



CEO's Corner

By Ryan Hentges

Celebrating Membership October is National Co-op Month

Fall is a busy time, and October is a particularly eventful month with school, community and sports activities in full swing. It's also when cooperatives from many industries all over the world celebrate National Co-op Month.

When I say Minnesota Valley Electric Cooperative celebrates Co-op Month, it really means we are celebrating you! After all, our co-op wouldn't exist without you, our members.

Our core business purpose is to provide you safe, reliable and competitive electric service that exceeds your expectations, but the larger mission of the co-op is to help make our corner of the world a better place. "Concern for community" is one of seven guiding principles that all co-ops share.

MVEC works to help local communities thrive through initiatives led by our Team Members and Board of Directors—comprised of neighbors who live right here in our community. Because we're local, we understand the communities' unique needs and strive to be a responsible partner and good neighbor.

We're proud to support local youth through our Youth Tour and \$1,000 high school scholarship programs. Every summer, we help college students gain real world

experience through our intern program. With your help, we offer Operation Round Up to provide assistance to local food shelves, fire departments, animal groups, and programs that serve all ages, from youth to senior citizens. Our Team Members are active in their local communities, serving on civic organizations, coaching sports teams and other projects near and dear to their hearts.

The word "cooperative" is close to

"cooperation," meaning people working together toward a common goal—mutually benefitting one another and the larger community. That's the essence of the cooperative spirit. Our Team Members and member-elected board members are invested in the community in which we live and serve.

See CEO/Co-op Month on page 4



Focused on YOU.

Electric cooperatives were created to serve their members. Because we're a co-op, we're able to adapt to our community's unique needs. That's the power of co-op membership.

**OCTOBER IS NATIONAL
CO-OP MONTH**

Additional resources and board meeting highlights available 24/7 at www.mvec.net



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MVEC

MINNESOTA VALLEY ELECTRIC COOPERATIVE

A Touchstone Energy® Cooperative

MVEC: deep local roots . . .

In the 1930s, only affluent farmers or those near towns had electricity. But beginning in 1935, farmers were given the tools to help themselves. With federal loans, they could organize cooperatives to electrify the countryside.

On May 11, 1935, lighting our nation's farms and small towns became reality when President Franklin D Roosevelt established an emergency agency called the Rural Electrification Administration (REA). In 1936, the Rural Electrification Act made the REA a permanent agency of the federal government.

In April 1936, the Scott County Electric Cooperative was organized. Unfortunately, not enough people signed up to establish a co-op. On March 6, 1937, the Scott County group merged with Carver and Le Sueur county electric organizations under the name of The Minnesota Valley Electric Cooperative.



1930s
to
today



. . . big focus on the future

You might think of us as the local electric company, and you'd be right: We're led by members like you, created by and for the communities we serve. Electric cooperatives are community-focused organizations that work to deliver affordable, reliable, and sustainable energy to members. And every electric co-op is as unique as the community that shaped it, changing over time as our communities grow and change. In 1940, MVEC had 2,000 members. Today, we are 46,000+ strong in rural areas and suburbs.

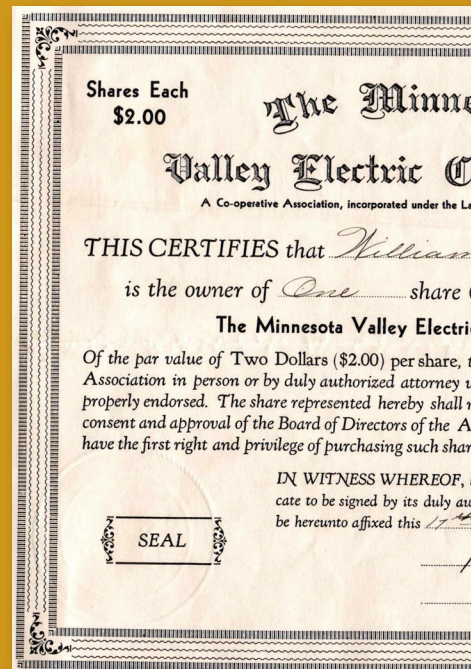
We are local and independent, but together, we're mighty: across the country, local cooperatives work together and learn from one another to develop new technologies and infrastructure. And in the process, we bring electricity to one in eight Americans and over 19 million homes, businesses, farms, and schools in 47 states. Co-ops themselves provide 71,000 great jobs, invest

billions in local economies every year, and are a driving force in helping attract and grow business and industry in rural America.

America's electric cooperatives are innovators, developing new ways to incorporate the benefits of renewable energy into a balanced energy mix. And we're always looking for new ways to help our members save energy and money and take advantage of technology that's changed the way we live.

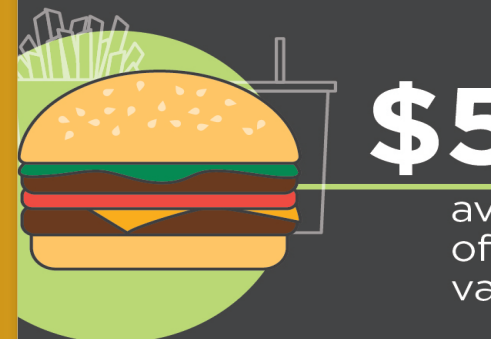
It's all part of the cooperative spirit that's always been around since the 1930s — we're all in this together building a brighter future. And we are stronger and better for it.

That's community. That's what fueled the co-op movement so many years ago—and it's the source of our new energy today. The power of the co-op and its communities working together is what being an electric cooperative is all about.



A descendent of William Laabs shows his membership certificate from 1936. William Laabs' \$2 investment to join the cooperative is now worth about \$42.63 today, a cumulative increase of about 20 times over 85 years, based on 3.75 percent inflation per year. Electricity remains a great value as an asset (under \$4) is still less than one fast-food value. MVEC bill to see what your average cost of power is.

THE VALUE OF ELECTRICITY



\$5

average
of
value

\$3.92

average daily
cost of power

Electricity is expressed on a daily basis using EIA 2020 Average U.S. Monthly Residential Bill of \$117.46. Big Mac® is a registered trademark of McDonald's Corporation. McDonald's Corporation does not endorse or sponsor this comparison.

Sources: Economist.com and MVEC



Hey kids! Color Fa-La-La-Llama for a chance to win a gift card

In honor of National Co-op Month, MVEC is holding our annual coloring contest for kids 12 and under!

coloring contest!



- Boys' first place prize: \$100 Target gift card
- Girls' first place prize: \$100 Target gift card
- 2 second place prizes: \$50 Target gift card
- 4 third place prizes: \$25 Target gift card

Go to www.mvec.net/coloring-contest, download and print out this sheet.

Color and return to MVEC at 125 Minnesota Valley Electric Drive, Jordan, MN, 55352 by Friday, Nov. 18, 2022. Entries will be judged by MVEC staff on neatness and originality. Child must live in an MVEC member household to enter.

Winners will be notified by email, and the first place entries will be published in the December *Electric Eye* newsletter.



Berg Family continued from page 3

Harold affirms that the switch to electricity, even if it came before him, positively changed his life.

"I think a lot of people my age around here— and people even younger— take it for granted, y'know? I was lucky, I suppose, to experience parts of daily life without it, so I appreciated it a lot more. I still do appreciate it more than most, because I know personally how much of a hassle it is to go without it."

The REA has done more for the Berg family

since then. Now, around 80 years later, it has provided more opportunities and resources for Harold Berg's grandchildren, who now live on the third property of the family's extended homestead.

Thanks to the REA, many agencies, including the National Rural Electric Cooperative Association, have been made with the sole purpose of pursuing and progressing rural access to all things electric. Nearly a century ago, it started with lightbulbs, and now it has developed

into advancing Wi-Fi and broadband accessibility — a vital part of life during and post-pandemic.

Now armed with adequate Wi-Fi, Harold's grandchildren were not only able to continue school virtually during the lockdown, they were able to expand their hobbies online with the resources available just at their fingertips.

And all of these lives that were changed, all started with President FDR's signature on the Rural Electrification Act.

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Above all, as a co-op we put our members' priorities first. As your trusted energy partner, we know that saving energy and money is important to you. That's why we have numerous programs in place to help, including residential Energy Wise and commercial generator programs, free and convenient payment options, time-of-use electric vehicle charging, a set it and forget it Wi-Fi thermostat program, and energy

assistance options for those who need a little help managing their electric accounts.

Knowing how and when you use electricity is important because it impacts your monthly bill. We want to empower you to manage your home energy use. If you haven't already, I encourage you to take a moment and create a free SmartHub account. Online and through the app, you can conveniently monitor and manage your energy use. And,

of course, we are here to help, so give us a call if you have questions.

MVEC is continuously examining ways to operate more efficiently while continuing to provide the highest level of friendly, reliable service you expect and deserve. After all, we're your local co-op. We were built by the members we serve.

The Electric Eye is the official publication of
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MVEC is an equal opportunity provider and employer

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