



Member-Driven Value: How We Prioritize Your Satisfaction

BY JEFF WADSWORTH PRESIDENT & CEO

ABOUT YOUR CO-OP

PVREA serves energy solutions to more than 57,000 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.



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Colorado Country Life

If you've been following the headlines lately, you may have noticed a concerning trend: public trust in institutions is steadily declining.

According to Gallup's annual 'Confidence in Institutions' survey, public trust in institutions like big business, government, and even nonprofits has dropped to historic lows. Only 27% of Americans expressed confidence in these entities in 2024. Those numbers highlight a growing disconnect between institutions and the people they serve.

But here at Poudre Valley REA, we're proud to say we're bucking that trend. And it's all because of you, our members!

As a member-owned electric cooperative, our top priority is not profits or shareholders — it's you. Your voice shapes our decisions, and your needs drive our mission.

Our focus on member-driven value has paid off. Recently, we achieved an all-time high member satisfaction score, securing a top-three ranking among electric cooperatives nationwide.

This milestone is more than just a number; it's a reflection of the trust and satisfaction of the members we serve. Achieving this score in today's environment of widespread institutional dissatisfaction underscores the power of our cooperative model.

Unlike other types of utilities, we're not beholden to investors. Instead, we're accountable to our members. **This means that every decision we make is guided by a simple question: How does this benefit our members?**

This member-first mindset sets us apart and allows us to continually deliver on our mission.

Our industry and communities face complex challenges, but we're optimistic about our future. That optimism comes from knowing your cooperative is focused on continuing our legacy of having the lowest electric rates in Colorado and nationally recognized reliability and service, while navigating a changing electric grid.

We're grateful for the trust you place in us and the opportunity to serve you. Thank you for being a part of this journey and helping us set the standard for member satisfaction.

Together, we'll keep proving that a cooperative approach is not just different — it's better.

Celebrate your member-driven value at the Annual Meeting on April 5. Details on page 8.





FACES, PLACES & VOICES OF



TODD OLANDER
Owner, Founder, Farmer
Root Shoot Malting & Spirits

“I want to see the farming legacy continue.” As a fifth-generation Loveland, Colorado farmer, Todd’s rich ag heritage shapes how he works the land, collaborates with the community, and preserves this way of life for the next generation of farmers.

A NEW ERA

The Olander family grew Coors® barley and custom harvests for dairies. As needs changed, Todd saw an opportunity to reinvent the family farm with the maturation of craft breweries throughout Colorado.

Learning from the farmers and family before him, paired with today’s most innovative ag equipment and practices, Todd and his team produce high-quality raw grain for the craft brewing and distilling industries.

Barley, corn, rye, and other small grains are grown and distributed to local partners in a true farm-to-glass style, ensuring local ingredients are used to make local products. As consumers become increasingly aware of and ask for ethical, sustainably sourced ingredients, Todd hopes his products highlight those who invest in and are a part of the local economy.

Todd routinely focused on the principles of local support and community. He praised local partners who helped him overcome challenges and expressed hope for continued shared resilience. This mirrors electric cooperatives, where members collaborated to own and operate their power, fostering local control, economic benefits, and community ownership.

EXPANDING HORIZONS

Malt is the germinated grain used to produce alcohol.

“With our barley growing expertise, it was a no-brainer,” explained Todd. “What’s the middle piece between the farm and the brewery? It’s a malthouse.”

Root Shoot Malting was created to control the malting process from seed variety and growth, to harvest and

kilning, and even distribution in what Todd calls “soil to snifter”.

Root Shoot Spirits was then created to further the grain-to-glass movement by partnering with a local distiller to produce an American Single Malt Whiskey.



LOOKING AHEAD: A LEGACY OF INNOVATION & SUSTAINABILITY

Todd described how great spirits and beer start with great grain, and great grain comes from healthy soil.

“We work to have a viable business that supports the land, and the land supports our operation,” Todd said. “It’s a give and take and a gamble every year, but hopefully, we can continue as long as people drink beer — which should be a long time.”

Todd’s journey from dairy farming to barley production and their foray into the spirits industry demonstrates his willingness to embrace change and find new ways to thrive in a dynamic market.

With a commitment to sustainable farming practices and a focus on community collaboration, Todd and his team have ensured their legacy has the strong roots needed to flourish for generations to come.

“I want to see the farming legacy continue, specifically within this five-mile radius,” Todd said. “There’s an opportunity to save this landscape, and if you can do that — I think that’s a win. That’s the goal of all of this.”

Learn more at www.rootshootmalting.com and www.rootshootspirits.com



Energy Efficiency Wrapped in Savings

Adding insulation and air sealing your home can provide the biggest bang for your buck in energy savings and overall comfort.

INSULATION 101

The most common areas to insulate are attics, ceilings, crawlspaces, or unconditioned basements, exterior and interior walls, floors, and ductwork located in unconditioned spaces.

The amount and effectiveness rating of insulation required for each area varies by climate, but many websites, like the Department of Energy or Home Depot, provide easy-to-follow recommendations. Visit [energy.gov/insulation](https://www.energy.gov/insulation) to learn about recommended R-values for specific areas of the home based on climate zones.

It's important to understand how insulation effectiveness is measured. Insulation is rated in R-value, which measures the material's resistance to conductive heat flow. The higher the R-value, the greater the insulating

effectiveness. The R-value you'll need depends on factors like climate, type of heating and cooling system, and which area of the home you plan to insulate.

Insulation is available in a wide range of materials, from bulky fiberglass rolls to cellulose materials made from recycled paper products. If you're considering installing additional insulation, talk to an expert who can advise you on the right materials for your budget, climate, and comfort needs.

Investing in proper insulation for your home not only enhances comfort but also reduces energy consumption which can lead to lower electricity bills.

Find home energy management tips online at www.pvrea.coop



We LOVE Our Members!

*Happy Valentine's Day
— FROM YOUR —
local electric co-op.*

FEBRUARY 2025

Energy Efficiency Tip of the Month

If you have a home office, look for opportunities to save energy in your workplace. Use ENERGY STAR®-rated equipment, which consumes up to 50% less energy than standard models.

Source: [energy.gov](https://www.energy.gov)

Set equipment like printers and scanners to automatically switch to sleep or energy-saver mode when not in use. This will save energy and keep the equipment cooler, helping extend its life.



SAFETY CORNER

Tips to Avoid Utility Scams



Scammers will try anything to deceive utility customers, including tactics that claim consumers have overpaid their bill or need to “lock-in” lower rates before energy prices rise.

If you receive a call, text, or email from someone claiming you overpaid a utility bill and need to provide your banking or credit card information to receive a credit, it’s a scam. In most cases, we would apply a credit to your account to cover future charges or refund an overpayment with a mailed check. If you have questions about your bill, contact us directly for information you can trust.

If someone comes to your home or business unannounced stating you should “lock-in” lower energy rates before prices increase, this is also a scam. Poudre Valley REA has the lowest residential electric rate in Colorado and these solicitors use threats of cost increases to trick consumers into unnecessary contracts

or third-party payment arrangements. We have dedicated personnel to answer your questions about rates or charges should you ever have questions.

HOW YOU CAN HELP

First and foremost, keep yourself, property, and finances safe when facing potential scams. Don’t release any financial information; instead, log into your online account or PVREA app, contact us, or call your local authorities.

We also routinely send emails to neighborhoods when solicitors are canvassing an area to inform your neighbors and fellow members of potential scammers. If you’re approached, email communications@pvrea.coop or call **800.432.1012**.

Source: Utilities United Against Scams

APPLY BY **MONDAY, FEB 10**

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.

28 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 an online application by **Monday, Feb 10** at www.pvrea.coop/scholarships



YOUR CO-OP NEWS

JOIN US FOR

Your Cooperative's 2025 Annual Meeting

Saturday, April 5 // Embassy Suites in Loveland, CO



\$3,000 Vacation Voucher Grand Prize Winner, 2024



You depend on us for safe, reliable, affordable electricity with the member service you deserve and expect. Our mission is to do just that – while continuously improving to meet and exceed your evolving needs.

We hope you are proud to be part of the local electric cooperative that has the lowest residential electric rate in Colorado, serves nationally ranked reliable power, and provides exceptional customer service.

Learn what the value of your membership means at the PVREA Annual Meeting on Saturday, April 5.

VALUE OF MEMBERSHIP
 Lowest Rate in Colorado.

VALUE BEYOND THE METER
 Energy for Your Life. Savings for Your Budget.

VALUE OF THE CO-OP BUSINESS MODEL
 Built to Serve Local Members.

- Business meeting starts at 9am
- Breakfast will be provided
- Entertainment, gifts, & prizes available
- Come early for safety demonstrations & bucket truck rides



An official invitation will be sent to all members.

Per our board election cycle, members will receive a voting ballot in the mail. Or cast your vote in person on the day of the Annual Meeting.



Famous Buffet



YOUR CO-OP
Delivering Value That Matters

More details available at www.pvrea.coop/annualmeeting



Our office will be closed \ \ Monday, 2/17
FOR PRESIDENT'S DAY

