



PV Pioneers

PV-Pioneers is an independent, non-profit organization made up of Poudre Valley Rural Electric Association (PVREA) customers who are actively working to renew the pioneering spirit which first brought electricity to rural parts of Weld, Larimer and Boulder counties. We believe that business-as-usual will no longer save us from the trend of ever-increasing electric bills, or help us to curb our carbon emissions and the pollution of our air and water from coal-burning power plants.

PV-Pioneers understand that we cannot immediately and completely eliminate our reliance on coal and gas, but we believe we can do more to reduce our dependence on these costly, dirty resources than merely handing out light bulbs and a few appliance rebates of questionable effectiveness. PV-Pioneers advocates new policies and works to elect new PVREA directors who will aggressively pursue cost-saving investments in energy efficiency, who will diversify PVREA's energy portfolio, and who will help grow our local economy with wind and solar electric generation.

Home and farm electric rates have grown 30% over the past 4 years, but the PVREA Board of Directors is determined to stay the course, committed to a reliance on coal with large and costly new coal generating plants. They are ignoring the savings to be found through investments in energy efficiency and a diversification of our energy portfolio. PVREA needs a strategic plan to make homes, farms, and businesses more energy efficient. PV-Pioneers believes that PVREA needs expert help in designing such a plan, and new leadership on the Board in order to have the commitment and resources to undertake that plan. PV-Pioneers seeks a change of attitude by management and the Board of Directors that will see the economic opportunities of energy efficiency and renewable electric generation and will find ways to make these opportunities a reality instead of resisting them.

Members of PV-Pioneers have been successful in changing some PVREA policies: convincing our electric cooperative to pay retail rates for excess electricity that customers generate from wind or the sun; encouraging the adoption of a new rate structure that encourages lower energy consumption; and starting an energy audit program. PV-Pioneers has sponsored candidates for the PVREA Board of Directors for the past 3 years, several of whom have come within a handful of votes of being elected. This pressure has convinced incumbent directors to adopt the appearance of being environmentally minded, but the leadership of PVREA

continues to resist the call for a more long-range, strategic policy of efficiency, diversity and conservation.

If you are concerned about PVREA's ever-rising energy costs and lack of a comprehensive plan to help its members implement cost-saving energy practices, then join us in making a change in our electric cooperative. Join us in our efforts to renew the pioneering spirit which once brought electricity for the first time to the rural areas of Larimer, Boulder and Weld counties.

Poudre Valley REA Candidates

Roger Alexander, Larimer County



I am a renewable energy systems designer, an energy auditor/rater and small business owner. I became involved with a small group of activists a few years back when I learned that Tri-State G & T was asking all of the REAs to extend their Sole Supplier contract with Tri-State to 50 years for the purpose of gaining \$4 Billion of financing for building 3 new coal-fired power plants. As a PVREA member/owner I felt like that was not in the best interests of me, my co-op or the world. I decided that I would try to do something about it. It was an opportunity to act locally on a global issue.

It became clear very early in the process that neither the PVREA Board nor management shared our view that it is imprudent to invest such a large sum of money in a dirty, destructive and possibly soon to be obsolete technology. The cost of generating electricity by burning coal is undoubtedly going up as more of the environmental and health costs, currently borne by the general public, are shifted back to the pollution sources. Do we want to be stuck with the bill for massive new coal plants when they are no longer the cheapest source of electricity? We need to start moving toward clean renewable energy sources and serious conservation and efficiency programs to meet our current challenges. There will be options available in the future that we can't even imagine at present. Clinging to the past will hinder or eliminate the future possibilities. It became obvious that to alter the direction of our co-op it would be necessary to change the composition of the current Board. That is why I am running for the PVREA Board of Directors and why I am asking for your vote.

Jan Peterson, Larimer County



I am an architect & planner who has decades of experience with energy efficiency issues in the siting and design of buildings. Professionally, I balance the trade-offs necessary to create new buildings that are increasingly energy-efficient and sustainable but still affordable. I want to use that experience to help change the direction of PVREA.

In my opinion, the current Board engages in green-washing rather than doing the things that are really necessary to effect required changes. They tell us that “clean coal” is the cheapest source of electrical energy generation. What they fail to mention is that:

1. so-called “clean coal” doesn’t exist.
2. coal-fired power is cheap ONLY because all the negative consequences associated with burning coal have been externalized -- which is to say, ignored.

We must avoid being tethered to last-century production techniques when new, more efficient technologies are rapidly changing the economics of power generation. We must be positioned to take advantage of new technology, not reduced to watching others do it while our costs continue to escalate. Yet our current Board voted to tie us to coal-fired power production for another 50 years!

We can improve our environment, decrease the potential for future catastrophe, promote national security and make the world safer for our children and grandchildren simply by moving away from “traditional” fossil fuel technologies and embracing the cost-effective innovations that America is famous for.

I want PVREA to make a commitment to the well-being of future generations. Global warming requires immediate action. What we do for ourselves, now, should not be destroying the Earth for our progeny. When new information becomes available --as it has-- then we have an obligation to act on it. I want to represent your best interests; to do so, I need your vote, and I ask for your support.

Steve Szabo, Boulder County



My name is Steve Szabo and I'm running for the PVREA Board of Directors. I'm running because I want to enhance current PVREA policies in order to more effectively encourage energy efficiency and implement sustainable energy resources. Our existing PVREA board of directors is not taking on the issues that will affect all of us, including developing the new clean energy alternatives for future generations. Currently, there's not an adequate amount of diversity in the PVREA energy portfolio, which is a reliability issue. We must move away from our almost complete reliance on coal.

I have the drive and leadership skills to make a significant contribution to the PVREA organization. My 28 years experience in the utility business was focused on network protection and reliability. At AT&T and Qwest I managed a large workforce and budget, which required continuous vigilance. In 1978 I built a solar thermal hot water system and started deploying other energy efficiency and conservation tactics. (where – at your home, for Qwest?) I have served as a volunteer for Environment Colorado, the Governor's Energy Office, and the I Have A Dream Foundation, and continue to assist on special projects. I have attended the monthly PVREA board meetings for the last three years, and I would like your vote and your support to help me become an official member of the board.