



John Villyard, CEO

San Luis Valley Rural Electric Cooperative SLVREC's commitment to the Valley goes beyond providing safe, reliable and affordable electricity to our members.

We are always looking for ways to support local communities while simultaneously providing value to members—especially during these tough economic times. Toward this end, we have decided to participate in the Cooperative Connections program.

Co-op Connections cards will be mailed to our members next year. By using this card, members will save at participating businesses. Just as important, the program will help businesses who choose to participate.

The program provides businesses an easy and cost-effective way to reach customers. Under the program, participating businesses have no out-of-pocket advertising expenses; businesses sign up for the program at no cost. A business simply commits to a discount offer for customers who present a Co-op Connections card. Co-ops throughout the country offer members the cards.

Participating businesses will receive free listings in our member communications about the program, including information in our newsletter, bill inserts, our web site and at www.connections.coop. We will also provide window clings and cash register stickers to help customers recognize participating businesses.

We are hopeful that local businesses who sign up for the Co-op Connections program will benefit from increased traffic from SLVREC members and from members from other

cooperatives who are traveling through our area.

Co-op Connections card holders can also access online savings at more than 95 national retailers including Barnes&Noble.com, Hertz Rental Cars, ProFlowers.com, and Best Western hotels. See these and other national discounts at www.connections.coop.

At this point, we are still working to set up program details. However, we are actively seeking businesses who would like to sign up.

Again, there is no cost to a business to participate; a business simply must offer some type of discount to Co-op Connections card holders. The type of discount is up to the business; each business can customize the discount to meet their needs. For example, some participating businesses have chosen to offer a simple percentage off all purchases. Others have chosen to only

offer a discount after a customer spends a certain dollar amount, on a specific item or on a specific day of the week. It's up to you!

Want to find out more? Call SLVREC and ask to speak to our Co-op Connections program coordinator, Cheryl Jones, to find out how to sign your business up. SLVREC members interested in obtaining a card don't need to do anything! A card will automatically be mailed to you.

As a Touchstone Energy co-op, SLVREC strives to serve 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.

**SAN LUIS VALLEY
RURAL ELECTRIC CO-OP**

Serving the Valley Since 1937
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