



Brad Gaskill, CEO

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## Building a Better World 2012 marks the International Year of Cooperatives

More than ever, in these uncertain economic times, we want our children and neighbors to succeed. We feel the need for a strong and sustainable community. But how do you build a better world? History tells us when we band together we can do anything. Together, we can build a better world. That's where cooperatives come into play.

October is National Co-op Month and so it is appropriate that we take this time to kick off a year-long celebration marking the International Year of Cooperatives 2012. The theme, Cooperative Enterprises Build a Better World, offers a chance for us to showcase our legacy of innovation and achievement, and reminds us of what's important in business -- putting people first.

You are a member of Poudre Valley Rural Electric Association, Inc. (PVREA) so you know we're focused on providing safe, reliable, and affordable power. But this community-driven business model doesn't stop at your light switch. In addition to rural electric co-ops there are 29,200 cooperatives across America taking many forms. Our business model works for dairy farmers and small business owners, financial institutions, grocery stores, insurance, housing, and child care.

One out of every four Americans is a co-op member and there are more than 1 billion members around the world. Co-ops fill a community need, giving a voice to folks that profit-driven businesses often overlook. Co-ops share a common set of principles and values, including self-help and -- one of my favorites -- democracy.

Electric cooperatives may only serve 12 percent of Americans, but our lines cover 75 percent of this great nation. By banding together, we deliver power to 42 million rural Americans in 47 states -- and we're not finished. Through NRECA International programs, co-op personnel are volunteering overseas to deliver electricity to 2 billion people living without power. Over the last 50 years, these efforts have provided light and hope to 100 million people in more than 40 countries. That's just one way electric cooperatives build a better world.

During the International Year of Cooperatives 2012 it's important to remember that co-ops put people first. We brought electricity to this community to improve our quality of life and keep young people from leaving to seek opportunities in electrified cities. Nearly three-quarters of a century later we still want our children to succeed. That's why we support the Washington, DC Rural Electric Youth Tour. Last summer PVREA sent a high school student to our nation's capital to learn about leadership, teamwork, and our nation's ideals. We also provided 13 scholarships totaling \$22,000 to send local students to college or a trade school last year. These budding leaders will help us build a better world.

We also want to celebrate our legacy of innovation. Co-ops adapt quickly to change, and we work together, cooperatively, to find solutions to improve service for our members. Can you imagine profit-driven utilities working together to keep bills affordable?

At PVREA innovation takes many forms through energy efficiency programs including TogetherWeSave.com, the CARE Fund, rebates for Energy Star appliances, home energy audits our Green Power program and other renewable energy projects and transforming the electric grid through our Advanced Metering Infrastructure (AMI) project. Each innovative step forward builds a better community for all of us.

Whenever a community faces a need -- a challenge to make life better -- the cooperative business model comes into play. By putting people first and innovating to meet member needs, cooperative enterprises build a better world. To learn more, visit [www.go.coop](http://www.go.coop).

I look forward to visiting with you again!

*Brad Gaskill*

CEO, Poudre Valley Rural Electric Association

## October is National Co-op Month

Your Poudre Valley REA is one of 22 electric co-ops in Colorado and more than 900 nationwide providing service to more than 40 million people. America's rural electric co-ops face challenges unlike those of other utilities. REA service areas cover three quarters of the nation's landmass yet serve only 12% of the population. Co-ops generate just \$10,565 in revenue per mile of powerline, while electric companies in a city typically receive \$86,302.

Unlike other utilities, co-ops are member-owned and are operated on a not-for-profit basis.

## Date Announced For 2012 Annual Meeting

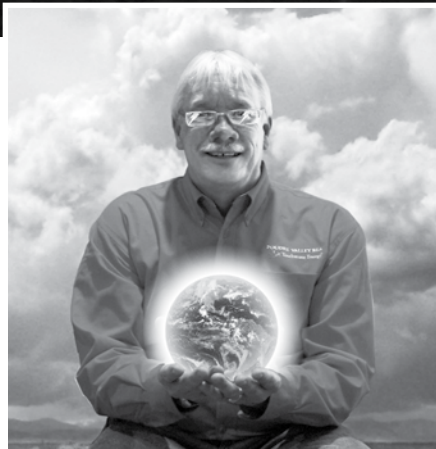
The 2012 Poudre Valley REA Annual Meeting of Members will be held March 31. The meeting will again be held at the Embassy Suites Hotel and Convention Center in Loveland. Registration will open at 7:30 A.M. in the John Q. Hammons Conference Center at the hotel. The central business at the meeting will be focused on the election for board of directors. This year there are four positions on the board open, one in Boulder County, and three in Larimer County. All of the candidates for these seats will be profiled in the Colorado Country Life and the voting process will be explained in detail. The independent firm of Survey and Ballot Systems (SBS) will again oversee the voting.

## Are You A Winner?

If you find your name in this month's issue call 970-282-6422 to collect your prize.

## Closed Columbus Day

The Poudre Valley REA office will be closed on Monday, October 10.



## PVREA Members Go Green This Fall

In August and September Poudre Valley REA members were invited to join the co-op's Green Power program and they responded enthusiastically.

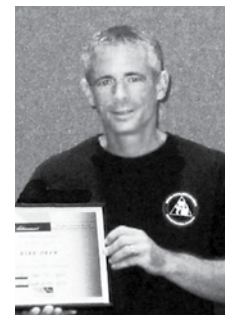
Established in 1999 to support renewable energy projects, the PVREA Green Power program is one of the oldest in Colorado. 100% of the money generated from the program goes toward development of projects like the Cimarron1 solar farm and the Kit Carson wind farm.

This year more than 300 new households joined the program. If you are interested in going green give us a call at 970-226-1234. You can start green power for as little as 9¢ per month.



## Paperless Billing

We have made some enhancements to your electric bill with new features and additional information available online. If you already have an online bill pay account you will need to re-register the first time you login. It only takes a moment and will give you access to new features including the option to go paperless. If you would like to stop receiving your paper bill in the mail simply sign into eBill at [www.pvrea.com](http://www.pvrea.com) and check the paperless option.



## Kirk Drew Busts Out

Congratulations to Kirk Drew for completing his apprenticeship and "busting out" to become a journeyman lineman.

## New Operations Superintendent Joins PVREA Team



Steve Murrow has been hired as the Operations Superintendent at Poudre Valley REA. Steve comes to us from Chain Electric based in Hattiesburg,

Mississippi where he has been the General Foreman for the past year. Previously Steve spent 22 years at Heartland Rural Electric Cooperative in Girard, Kansas where he was the General Foreman/Project Supervisor.

"Poudre Valley REA will benefit greatly from having Steve as part of the Operations Department", said Glen Livengood, Operations Manager.

# A RACE AGAINST TIME

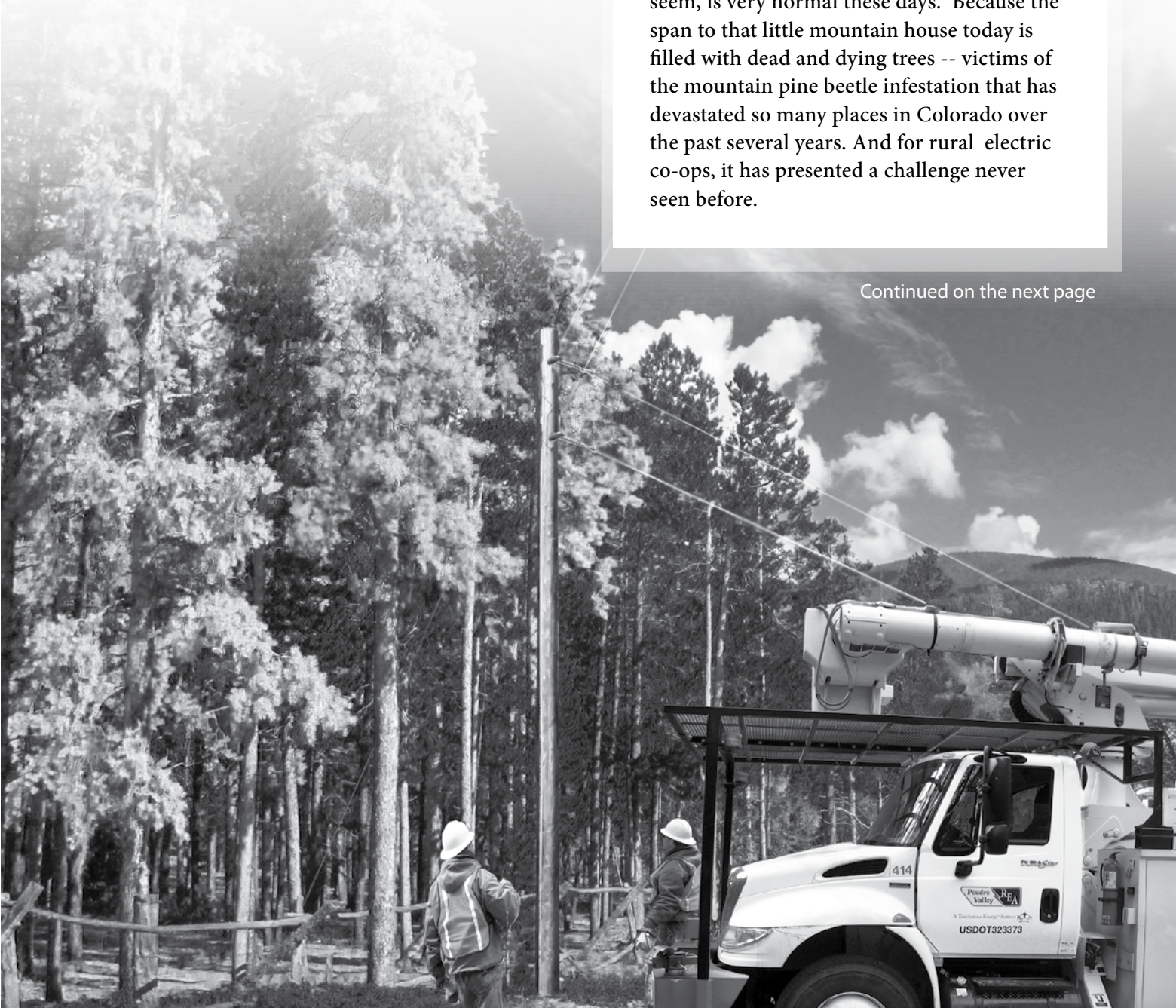
## Keeping Up With The Pine Beetle Infestation Is A Huge Challenge For Your Electric Co-op



*Trees killed by the mountain pine beetle are seen here in stark contrast to healthy dark green pines near Pingree Park.*

Joel Hand guides his 30,000 pound bucket truck gingerly down the narrow dirt road and pulls to a stop near a stand of Lodgepole pines. A moment later he joins his crew beside the big vehicle and shades the sun from his eyes as he studies the scene. High over his head power lines stretch out into the forest from a 30 foot pole and connect to a small house barely visible through the trees. This is a sight Joel is very familiar with for, you see, he and his small crew are the tree trimming contingent at Poudre Valley REA. And, under normal conditions they would clear branches away from the lines and move on to the next job in an hour or so. But nothing, it would seem, is very normal these days. Because the span to that little mountain house today is filled with dead and dying trees -- victims of the mountain pine beetle infestation that has devastated so many places in Colorado over the past several years. And for rural electric co-ops, it has presented a challenge never seen before.

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Today there are many places in Northern Colorado, including the PVREA service area, that have suffered widespread damage to once vibrant pine forests. And this has created a significant challenge for your electric co-op as dead trees begin to threaten power lines.

“We have no choice but to respond with increasingly aggressive measures to insure the reliability and safety of our grid, especially in the mountain communities,” said Brad Gaskill, Poudre Valley REA’s CEO.

According to the USDA Forest Service, by 2012 the beetles will have killed nearly all of the mature Lodgepole pines in northern Colorado and southern Wyoming and are also attacking other species including Ponderosa pine and Limber pine. A recent survey by the service’s Rocky Mountain Region (Region II) showed bark beetles have destroyed nearly four million acres of trees. In Colorado, beetle-killed trees affect more than 550 miles of electric power lines.

“The hardest hit areas are near Crystal Lakes, Red Feather Lakes and Pingree Park,” commented Chief Financial and Operating Officer Jeff Wadsworth. “But no forested area is unaffected at this point.”

In November of 2010 the US Forest Service office for Arapaho and Roosevelt National Forests issued an Emergency Power Line Clearing Project Notice that addresses some of the challenges faced by electric co-ops in beetle-ravaged areas.

So far this year PVREA has expended \$300,000 and hired several additional crews to clear beetle-killed trees from electric right-of-ways. In August the co-op’s board of directors authorized a special allocation of an additional \$250,000 for that effort.

According to Wadsworth the co-op has applied for nearly \$200,000 in state and federal grants to help in the effort. They are also working with the Forest Service to

secure a Master Permit Plan that would allow expanding right-of-ways in affected areas. The USFS estimates the cost of removing trees along power lines and roads will average about \$2,000 an acre.

In a recent interview The Wilderness Society’s director of ecology, Greg Aplet, delivered his assessment of the infestation today. “This is certainly the largest, most wide spread and intense Mountain Pine Beetle outbreak that has been observed in this part of the country in recorded history,” he stated. “But my sense is — and the data seem to support it — that this outbreak is already on the wane; it’s slowing down. It will likely be over very soon.”

Between 2009 and 2010, a 16 percent decline in mountain pine beetle activity was reported in Colorado. The infestation spread to 878,000 new acres, compared with more than 1 million acres in 2009, according to the 2010 Report on the Health of Colorado’s Forests, produced by the Colorado State Forest Service. (Winner: Candence Riley)

Good news? Perhaps. Only time will tell. The reality, however, is residents, and Poudre Valley REA, will be dealing with the effects for many years.

If you live in an area affected by pine beetles there are two very good publications prepared by the Forest Service that may be of interest.

*The Forest Service’s Bark Beetle Incident Implementation Plan*

*A Northern Front Range Landowner Guide to Living with Bark Beetles*

Both of these publications may be downloaded on the co-op website at [www.pvrea.com/beetles](http://www.pvrea.com/beetles)

Another website with very good information is the Colorado State Forest Service Tree Farm site at [www.treefarmer.com/BeetleCentral.html](http://www.treefarmer.com/BeetleCentral.html).

