

A Touchstone Energy Cooperative

VEA joins more than 700 Touchstone Energy Cooperatives nationwide

Touchstone Energy is a national alliance of local, consumer-owned electric cooperatives providing high standards of service to customers large and small. More than 700 Touchstone Energy cooperatives in 46 states are delivering energy and energy solutions to more than 27 million customers every day. Touchstone Energy cooperatives serve their members

The Touchstone Energy brand...

- Helps co-ops connect with their members on pocket-book issues
- Communicates electric cooperatives' unique characteristics in a changing marketplace where
- Places television ads on various networks, including CNBC, CNN, The Weather Channel, A&E, Discovery and Direct TV and print ads in national publications, including Time, Newsweek and U.S. News and World Reports
- Delivers valuable



Valley Electric Association, Inc.

A Touchstone Energy® Cooperative 

with integrity, accountability, innovation and a longstanding commitment to communities.

Touchstone Energy cooperatives use the resources of a national network and take advantage of economies of scale to enhance their unique relationships with their local member-owners. They provide high standards of service to all customers—residential, commercial, industrial and agricultural. Information about Touchstone Energy Cooperatives and programs may be accessed at these websites: www.touchstoneenergy.com, www.togetherwe-save.com and www.vea.coop.

these values and differences matter more each day

- Emphasizes the significance of each electric cooperative's local presence and unique ties to the community, while offering the advantages of a nationwide network to bring added value and benefit to all consumers
- Produces award-winning advertising and communications materials

employee education programs that equip employees with the skills to communicate the cooperative difference and provide top-notch customer service

- Provides the tools to measure and improve consumer satisfaction
- Offers an array of services and programs to enhance co-ops' relationships with business and residential members

Co-op Connections Card Puts Value in Your Wallet

Valley Electric Association's commitment to you goes beyond providing safe, reliable, and affordable electricity.

We're always looking for ways to provide value to our members and our community, especially during tough economic times. VEA's Co-op Connections Card is a money-saving tool we're proud to offer our membership. The card connects you with discounts on everything from hotel stays to prescription drugs.

We hope local businesses participating in the Co-op Connections program benefit from increased traffic from VEA members. Businesses can sign up for the program at no cost.

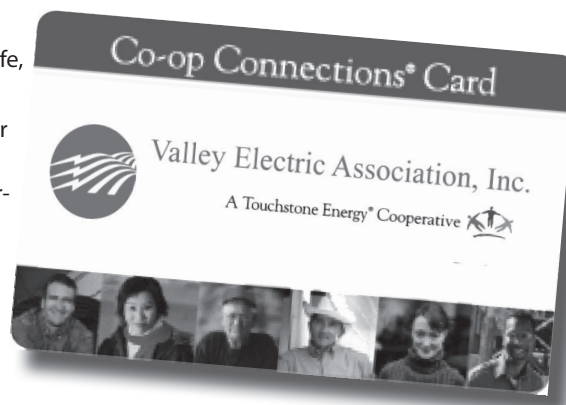
The card also gives you access to online savings at more than 95 national retailers like Barnes&Noble.com, Hertz Rental Cars, Best Western hotels and ProFlowers.com. You can check out these great national discounts at www.connectins.coop.

One of the most valuable features of the Co-op Connections Card is the pharmacy discount. While it is not insurance, the discount can mean savings of 10 to 60 percent on prescription drugs. The logo and information on the back of your card is recognized at more than 60,000 national, regional, and local pharmacies.

The pharmacy discount has been widely used by members of Touchstone Energy co-ops across the country, resulting in combined savings of nearly \$20 million on prescriptions.

As a Touchstone Energy co-op, VEA strives to serve our members according to four core values: integrity, accountability, innovation and commitment to community. Our Co-op Connections Card is one of the ways we live up to those values.

We're eager to answer any questions you have about the card and how to take advantage of the discounts it provides.



NOTICE:

The Co-op Connections cards will be ready for distribution to members at the district meetings in March and the annual meeting in April. See page 29 for dates and times of all 2011 meetings.

Cards will be distributed to all members by mail during the month of May.

Director Election for District 5



Dave Lowe is the incumbent candidate for Director of District 5.

DAVE LOWE graduated from Las Vegas High School in 1954 and University of Nevada, Reno in 1959 with a bachelor of arts in Journalism. He served in the military from 1960 through 1963 and was Public Information Officer at Ft. Benning, Georgia. He has worked as an Editor for the Las Vegas Review-Journal in Henderson; Personnel Administrator at the Nevada Test Site; Personnel Director for Southern Nevada Memorial Hospital and Appeals Referee for the State of Nevada.

He and his wife, Barbara, moved to Sandy Valley in 1998 and became members of the Old Spanish Trail Association.

Elected to the Board in 2008, Dave is fully engaged on the issues affecting VEA and its members. He completed the required coursework and is credentialed as a "Certified Cooperative Director" by the National Rural Electric Association. He has worked to provide VEA members with a cost-effective renewable energy program. Dave is committed to maintain a diversified power portfolio that will ensure reasonable rates for the cost of power.



Sam McCool a candidate for Director of District 5.

SAM McCOOL is the manager of Instructional Technology at NSC. He holds a BA degree in English from University of Pittsburgh, and an MA in English Literature from West Virginia University.

Sam is best known for his popular *How to Speak Pittsburghese* (Pittsburgh Goodwill Inc., 1982) and *How to Speak Bostonian*. He has also co-authored three books on topics in total quality management and higher education.

Since 1992 as an innovator in composition and linguistics instruction, Sam has designed and developed as well as taught on-line and hybrid courses for four colleges and universities.

Director Election for District 6



David E. Dawson is the incumbent candidate for Director of District 6.

DAVID E. DAWSON retired from United Technologies (Pratt & Whitney Rocketdyne), bringing proven skills and abilities to the VEA Board of Directors for District 6 from the Aerospace Industry, having thirtyfive plus years of experience as a front-line employee, manager and strategic planner. Dave served in the U.S. Navy from November 1962 through June 1966 and in the Navy Reserves until 1968. He served in the California Air National Guard, 261st Combat Com. Unit from 1982 through 1987.

Dave volunteered his time and energy to the VEA Ambassador program prior to running for the district 6 Director position.

Elected to the Board in 2008, Dave is fully engaged on the issues affecting VEA and its members. He completed the required coursework and is credentialed as a "Certified Cooperative Director" by the National Rural Electric Association. Dave is committed to clean, renewable energy and to measures that will ensure reasonable rates are maintained for the members.



Bill Renshaw is a candidate for Director of District 6.

BILL RENSHAW has been the owner/operator of Pro Shed in Pahrump, Nevada since March 2007. He also owned an electric business in Houston, Texas for nine years. He has also been employed in construction as a supervisor/journeyman electrician for Clark Electric and for UMC in Las Vegas, Nevada.

Bill holds an Associate of Applied Science degree in Electronics Engineering Technology from ITT Technical Institute, Henderson, Nevada.

He was employed as a crane and forklift operator at Southern California Edison and completed various classes in safety and information security.

Bill has had successful dealings with the public since moving to Pahrump in 1995.

He is self-motivated, works well with others and would be proud to serve on the VEA Board of Directors for District 6.

Energy Hogs - Hiding in Plain Sight

Energy hogs don't necessarily need to be large in size

Large home appliances: refrigerators, electric water heaters and clothes dryers, are typical examples of energy-hungry devices, but energy hogs don't necessarily need to be large in size. Small devices that make everyday life more convenient are becoming more resident in households and are collectively driving up power bills.

Digital picture frames are small, so it's hard to think of them as energy hogs. But if each U.S. household had one of these frames running around the clock, it would take five power plants to run them all, says the Electric Power Research Institute (EPRI), an independent, non-profit company performing research, development and demonstration in the electricity sector for the benefit of the public.

"It's the subtlety of the effect of large numbers of very small consuming devices," says Tom Reddoch, the executive director of energy utilization at EPRI.

You may identify the items that are hogging the energy just by paying attention to the little lights or fans in equipment. Small energy hogs include mobile phone



Individual battery chargers for cellphones and mobile devices use very small amounts of energy, but if they are left plugged in to electric outlets when the charged device is not connected, they continue to draw power, driving up your power bill needlessly.

chargers and laptop power adapters that are always plugged into electric outlets. These chargers continue to draw energy even when the devices they charge have been disconnected. And "always-on" appliances like printers or speakers are called "energy vampires" because they also suck up power even when they're turned off or in an idle state.

Worse yet, the number of always-on devices is on the rise. Reddoch estimates that the typical U.S. home 30 years ago had about three always-on devices; today that number has climbed to more than 30.

"While a refrigerator typically accounts for about 8% of the typical household's total annual energy consumption," Reddoch says,

"vampire devices account for about 4%."

What's the best way to subdue energy hogs and vampires? The no-cost method is to turn off and unplug devices when they're not in use. If unplugging isn't practical or convenient, use a smart power strip to help stop the flow of electricity to an idle current. For instance, some smart strips allow you to set up a lead device like a computer so that when it is turned off, other supporting devices, like printers and speakers, are also turned off.

We don't often bother to change a device's default settings, but we can save energy here too. For example, you can manually lower the default brightness and intensity settings on a TV. The owner's manual will give the instruc-



Digital picture frames used to be a high-end item but are quickly becoming very affordable. They are, however, burning electricity around the clock and running up your power bill.

tions, as will the onscreen menus accessible through the remote control or the control panel on the set.

Knowing how much energy we waste keeping devices on all the time should also motivate us to change our habits.

VEA recommends using an electricity monitor, the Kill A Watt meter, a product that measures the energy efficiency of household appliances, to give you a better sense of their usage cost. These devices are available to borrow from VEA at no cost on a weekly basis.

Armed with the actual usage, a consumer may plan ahead. As older energy hogs fail they may be replaced with Energy Star rated products that operate in an energy-efficient manner. ■

Important Dates and Deadlines

**~FRIDAY, MARCH 11, 2011, CLOSE OF BUSINESS ~
DEADLINE TO SUBMIT 2011 VEA SCHOLARSHIP APPLICATIONS**

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| <p>District 1 Annual Meeting Pahrump (South of Highway 372)</p> <p>Pahrump Nugget Event Center 681 S. Highway 160 Pahrump, Nevada Thursday, March 24, 2011 Registration opens at 5 p.m. Meeting begins at 6 p.m.</p> | <p>District 2 Annual Meeting Amargosa Valley, Crystal, Ash Meadows</p> <p>Amargosa Valley Community Center 821 E. Farm Road Amargosa Valley, Nevada Tuesday, March 29, 2011 Registration opens at 5 p.m. Meeting begins at 6 p.m.</p> | <p>District 3 Annual Meeting Beatty, Sarcobatus Flat, Scotty's Junction</p> <p>Beatty Community Center 100 A Avenue South Beatty, Nevada Wednesday, March 23, 2011 Registration opens at 5 p.m. Meeting begins at 6 p.m.</p> |
| <p>District 4 Annual Meeting Fish Lake Valley, Lida, Gold Point</p> <p>Dyer Community Center Highway 264 Dyer, Nevada Tuesday, March 22, 2011 Registration opens at 5 p.m. Meeting begins at 6 p.m.</p> | <p>District 5 Annual Meeting Sandy Valley, Mt. Springs, Trout Canyon ELECTION</p> <p>VEA Warehouse - Sandy Valley 1150 E Quartz Avenue Sandy Valley, Nevada Thursday, March 31, 2011 Registration opens at 5 p.m. Meeting begins at 6 p.m.</p> | <p>District 6 Annual Meeting Pahrump (North of Highway 372) ELECTION</p> <p>Pahrump Nugget Event Center 681 S. Highway 160 Pahrump, Nevada Wednesday, March 30, 2011 Registration opens at 5 p.m. Meeting begins at 6 p.m.</p> |

Valley Electric Association 2011 Annual Membership Meeting

Saturday, April 30, 2011
Amargosa Valley Community Center
821 E. Farm Road
Amargosa Valley, Nevada



VALLEY ELECTRIC ASSOCIATION
 800 East Highway 372
 P.O. Box 237
 Pahrump, NV 89041
 Fax: (775) 727-6320



BOARD OF DIRECTORS

- | | |
|-----------------------------------|-----------------------------------|
| DISTRICT 1 Peter Gazsy | DISTRICT 2 Shiela Rau |
| DISTRICT 3 Rick Johnson | DISTRICT 4 John Maurer |
| DISTRICT 5 Dave Lowe | DISTRICT 6 David Dawson |

STAFF

- CHIEF EXECUTIVE OFFICER**
Thomas Husted
- OPERATIONS MANAGER**
MARTY LYTLE
- FINANCE MANAGER**
Rick Eckert
- COMMUNITY/GOVERNMENT RELATIONS MANAGER**
Staci Behnke
- ADMINISTRATION MANAGER**
Mindy Morrow

OFFICE PHONE
 (800) 742-3330 (within Nevada)
 or 775-727-5312, 8 a.m. to 5 p.m.
 Weekdays, except holidays

AFTER HOURS & EMERGENCY
 We are here 24 hours a day,
 seven days a week for your
 emergency needs.
 775-727-5312

Web site: www.vea.coop
 Email: wmc@vea.coop

NV-42

Letter From the CEO

Dear Member,

As your electric cooperative, it's important for Valley Electric Association (VEA) to provide its member-owners with safe, reliable power. Yet our service goes beyond the wires. It's also important that we offer additional value that has an enormously positive impact on everyone in the community. And as a Touchstone Energy® co-op, we strive to meet that goal on a daily basis.



That's why VEA, in conjunction with the other Touchstone Energy co-ops serving 27 million member-owners nationwide, has launched the Co-op Connections® program. This new card-based member benefit program is designed to deliver added value to our members — residential and business — by offering valuable discounts at participating local and national businesses. And it's free.

Whenever a Co-op Connections cardholder — whether from VEA or from one of the hundreds of Touchstone Energy co-ops across the country — shows the Co-op Connections card at a participating business, they receive a discount.

Equally, those businesses benefit from increased customer visits by co-op members participating in the program. And it's easy to spot which local businesses are participating. Look for the Co-op Connections stickers in their windows, or simply log on to the VEA Web site — www.vea.coop — and check out the list of participants.

Co-op Connections cards will be distributed at the district meetings in March and the annual meeting in April. Once a member has signed the back of the card, it's ready for use at participating businesses locally and nationwide.

So while our number one priority is keep the lights on, VEA is committed to bringing additional value to our members and the communities we serve. The Co-op Connections program is just another way to accomplish that goal. That's the cooperative difference.

Until next month,

Thomas H. Husted