

HIGHLINE ELECTRIC ASSOCIATION

The Beacon

NOVEMBER 2021



MAILING ADDRESS

P.O. Box 57
Holyoke, CO 80734-0057



STREET ADDRESS

1300 S. Interocean
Holyoke, CO 80734



ph 970-854-2236
tf 800-816-2236
fax 844-996-1318
email info@hea.coop
web www.hea.coop



facebook.com/HighlineElectric

Our mission is to provide our members with reliable, high-quality electricity and other needed services, which will improve their economic and social well-being and provide significant long-range benefits for our communities, our state and our nation.



HIGHLINE ELECTRIC ASSOCIATION
IS AN EQUAL OPPORTUNITY
PROVIDER AND EMPLOYER



Touchstone Energy®

IT'S A MATTER OF (CO-OP!) PRINCIPLES

BY DENNIS HERMAN GENERAL MANAGER



DENNIS HERMAN

For me, this is the time of year for reflection, and at the top of my list of things I'm grateful for is our wonderful community. I know I speak for all Highline Electric Association employees when I say that we are thankful to be in such an incredible place. We are fortunate to live in the same place where we work, which makes our ties to this community that much stronger.

You may recall that last month, my column touched on the first three cooperative principles, so this month, I want to tell you about the remaining four principles. The cooperative principles are essential to the co-op business model and benefit all members of the co-op.

AUTONOMY AND INDEPENDENCE

The fourth principal, autonomy and independence, means the co-op operates in an autonomous way that is solely directed and guided by its consumer-members, reflecting the values and needs of our local community. The co-op is not being influenced by leaders or shareholders several states away. Instead, the co-op is led by the local consumer-members it serves.

EDUCATION AND TRAINING

The fifth principle, education and training, focuses on enhancing the knowledge of co-op employees and board members, which enables them to contribute to the development of the co-op.

By investing in continuous learning for our employees and board members, our co-op is making a commitment not just to individual professional and personal growth, but to the future of the co-op and the high quality of service our consumer-members expect and deserve. It's a win-win situation.

We also strive to inform our consumer-members (that's you!) and the public about the mission and operations of your electric co-op. In fact, that's why you receive this

magazine every month, so we can share the latest co-op news and updates, as well as energy efficiency and safety tips.

COOPERATION AMONG COOPERATIVES

Cooperation among cooperatives is the sixth principle and it fosters the way that co-ops work together to address bigger challenges. While this principle applies to all types of cooperatives, it is especially relevant in the energy industry. In our case, we put this principle in action after major storms and disasters that cause widespread power outages. When this happens, we call on nearby co-ops to come to our aid and assist with restoration efforts — and we, of course, extend the same help to them when they need us. I can't think of a better example of cooperation among cooperatives.

In addition, because we are part of the national electric co-op network, we can connect and collaborate with other electric co-ops to tackle industry-related challenges, like cybersecurity and an ever-changing energy landscape.

CONCERN FOR COMMUNITY

The seventh principle, concern for community, is essential to who we are as cooperatives. We serve our community not only by being an essential service, but also by helping to power our local economy. Whether through economic development, volunteerism or donations to local causes, we invest in this community; it's our home too.

I think you'll find most cooperatives bring good people together to make good things happen in the community. We hope you feel that way about us, your local electric co-op.

On behalf of everyone at Highline Electric Association, thank you for your membership. We hope you have a wonderful Thanksgiving.



Community born.
Community led.
Focused on YOU.

APPLY FOR THE 2022 YOUTH TOUR

Each year, Highline Electric Association sponsors an all-expenses-paid trip for two students to attend the Washington D.C. Youth Tour and two students to attend Youth Leadership Camp near Steamboat Springs.

Youth Tour was canceled in 2020 and 2021, and HEA is excited to send those years' winning students to the 2022 Youth Tour. Two additional students will be selected for the 2022 Youth Tour, for a total of five students heading to Washington, D.C., next summer.

Leadership Camp was also canceled in 2020 and 2021. The winning students from the past two years will attend the 2022 Leadership Camp. Due to space limitations, we are unable to accept any additional applications for the 2022 camp. We look forward to resuming the normal application process for the 2023 Leadership Camp.

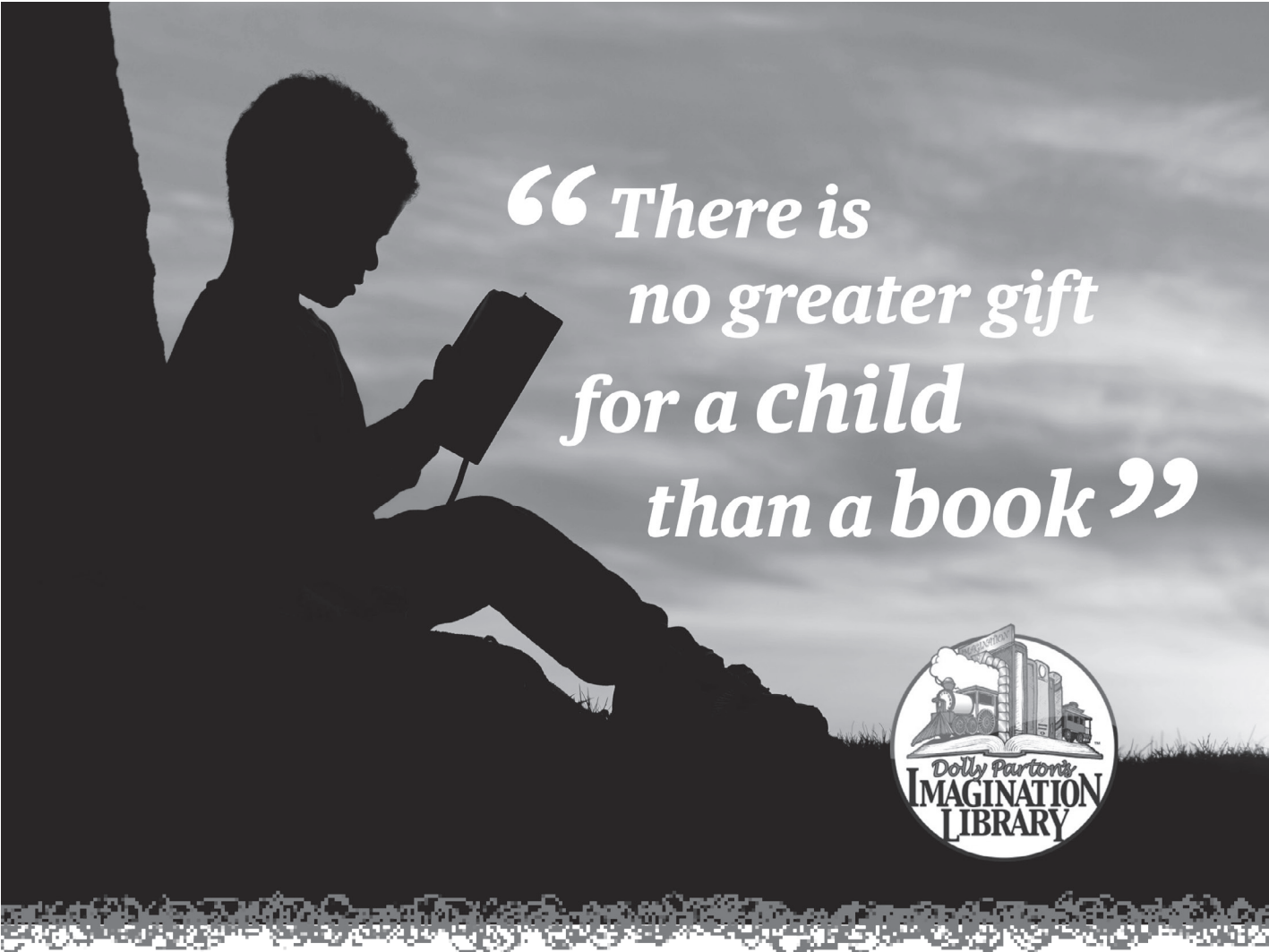
To enter your submission for the Washington D.C. Youth Tour, please complete the application form which includes an essay component. The top two applicants will go to Washington, D.C. **Your entry must be received by December 17, 2021. Visit our website, hea.coop/youth, for an application. Note: Proof of COVID-19 vaccination and a negative COVID test before departure are required for the Washington, D.C., trip.**



HEA SCHOLARSHIPS AVAILABLE

Highline Electric, Tri-State Generation and Transmission and Basin Electric Power Cooperative work together to provide 13 scholarships to graduating seniors in our service area. The scholarships range from \$500 to \$1,000. In 2018, Highline's board of directors voted to convert two of Highline's \$1,000 scholarships into renewable scholarships that can be redeemed by the recipient for up to four years if they maintain eligibility criteria.

Please visit our website, hea.coop/youth, for applications and deadlines.



*“There is
no greater gift
for a child
than a book”*



There is no greater gift for a child than the gift of learning from their own books. That's why Highline Electric Association, your Touchstone Energy Cooperative, is excited to help promote Dolly Parton's Imagination Library to residents of Chase, Deuel, Phillips and Sedgwick Counties and to our youngest co-op members.

The Imagination Library, a book-gifting program administered by the Dollywood Foundation, mails one book each month to children from birth to age five at no cost to the families who register.



At Highline Electric, we believe every child should have the opportunity to succeed and can think of no better start than ensuring the children in our community grow up in homes filled with books that inspire a passion for reading and lifelong learning.

For more details and to learn how to register for the program, please contact your local program administrator:

- Chase County: Beth or Linda,
308.882.4754, youbelong@imperiallibrary.org

- Deuel County: Vicki Fornander,
308.874.2561, vickifornander@gmail.com

- Phillips County: Linda Jelden,
970.580.4101, pcfamilyed@yahoo.com

- Sedgwick County: Alan Harris,
970.580.3855, alanharris78@yahoo.com

2021 PARADE OF LIGHTS

As of this year, the Parade of Lights has been running in Holyoke for twenty-three years and Sedgwick County for six. Highline Electric and CHS Grainland are proud to co-sponsor this year's parades again with the local chambers of commerce.

Over the years, each parade has grown with more participants, spectators and events to draw the community together. Each community comes up with its own activities and events for the evening that include everything from chili and hot chocolate to hayrack rides and free movies. Even with the challenges that last year posed, the Parade of Lights in Holyoke had 13 entries and Sedgwick County had over 15.

Each year we are appreciative of the support for these events from our communities. Whether it be participants or spectators, we thank you for contributing to the success of these events. We added a traveling trophy for each county's winning parade float and we hope you'll join us to see who this year's winners will be.

Watch www.hea.coop and Highline Electric's social media for dates, themes and other information regarding this year's parades.



2020 Sedgwick County Parade of Lights Winner: Sedgwick County Health Center.



2020 Holyoke Parade of Lights Winner: Holyoke/Imperial Community Federal Credit Union.



Thinking about Energy Efficiency improvements?

Ask about our On-bill Financing Program!

Who can apply for On-bill Financing?

Anyone who pays their electric bill to HEA is eligible to apply for the low-cost loan, thus residential customers and businesses can take advantage of the opportunity.

What's the catch?

Nothing that we can see. Investing in energy efficiency measures pays on-going dividends with lower electric (and other utility) bills. The low-interest loans and on-bill financing help HEA members finance these projects over time, while you begin to reap the energy-saving benefits and comforts of an energy efficient home or office as soon as the efficiency measures are complete.

Visit www.hea.coop or call 800.816.2236 to learn more!



—With Appreciation—

Employee Anniversaries

Congratulations to the following employees who observe an HEA employment anniversary in November:

- Chris McKay** 15
- Eric Luedke** 8