



A Touchstone Energy® Cooperative 

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www.twinvalleyelectric.coop

TWIN VALLEY
ELECTRIC CO-OP

NEWS

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FROM THE CEO

Co-ops See the Future

Dramatic changes are transforming all aspects of the energy industry. Interest in renewable energy is at an all-time high, and ultimately consumers want greater control over their energy use and payment methods. The prevalence of smartphone apps and “smart” technology for the home is increasing, and consumers and businesses are showing greater interest in electric vehicles. There’s no denying it: electric utilities will have to make changes to the way they provide energy. Luckily, Twin Valley is uniquely positioned to meet these changing needs because we are a co-op.

Co-ops are community-led.

October is National co-op Month, which is the perfect time to highlight the many ways electric co-ops are unique.

Co-ops are locally governed, looking out for the long-term needs of their consumer-members.

Electric co-ops belong to the communities they serve. This heightened community focus allows us to quickly adapt to evolving consumer expectations. Our closeness to the community ensures a better response to these needs because we are led by the people we serve.

Co-ops are a catalyst for good.

Electric co-ops, like Twin Valley Electric,

are a catalyst for good in their communities. Co-ops engage their consumer-members to do things that might otherwise be impossible or difficult, like more than 75 years ago when electric co-ops brought power to areas where other utilities did not find it economically feasible.

Co-ops exist to meet a need that was previously unmet in the community, and they are ever striving to anticipate and plan for the future needs of their consumer-members.

Electric co-ops often partner with local groups to bring economic opportunity to their local community. It is this facilitation role that is often the most valuable strength of the co-op. Right here in our four-county service territory, we partner with the Rural Economic Development Grant and Loan Program sponsored through USDA.

The co-op business model is pragmatic, mission-oriented and puts people first. Co-ops strive to be a trusted voice in their communities. Co-ops have earned that trust because, while not perfect, they always have their members’ best interest at heart and are determined to enrich the lives of those living and working in the communities they serve—now and in the future.



Reed Metzger

Warning for Teen Drivers

For Brie Renfroe and her four friends it was a typical summer afternoon in the Midwest when clouds started to roll in. Before they knew it, the winds had picked up and they found themselves in a dangerous situation. Renfroe recounted how, in an instant, utility poles began falling, one after the other like dominoes. “We tried to reverse and they fell down behind us,” Renfroe said. “The power line was on our car, so we started freaking out a little bit.”

Luckily for Renfroe and her friends they had previously attended a Live Line Demo at their school and remembered to stay calm. The demo educates teen drivers about potential electrical dangers while driving. Thanks to the demo, Brie and her friends did exactly what they should have done—they contacted emergency crews and remained in the car until help arrived and rescue workers declared it was safe to exit the vehicle.

If you find yourself in a similar situation, remember there is only one reason you should ever evacuate your vehicle: when it's on fire. “If you are forced to exit your vehicle due to a fire, you should jump free and clear, land with your feet together, and hop away,” says Molly Hall, Energy Education Council executive director. “Separating your feet can create two points of contact with the ground and could result in shock if the ground is energized.”

Safe Electricity offers these additional tips to teach new drivers about electrical safety on the road:

- ▶ All downed power lines should always be treated as though they are live with electric cur-



The teens in this car crash knew to stay in the car until the power lines that had fallen were de-energized, thanks to a demonstration by their local electric cooperative.

rent flowing through them.

- ▶ Never approach or touch a fallen line with anything.
- ▶ Do not try to help someone who is trapped in the car. If you do, you will become a path for electricity.
- ▶ Never touch the vehicle and the ground at the same time.

While it is important to know the rules of the road, teaching teen drivers what to do in a situation like this can be lifesaving. For more tips on electrical safety, visit SafeElectricity.org.

**SAFE, RELIABLE,
AFFORDABLE ENERGY.
THEN. NOW. ALWAYS.**

The energy landscape may be changing, but we'll never lose sight of who we're working for.



**OCTOBER IS NATIONAL CO-OP MONTH
WE'RE PROUD TO SERVE OUR MEMBERS**