grown into social media and have introduced a new line of products — assorted flavors of truffles.

Mary's granddaughter Katie, the fourth generation, has now joined too.

WHAT TO TASTE

- **Valentine's Day Toffee Box**
- **Milk & Dark Chocolate Toffee**
- **Almond Toffee Toppings:** perfect for baking or poured over ice cream
- **Gourmet Nuts:** paired with your favorite beverage
- **Gift Towers, Baskets, Boxes & More**



WHERE TO TRY

Vern's Toffee House
www.vernstoffee.com
 444 S. Link Lane, Fort Collins, CO
 970.493.7770



SAFETY CORNER

Heat Your Space Wisely & Safely



As the winter temperatures plummet outside, we might be spending more time indoors. If you use them, be sure to use space heaters efficiently and safely.

Safety is a top consideration when using small space heaters. The US Consumer Product Safety Commission estimates that more than 1,700 residential fires every year are associated with the use of space heaters.

Small space heaters work by convection (the circulation of air in a room) or radiant heating. Radiant heaters emit infrared radiation that directly heats objects and people within their line of sight and are a more efficient choice when you will be in a room for only a few hours and can stay within the line of sight of the heater.

HOW MUCH COULD A SPACE HEATER IMPACT YOUR ELECTRIC BILL?

You can use this simple formula to determine the cost to run the heater: $\text{watts} \div 1,000 \times \0.09

- Locate the wattage of your heater based on the rating information printed on the heater. A common wattage for space heaters is 1,500 watts.
- Dividing by 1,000 changes watt hours to kilowatt hours.
- Most average residential members pay \$0.09 /kWh.

The results: In general, your space heater could be costing you \$0.135 per hour or \$1.08 for 8 hours. If plugged in for 8 hours every night for a month, that could add up to \$32.40!

WHEN BUYING AND INSTALLING A SMALL SPACE HEATER, FOLLOW THESE GUIDELINES:

- Locate the heater on a level surface away from foot traffic.
- Buy a unit with a tip-over safety switch, which automatically shuts off the heater if the unit is tipped over.
- Plug heaters directly into the wall outlet. If an extension cord is necessary, use the shortest possible heavy-duty cord of 14-gauge wire or larger. Always check and follow any manufacturer's instructions pertaining to the use of extension cords.
- Select a heater of the proper size for the room you wish to heat. Most heaters come with a general sizing table.
- Choose a thermostatically controlled heater because it avoids the energy waste of overheating a room.



Find more resources online at www.pvrea.coop

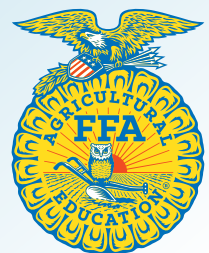
Source: US Department of Energy

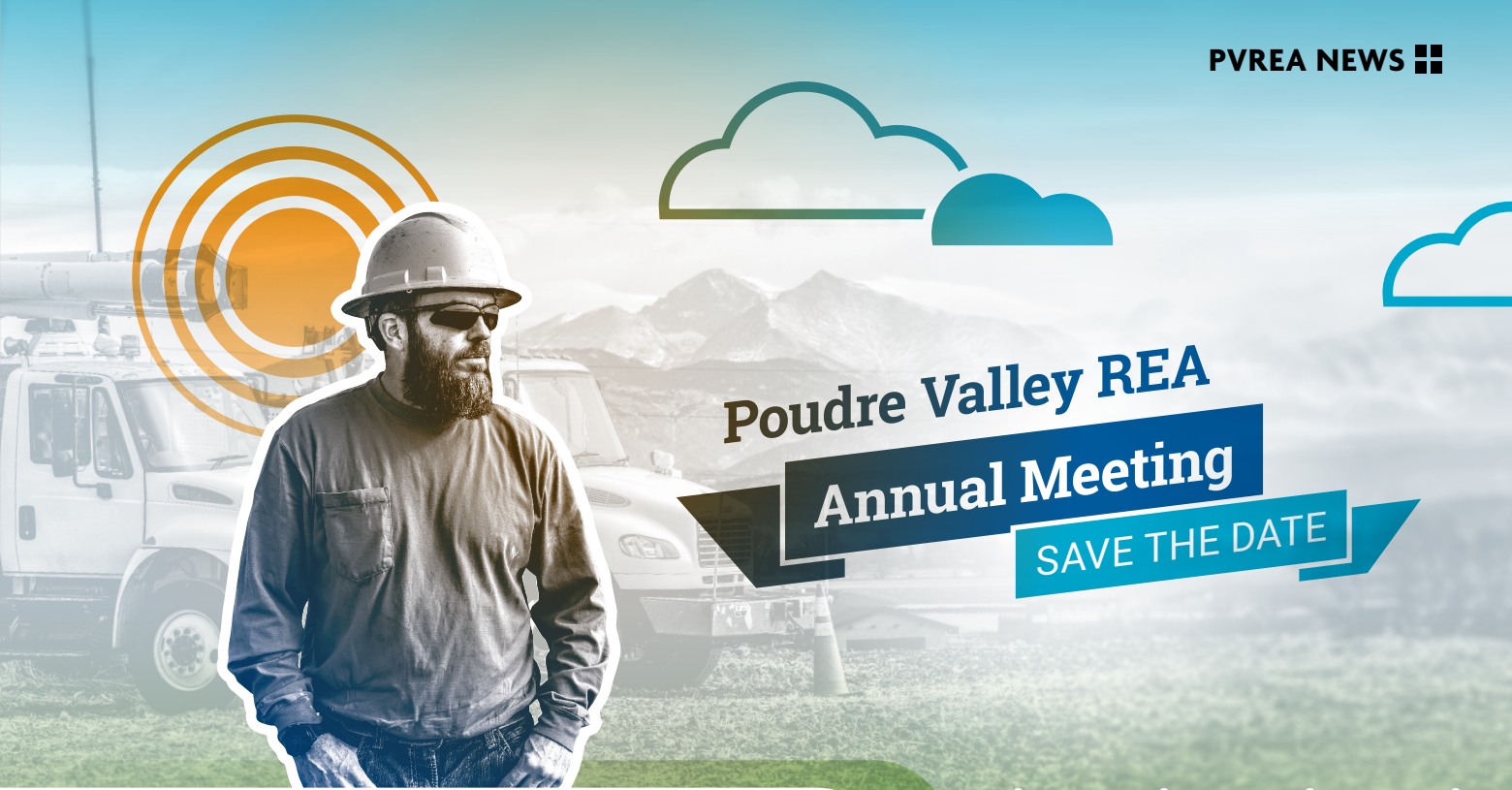
National FFA Week

FEBRUARY 17-24



To all those who have and will continue participating in, donating to, advising, or supporting the FFA — we say thank you for doing your part to help grow the next generation of leaders who will change our world.





Poudre Valley REA

Annual Meeting

SAVE THE DATE

Held the morning of Saturday, April, 6

Enjoy food, music, prizes, and more with your fellow cooperative members. And hear recaps, updates, and what's to come from your local energy experts.



Official invitations and Board of Director election ballots will be mailed to all active members in the coming weeks.

Learn more at www.pvrea.coop/annualmeeting



THE **POUDRE VALLEY**
Difference

PVREA Scholarship Deadline is Approaching

As a cooperative, we support education to enrich the lives of those we serve. We are proud to provide financial assistance to high school seniors who are furthering their education.

25 scholarships are awarded based on academic achievement, extra-curricular activities, and community service, and/or the financial need of the student.

HOW TO APPLY?

It's easy! Submit your online application before Feb 9 at pvrea.coop/scholarships.

APPLY BEFORE FRIDAY, FEB 9.



Happy Valentine's Day from your local electric co-op.

WE LOVE Our Members!



The Value of **Board Leadership & Training**

As your electric co-op, we are guided by an elected Board of Directors who represent you, our members, and your best interests.

Being a member of your co-op's Board is an important position, and it takes substantial time, effort in education, and training. Your directors have demonstrated their desire to advance their experience and leadership by earning credentials through extensive training and education.

We are proud to announce Bryan Ehrlich has successfully earned the Board Leadership Certificate from the National

Rural Electric Cooperative Association. Trainings like this are specifically designed to help electric co-op directors understand their roles and responsibilities, stay up to date on the key issues and trends in our industry, and prepare them to meet the challenges facing electric co-ops now and into the future.

Please join us in congratulating Bryan!

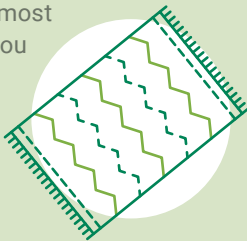
FEBRUARY 2024

Energy Efficiency Tip of the Month



AREA RUGS ARE AN EASY, COST-EFFECTIVE SOLUTION TO COLD FLOORS.

Adding area rugs to hard-surface flooring can add warmth to any room and keep your feet cozy on cold winter days. Choose rugs made from wool or other natural fibers and plush or high-pile textures for the most insulation. Place rugs in areas where you need additional warmth, like the foot of a bed or under a coffee table. Area rugs can enhance the aesthetic of your home and keep you cozier.



CO-OP CONNECTIONS CORNER

10% OFF REGULAR-PRICED FABRIC, NOTIONS & PATTERNS

Your one-stop shop for all things sewing.



Wild Oats
SEWING COMPANY



Explore more savings at www.pvrea.coop/co-op-connections

OFFICE CLOSED » Monday, February 19
FOR PRESIDENTS DAY

