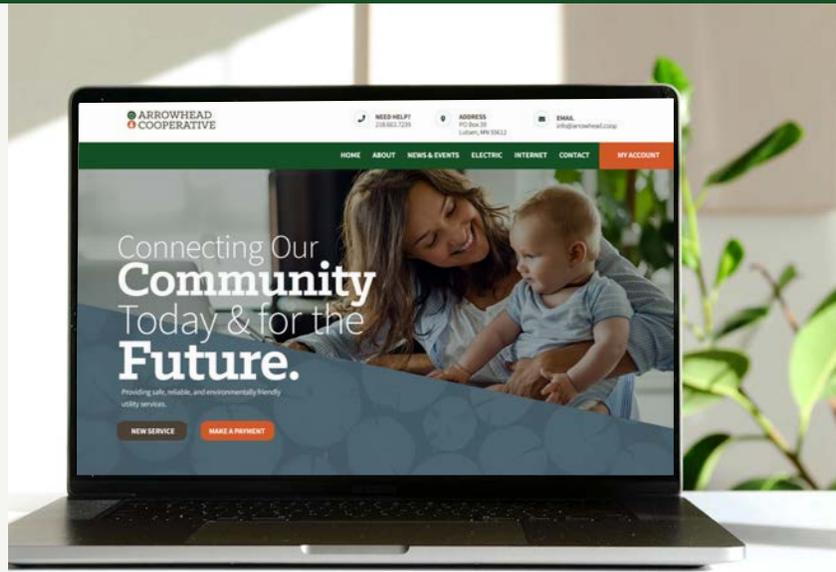


## A NEW LOOK FOR ARROWHEAD COOPERATIVE

**Arrowhead Cooperative unveiled a new logo and website on June 5, 2021 at the Annual Meeting. In addition, the Cooperative announced that True North Broadband is now Arrowhead Broadband.**



## ARROWHEAD COOPERATIVE

*connecting our community today and for the future*

Arrowhead Cooperative is proud to announce the launch of our new logo and brand identity as part of the ongoing evolution of our cooperative. We have changed and grown over the years, and we are refreshing our brand to better reflect who we are. After careful consideration, we have chosen a new logo that intentionally clarifies the services we provide and honors our legacy while revitalizing our image as a modern and adaptable utility provider.

With a strategic planning session on the horizon and the need to unite the two divisions of our business (electric and broadband) under one single, strong, and consistent look, it was an ideal time to update our logos to best represent who we are and where we are going in the future. Arrowhead Cooperative engaged a marketing firm that has a decade of experience in the utility industry, helping companies like ours tell their stories in a more creative, appealing, and effective way to help us with this rebrand.

Our logo updates aren't the only visual change we've made. We are also excited to announce the launch of our newly revamped website. As a consumer-focused

and member-owned cooperative, it's important for us to make our services and programs easily accessible. With user experience and access in mind, the website has a new design featuring a clean, fresh look, with responsive views for both mobile and desktop users. We've also improved the structure of our content, making it faster and more intuitive to find the information you need.

Finally, in addition to the visual updates for our brand, we are changing the name of True North Broadband to Arrowhead Broadband. The name change is a result of our rebranding effort, plus, many of our subscribers and community members already call us this, so we are embracing it.



## ARROWHEAD BROADBAND

*new name. same great service.*

While our broadband name and our cooperative's look have changed, you can continue to count on us for the same great service. Arrowhead Cooperative is committed to connecting our community today and for the future.

# EMERGENCY BROADBAND BENEFIT ENROLLMENT OPENS IN ARROWHEAD BROADBAND SERVICE AREA

*The Emergency Broadband Benefit is a temporary government program authorized by the Federal Communications Commission (FCC) to help households struggling to pay for internet service during the pandemic.*

Congress appropriated \$3.2 billion to this program as part of the Consolidated Appropriations Act of 2021. The Emergency Broadband Benefit will provide a discount of up to \$50 per month towards broadband service for eligible households and up to \$75 per month for households on Tribal lands. The Emergency Broadband Benefit is limited to one monthly service discount per eligible household.

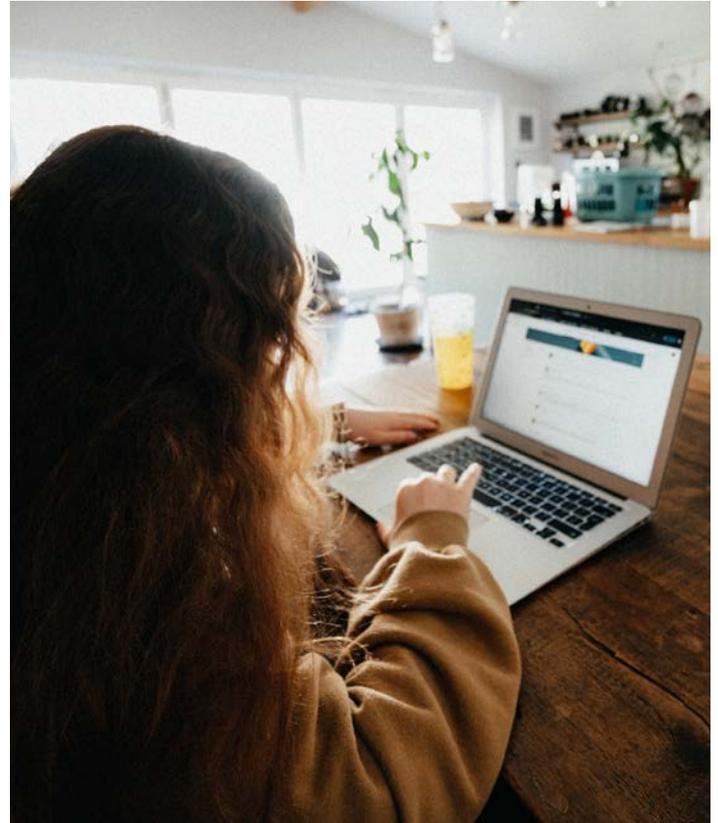
“The pandemic underscores the critical need for broadband connectivity and the reality that internet access is a critical component of our infrastructure and our livelihoods,” Sara McManus, Arrowhead Cooperative’s Member Service Manager shared.

The Emergency Broadband Benefit is temporary. It will expire when funds are exhausted or six months after the Department of Health and Human Services (HHS) declares the end of the COVID-19 health emergency.

## WHO IS ELIGIBLE FOR THE EMERGENCY BROADBAND BENEFIT PROGRAM?

A household is eligible if one member of the household meets at least one of the following criteria:

- Qualifies for the FCC’s Lifeline program, including those who are on Medicaid or receive SNAP benefits,
- Receives benefits under the free and reduced-price school lunch program or the school breakfast program,
- Experienced substantial documented loss of income since February 29, 2020, with a total household income in 2020 below \$99,000 for single filers and \$198,000 for joint filers; or
- Received a Federal Pell Grant during the current award year.



## HOW DO I SIGN UP FOR THE EMERGENCY BROADBAND BENEFIT PROGRAM?

As of May 12, 2021, eligible households can enroll in the program to receive a monthly discount on the cost of broadband service from an approved provider. Consumers should apply online or download a paper application at [getemergencybroadband.org](https://getemergencybroadband.org). After submitting an application and receiving approval, subscribers must contact Arrowhead Broadband at (800) 864-3744 to have the discount applied to their monthly bill.

## QUESTIONS?

If you have any questions regarding information provided above, please contact Arrowhead Broadband at (800) 864-3744. You can also visit the FCC website at <https://www.fcc.gov/broadbandbenefit>.

# WE'RE READY FOR STORM SEASON. ARE YOU?

Summertime brings many of our favorite activities like cooking out with family and friends, afternoons on the water, and simply slowing down a bit to enjoy life. But summer months also make conditions right for dangerous storms. These potential weather events can cause destruction to our electrical system, but we want you to know that Arrowhead Electric crews are ready and standing by to respond should power outages occur in our area.

When major storms knock out power, our line crews take all necessary precautions before they get to work on any downed lines. We encourage you to also practice safety and preparedness to protect your family during major storms and outages. The Federal Emergency Management Agency recommends the items below as a starting point for storm and disaster preparedness, but you can visit [www.ready.gov](http://www.ready.gov) for additional resources.

- Stock your pantry with a three-day supply of non-perishable food, such as canned goods, energy bars, peanut butter, instant coffee, water, and other essentials (i.e., diapers and toiletries).
- Ensure your First Aid kit is stocked and make sure your prescriptions are current.
- Set aside basic household items you will need, including flashlights, batteries, etc.

In the event of a prolonged power outage, turn off major appliances and other sensitive electronics. This will help avert damage from a power surge, and will also help prevent overloading the circuits during power restoration. If you plan to use a small generator, make sure it's rated to handle the amount of power you will need, and always review the manufacturer's instructions to operate it safely.

After the storm, avoid downed power lines and walking through flooded areas where power lines could be submerged. Allow ample room for utility crews to safely perform their jobs, including on your property.

We hope we don't experience severe storms this summer, but we can never predict Mother Nature's plans. At Arrowhead Cooperative we recommend that you act today because there is power in planning.



## CO-OP NEWS

### NON-DISCRIMINATION STATEMENT

Arrowhead Cooperative is an equal opportunity provider and employer. The Cooperative prohibits discrimination against its members, employees and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Cooperative. If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at <https://www.ascr.usda.gov/ad-3027-usda-program-discrimination-complaint-form>, or at a USDA office, or by calling 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 by mail to U.S. Department of Agriculture, Director, Center for Civil Rights Enforcement, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at [program.intake@usda.gov](mailto:program.intake@usda.gov).

### OFFICE CLOSED

Arrowhead Cooperative will be closed on Monday, July 5, 2021 in observance of Independence Day. Please call (800) 864-3744 in the event of an outage or emergency.

### NEXT BOARD MEETING

June 24, 2021 at 9:00 a.m.

# SUPPORTING THE FUTURE

## ARROWHEAD COOPERATIVE SCHOLARSHIP WINNERS ANNOUNCED

Arrowhead Cooperative is proud to award two \$500 scholarships to Cook County High School seniors who wish to continue their education and attend a college or technical school. Helping today's students achieve their academic goals is a great investment in our collective future, and a tremendous opportunity for the cooperative to live out our commitment to community; a foundational cooperative principle.

Each year we review applications and are inspired by students' plans for their studies and careers. Recognizing the youth of our community for their achievements is a reminder of the great gifts within our service territory and an encouragement to plan for our future serving these students who will one day be member-owners of the cooperative themselves.

It is always a difficult decision to make with so many impressive applicants for the Arrowhead Cooperative scholarship. Congratulations to this year's recipients of the \$500 award, Tate Crawford and Abigail Stoddard. We wish you both success in your studies and look forward to following your progress and future impact.

Arrowhead Cooperative congratulates the Class of 2021 and wishes them all the best in their future endeavors.

This scholarship program is supported by unclaimed and donated capital credits.



**TATE CRAWFORD**



**ABIGAIL STODDARD**



### JUNE CALENDAR WINNER

*Submitted by: Chuck Coldwell*



### SAFETY TIP

*If your power tools are not being used, make sure to unplug everything. If not, it's possible for the tools to overheat and cause a fire. Check for damaged cords on power tools. It is important to check if the cord is frayed or the plug is broken. This makes the tool dangerous to operate.*

## ARROWHEAD COOPERATIVE

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**EDITORS:** Sara McManus  
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