

FOR IMMEDIATE RELEASE
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**Copper Valley Electric Association Announces New Chief Communications Officer,
Dr. Morgan Melton**



Following a strategic hiring process, CVEA Chief Executive Officer Jaime Matthews is pleased to announce the appointment of Dr. Morgan Melton as the Cooperative's new Chief Communications Officer (CCO). She will succeed Sharon Scheidt, who will retire on January 6, 2026, after 19 years of dedicated service to the Cooperative.

Dr. Melton brings over seven years of experience in developing and executing communications strategies, brand development, website design, public speaking, and community and stakeholder engagement. Most recently, she served as College and Career Counselor at Valdez High School, where she worked with students on college and career planning and, most notably, created and successfully led the annual College and Career Fair—partnering with over 50 local, state, and national organizations to deliver a professional learning experience for more than 150 students.

Her background also includes roles as Director of Marketing and Sales with Seed Media, and as a Human Resource Coordinator and Business Technology Advisor in Tennessee. Dr. Melton was a recipient of the prestigious Bill and Melinda Gates Millennium Scholarship—awarded to only 1,000 out of 56,000 applicants. She studied abroad in Italy, Kenya, and England, and holds a Bachelor of Social Work degree with minors in Speech and Photojournalism, a Master of Arts in Education, and a Doctorate in Higher Education. In her spare time, she stays involved in the community and enjoys the outdoors through running, backcountry skiing, and biking with her husband, Ben.

“We are excited to welcome Dr. Melton to the CVEA family,” said CEO Matthews. “She brings an innovative mindset, enthusiasm, and a thorough understanding of effective communication strategies that will support CVEA’s mission. I’m confident she will continue the strong relationships we’ve built with our members and community and uphold the legacy of trusted, transparent communication that members have come to rely on.”

Dr. Melton will step into a role long held by Scheidt, who has been the voice of CVEA for nearly two decades. Scheidt has led the Cooperative’s communications, community outreach, and member engagement efforts with professionalism, dedication, and heart—building a strong

foundation of trust between CVEA and its members. She will remain in her role until her planned retirement in January 2026, working closely with Dr. Melton to ensure a smooth and thoughtful transition.

According to Matthews, “We are incredibly grateful to Sharon for her many years of outstanding service. She has played a pivotal role in shaping CVEA’s identity and strengthening the Cooperative’s connection to the communities we serve.”

Please join us welcoming Dr. Melton to this critical role and thanking Sharon Scheidt for her continued guidance as she prepares to pass the baton and begin her next chapter.

For more information:
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