

THE

# PowerLines

REPORT



1 | Meet our New CEO

2 | Get Current: Snowblowers

3 | Elevate 101: Intro to Streaming

4 | Helping for the Holidays

FEBRUARY 2023

## Say Hello to Jack Johnston: A Q&A with your New DMEA CEO



Having raised a family on their farm, Jack and his wife Bernice support America Needs Farmers (ANF) by snapping a photo with Herky the Hawk on a recent trip to Iowa.

### Q. Why do you want to lead DMEA?

A. First and foremost, it is an electric cooperative – my favorite utility model – and having a broadband subsidiary is an absolute bonus. Both are so essential and important to the quality of life for individuals and communities. Equally as important to me is that we are moving closer to family and into the most beautiful part of Colorado!

### Q. What are you most excited about in our industry right now?

A. The statewide focus on achieving “beneficial electrification” will provide DMEA members real financial and technological benefits. The nationwide push to retool its infrastructure to improve broadband access is as important today as it was for electricity in the 1930s. I couldn’t be any luckier to have this all transpire during the course of my career.

### Q. What motivates you to work hard?

A. Nothing motivates me more than my

family. That said, helping individuals and organizations achieve their potential is what I really love doing.

### Q. What is your favorite family tradition?

A. Once my siblings and I became adults living in separate cities with kids who looked forward to Santa Claus visiting their homes, we committed to always being together for Thanksgiving to exchange Christmas gifts in person. A very young nephew called it “Misgiving” and the name stuck, now spanning decades.

### Q. If you weren’t in this industry, what would you be doing?

A. I would be a firefighter.

### Q. What local adventure do you want to go on first?

A. It is first on my mind, although not technically a first: I want to revisit the West Elk Wilderness on horseback. When I was just out of college, I worked as a ranch hand and outfitter for a DMEA member in Crawford. To this day, I consider it the hardest, most honest job I’ve ever had, and it comes with some very fond memories.

### Q. Any hidden talents?

A. My family calls me a master packer, as I seem to fit everything necessary and/or desired in a confined space – suitcase, cabinet, storage tub, vehicle, etc.

### The Resume:

#### 22 Years of Experience:

- ▶ (7 years) CEO – Southeast Colorado Power Association / SECOM
- ▶ (4 years) General Manager – Pueblo West Utility Enterprises
- ▶ (11 years) General Manager / Senior Manager – AT&T
- ▶ Member-Elected Director – San Isabel Electric Association
- ▶ Appointed Director – Western United Electric Supply, Colorado Rural Electric Association, Twin Lakes Reservoir & Canal Company

#### Education:

- ▶ Bachelor of Business Administration, University of Texas – El Paso
- ▶ Masters of Science in Developmental Economics, London School of Economics

# GET CURRENT

Keeping you plugged in to everything electric.

## ELECTRIC SNOW BLOWERS

Electric snow blowers are a popular choice for clearing snow in the winter. They are generally quieter and easier to operate than gas-powered snow blowers. They are also more environmentally friendly, as they produce no emissions.

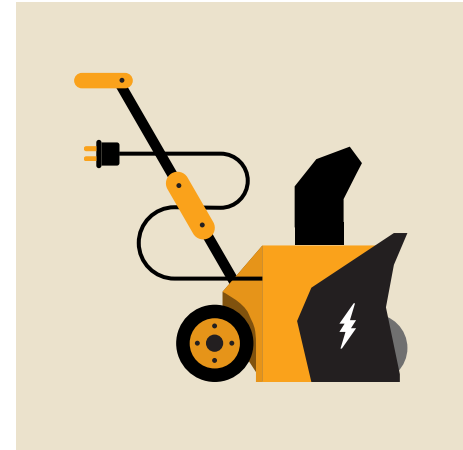
Electric snow blowers are well-suited for use in small to medium-sized driveways and sidewalks, and are particularly useful in areas with moderate snowfall. They are easy to start, require minimal maintenance, and are relatively inexpensive to operate. In addition, they are lighter than gas-powered models, making them easier to use and store.

Overall, electric snow blowers offer many benefits compared to gas-powered models, making them a good choice for most people.

**Where to buy:** Local hardware stores & online

**Who it's for:** Small to medium-sized driveways

**Extras:** Cordless options available



- ✓ Easy to start
- ✓ Low operating costs
- ✓ Easy maintenance
- ✓ Lightweight

## 2023 BOARD OF DIRECTOR ELECTIONS

- ▶ **WHAT ARE THE REQUIRED QUALIFICATIONS?**  
This year, District 6, District 7, and North Region positions are up for election. In addition to living within one of these three open districts, members must also be 21 years of age or older and meet the criteria outlined in Article 4 of DMEA's Bylaws found at [dmea.com/bylaws](http://dmea.com/bylaws).
- ▶ **HOW DO I RUN FOR THE BOARD?**  
If you're interested in serving on DMEA's Board of Directors, get started by submitting your information online at [dmea.com/selfnomination](http://dmea.com/selfnomination). Once your membership is confirmed, we'll send you a nomination form and signature petition. Complete the form and collect at least 15 member signatures.
- ▶ **WHEN CAN I SUBMIT MY PETITION?**  
Submit your nomination petition and signatures between March 13 and April 16, 2023.
- ▶ **WHEN ARE THE ELECTIONS?**  
DMEA's Board of Directors Election will conclude with the Annual Meeting on Thursday, June 15, 2023. DMEA will mail ballots to all eligible DMEA members in mid-May. Members can vote by mail or in person at the Annual Meeting.
- ▶ **ARE YOU READY TO SERVE?**  
Starting March 13, visit [dmea.com/selfnomination](http://dmea.com/selfnomination) to request your self-nomination packet and begin the process!



# A SENIOR'S GUIDE TO THE DIGITAL WORLD

Free!

## Feeling lost in our digital world? Elevate is here to help!

Learn the basics of streaming TV, smart devices, video chatting, and email through this 4-class series. All classes are held on Thursdays, from 10:00 – 11:30 a.m. at DMEA's Office (11925 6300 Rd., Montrose, CO). Refreshments will be provided. Class is free of charge, but donations to Montrose Rec District's scholarship program are welcome!

### Intro to Streaming TV

Join Elevate Internet experts to tap into the world of on-line TV. Learn about the differences between cable, live streaming, and on-demand TV, and figure out what's best for you.

- When:** March 9, 10-11:30 a.m.  
**Where:** DMEA, 11925 6300 Rd., Montrose  
**How:** Register with the Montrose Rec. District:  
Call Cindy at 970-252-4884  
or email [cindy@montroserec.com](mailto:cindy@montroserec.com)



Attend all four sessions and you'll be entered to win a streaming TV package!

### Save these Dates:

- ▶ April 27: Intro to Smart Devices
- ▶ July 27: Intro to Video Chatting
- ▶ August 24: Intro to Email

**ELEVATE**<sup>®</sup>  
FAST INTERNET ▶ (for real)





# HELPING HOLIDAYS



## Committed to Community

Here at DMEA, our official purpose is to power and unite our communities. With that in mind, we're spreading the love this winter season in many ways:

- ▶ The huge blue spruce tree at Sunshine Patch Preschool was decorated to shine from top to bottom. Our crews brought a bucket truck to help parents and students string lights to the tallest branches.
- ▶ Our employees and board raised \$10,963 for families and organizations in need throughout our local communities.
- ▶ Staff rang the bell for the Red Kettle Campaign, one of the primary fundraising efforts for the Salvation Army. The Salvation Army provides social aid in the form of community centers, disaster relief, and refugee camps for displaced people, among other things.

## How you can help

### VOLUNTEER

Sign up to volunteer for the Salvation Army at [volunteer.usawest.org](http://volunteer.usawest.org).

### DONATE

Take non-perishable food items or gently-used clothing and household items to a Salvation Army near you:

- ▶ 1210 N. Townsend Ave., in Montrose
- ▶ 104 CO-92, in Delta

Line Foreman Tim Brandon takes to the heights to string holiday lights (top left), students hang ornaments (middle), and the tree is illuminated (top right). Becky Mashburn and Teresa Shishim (bottom left) from the DMEA marketing team and Renee Valdez-Knowles from Elevate construction (bottom right) ring the bell for Salvation Army.



A Touchstone Energy® Cooperative 

#### Montrose Office

11925 6300 Road  
Montrose, CO 81401  
M, W, F; 8:00am-5:00pm  
T & Th; 8:00am-6:00pm

#### Contact Us:

1-877-687-3632 | [dmea.com](http://dmea.com) |    

#### Read Office

21191 H 75 Road  
Delta, CO 81416  
W; 8:00am-5:00pm

#### Your Board of Directors:

Bill Patterson, District 1	Kyle Martinez, District 2
Jacob Gray, District 3	Ken Watson, District 4
Kevin Williams, District 5	Damon Lockhart, District 6
Enno Heuscher, District 7	Stacia Cannon, North
Jock Fleming, South	

DMEA Board Meetings are open to all members and are generally held on the 4th Tuesday monthly beginning at 3PM with the public comment period at 5PM. Call 970-240-1212 to confirm date, time, and location.

DMEA is an equal opportunity provider and employer. If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at [ascr.usda.gov/complaint\\_filing\\_cust.html](http://ascr.usda.gov/complaint_filing_cust.html) or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to USDA by mail at U.S. Department of Agriculture, Office of Adjudication, 1400 Independence Avenue, S.W. Washington, DC. 20250-9410, by fax (202) 690-7442 or email at [program.instate@usda.gov](mailto:program.instate@usda.gov).

# Cyber Safety

**BE AWARE:**  
Don't fall victim to  
cyber scams

## THE SCAM: CATFISHING

By definition, catfishing involves a person using information and images to create a false identity for themselves on the internet. While you've probably heard of catfishing primarily as a problem with dating apps, it can be far more sinister.

Some people craft false identities online due to personal insecurities or the

desire to be seen differently. And while these situations are often emotionally painful for the person on the other end, they are not cyber threats. So, how do catfish scams work? After stealing someone's identity or creating a fake one, a catfish tricks others into communicating, associating, and doing business with them. Victims will believe they are talking to someone they know or have a relationship with and give up sensitive and financial information. A catfish might stop there, but they can also use this information to develop larger cyber-attacks against a business or organization you are associated with.

Spend a few extra minutes checking to make sure that the person at the other end of the keyboard is who you think it is. Social media accounts with few followers and friends, and an aversion to meeting in person, or talking over a video or voice call are signs you are being catfished. These scammers will even ask for money at a stage in the relationship that doesn't seem appropriate. Don't overshare your personal information with strangers. Be suspicious of correspondence from people you aren't familiar with, like friend requests, emails, and direct messages.

# Don't Become Electricity's PATH TO GROUND



When electric utility equipment becomes damaged, **the ground and objects can become energized.**

If you are in a situation where there could be downed power lines or a damaged pole, guy wire or padmount transformer (green box), **know what to do to save your life and the lives of others:**

## CAR ACCIDENT



**Stay inside your vehicle** or cab since the ground or objects could be energized.

**Call 9-1-1** and report that there are downed or damaged power lines or a dislodged green box.

**Wait for the utility crew** to arrive to deenergize the power.

**Do not exit** until someone from the utility says it is safe to do so.

## ONLY EXIT IF THE VEHICLE IS ON FIRE

Cross your arms over your chest and **make a clean jump out.**

**Do not touch** the vehicle and the ground at the same time.

Make solid hops with your **feet together** as far away as you can.

**Do not return** to the vehicle.



## IF YOU ARE A BYSTANDER

**Do not approach** the scene to try and help.

**Stay at least 50 feet away** and do not lean on or touch anything, including fences or guardrails.



Read more at [elevateinternet.com/national-cybersecurity-awareness-month](http://elevateinternet.com/national-cybersecurity-awareness-month)

Learn more at:  Safe Electricity.org®