

Join the Co-op Connections® Program

January 13, 2021

Dear Business Partner,

CVEA has a valuable opportunity for your business. We would like to invite you to join our exciting member benefits initiative, the Co-op Connections program, bigger and better than ever before. The program is designed to benefit your business and all CVEA members. This program gives you the opportunity to offer our cooperative members valuable discounts. In exchange for your participation, we promote your business and discount offers to our members at no cost to you.

Promotional benefits include: Ruralite Magazine (distributed to just under 3,000 members in the Copper Basin and Valdez, social media (CVEA's Facebook page with 1,300 likes and 1,433 followers, additional reach through community pages in the Copper Basin and Valdez), multiple print and radio advertising campaigns throughout the year, and direct mail. In addition, your business will be included in our Spring advertising program and future advertising through the Copper Valley Chamber of Commerce and Valdez Convention and Visitor's Bureau.

This program not only gives your business exposure to CVEA members, but millions more served by our fellow Touchstone Energy cooperatives. Your business and offer will be included on the Co-op Connections website and mobile app, where it will be seen by other co-op members around the state and nation. We encourage you to check out this valuable program by visiting www.connections.coop.

CVEA in conjunction with other Touchstone Energy® cooperatives around the country, developed the Co-op Connections program to deliver more value to members and assist participating businesses in increasing customer visits and spending. CVEA relaunched this program in 2020, in the wake of COVID-19, as a useful tool to help kickstart a comeback for small businesses in the cooperative's service territory. This year CVEA will closely monitor the program's success. You will be provided the opportunity to opt in or out of the program on an annual basis.

Additional information can be found at cvea.org by clicking community support, then co-op connections program. Participation is easy and should help give you a marketing advantage locally and with the 30 million-and-growing Co-op Connections membership!

We would love the opportunity to talk with you to discuss this program. Cindy Unger, CVEA Cooperative Assistant, will be your contact. Please review the information and call Cindy with any comments or questions, or if you would like to schedule a meeting to go over the program in detail and look at the app, please call and we can meet at a time that works for you.

You don't want to miss this absolutely FREE opportunity for your business. Please give us a call or fill out and return the information sheet that is an additional attachment, or the fillable form online at www.cvea.org, to ensure your business is represented in the promotional materials for this exciting program relaunch.

Please note: In addition to the business information form, a Participating Business Agreement will be required. A CVEA representative will follow up with you once the information sheet has been received.

We look forward to working together on this exciting opportunity. Please contact us using the information below:

Cindy Unger

cunger@cvea.org (Main) 835-4301 (Direct) 835-7027 (Mail) PO Box 927, Valdez, AK 99686
Office hours M-TH 8:30am – 2:30pm

Sharon Scheidt

sscheidt@cvea.org (Main) 835-4301/822-5506 (Direct) 835-7005 (Cell) 255-1425

Sincerely,



Sharon Scheidt

CVEA Director of Communications

Enclosures

Touchstone Energy is a nationwide alliance of more than 600 not-for-profit electric cooperatives. Each is member-owned and dedicated to upholding the cooperative principles of innovation, integrity, accountability and commitment to community.