



CEO Brad Gaskill

Dates Set For Cost of Service/New Rate Design Member Information Meetings

Your Poudre Valley Rural Electric Association (PVREA) Board of Directors has set the dates, times and places for the four regional member information meetings to discuss a proposed new rate design for PVREA's residential rate class. The meetings will be used to review the results and recommendations of a Cost of Service and Rate Design Study authorized by the board and completed in 2010. The study was performed by The Prime Group, LLC, utility experts that specialize in marketing, training, strategic planning, cost of service and rate making services for investor-owned, cooperative and municipal electric, gas and water utilities.

I have written exclusively on this topic in my past three Colorado County Life magazine articles. If you did not have an opportunity to read these I encourage you to do so. The articles can be found on PVREA's website at www.pvrea.com/news.

The study was done to determine if our current rate structure is adequately and fairly recovering our cost of providing service to each of our rate classes and properly protecting your Association's long-term financial stability. The study results showed that our current rates should be adjusted slightly upwards to fully recover our actual cost of service and provide an acceptable margin (profit) to assure the continued financial stability of your association. Most significantly, the study revealed that our current residential rate design wasn't effectively recovering our costs through the correct components (i.e. facilities charge and energy usage charge) of your monthly electric bill. The study further recommended your board and management team consider developing a new rate strategy and implement a new rate design that would more satisfactorily and fairly recover our costs to serve our residential class of service.

Following months of analysis and hours of deliberations on how and when to implement a proposed new residential

rate design your board and management team presented this information to the membership at the annual meeting on March 26. The author of the study, Marty Blake, was the keynote speaker and printed information was distributed that answers many questions about rate design. This information is also posted on the association website. We have also scheduled additional member meetings, listed below, to present the Cost of Service and Rate Design Study results, review the proposed rate design changes and solicit member input, comments and questions.

After these meetings, and prior to the board's final deliberations and consideration of the proposed new rate tariffs, a final public hearing will be held on May 31, 2011 beginning at 2:00 p.m. in the Anderson Room at PVREA's headquarters.

I look forward to visiting with you again.

Brad Gaskill

CEO, Poudre Valley Rural Electric Association

Public Meeting Schedule

May 10th

Berthoud Fire Protection Dist. 248 Welch Ave. Berthoud (Next to Fire District Bldg on Mountain Ave.)

May 12th

Evans Recreation Center – 1100 37th Street, Evans

May 17th

PVREA Office, Anderson Rm, 7649 REA Pkwy. Ft. Collins

May 19th

Red Feather Lakes, Property Owners Association Building, 58 Fire House Lane, Red Feather Lakes

All meetings start at 6:00 p.m. and end by 8:00 p.m.



April NEWS



Celebrating Arbor Day with Fourth Grade Foresters

Poudre Valley REA has joined the Fourth Grade Foresters Project by sponsoring 400 children at eight elementary schools in our service territory. Fourth Grade Foresters USA was kicked off in 2006 and more than 190,000 trees have been distributed to fourth graders across the country.

The goals are to revitalize observation of Arbor Day in America's schools, send every fourth grader home with a tree of their own to plant and care for, and support employment of workers with disabilities. (Each tree is individually packaged for distribution by workers with disabilities.)

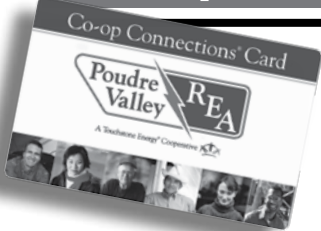
Individually packaged 12" to 18" evergreen trees recommended for growth in this area are given to each child along with a bag tag attached to each tree featuring planting and care instructions.

Support of this program helps youth develop citizenship values and respect for the environment.

Are You A Winner?

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

Co-op Connections®



Co-op Connections Adds MORE Local Stores

Your Co-op Connections Card is now welcomed at many LOCAL retailers in addition to pharmacies. Here is a sampling of the offers available near you. Visit www.pvrea.com for a full list and more details. And remember, we're adding more great deals every week!

- SHOP**
- Dressbarn**
10% Off Reg Priced Purchases (Valid in-store regular priced merchandise only. Not valid on suits, Buy One, Get One, layaways, fundraising items or gift cards. Cannot be combined with any other offer, coupon, or senior citizen discount.)
2912 Council Tree Ave, Ft Collins (970) 223-3754
5721 McWhinney Blvd, Loveland (970) 669-8903
- Johnstown Clothing and Embroidery**
15% Off all Purchases
18 S. Parish Ave, Johnstown 800-400-4502
johnstownclothing.com
- Oties Liquor**
5% Off all Purchases
4630 Royal Vista Cir, Ft. Collins (1-25 Windsor Exit) (970) 204-1759
otieswineandspirits.com
- Almosta Mercantile**
15% Off Entire Purchase
343 East 4th Street, Loveland (970) 663-2626
almostamercantile.com

D'ee Angelic Rose
\$5-\$25 Off
(Call for Details)
3629 Capitol Dr., Fort Collins (970) 691-2881
deangelicrose.com

Kirk's Fly Shop
10% Off
All Merchandise
230 E Elkhorn, Estes Park (970) 577-0790
kirksflyshop.com

HOME

Jade Floors
10% Off Carpet Installation (With purchase of carpet and pad)
(970) 226-JADE (5233)
jadefloors.com

Wynbrier Ltd. Wildlife Gallery
10% Off Non-Sale Items (Excludes Tobacco, Taxidermy, Consignments)
238 E. Elkhorn Ave., Estes Park (970) 586-4074
wynbrier.com

Windsor Guardian Self Storage
Free 1st Month Rent + Free Entry Card
(Ask for details)
760 East Garden Dr., Windsor (970) 686-6007
windsorguardianselfstorage.com

SERVICE

Anytime Fitness
20% Off Membership + 1 Free Week w/Trainer
200 W Foothills Pkwy Ft Collins (970) 223-2248
anytimefitness.com

Enchante Salon
15% Off Stylist* + 10% Off Product (Selective stylist on your service)
548 N. Lincoln Ave, Loveland (970) 461-3669
enchantesalon.com

Off Leash Dog Training
\$50 Off Any Program
601 E. Eisenhower, Loveland (970) 744-5085
offleashdogtrainingco.com

Super Shuttle
\$5 Off One Way \$12 Off Round Trip Airport Shuttle
(Use Code #5F4HM)
4414 E Harmony, Fort Collins (970) 482-0505
supershuttle.com

Happy Trails Pet Spa
5-10% Off
(Depending on Service)
3590 Draft Horse Ct, Loveland (970) 663-7297
happytrailspetspa.com

Vibe Salon & Spa
Free Wash House Experience and Cut with Color or Massage Service
330 East 4th St Loveland (970) 292-8087
facebook.com/ViBeSalonSpa

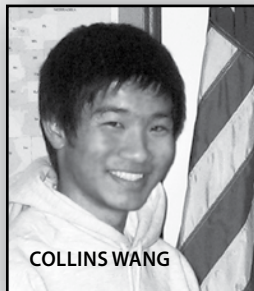
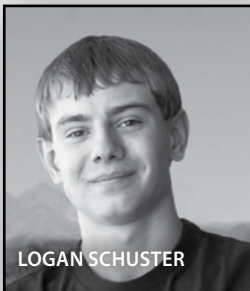
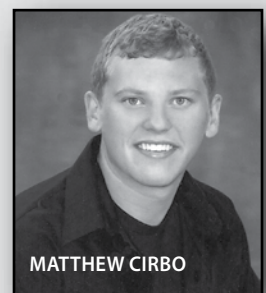
Visit www.pvrea.com for a complete list of businesses

College Scholarships Awarded

Poudre Valley Rural Electric Association has announced the award of 13 college scholarships to area students. The College Scholarship Fund has been a part of Poudre Valley REA's Community Outreach Program for 18 years and has awarded more than \$140,000 to area students since 1993. The scholarship program is funded entirely with unclaimed capital credits as are other community programs for the benefit of the association members.

The 10 winners of \$2,000 scholarships from Poudre Valley REA are; Andrea Alles, Matthew Cirbo, Tonya Fode, Kelly Garfield, Terran Hause, Nicole Mayer, Alexia Newgord, Samantha Renner, Logan Schuster, Collins Wang. The other three scholarships awarded are funded by PVREA's industry partners, Basin Electric Cooperative and Tri-State Generation and Transmission Association. \$1,000 was awarded to Victoria McCauley and Kacey Fagler and Justin Ochsenfeld each were awarded \$500

Scholarship application forms for next year will be posted on www.pvrea.com in October.



From the Boardroom by Jack R. Schneider, President



Poudre Valley REA Is All Of Us.

Every year members of Poudre Valley REA come together at the annual meeting. For me it is always an inspiring and uplifting time. It reaffirms that, not only are we all part owners of the company but, also, that Poudre Valley REA is a part of us. For 72 years the people of Larimer, Weld and Boulder Counties have come together to do what no investor-owned company would do. We brought the benefits of electricity to everyone in even the most remote places. And we did it at a cost to our members that is lower than most other utilities in our state, including Xcel. That is something to be proud of. In some books it would go down as nearly heroic and it is a legacy that we all, every one of us, enjoys today.

The determined and inspired efforts of our pioneering founders has become, now, just an accepted part of our every day lives. But that doesn't mean that keeping the lights on isn't still a significant undertaking. We owe much to the dedicated team that responds in the most difficult and, often, dangerous circumstances to keep the power on in

this vast 2,000 square mile territory. What has come to be business as usual in your co-op means providing the highest possible service for all our members' needs, adopting new technologies, responding to changing government regulations, constantly working to improve productivity and lowering costs, tirelessly upgrading the 3,600 miles of lines and equipment and creating a safe environment for both the people who work on the system and the members who benefit from it. In short it means keeping electricity safe, reliable and affordable for everyone, equally and fairly. (Winner: Jo Ann Weatherwax)

It is this accomplishment and resolve that I am most proud of. Because it is a reflection of each of us, of you and me and all the more than 30,000 owners of this cooperative. It is what makes us stand out from other utilities and businesses. And it is what will keep our cooperative world shining bright for ourselves and for our children.

When it comes to bringing you reliable power, we go the extra mile

In every corner of our 2,000 square mile service territory, from suburban neighborhoods to distant ranches and even to thriving businesses like Vestas, Owens-Illinois and Wal-Mart, Poudre Valley REA delivers the electricity that powers Northern Colorado.

So, whether you're building your dream home or a new manufacturing plant there is one thing you can count on.

We'll be there when you need us.



www.pvrea.com

Your Touchstone Energy® Cooperative 