

# THE NEWSBOY

News for Members of San Luis Valley Rural Electric Cooperative



## Women increasingly power REC

The world of electric utilities was once seen as a male-dominated club but, if the San Luis Valley Rural Electric Cooperative is any indicator, that's changing as women are taking leading roles in bringing power and broadband internet to members in the 21st century.

Three of the five members of SLVREC's executive team are women, playing critical roles in business development, human resources and finance. "Over the course of my career, I have increasingly seen the importance of having different points of view at the table," said SLVREC CEO Loren Howard. "Having diversity on the executive team brings different perspectives to the decision-making process. Looking at issues from different angles helps us to produce better results."

The women on the leadership team include:

- Wendi Seger, Business Development Director. Although Wendi is a relatively recent addition to the team, her experience is deep. She brings her natural people skills and insights as well as her extensive background in organizational management to the REC.
- Michelle Trujillo, Human Resources Director. Michelle started working at the REC over 15 years ago in customer service and has steadily worked her way up to the executive team, being promoted to Human Resources Director this month.
- JoAn Waudby, Chief Financial Officer. JoAn came to SLVREC 16 years ago as an accountant. "Hardworking, smart and talented," according to Howard, JoAn was promoted to CFO 14 years ago. (continued on page 4.)

### THIS ISSUE

Women of SLVREC

Meet Wendi Seger

Thoughts From Loren

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Recipes for your Valentine

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## Meet Wendi Seger

REC welcomed Wendi Seger to the team in 2013 as Human Resources/Development Director. 2015 brings exciting changes as Wendi transitions to Business Development Director. Wendi was first introduced to the REC after she asked to study the organization as part of her Doctorate in Organizational Management from Argosy University. This research led to a full-time job.

“Wendi has led a real transformational change in the REC with her approach to organizational development.”

“Wendi has led a real transformational change in the REC with her approach to organizational development,” said SLVREC CEO Loren Howard. “She has filled what was once a big absence in the organization and we love having her as part of the team.” Wendi has developed programs that have resulted in a significant increase in employee satisfaction. She has brought cutting-edge managerial practices to the organization that have helped align employees with cooperative initiatives.

Prior to working with the REC, Wendi was a successful business consultant. In her new role as Business Development Director she will be overseeing functions in Marketing, Key Accounts, Billing, and Customer Service. Her business development role will have her heavily involved with the new offering of Cielo Powered by SLVREC. Wendi states, “I am excited about this role as it combines two of my passions, business and people.”

**The Rio Grande County Public Health Department and Rio Grande County Hospital will be conducting their annual Health Fair from 7-10:30 a.m., March 28 in the Del Norte elementary school mini-gymnasium, 10th and Spruce Street.**

**All residents of the San Luis Valley are invited to attend.**

This once-a-year outreach event provides basic wellness screenings to those individuals who might not otherwise have access to medical services, tests, and information they need to assure their continued good health. Physicians, nurses and other medical professionals from Rio Grande County Hospital and Clinic, the Rio Grande County Health Department and other health service providers collaborate and volunteer their time and efforts to provide these screenings at free or greatly reduced costs.

These comprehensive screenings are designed to help identify potential health risks and to provide ways to improve them: Blood Chemistry Profile \$30, Prostate Specific Antigen (PSA) \$25 (men only), Bone Density Screening \$25, Hemoglobin A1C \$15 (diabetes), Vitamin D Level \$40, Complete Blood Cell Count \$15. There are several other screening tests that are free. **For further information call 657-3352, ask for Emily Brown or 657-4135 and ask for Sergio Becerra.**



## LOREN HOWARD

# Acknowledging the Women of the REC

The electric utility industry has many functions including generation, transmission and distribution that are almost entirely staffed by men. I started my career in the generation side of the industry. The power plants I worked in were all staffed with men.

On the distribution side of the business, which is SLVREC's principle function, men dominate the lineman positions and many of the technical jobs. This past year with the change in the look and layout of the Newsboy, it was easy to feature iconic pictures of some of our linemen. They are a tough and talented group of men and it was great to portray them in their roles and in the world in which they work.

The photo on the cover of this month's Newsboy portrays the talent and determined attitudes of the women who are equally responsible for the success of our cooperative.

Through watching my daughter grow up I first understood the prejudice women can experience. My daughter was almost six feet tall by the time she entered middle school and to watch and hear the comments she endured in her teen years because of her height was educative. Had she been a boy, her height would have been a non-issue, but because she was a girl, jeers and ridicule were abundant. As a parent and a father, this opened my eyes to prejudice in general and more specifically to the stereotypes often imposed on women.

The executive team of the REC is JoAn Waudby as chief financial officer, TerryL Jensen as operations director, Michelle Trujillo as human resources director, Wendi Seger as business development director and me. Three women, two men (TerryL and I sometimes have to stick together). JoAn, Wendi and Michelle fill these roles not because of any preference on my part, but because

they are smart, hardworking, loyal, accountable and talented in their roles.

These women earned their way to the senior leadership of SLVREC and it is most enjoyable to work with them. They each provide outstanding leadership in their respective functions.

There are a total of 14 women who work here and they each bring an amazing talent to the work they do. There is not enough space in my column this month to present each of these women and the skill and commitment they bring to the cooperative. In the coming months, we will feature each of them so you can get to know them. This Newsboy features Michelle Trujillo and Wendi Seger and the new roles they recently accepted.

If you have the opportunity, I hope you will find time to recognize and extend appreciation to all the women at SLVREC for their skill, talent, commitment and leadership of this organization.



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## COMPANY NEWS

### Meet Michelle Trujillo



“Michelle is incredibly hardworking, reliable and self-motivated. She’s already taken on new responsibilities and is ready to play an even larger role in the organization.”

Michelle Trujillo has steadily risen to the SLVREC executive team, first as a Customer Service Representative, then as Customer Service Supervisor, Administrative Assistant, and now Human Resources Director. Michelle has been a valuable member of the SLVREC team for nearly 16 years and this promotion is a logical next step.

“Michelle is incredibly hardworking, reliable and self-motivated,” said SLVREC CEO Loren Howard. “She’s already taken on new responsibilities and is ready to play an even larger role in the organization.” Recently she has been working with Wendi Seger on

developing the Leadership Challenge, a program to turn managers into leaders, and managing employee benefits.

In her free time, Michelle enjoys outdoor activities and spending time with her husband, three sons and two grandchildren, who are all Valley residents.



(continued from Cover Story)

“When I look at electric cooperatives and utilities around the country, I see women making great contributions as CEOs and managers, in key staff positions, and really throughout the organizations they serve,” said Jo Ann Emerson, CEO of the National Rural Electric Cooperative Association. “As a member-owned, member-focused model, it’s especially important for electric cooperatives to reflect the demographics of the communities where they provide power.”

Fourteen of SLVREC’s 49 total employees are women. They serve in a variety of important roles, from customer service to management to grounds maintenance.

In addition, SLVREC has two women on its seven-person Board of Directors, Carol Lee Dugan and Eleanor Valdez. Both Dugan and Valdez are San Luis Valley natives and long-standing board members who have helped guide the organization through the years.

Rural electric cooperatives have a history of changing and growing as the world changes around them. Women are helping power the REC as it innovates to address today’s challenges.





## RECIPES OF THE MONTH

### INGREDIENTS

4 6oz mason jars  
 1 3.4oz package of chocolate pudding (use instant, NOT Cook & Serve)  
 1 ¾ C milk  
 1 C crushed graham crackers  
 1 tbsp granulated white sugar  
 2 tbsp butter, melted  
 Cool whip  
 Shaved bakers chocolate - semi sweet

### CHOCOLATE MASON JARS

Mix together the sugar, graham crackers and melted butter. Press into the bottom ¼ of 4 6oz mason jars.

Mix together the milk and pudding mix. Pour into each jar up to the beginning of the rim.

Cover and refrigerate for 20-30 minutes.

Top with the Cool Whip. I put the Cool Whip in a ziplock bag and cut off the corner so I could squeeze the Cool Whip into the jars and make it look fancy.

Top the cool whip with the shaved chocolate.

### INGREDIENTS

2 1/2 to 3 pound beef brisket  
 1 (750 ml) bottle Chianti wine  
 4 tablespoons olive oil  
 Salt and freshly ground black pepper  
 1 (4-ounce) piece pancetta, cut into 1/4-inch pieces  
 3 medium carrots, peeled and cut into 1/2-inch pieces  
 1 stalk celery, chopped into 1/2-inch pieces  
 2 cloves garlic, peeled  
 1/4 cup (1 1/2 ounces) kalamata olives, halved  
 6 ounces green beans, halved  
 4 medium red potatoes, quartered  
 2 sprigs rosemary  
 2 sage leaves  
 1 (15-ounce) can diced tomatoes  
 4 cups beef broth

### CHIANTI MARINATED BEEF STEW

Place the beef in a 13 by 9-inch glass baking dish. Pour the wine over the meat and marinate in the refrigerator for 1 1/2 hours. Turn the meat over and marinate for another 1 1/2 hours.

Remove the meat from the wine and pat dry with paper towels. Reserve the wine.

In a large Dutch oven, heat 3 tablespoons of the oil over medium-high heat. Season the meat on all sides with salt and pepper. Using tongs, place the meat in the pan and brown on all sides, about 2 minutes each side. Remove the meat and add the remaining oil. Add the pancetta and cook, stirring frequently for 2 minutes. Add the carrots, celery, garlic, olives, green beans, potatoes, rosemary, and sage. Cook for 3 minutes. Pour the reserved wine, tomatoes, and beef broth into the pan, scraping up the brown bits that cling to the bottom of the pan with a wooden spoon. Return the meat to the pan and bring the liquid to a boil. Cover the pan and simmer for 3 to 3 1/2 hours or until the meat is very tender.

Remove the meat and the rosemary sprigs from the stew. Place the meat on a cutting board and cut into quarters. Using 2 forks, shred the meat into bite-size pieces. Add the shredded meat to the stew and cook until warmed through, about 5 minutes.



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## POWERING OUR COMMUNITY

SLVREC's offices are open from 7 a.m. to 5 p.m.  
on Monday through Thursday.  
Offices are closed Friday through Sunday.

### ENERGY ASSISTANCE

866-HEAT HELP (866-432-8435)  
<http://www.energyoutreach.org>

### SCHEDULED MEETINGS

Board Meeting February 24th, 2015 @ 9:30 a.m.  
The Board of Directors meet the last Tuesday of each  
month unless otherwise stated. Members are welcome.

*This institution is an equal opportunity provider*

*Thank you to Patrick Jaramillo for photographic content*



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