



# SPARKS

January 2026

We offer a tabletop hotline demonstration and would be delighted to bring it to your classroom or organization. Our team will present a safety demonstration and share insights about our industry. Reach out to us to learn more or to schedule a visit!

## 2026 STRATEGIC PLAN: OUR PATH FORWARD

A new year is a great time to reflect, reset, and plan for the year ahead. While many are making their New Year's resolutions, High West Energy is also preparing for the year to come. We're committed to serving our members and communities with safe, reliable, and reasonably priced energy and services, and we're sharing our strategic plan with you as valued member-owners.

This plan is our roadmap to continue strengthening the cooperative, improving member experiences, and supporting the communities we serve. While there are challenges we will face in the new year, there are many opportunities for High West Energy. Although we have many areas we are focusing on in this plan, some of the key focus areas include:

**Safety Culture Enhancement:** Safety is our top priority at High West Energy for our employees, our members, and the surrounding communities. Our goal is to continue engaging all staff in safety practices utilizing common industry metrics to gauge effectiveness. Through this, we will also be able to share safety practices with our members and the community.

**Community Engagement:** One area we want to continue strengthening is our involvement with the community, not

only through volunteerism but also by expanding our educational outreach and partnering with local schools and youth organizations. We recently invested in a tabletop hotline demonstration, where we can further our efforts in educating about electric safety.

**Operational Reliability:** Our strategic plan focuses on continuing rebuilding and maintaining aging infrastructure, planning potential substations, ensuring reliable service through system maintenance and growth, and maintaining proper inventory control.

**For more information regarding our full strategic plan, please refer to the next page or visit our website.**

We are excited to share this information with you as member-owners because we are here to serve you. Our strategic plan will help us continue to plan responsibly and serve our members better every day.

Our resolution this year is clear: to continue serving our members by providing safe, reliable, and reasonably priced energy and services, together. Thank you for being a member of High West Energy.

*Continued on next page.*

*High West Energy's mission is to serve our members and communities by providing safe, reliable, and reasonably priced energy and services.*

**CONTACT US**

307-245-3261  
www.highwest.coop

**MAIN OFFICE**

6270 County Road 212  
Pine Bluffs, WY 82082

**OFFICE HOURS**

Monday-Thursday  
7:30 AM - 5 PM

**BOARD OF DIRECTORS**

- Mike Romsa, District 11
- Gary Smith, District 12
- Jessica Crowder, District 13
- John Thompson, District 14
- Damon Birkhofer, District 15
- Kosha Olsen, District 16
- Kevin Thomas, District 17

**LEADERSHIP TEAM**

- Jared Routh, CEO/General Manager
- Josh Gorman, Chief Financial Officer
- David Crouse, Chief Information Officer
- Konnie Keehnen, Member Services Manager
- Carol Macy, Employee Services Manager
- Nate Begger, Operations Manager
- Alex Henry, Engineering Manager

**For updates, follow us on Facebook and LinkedIn!**

*This institution is an equal opportunity provider and employer.*

### FUEL YOUR FUTURE

Scholarship applications must be submitted by **Monday, February 2, 2026, at 5 PM**. You can find the applications on our website, and feel free to call our office if you have any questions.

# CONTINUING OUR PATH FORWARD

High West Energy has summarized the key issues, opportunities, and risks into eight strategic themes that are of utmost importance. This strategic plan serves as a guide for its business plans, financials, and personnel matters. The complete strategic plan is on our website for your reference.

## Safety Culture Enhancement



Engage all staff in safety practices through support and empowerment, utilizing metrics including Total Recordable Incident Rate (TRIR) to gauge effectiveness.

## Community Engagement



Enhance member relations and foster active community involvement.

## Human Resources Development



Leverage employee growth and align training with organizational needs.

## Power Supply Collaboration



Maintain partnerships with power suppliers to ensure equitable pricing and capacity management, while exploring alternative power supply technologies.

## Financial Management



Maintain affordable and reasonably priced rates while strengthening the overall financial health of the cooperative.

## Technology



Strengthen cooperative resilience by embracing innovative technologies that enhance grid reliability, fortify cybersecurity, and enable business agility.

## Operational Reliability



Implement and develop a construction work plan, informed by staff and outage data, to strengthen infrastructure and minimize outages.

## Corporate Governance



Encourage board members to engage in training and legislative efforts to support the electric utility industry and the cooperative's needs.

## YOUR INFORMATION, OUR SECURITY!

We are now offering **Two-Factor Authentication (2FA)** for SmartHub accounts.

This adds an extra layer of verification beyond your password when accessing your account. 2FA requires users to provide an additional code or confirmation through text, email, or a verification app, thereby enhancing the security of your information.

While this is an option, members DO NOT have to enable 2FA.

To activate Two-Factor Authentication, follow these steps:

- Access SmartHub
- Navigate to Settings
- Select Security
- Click on Two-Factor Authentication and choose your preferred option

For questions or concerns, please give us a call!

