



## HIGH WEST ENERGY



### IN THIS EDITION:

THE POWER SURGE

ENERGY DEMAND ON THE RISE

POWER TO SAVE A LIFE

# THE POWER SURGE: FACTORS DRIVING THE RISING DEMAND FOR ELECTRICITY

Across the U.S., the power demand is climbing at one of the fastest rates in decades. As the economy becomes more reliant on electricity and data centers continue to sprout up in many parts of the country, electric cooperatives are preparing to meet the challenges that skyrocketing demand brings.

The North American Reliability Corporation—the watchdog for the U.S. electric grid—recently released the 2025-2026 winter reliability assessment, which echoed other recent reports, including longer-term outlooks that expect sufficient energy resources during normal conditions but potential supply shortfalls and outages under more intense weather conditions.

Extreme weather, coupled with additional factors that are driving increased demand, creates challenges for electric utilities, including cooperatives, in their mission to provide reliable power around the clock.

Several key factors are driving increased demand, including economic growth, expanded manufacturing, data center development, and increased electrification in transportation. Together, these trends are reshaping how much electricity we consume and how quickly utilities like High West Energy must adapt to meet future needs.

While increased demand presents new challenges for electric utilities, it also has the potential to create significant opportunities for co-ops and the communities they serve, such as job growth, steady revenue, and improved infrastructure. Electric co-ops are responding by planning carefully for the future—investing in grid modernization and offering programs and services to help co-op members conserve energy.

Our mission is to continue serving our members by providing safe, reliable, and reasonably priced energy and services. As the demand for power continues to grow, we actively address this challenge by evaluating different generation sources, new technologies that help manage peak demand, and identifying ways to reduce or shift load on our existing system. Strategic planning is critical to ensuring the grid can support everything from EV charging to large-scale manufacturing plants.

Electricity powers nearly every aspect of today's economy, and its role will only grow stronger. As electrification accelerates, long-term planning becomes more important than ever. High West Energy is ready to meet rising demand in our local communities. Through innovation, investment, and collaboration, we are preparing for a more reliable and resilient energy future.

*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  
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#### 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

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

**PLUG INTO LEADERSHIP**  
Board applications for Districts 12 and 15 are open. If you're passionate about making a difference, apply by March 13, 2026, on our website. Contact our office for questions!



# Why is the Demand for Electricity Rising?

Demand for electricity in the U.S. is booming. Recent data shows that power consumption nationwide is set to increase by at least 38 gigawatts (enough electricity to power 3,600 homes for one year) between now and 2028. Meeting this new demand will require a combination of new power plants, grid upgrades and energy storage technology advancements. Here are the key factors that are driving increased demand.

- 1 Increased Electrification:** Electric vehicle adoption, electrification of home heating and industrial electrification are increasing overall U.S. energy consumption.
- 2 Data Centers:** Driven by explosions in AI, cryptocurrency and cloud computing, total U.S. data center load is projected to increase by 65% by 2050.
- 3 Economic Growth:** Residential power consumption is expected to increase by 14% to 22% through 2050 due to increases in population and steady economic growth.
- 4 Manufacturing Growth/Onshoring:** New, expanding and “onshored/reshored” manufacturing capacity driven by federal incentives is expected to increase industrial demand by 13,000 GWh per year.

## DIRECTOR’S CORNER - Mike Romsa, District 11

At High West Energy, safety is one of our top concerns, not only within the cooperative but also for the members in our communities. Each year, we hold CPR and automated external defibrillator (AED) training for our employees as part of our safety initiative, and with it being American Heart Month, it’s essential to empower our communities to respond when every second counts.

One of the main benefits of CPR is the ability to help in the event of a heart attack or cardiac arrest. More than 436,000 Americans die each year from cardiac arrest. Immediate CPR can double or triple survival chances after a cardiac arrest by keeping blood and oxygen flowing. In addition, brain damage can begin within 4 minutes of a cardiac issue, and without intervention, death may follow within 4-6 more minutes.



### WHAT YOU CAN DO THIS AMERICAN HEART MONTH

1. Get trained. Take a CPR, AED, and First Aid class through the Red Cross or AHA. Don’t forget to keep an eye out for local classes as well. Even a few hours of training can give you the confidence and skills to respond effectively in an emergency.
2. Spread awareness. Share CPR resources and encourage others to learn lifesaving techniques. Sharing hands-on CPR videos or local training opportunities helps spread knowledge and creates a network of potential responders.
3. Promote AED access. Advocate for and ensure workplaces, schools, gyms, and community spaces have visible AEDs. It can mean the difference between life and death.
4. Support preparedness. Urge employers and organizations to provide training and develop emergency plans.
5. Foster the mindset to act. Encourage others to be ready to call 911, start CPR, and use an AED when available. When more people are willing and able to take these steps, we benefit from stronger, safer communities.

It is important to be prepared, as you can make a huge difference in someone’s life with one simple training. During American Heart Month, let’s turn awareness into action: a trained community is a community armed with the power to save lives.