



Event Overview:

Brews, Brats & Kilowatts is an inspired member engagement event that was born from a question. It's the million dollar question asked by communicators across the U.S.: How do we engage more of our members and get new faces in the crowd at our member engagement events? Mountain View Electric Association, Inc.'s (MVEA) answer was to rethink the appeal of a traditional "sit and listen" co-op event and to create an intimate regional "mix and mingle" event at a popular local brewery for the largest concentration of members in our service territory.

MVEA approached Pikes Peak Brewing Company in early 2017 to explore the possibility of holding a member engagement event at their facility. The brewery is located in a portion of our territory that is growing and evolving from rural to suburban. We selected August 23 to allow for use of their outdoor patio to help accommodate attendee overflow. As this was the first time we were hosting an event of this nature, we didn't know how many members to expect but set a goal of 150 attendees from 4 p.m. to 7 p.m. in an open house format. We scheduled two casual 20 minute high level talks by our CEO that focused on: what an electric co-op is, who we are, and key messaging about energy efficiency, and renewable energy. The talks were scheduled to engage with those that came early and those that came later (i.e. 4:30 p.m. and 6:00 p.m.).

Promotions started on July 1 and included advertising in Colorado Country Life Magazine, four regional newspapers, and a bill insert. Unlike most of our events that are open to all members, we required online registration via our website for the event to allow us to control the number of attendees and to gather important information about the members. We wanted to know if they were from the targeted area and if they had been to an MVEA event previously. We waited to launch our digital campaign until August so we could monitor registrations through July. It was a good thing we did! Within 20 days of the promotional launch, we had 150 registrants. By the first week of August, we had over 80 members on a waiting list.

Upon arrival, we required every attendee to register to receive: one Brews, Brats & Kilowatts stainless steel pint glass, a ticket for one complimentary beer, a ticket for one complimentary brat from a popular food truck, and a survey that they could complete to receive a "Conserve & Save" LED Starter Pack (143 of the 155 attendees completed a survey).

What we learned: never under estimate the weather, people enjoy drinking beer and making new friends while talking about electricity. The event was a great success! By thinking outside of the box, we were able to create an event that reached our targeted area, attracted members that had not been to other MVEA events, and gave us a chance to tell our co-op story. The feedback that we received, the conversations that were had, and the surveys provided a wealth of information that has inspired us to take a closer look at our "traditional" events. We started with one Brews, Brats & Kilowatts in 2017 and plan on expanding to multiple locations throughout our service territory in 2018.



Promotion & Registration

Promotions for Brews, Brats & Kilowatts started on July 1 for the August 23 event. For the first time, we required online registration to allow us to monitor registrant numbers and to gather demographic data. While registration was advertised as running through August 11, we were on a waiting list by mid-July. Rather than rely on auto-generated form emails, every member that was put on a waiting list received a personal email. In addition, we called all registrant to confirm their registration to allow for movement between the waiting list and cancellations. These personal touches created memorable touch points with our members.

Pikes Peak Brewing Co.
Wednesday, August 23, 2017
4:00 - 7:00 p.m. • Monument, CO

Must Be an MVEA Member to Attend

The First 150 MVEA Members Enjoy
 One Complimentary Beer & Brat
 21+ Only Event

Online Registration Required
 Register by August 11, 2017
 To Register and Learn More, Visit:
www.mvea.coop/bbkregistration

Learn More About:

The Value of Being an MVEA Electric Co-op Member.

Conserve & Save Energy Efficiency Programs.

The Future of Electricity: Is It Time for Community Solar?

Spin the Wheel & Win Prizes!

A Member Owned Utility
MOUNTAIN VIEW ELECTRIC ASSOCIATION, INC.
 Your Touchstone Energy Cooperative

Advertising Included

Publication in the July issue of *Colorado Country Life Magazine*

Included as part of July's MVEA Member Bill Insert

Printed in four regional newspapers:

- Our Community News
- The Falcon Herald
- Tri-Lakes Tribune
- Snippetz

MOUNTAIN VIEW ELECTRIC ASSOCIATION

Operation Round Up® Annual Report

When we all work together, great things happen. Currently, over 56 percent of Mountain View Electric Association, Inc.'s (MVEA) member-owners participate in Operation Round Up®. Since it was incorporated in 1999 and started collecting funds in 2000, the MVEA Operation Round Up® fund has collected over \$2.7 million. Through the generosity of MVEA's member-owners who choose to participate in the program, over \$100,000 is invested back into the community every year. Please see page 7 for additional information about the Operation Round Up® program.

The figures shown are as of December 31, 2016, and represent the fiscal years of 2016 and 2015 as well as the history of the fund since incorporation in 1999. Thank you to all of MVEA's member-owners who have opted in to support their communities and those in need through Operation Round Up®.

	History of the Fund (through 12/31/16)	2016 (UNAUDITED)	History of the Fund (through 12/31/15)	2015 (AUDITED)
Starting Balance		\$285,527.00 (BALANCE 12/31/15)		\$356,995.00 (BALANCE 12/31/14)
Amount Collected	\$2,704,200.00	\$165,915.00	\$2,538,394.00	\$167,799.00
Awarded to Organizations	\$1,582,831.56	\$75,494.00	\$1,507,027.09	\$67,264.00
Awarded to Individual Families	\$649,381.72	\$40,276.00	\$469,055.94	\$23,136.00
Operating Expenses	\$345,624.22	\$17,654.00	\$223,970.09	\$15,077.00
Ending Balance		\$250,888.00 (BALANCE 12/31/16)		\$278,027.00 (BALANCE 12/31/15)

The power of CHANGE = over \$2 million back to our community.

Member Alert: Third-Party Bill Payment Service Misleads Some MVEA Members

Some co-op members have reported being charged fees by a third-party company for online bill payment service to Mountain View Electric Association, Inc. (MVEA). However, at MVEA there is no fee to pay your bill online.

To pay your bill, simply visit www.mvea.coop and select the one-time payment option available on the home page, log in to your MVEA account through SmartHub to pay your bill or call 877-999-3415 to pay your bill through MVEA's automated pay-by-phone service with no additional fee. MVEA also has payment

drop boxes conveniently located throughout the service territory. Unauthorized third-party companies can create online identities that are easily confused with the actual organizations they claim to represent. They often use logos and information that is copied from websites to try to look like the real organization. Remember, there is only one place to search online for official information from MVEA: at www.mvea.coop. If you have questions, contact MVEA directly or visit the "Payment Options" section of the MVEA website for more information.

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 Your Touchstone Energy Cooperative

Tel: (800) 388-9881 www.mvea.coop Stay Connected: Like. Follow. Share.



Promotion & Registration

Promotions for Brews, Brats & Kilowatts started on July 1 for the August 23 event. For the first time, we required online registration to allow us to monitor registrant numbers and to gather demographic data. While registration was advertised as running through August 11, we were on a waiting list by mid-July. Rather than rely on auto-generated form emails, every member that was put on a waiting list received a personal email. In addition, we called all registrant to confirm their registration to allow for movement between the waiting list and cancellations. These personal touches created memorable touch points with our members.



Your Brews, Brats & Kilowatts Registration is Confirmed!

Wow! We have been overwhelmed by the positive response to Brews, Brats & Kilowatts. Because we currently have a waiting list of members that would like to attend the event, we kindly ask that you let us know right away if you are unable to make it. The fun starts at 4:00 p.m. and will go until 7:00 p.m. with an open house format to accommodate anyone. Please join us as your schedule allows and stay as long as you like!

When you arrive at Pikes Peak Brewing Co., look for the signs that will point the way to our check-in table. At check-in, you will receive a ticket for a brat, a beer or seasonal soda, and a special event stainless steel pint glass.

Jim Herron, MVEA CEO, will be taking the stage at 4:30 p.m. and 6:00 p.m. in the Barrel Room to welcome and introduce MVEA to attendees. MVEA employees will be on site to answer questions and help members become familiar with programs that are unique to electric cooperatives. (Hint: make sure to grab a Co-op Connections Card!)

Location: Pikes Peak Brewing Co., 1756 Lake Woodmoor Dr., Monument, CO, 80132
Date: Wednesday, August 23, 2017
Time: Open House 4:00 - 7:00 p.m.

To cancel your registration, please call (719) 494-2657, reply to this email, or email ricciardi-n@mvea.org.



Mountain View Electric Association, Inc. (MVEA), is a not-for-profit member owned electric cooperative providing member-first electric service to over 45,000 members in a 5,000 square mile territory that spans eight counties. While a lot has changed since incorporation in 1941, dedication to open communication and sound business practices has remained a strong foundation of MVEA's mission and values. MVEA's headquarters is in Limon, Colorado, with an operations center located in Falcon, just east of Colorado Springs. Learn more about MVEA, our services and the electric cooperative difference at www.mvea.coop.

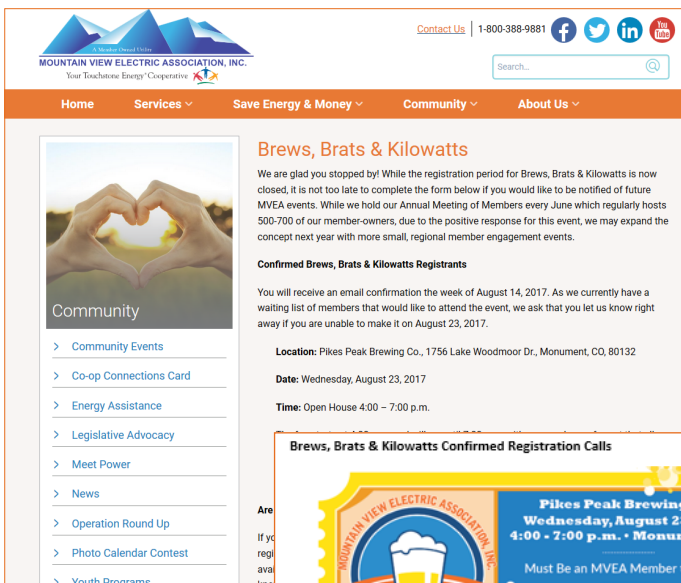
Mission: To provide our members reliable and affordable electric service consistent with sound business and engineering practices.

Vision: To be conscientious stewards of our resources and adopters of beneficial new ideas and technologies, with clear and open communications, meeting competitive, political and technological challenges of our industry. Counties Served: Arapahoe, Crowley, Douglas, Elbert, El Paso, Lincoln, Pueblo and Washington

- Service Territory: 5,000 square miles
- # of Services: 53,285
- # of Members: over 44,500
- # of Employees: 140
- Meters Per Mile: 8.80
- Energized Line: 6,055 miles
- Power Source: Tri-State Generation & Transmission

Source: 2017 Annual Report

Connected with MVEA



Brews, Brats & Kilowatts

We are glad you stopped by! While the registration period for Brews, Brats & Kilowatts is now closed, it is not too late to complete the form below if you would like to be notified of future MVEA events. While we hold our Annual Meeting of Members every June which regularly hosts 500-700 of our member-owners, due to the positive response for this event, we may expand the concept next year with more small, regional member engagement events.

Confirmed Brews, Brats & Kilowatts Registrants

You will receive an email confirmation the week of August 14, 2017. As we currently have a waiting list of members that would like to attend the event, we ask that you let us know right away if you are unable to make it on August 23, 2017.

Location: Pikes Peak Brewing Co., 1756 Lake Woodmoor Dr., Monument, CO, 80132

Date: Wednesday, August 23, 2017

Time: Open House 4:00 - 7:00 p.m.

Brews, Brats & Kilowatts Confirmed Registration Calls



General Confirmed Registration Script / Voicemail Message:

Hello _____, my name is _____ from Mountain View Electric Association. I am calling with great news! You are a confirmed Brews, Brats & Kilowatts attendee. We also have _____ registered as your guest. We also wanted to make sure that you saw that this is an open house event from 4:00-7:00 p.m. Please join us as your schedule allows and stay as long as you like. You will also receive a confirmation email this week. You don't have to bring it with you, it is just for your reference.

As we currently have a waiting list of members that would like to attend the event, we ask that you let us know right away if you are unable to make it. To cancel your registration, please call (719) 494-2657. Otherwise, we look forward to seeing you next Wednesday, August 23rd!

The Registration confirmation email provides the following information:

Thank you for registering for Brews, Brats & Kilowatts. The fun starts at 4:00 p.m. and will go until 7:00 p.m. with an open house format that allows registered attendees to stay the entire time or as long as their schedule allows! Jim Herron, MVEA CEO, will be taking the stage at 4:30 p.m. and 6:00 p.m. to welcome and introduce MVEA to attendees.

MVEA employees will be on site to answer questions and help members become familiar with convenient and cost saving programs that are unique to electric cooperatives. (Hint: make sure to grab a Co-op Connections Card!)

Location: Pikes Peak Brewing Co., 1756 Lake Woodmoor Dr., Monument, CO, 80132

Date: Wednesday, August 23, 2017

Time: Open House 4:00 - 7:00 p.m.

If you have questions about this event please contact us by phone at 719-495-2657 or by email at ricciardi-n@mvea.org.

The Big Event



When attendees registered online they received the following message:

“The fun starts at 4:00 p.m. and will go until 7:00 p.m. with an open house format that allows registered attendees to stay the entire time or as long as their schedule allows! Jim Herron, MVEA CEO, will be taking the stage at 4:30 p.m. and 6:00 p.m.”

We anticipated two rushes of attendees and that the first group that arrived at 4:00 p.m. would leave by 5:30 p.m. We learned a couple lessons that day: never under estimate the weather, people enjoy drinking beer and making new friends while talking about electricity. The event was a great success! By thinking outside of the box, we were able to create an event that reached our targeted area, attracted members that had not been to other MVEA events, and gave us a chance to tell our co-op story.

Upon arrival, we required every attendee to register to receive: one Brews, Brats & Kilowatts stainless steel pint glass, a ticket for one complimentary beer, a ticket for one complimentary brat from a popular food truck, and a survey that they could complete to receive a “Conserve & \$ave” LED Starter Pack (143 of the 155 attendees completed a survey).



Evaluation: A Great Success!

By thinking outside of the box, we were able to create an event that reached our targeted area, attracted members that had not been to other MVEA events, and gave us a chance to tell our co-op story.



Brews, Brats & Kilowatts Member Survey

As an MVEA member-owner, your opinion matters.
Please complete this quick questionnaire and return to
receive a "Conserve & Save" LED Starter Pack.

Check the box (or boxes) that best answers the question.

1. How long have you been a member of MVEA?

- ☐ 0 to 5 years ☐ 11 to 20 years ☐ 36 to 50 years
☐ 6 to 10 years ☐ 21 to 35 years ☐ Over 50 years

2. Have you ever attended an MVEA event?

If yes, please circle all that apply.

- ☐ Yes: Annual Meeting Member Appreciation Day
Lampighter Meeting Other: _____
- ☐ No: Why? (optional)

3. What made you want to attend Brews, Brats & Kilowatts this evening? Check all that apply.

- The location: Pikes Peak Brewing Co.
- The offer: a free beer and brat are pretty delicious.
- To learn more about MVEA and co-op membership.
- To ask questions about:

4. What is your main source of information about MVEA?

- ☐ *Colorado Country Life Magazine* ☐ Bill Inserts
☐ Website / www.mvea.coop ☐ Facebook
☐ Newspaper ☐ Word of Mouth
☐ Other/Comment: _____

5. Do you follow MVEA on Facebook?

- ☐ Yes ☐ No

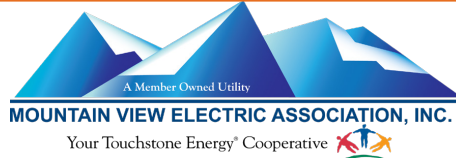
Comment: _____

6. Which of the following features of electric service is MOST important to you?

- ☐ Impact on the environment ☐ Future reliability
☐ Future availability ☐ Cost of electricity
☐ Energy efficiency ☐ Renewable energy
☐ Other/Comment: _____



Only two more questions to go!



Brews, Brats & Kilowatts Member Survey

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Please complete this quick questionnaire and return to
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Check the box (or boxes) that best answers the question.

7. If MVEA were to offer to sell shares in a community solar garden would you participate?

- ☐ Yes ☐ No ☐ Undecided

☐ Other/Comment: _____

8. What is your overall opinion of MVEA?

- ☐ Very satisfied ☐ Dissatisfied
- ☐ Satisfied ☐ Very dissatisfied
- ☐ Neutral

☐ Other/Comment: _____

Additional Comments: _____

[illegible]

Thank you, we appreciate your time and feedback!
Please return to receive a "Conserve & Save" LED
Starter Pack and a spin on the prize wheel.

Evaluation: A Great Success!

By thinking outside of the box, we were able to create an event that reached our targeted area, attracted members that had not been to other MVEA events, and gave us a chance to tell our co-op story.

Pre-Survey Evaluation Considerations

- 150 event registrations in 20 days
- 80+ members on a waiting list in a month
- Many requests for future “BBK” events
- Many “new” event member registrants



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2. Have you ever attended an MVEA event?

If yes, please circle all that apply.

- ☐ Yes: Annual Meeting ☐ Member Appreciation Day
 ☐ Lamplighter Meeting Other: _____
☐ No: Why? (optional) _____

3. What made you want to attend Brews, Brats & Kilowatts this evening? Check all that apply.

- ☐ The location: Pikes Peak Brewing Co.
☐ The offer: a free beer and brat are pretty delicious.
☐ To learn more about MVEA and co-op membership.
☐ To ask questions about: _____

4. What is your main source of information about MVEA?

- ☐ Colorado Country Life Magazine ☐ Bill Inserts
☐ Website / www.mvea.coop ☐ Facebook
☐ Newspaper ☐ Word of Mouth
☐ Other/Comment: _____

5. Do you follow MVEA on Facebook?

- ☐ Yes ☐ No

Comment: _____

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Only two more questions to go!

More Than Numbers: The Survey Tells a Story!

Initial Registration: 151 Members

Initial Waiting List: 80

Note: A lot of movement between the two due to cancellations

Final Attendance: 155 Members (some no-shows, some walk-ins)

Final Waiting List: 39

92% (143) of BBK attendees completed a Member Survey.

Here is what we learned...

68% of attendees had never been to an Annual Meeting.

96% of attendees had never been to a Lamplighter Meeting.

Why?

Location

Too far away

Didn't know about them

Didn't understand the value

Not as convenient or special (as BBK)

What do these results tell us?

Location & distance are important factors in engaging members.

78% confirmed that the location was one of the main factors in influencing their decision to attend the event.

Evaluation: A Great Success!

By thinking outside of the box, we were able to create an event that reached our targeted area, attracted members that had not been to other MVEA events, and gave us a chance to tell our co-op story.

“ Only been a customer four years and have always been impressed. ”



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☐ Newspaper ☐ Word of Mouth
☐ Other/Comment: _____

5. Do you follow MVEA on Facebook?

- ☐ Yes ☐ No

Comment: _____

6. Which of the following features of electric service is MOST important to you?

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☐ Energy efficiency ☐ Renewable energy
☐ Other/Comment: _____



Only two more questions to go!

More Than Numbers: The Survey Tells a Story!

There is a lot of info that can be cultivated from the survey results.

95% of the BBK attendees indicated that they were “Satisfied” or “Very Satisfied” with MVEA.

What an opportunity! Most of these members were previously not engaged. This was their time putting a face to a name, and they are already “Satisfied” or “Very Satisfied.”

“Thank you!! Thank you!! Good info-Good food! Hard for us to get out to meeting east of Monument!”

“Great event!”

“Awesome service.”

“Love the check at the end of the year. Yeah CO-OPS!”

“MVEA does a really great job for our community!”

“Thank you for being a great company and giving great customer service.”

“Your rebate program is terrific!”

Employee & Retiree Newsletter

A Member Owned Utility

MOUNTAIN VIEW ELECTRIC ASSOCIATION, INC.

Your Touchstone Energy® Cooperative

WATTS UP

MVEA Employee Newsletter

September 2017

Watts Up Sneak Peek

Stay Connected with the CEO.....Pg. 2

Employee Appreciation Week.....Pg. 8

Tree Rescue Recertification.....Pg. 13


Submit to Win!


All MVEA employees that submit a story / photo / recipe that is published in Watts Up will be entered into a quarterly drawing for a \$75 Amazon gift card.




Drawings will be held this year on the last Thursday in March, June, September and December. The more you submit, the better your chances. To ensure timely publication, submit materials by the 1st of the month to: communications@mvea.org.

Follow MVEA on Social Media

 www.facebook.com/MVEAInc

 Search for: Mountain View Electric Assn. Inc.

 www.twitter.com/MVEAInc

 Search for: Mountain View Electric Association, Inc.

Brews, Brats & Kilowatts



On August 23, MVEA hosted our first-ever “Brews, Brats & Kilowatts” event at Pikes Peak Brewing Co. in Monument. Within a few weeks of opening registration in July, the event registration was “sold out” (this was a free event for our members, but registration was required). The event hosted 155 MVEA members, most of whom filled out the event survey and made comments that included: “I feel MVEA does a really great job for our community.” “Love the check at the end of the year. Yeah Co-ops!” “Only been a member for 4 years and have always been impressed.” “Thanks for many years of great service. We have NEVER been without our electricity.” “Thanks for this opportunity to learn more about MVEA.” The very-well received event provided members with a free Pikes Peak Brewing Co. beer or soda, brat from Bite Me Sausage food truck and an MVEA event pint glass. It also gave our members an opportunity to learn more about our co-op and ask any questions they had. Jim Herron, our CEO, and Joe Martin, our Board of Directors President, gave remarks twice during the event. MVEA is considering hosting more Brews, Brats and Kilowatts events for our members in the future.

