

SOUTHEAST COLORADO POWER ASSOCIATION

APRIL 2024



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Our primary mission is to provide high-quality, reliable electric service at a reasonable cost to our members, improve their quality of life through new technologies and services, be a visible and active member of the community and serve our members with respect, courtesy and responsiveness.

SOUTHEAST COLORADO
POWER ASSOCIATION IS AN EQUAL
OPPORTUNITY PROVIDER AND
EMPLOYER



SHAPING OUR ENERGY FUTURE THROUGH INNOVATION

BY KEVIN BRANDON CEO | KEVINB@SECPA.COM



KEVIN BRANDON

The energy industry is undergoing significant change driven by technology and the transition to more sustainable forms of energy. Innovation is essential in addressing these challenges and ensuring a continuous, reliable, and affordable power supply.

Electric co-ops are no strangers to adapting to the needs of the local communities we serve. Southeast Colorado Power Association (SECPA) has always leaned into change as we explore new ways to meet your energy needs.

Advanced Technologies

Investing in smarter technologies also can enhance the monitoring and control of electricity flow so we can respond swiftly to changing needs. Smart electric meters remotely collect data on how electricity is being used. This helps in promptly prioritizing and dispatching crews during an outage, reducing restoration time during weather-related disruptions. Even before adverse weather is here, advanced analytics from our systems, combined with data on weather patterns and other information, allows us to be proactive in taking preventative measures to shore up our system.

Preparing for Increased Energy Use

Today, we depend on electricity more than ever before. From vehicles to farming equipment to home heating options, more products and appliances that we depend on run on electricity.

Interest in electric vehicles is growing. SECPA is available to help our members make informed decisions about EVs, including electric charging options and capacity requirements for the home.

Automakers are transitioning many or all new vehicles to electric-only models in the next 10 years. SECPA, like all electric providers, must plan now to have the

necessary infrastructure in place to meet future EV charging needs — without jeopardizing the ability to provide reliable power.

Innovative Efficiency Solutions

SECPA is driven by a commitment to community and member satisfaction. As consumers become more proactive in managing their energy use, we are providing new ways to help our members lower their use and save money such as our SmartHub app that lets you see your usage patterns so you can better manage your usage. Another way we can help with efficiency is our rebate program for high-efficiency products. Please visit our website at www.secpa.com for a list of rebate-eligible items.

Cooperation Among Cooperatives

You may not realize it, but SECPA is part of a larger network of 900 electric co-ops nationwide. While we are locally-owned by you, the members of the co-op, we also have the advantage of working with co-ops across the country to share ideas and leverage the innovations our colleagues might have tried out first. As cooperatives, we're collaborators instead of competitors — it's a unique aspect of our business model, and we're stronger because of it.

Our energy future will look different than it has in the past, but SECPA is prepared to adapt for the members we serve. Our mission and commitment to you remain steady — to provide reliable power at a cost local families and businesses can afford.

You're Invited

SECPA's Annual Meeting

Southeast Colorado Power Association will hold its Annual Meeting on **Thursday, April 25, 2024.**

Please join us at Inspiration Field, 612 Adams, La Junta, Colorado 81050

5 p.m. – Registration
6 p.m. – Dinner
6:45 p.m. – Meeting

Cash prizes are given away throughout the meeting!



Board Director Elections

At the SECPA Annual Meeting on April 25, there will be an election for three board positions.

The following board positions are up for election:
District 2 – Bent County; District 5 – Otero County;
District 6 – Prowers County

BALLOTS MUST BE RECEIVED NO LATER THAN APRIL 22 TO BE COUNTED.



SECPA Board President Truman Wright (left) presents Board Director Merlin Rushton with his Credentialed Cooperative Director certificate.

RUSHTON EARNS CERTIFICATION

NRECA's Credentialed Cooperative Director program consists of five courses that focus on basic governance knowledge and the essential skills required of cooperative directors. The CCD prepares directors to fulfill their fiduciary duty as elected officials serving on behalf of their membership.

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(*WIN Andrew Gonzales acct 7058xxxxx)

YOU COULD BE A WINNER!

If you find your name in this issue as follows (WIN* your name, your account number), please contact Southeast Colorado Power Association at 719-384-2551 or 800-332-8634 to receive a credit on your next power bill.

Last month's winner was Leanna Brown.

MEET THE CANDIDATES FOR SECPA BOARD OF DIRECTORS



DISTRICT 2: LAWRENCE BRASE (Incumbent - unopposed)

I grew up on an irrigated farm North of Lamar, Colorado, as a native Coloradan. My wife, Tressa, and I currently live West of Wiley. We have two married daughters and four grandchildren.

Retiring from Brase Insurance Agency after 34 years, I continue to an active member of Prowers Economic Prosperity, Lions Club International and Shriners International.

I have enjoyed 26 years of serving on the SECPA board. I believe I have personally grown as much as SECPA and SECOM have grown. It is satisfying to see these organizations continue to grow profitably. SECPA is a cooperative, meaning it is owned and governed by the members.

The Board of Directors considers what is best for the whole, not any one sector. I have enjoyed learning more about the cooperative principles that we practice while making our decisions.

DISTRICT 5: MICHELLE GARDNER (Incumbent - unopposed)



I am a lifelong resident of Otero County and was raised on our family farm just outside of Rocky Ford. My husband Matthew and I live outside of Swink, where we are raising our two children, Jennifer and Jake.

Appointed to the SECPA Board of Directors several months ago has given me the opportunity to see first-hand the key role serving on the Board plays in representing SECPA members.

My experience in assisting with operating the Gardner family farm and working in the appraisal department at Farm Credit of

Southern Colorado gives me insight into the issues specific to our rural communities.

My involvement with 4-H and Future Farmers of America (FFA), being an Otero County Council Leader, a 4-H Club Leader, and President of the Swink FFA Advisory Committee, all contribute to my commitment to community. I stay abreast of political issues, especially those affecting our rural way of life.

I would appreciate your vote to allow me to continue to be an advocate to represent SECPA members and SECOM customers.

DISTRICT 6: MERLIN RUSHTON (Incumbent)



I have proudly served as a Director for SECPA and SECOM for the last 5 years. I would like to continue working for the people of Southeast Colorado to keep our cooperative in a strong and flexible position as we move forward. My decisions are always based on what is best for co-op members.

I have a dryland and irrigated farming operation South of Holly in partnership with my son. Our irrigation wells are all powered by electricity, so I fully understand the need for affordable and reliable energy to keep our operation profitable. The challenges that confront SECPA as our country forces us to transition to more and more renewable and green

energy will require strong leadership and cooperation between management and the board. SECPA has the largest service area in the state of Colorado with the fewest members, but it is our job and responsibility to provide these services that impact our daily lives and the communities we call home.

My roots run deep in southeast Colorado. My family has been here for over 100 years as many others have. My wife Judy and I have four children and eight grandchildren. This community is important to me. I am committed to helping lead SECPA and SECOM forward as we work to meet the needs of our area. I would appreciate your vote and support as we strive to serve the people of Southeast Colorado.

DISTRICT 6: JACK WOLFE



Why I'm seeking this board position? With all the outside pressures SECPA is going to face in the future, increasing both in state and federal regulations, I believe I can be an asset.

I have been lucky enough to have spent my entire career in successful business management, at various levels of executive/financial responsibility. Twenty-five years for a highly competitive for-profit business in key leadership roles, I know this will be a major asset for and to SECOM, SECPA's for-profit subsidiary. Sixteen years of key leadership role in the Rural Electric Industry, working in areas of budget development, rate study development, and board reporting responsibilities, before retiring. After retirement, I started my own consulting company to support rural electric's needs and recently retired.

For the last 3 years, I have been reviewing/analyzing SECPA Annual Audits, year-end financial reports, board minutes, as well as public information form 990.

From this, I see many areas that can be improved upon. With all of the portfolio standards coming down from the state and national level facing the electric industry, I believe my diverse background in the electric industry would make me a strong candidate to fill this board position.

If you see fit to allow me to serve you, the membership of SECPA, I will assure you that from our retired members on fixed incomes to our large producers, my goal is to serve all members equally and fairly. My contact information, j-r-wolfe@hotmail.com, 719-940-3653, if you wish to contact me directly with any questions.



APRIL 18 IS LINEMAN APPRECIATION DAY

SECPA's Linemen — The Power Behind Your Power

Front Row (left to right): Anthony Lobato, Jeremy Jackson, Mike Trumble, Sebastian Wollert, Troy Eberhardt, Jayce Bauer, Jerrod Summers, Trey Redner, Gage Leathers, Larry Chavez, Mark Hall, John Parker, Tom Piner, and Monty Moyers. **Sitting (left to right):** Luis Rivera, Jacob Barnes, Jachai Eddy, Casey Briscoe, Jose Ramos, Roman Horn, Tyler Schwartz, John Jackson, and Josh Stoker **Top:** Mike Nelson.
Not pictured: Patrick Wycoff, Frank Rinker, Angel Pecina, Clay Tatum, Garrett Wertz, Clint Arbuthnot, and Quentin Doke.

Committed to the job.

Committed to safety.

**Committed to you,
our members.**

Lineman

Appreciation Day

April 18

