



Cooperative Connections

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SVE strives to provide exceptional customer service

Earns ACSI Score of 88



Tim McCarthy, GM/CEO

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Peter Drucker, management consultant, educator and author is often credited with the saying “**you can’t manage what you can’t measure**”. That is why we continue to ask our members how Sioux Valley Energy is performing. Each year we hire an outside firm to conduct a member satisfaction survey called the American Customer Satisfaction Index (ACSI). Utilizing an outside firm ensures that the survey results are unbiased, scientifically-based and statistically significant. The ACSI is the only national cross-industry measure of customer satisfaction in the United States. The Index measures the satisfaction of U.S. household consumers with the quality of products and services offered by both foreign and domestic firms with significant share in U.S. markets.

As we all know surveys are not perfect, but the ACSI helps us to monitor the “pulse” of the membership—it lets us know if we are performing at a high level for members. It also has provided us with scientific data points which help us set future strategy for the Cooperative. Traditionally, Sioux Valley has received a strong score (ranking in the top quartile nationally for electric cooperatives). Last year Sioux Valley members gave the Co-op an ACSI score of 86 (out of 100). **This year we are happy to report that our score ticked up two points to an 88.** Nationally, the average electric cooperative ACSI score is 76. Investor-owned and municipal utilities have an average score of 75. In other words, Sioux Valley members are quite satisfied with the customer service the Co-op provides. However, we know we can do even better for our members. This is why we have **set a goal of 90X5** (an ACSI score of 90 within five years).

How do we plan to improve member experience and satisfaction? We are working on several initiatives that make doing business with Sioux Valley Energy easier. One example of that is offering a chat function on our website which will be available later this year. We are also updating and expanding our communication channels and initiatives so we reach all demographics. An updated website, new digital strategies, a vlog/blog and targeted social media communications will all help inform members of programs, services, rates, etc.

Additionally, we are continuing work on the electric system so we can improve reliability rates. Last month I quoted our reliability rate at 99.98 percent...in other words the power is on almost all the time. However, we do have an aging overhead system. Some of the lines out there still have the old copper-weld that was strung originally more than 75 years ago. We have undertaken an aggressive replacement program, upgrading 125 miles of line each year. This not only improves reliability it also helps expand capacity which is needed in many areas of the Sioux Valley Energy service territory.

A focus will also be placed on community relations, employee volunteerism, rebate and incentive programs, creative rate structures, economic development, education, safety, and much more.

All new and existing initiatives will be evaluated within the confines of our continuous goal of providing electric service at reasonable rates. We think of it as a three-legged stool (High Reliability, Reasonable Rates and Member Experience)—they all balance each other out to support the core of the Co-op which is the member.

In closing, along with the ACSI score, we received many comments from members on the survey. We will be addressing many of those comments, questions and concerns on the new blog/vlog that will be up and running soon.

Sioux Valley Energy Cooperative Connections

(USPS No. 497-440)

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Sioux Valley Energy is an equal opportunity provider and employer.

Home Energy Makeover Contest Winner Announced



The winner of last month's Energy Makeover Challenge Contest was Karen Hoffman (pictured along with her son) from Brandon. She received a pellet grill as her prize. Sioux Valley Energy has completed the 12-month Energy Makeover Challenge. If you would like more information on energy saving techniques, rebates and incentives, contact our Energy Services Department at 1-800-234-1960 or email Sheila.Gross@SiouxValleyEnergy.com

What is the true impact livestock development could have on our region?

How can farm families and communities take advantage of these new opportunities?

What is the most economically feasible and environmentally sound path forward?

These and other important questions will be discussed at the first:

LIVESTOCK DEVELOPMENT SUMMIT

Hosted by your local Touchstone Energy® Cooperatives

NOVEMBER 15, 2018
SDSU CAMPUS, BROOKINGS, S.D.

South Dakota and southwestern Minnesota farm families as well as community leaders who are interested in learning more about emerging livestock development opportunities are encouraged to attend.



Featured Speaker

Barry H. Dunn, PhD
President, South Dakota State University



Featured Speaker

Governor Dennis Daugaard

Panel Discussions

Economic Impact
Young Farmers and Agribusinesses
Financing
Siting, Zoning and Permitting



Networking

Talk with industry experts and other livestock developers

TO REGISTER: visit www.yourcooppower.com/LivestockSummit
COST: FREE! Please RSVP before November 1

Together we are

**RE-ENERGIZING
LIVESTOCK
DEVELOPMENT**



S.D. Fire Marshal: Know That Fires Can Start Anywhere

This year's Fire Prevention Week encourages people to be mindful that fires can start anywhere. Fire Prevention Week is Oct. 7-13 and will be observed by fire departments throughout South Dakota. This year's theme is "Look. Listen. Learn. Be Aware - fire can happen anywhere."

"It is easy to take fire safety for granted, especially if we are staying in a new hotel or working in a new building," says State Fire Marshal Paul Merriman. "But it is important to be aware of your surroundings and know where the exits are if a fire starts."

Merriman says the three "L's" in this year's theme signify essential ways people can reduce their risk to fire:

- Look for places fire can start
- Listen for the sound of the smoke alarm
- Learn two ways out of each room

At the same time, Merriman says individuals and families should make sure they have two ways out of their home in case of fire. He says people need to remember that fires can start anywhere in the home due to an electrical problem or another issue.

"Families should hold fire drills in their homes at least twice a year; once during the day and another time at night," Merriman says. "It is important that everyone, especially children, know how to get out of a burning structure using more than one exit."

Another emphasis during the week will be the use of smoke alarms. Merriman says the importance of smoke alarms can't be stressed enough.

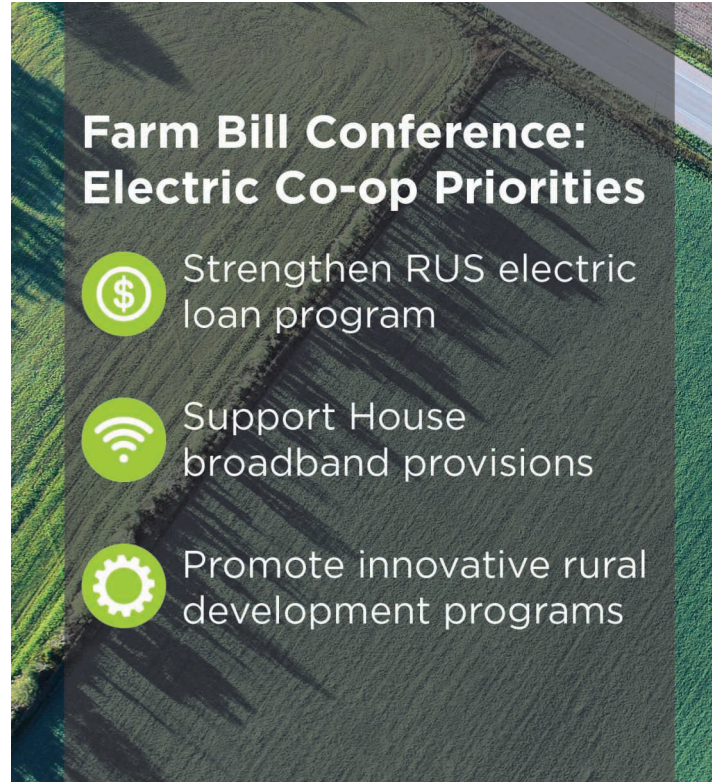
"We have seen too many house fires where there were no smoke alarms present or the alarms in the homes were not properly working," he says. "Smoke alarms can help save lives. But they do no good when not properly maintained."

Smoke alarm messages for this week include:

- Install smoke alarms in every bedroom, outside each separate sleeping area and on every level of the home, including the basement.
- Test alarms at least monthly by pushing the test button.
- Make sure everyone in the home knows the sound of the smoke alarm and understands what to do when they hear it.
- If the smoke alarm sounds, get outside and stay outside. Go to your outside meeting place.
- Call the Fire Department from outside the home.

To learn more, go to www.firepreventionweek.org.

The state Fire Marshal's Office is part of the South Dakota Department of Public Safety.



KIDS CORNER SAFETY POSTER



"Don't plant trees below power lines."

Erin Kangas, 10 years old

Erin is the daughter of Andrew and Gail Kangas, Lake Norden, S.D. They are members of H-D Electric Cooperative, Clear Lake, S.D.

Kids, send your drawing with an electrical safety tip to your local electric cooperative (address found on Page 3). If your poster is published, you'll receive a prize. All entries must include your name, age, mailing address and the names of your parents. Colored drawings are encouraged.

Perfect Pasta

Pasta Rings and Deviled Ham Salad

1 (7oz.) pkg. macaroni rings, cooked and drained
 1/3 cup dill pickle relish
 2 cups ground cooked ham
 1-1/4 cups mayonnaise
 3 hard-boiled eggs, chopped
 1 tsp. mustard
 1 cup finely chopped celery
 1/4 tsp. pepper

In a large bowl, combine all ingredients. Chill thoroughly before serving.

Becki Hauser, Tripp, SD

Hamburger-Macaroni Casserole

1 lb. ground beef, do not brown
 1 can tomato soup
 1 T. instant onion
 1 can cheese soup
 1/2 cup diced celery
 1 tsp. sugar
 1/2 cup diced green pepper
 1 tsp. salt
 1 cup uncooked macaroni
 1/4 T. basil, optional

Combine all ingredients in casserole; refrigerate overnight. Bake at 350°F. for 1 hour. Serves 6.

Shirley Thedorff, Centerville, SD

Easy Chicken Noodle Dish

1/3 cup chopped onion
 1 tsp. salt
 1 T. butter
 1 cup sour cream
 3 cups noodles, uncooked
 2 cups cooked chicken
 2-3/4 cups chicken broth
 1/4 cup silvered almonds
 1/4 tsp. lemon extract
 3 T. snipped parsley

Sauté onion in butter. Add noodles, chicken broth, extract and salt. Bring to a boil. Cover and cook on low heat for 25 minutes or until noodles are tender. Stir in sour cream, chicken, almonds and parsley. Serve hot in bowls. Serves 4.

Verna Knapp, Waubay, SD

Creamy Parmesa and Sun-dried Tomato Chicken Penne

2 cups penne pasta
 2 T. butter
 2 cloves garlic, finely chopped
 1 lb. chicken tenders
 1 cup half-and-half
 2 T. cornstarch
 1 (14.5 oz.) can petite diced tomatoes, undrained
 1/4 cup chopped sun-dried tomatoes
 1 tsp. McCormick Gourmet™ Organic Italian Seasoning
 1/2 tsp. McCormick® California Style Onion Powder
 1/2 tsp. McCormick Gourmet™ Sicilian Sea Salt
 1/4 tsp. McCormick Gourmet™ Organic Black Pepper, Coarse Ground
 3/4 cup grated Parmesan cheese

Cook pasta as directed on package. Drain well. Meanwhile, melt butter in large skillet on medium-high heat. Add garlic; cook and stir 30 seconds. Add chicken; cook and stir 5 minutes or until lightly browned. Mix half-and-half and cornstarch in small bowl until smooth. Add to skillet along with tomatoes, sun-dried tomatoes, seasonings and Parmesan cheese. Bring to boil, stirring constantly with wire whisk until well blended. Reduce heat to low; simmer 5 minutes. Stir in pasta; toss gently to coat. Serve with additional Parmesan cheese, if desired. Makes 8 servings.

Shrimp variation: Use 1 lb. large shrimp, peeled and deveined, in place of the chicken. Cook and stir shrimp in melted butter 2 minutes. Continue as directed.

Nutritional Information Per Serving: Calories 292, Total Fat 12g, Saturated Fat 7g, Cholesterol 66mg, Sodium 486mg, Protein 22g, Carbohydrates 24g, Dietary Fiber 2g

Pictured, Cooperative Connections

Please send your favorite slow cooker, holiday favorite or soup recipes to your local electric cooperative (address found on Page 3).

Each recipe printed will be entered into a drawing for a prize in December 2018. All entries must include your name, mailing address, telephone number and cooperative name.

November 6 is Approaching

CO-OPS VOTE

A PROGRAM OF AMERICA'S
ELECTRIC COOPERATIVES

- ✓ Learn about your elected officials
- ✓ Find key voter information
- ✓ Register to vote



VOTE.COOP

Sioux Valley Energy's number one priority is providing its consumer-members with safe, reliable and affordable electricity. But doing this job requires a lot more than stringing and maintaining power lines throughout the service territory. It requires political engagement. That may seem far removed from the Co-op's core mission, but it's absolutely essential to serving you, the consumer-member.

That's why SVE is participating in a national program of America's electric cooperatives called Co-ops Vote.

Co-ops Vote encourages all co-op members to participate in national, state and local elections while educating political candidates and elected officials about the important role played by electric cooperatives in their communities.

The National Rural Electric Cooperative Association, the service organization representing the nation's electric co-ops, launched Co-ops Vote in 2016. Co-ops Vote started as a national non-partisan get-out-the-vote initiative that helped drive rural voter turnout in the 2016 presidential election.

Through this program, electric co-ops realized they had a unique advantage: As co-ops, the civic virtue of voting is in our DNA. We show concern for community—one of the seven cooperative principles—through participation in our democracy.

Co-ops have another advantage. Elected officials and decision-makers across the political spectrum trust electric cooperatives because of the work the co-op family has put into political engagement. When we all get involved, we can make things happen politically and in our local communities.

Sioux Valley Energy recently held two "Take Action" forums where elected officials took part in a question and answer session. The co-op also sends legislative updates to its "Take Action" advocates. If you would like to be placed on that list, please email Carrie. Vugteveen@siouxvalleyenergy.com.

SVE's participation in Co-ops Vote helps to ensure that rural issues remain part of the national discussion—and are supported by our elected officials. But Co-ops Vote isn't just for co-ops. It's for co-op members just like you.

You can participate by registering to vote and committing to cast your ballot on November 6. If you're interested in getting more involved, just give us a call or visit www.vote.coop to learn more about the upcoming elections and to access online tools that can help you participate.

It is important to let your voice be heard and to cast a ballot. Visit Vote.Coop to learn more about the issues and the candidates on the ballot this November.

SmartHub

Gives Members Power of Information

Life is complicated enough, so Sioux Valley Energy has made managing your energy bill easier with SmartHub. This FREE App provides convenient, safe and secure account access via your smart phone or tablet device.

This valuable tool allows you to make payments, notify Sioux Valley Energy of any account or service issues, receive outage notifications and check your usage. You can also pay your electric bill using the SmartHub App. The SmartHub App is encrypted during every transaction run and no personal information is stored on your mobile device.

Mobile devices do offer the ability to store your login information for Apps installed on the device. If you choose to store your login information, any person who has access to your mobile device can access your account. So it's best to log out after each use.



How Do You Get the App? You can download the SmartHub app from either Apple Store or Android Market. Once you have downloaded the App you need to search for Sioux Valley Energy. Choose 'By Name' and type in Sioux Valley Energy. You can set up your notifications for a variety of reasons, such as: your bill is ready, your bill is past due, payment confirmation of recurring payments and many others. If you are registered on the online SmartHub portion of the website and have already created a user name and log-in, you will be able to use this for the SmartHub App. Otherwise you can create a username and password when you download the app to your mobile device.

Operation Round Up

Grant Helps DakotAbilities

A \$2,000 grant from Sioux Valley Energy's Operation Round Up fund recently helped DakotAbilities purchase a portable lift. The lift makes it easier and safer to transfer individuals from their wheelchair into a bedroom or bathroom. DakotAbilities has now been able to furnish all their bathrooms and bedrooms with a portable lift.



DakotAbilities is a Community Service Provider helping more than 140 individuals with disabilities between the ages of 16 and 80. They own 12 residential facilities but also assist people who live off-site in apartments, houses and other independent living situations. They administer an "Accessibility Fund" which provides accessibility equipment to their clients.

The services offered by DakotAbilities include: residential living options, work and meaningful day activities, nursing, dietary and nutrition, physical and occupational therapy, communication services, and development of assistive/adaptive devices unique to each person. They also provide 24-hour nursing and health care.



Since the year 2000, Operation Round Up funds have provided more than \$1.5-million to local

non-profit organizations. Operation Round Up is funded by Sioux Valley Energy members who "round-up" their electric bill as well as employees who donate.



Line workers account for a portion of energy-related careers.

ENERGIZED JOBS

Careers in Energy Fields Hold Potential

Brenda Kleinjan

editor@sdrea.coop

America's energy sector looks to put a spotlight on careers within the field during Careers in Energy Week Oct. 15-19.

According to information from the Center for Energy Workforce Development (CEWD), key jobs in the energy workforce – line workers, technicians, plant/field operators and engineers – represent 44 percent of the energy workforce. And, demand for these jobs has remained steady.

Industry leaders work to ensure there is a balance in the supply of qualified workers with specific demands. The goal is to have the right number of workers with the right skills at the right time and in the right place.

A 2015 CEWD report noted that while the workforce is getting younger in these key jobs, gaps still exist for engineers and technicians and, in some areas, especially small, more rural areas, utilities, in particular can struggle with attracting



Jobs in the energy sector hold potential for many seeking careers.

Photo by iStock/Getty Images/Theerapong28

talent and replacing expertise lost by retiring workers.

According to U.S. Department of Labor statistics, more than 116,000 people work as electrical power line installers and repairers. In South Dakota 850 people have such jobs, representing about 2.04 jobs per 100,000 jobs in the state, ranking it among the highest location quotients in the nation. (The location quotient is the ratio of the area concentration of occupational employment to the national average concentration. A location quotient greater than one indicates the occupation has a higher share of employment than average, and a location quotient less than one indicates the occupation is less prevalent in the area than average.)

Another visible energy job in the area deals with wind energy. According to United States Department of Labor statistics, there are 4,390 wind turbine service technicians nationwide, with 510 calling the Dakotas and Minnesota home.

The *U.S. Energy and Employment Report* released in May 2018 by the National Association of State Energy Officials and the Energy Futures Initiative noted that

the traditional energy and energy efficiency sectors employed approximately 6.5 million Americans out of a total workforce of approximately 145 million. The report noted this was a 2 percent increase from the previous year, adding 133,000 net new jobs.

The report noted that within the traditional energy sector, electric power genera-

Electric power generation and fuels directly employed more than 1.9 million workers in 2017.

tion and fuels directly employed more than 1.9 million workers in 2017, an increase of 15,000 jobs from 2016. In 2017, 55 percent – or 1.1 million – of these employees worked in traditional coal, oil and gas electric power generation and fuels, while almost 800,000 workers were employed in other generation technologies including renewables, nuclear and natural gas.

Firms covered by the survey anticipate about a 6 percent growth in jobs in 2018.

But while these sectors are anticipating growth, more than 70 percent of employers reported difficulty in hiring qualified workers in the past 12 months.

Two South Dakota technical schools – Lake Area Technical Institute in Watertown, S.D., and Mitchell Technical Institute in Mitchell, S.D., offer energy-sector career training and have received national recognition for the educational programs and Minnesota's technical schools have strong energy-related programs.



OCTOBER 15-19, 2018

Among energy sector workers are the nation's 4,300 wind service technicians, 510 of which are in the Dakotas and Minnesota.



Photo by iStock/Getty Images/ aydinmutlu

Electric Vehicles

Are they the right choice for you?

Electric vehicles (EVs) are a “hot item” in the auto world, with many auto manufacturers offering at least one model. Improved versions are on the near horizon, too, for good reason. Electric vehicles provide environmental advantages and, even though they may carry a higher price tag initially, tax credits and lower operating costs often balance out the initial investment.

IS IT SMART TO RELY ON SUCH A “NEW” TECHNOLOGY?

Electric powered autos are not a new technology. Although EVs may seem like the latest and greatest invention, in reality the technology has been around for more than a century. In the 1890s, electric cars were more popular than gas-powered autos because of their simplicity, reliability, and low cost of operation. In fact, Henry Ford’s wife drove an EV. For a variety of reasons, EV technology languished with the rise of gas-powered engines, but today, EVs – once again—are charging to the auto transportation forefront. This resurgence is fueled by significant advancements in power electronics and energy storage technologies.

WHAT DO THE TERMS MEAN?

We are most familiar with conventional combustion-engine vehicles, the standard for many years. The market is changing, and it’s hard to keep up with the newest technologies, models, nomenclature and more. For simplicity, this continuum separates the options into four basic types of vehicles. In our listing, the range is from most to least amount of fossil-fuel used in operation.

1. Conventional vehicles have an internal combustion engine; the most common fuels are gasoline and diesel.
2. Hybrid vehicles have both a gasoline engine and an electric motor and battery; both gas and electricity power the wheels. The electric motor and battery are designed to improve fuel economy, so less gasoline is used to operate the vehicle. The battery is charged solely by operating the vehicle; no plug-in is required or possible.
3. Plug-in Hybrid Electric Vehicles (PHEVs) have larger batteries than hybrids and use both gas and electricity to power the wheels of the car. These vehicles vary in their electric range, but shift to gasoline-only operation when battery power is depleted. These vehicles must be plugged in to recharge the battery.
4. Battery Electric Vehicles (BEVs) are powered solely by electricity and are recharged by plugging in the vehicle.



WHAT PROGRAMS FOR EV'S ARE AVAILABLE TO SIOUX VALLEY ENERGY MEMBERS?

EV Plug In Service Rate (submeter installed):

All On-Peak kWh	@15.35 cents per kWh from 7:00 a.m. – 10:00 a.m. and 4:00 p.m. – 9:00 p.m. (7 days per week)
All Intermediate kWh	@9.55 cents per kWh from 10:00 a.m. – 4:00 p.m. (7 days per week)
All Night Off-Peak kWh	@5.44 cents per kWh 9:00 p.m. – 7:00 a.m. (7 days per week)

Time of Use Rate (whole home usage):

All On-Peak kWh	@15.35 cents per kWh
All Off-Peak kWh	@5.44 cents per kWh

EV Charger Rebate:

Members can receive a rebate up to 35% of the cost of an EV Level II home charger including installation costs or a maximum rebate of \$250. The member must agree to sign up for the time of use rate in order to qualify for the rebate. Contact the Sioux Valley Energy Services department at 1-800-234-1960 for more information and details on each program.

WHAT IS THE COST TO OWN AND OPERATE AN EV VS. A GAS-POWERED CONVENTIONAL VEHICLE?

It is hard to compare apples to oranges. While battery electric vehicles and plug-in hybrid electric vehicles may have a higher purchase price, that can be at least partially offset by lower operating costs and incentives for battery-containing vehicles.

Touchstone Energy has calculated the annual energy costs and savings for owning electric vehicles vs. gas-powered vehicles. Assumptions include: driving the vehicle 13,400 miles a year and the average cost of gasoline in South Dakota as of September 2018. Information from the US Department of Energy (<https://www.fueleconomy.gov/>) was used to determine fuel efficiency of the EV and PHEV.

Comparison method 1:

Comparing electric vehicles to a hypothetical gas-powered vehicle that gets 25 mpg; this gas-powered vehicle would cost approximately \$1,439 for gas per year. In this comparison:

- A typical BEV would save \$1,248 in annual energy costs per year when using off peak rates; electricity costs would be less than half the cost fuel for the gas-powered vehicle. Using the co-op's on peak rate the savings would be \$867.
- A typical PHEV would save \$1,228 per year when combining the cost of gas plus the cost of off-peak electricity to operate the vehicle. Using the co-op's on peak rate the savings would be \$807.

Comparison method 2:

Several manufacturers produce both gas and electric versions of the same – or similar – vehicle (Ford has BEV and gas versions of the Focus as well as gas, hybrid and PHEV versions of the Fusion; Hyundai has gas, hybrid and PHEV versions of the Sonata; and Nissan has the Leaf and a somewhat comparable Versa). In comparing the gas vehicles with the electric versions, Touchstone Energy makes these comparisons of products by the same manufacturer:

- BEVs offer the lowest annual energy costs (running \$200 to \$600 per year). That is a savings of \$800 to \$1000 over the conventional gas-powered car.
- PHEVs offer reduced annual energy costs of \$225 to \$800 per year. That saves over \$1,000 compared to a conventional gas-powered car.

Other considerations to add into the calculations:

- **Tax credit.** Most BEVs receive a \$7,500 credit, while PHEVs generally get somewhat less. The credit is based on the battery size. Note that the battery installed in hybrid vehicles is too small to qualify for a tax credit.
- **Other incentives.** Some states and cities have additional credits or perks for electric vehicles.
- **Lower maintenance costs.** Most BEVs have much lower maintenance costs, because of the simplicity of the design and components (fewer moving parts, etc.) PHEVs are more complex, with have both gas and electric components, but some maintenance costs can be lower. For example, regenerative braking leads to less wear on the brake system.



Celebrating Cooperatives

Co-ops Play Important Role in Economy

Brenda Kleinjan

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Cooperatives generate jobs in their communities, keep profits local and pay local taxes to help support community services.

CO-OP CARLA'S AMAZING DAY

HOW COOPERATIVE IS YOUR DAY?

Cooperative Carla knows that joining and supporting cooperatives helps to make her community stronger and build a better world. She also knows that the owners of cooperatives are the ones closest to the business and she's proud to benefit from membership in cooperatives and happy to support cooperatives around her.

Carla's typical day is pretty amazing.



COOPERATIVES FOR A BETTER WORLD



From the moment one wakes up to the minute one falls asleep – and throughout the night – cooperatives play a role in the daily lives of most South Dakotans and many Minnesotans.

Power from electric cooperatives charges phones, illuminates lights, heats homes and provides the electricity integral to many farms and businesses in the area. Telecommuni-

cation cooperatives across the region connect families and businesses with internet, phone and cable services, keeping them informed and connected to the world around them.

Gasoline, ethanol and propane are often bought from regional cooperatives that are among the largest cooperatives in the nation.

Grains and other products are bought and sold through farmer cooperatives big and small.

Hundreds of financial transactions occur daily at the areas credit unions.

In fact, there are more than 40,000 cooperative businesses in the United States with 350 million members (many people belong to more than one co-op). These cooperatives generate \$514 billion in revenue and more than \$25 billion in wages, according to a study conducted by the Univer-



Carla is also planning on making some updates to her living room. She stops by her local hardware store for some paint samples and takes a look at her options at the local flooring and lighting stores - all cooperatives!

Did you know, purchasing cooperatives like **Ace Hardware, Carpet One Floor & Home and Lighting One** help independent, local businesses compete with big box stores?

sity of Wisconsin Center for Cooperatives, with support from USDA Rural Development (<http://reic.uwcc.wisc.edu/default.htm>).

- Cooperatives represent a strong business model and greatly contribute to both the national and local economies.
- Studies show that consumers want to do business with companies that share their values, making today's environment ideal for cooperatives and their commitment to the communities in which their members live and work.
- Co-ops don't have to answer to outside shareholders; they care about meeting their members' needs.
- Co-ops represent democracy in action, with control exercised by a board of directors elected from the ranks of members; the board hires and directs management and is ultimately responsible to the members;
- Cooperatives generate jobs in their communities, keep profits local and pay local taxes to help support community services. Cooperatives often take part in community improvement programs, ensuring that everyone has an opportunity to benefit from the cooperative experience.

Co-op Month Fun Facts

- Minnesota was the first state to declare an official Co-op Month proclamation in 1948.
- Co-op Month has been a nationally recognized celebration since 1964, when U.S. Secretary of Agriculture Orville Freeman, a former Minnesota governor, proclaimed October Co-op Month.
- The first national theme in 1964 was "Cooperatives: USDA Helps Build a Better America."
- The U.S. Government sponsored Co-op Month from 1964-70.
- Since 1971, cooperatives, statewide associations and the National Cooperative Business Association have fueled their own events and promotions.



RISE & SHINE

As Carla turns off the alarm clock and turns on the lights she thinks about her membership in her local electric co-op.



Carla is one of
42 Million Americans
whose homes are powered by local **Electric Co-ops!**

Carla always starts off the day with coffee and breakfast from the local food co-op where she always finds fresh, healthy options for her family. Food co-ops spend more revenues locally - by buying more products locally and contributing more to the local economy than conventional grocery stores.



For every **\$1,000** spent at a **food co-op**,
\$1,604
goes back into the local economy.

Food co-ops buy more organic produce and recycle more plastic than conventional grocers too!

Over **2 million farmers** own the companies that cooperatively market their dairy products. **Organic Valley, Cabot Creamery Cooperative, Land O' Lakes** sound familiar? They're all Co-ops!



Even the milk in her cereal is from a farmer-owned dairy cooperative.



OFF TO WORK

Carla works at a worker-owned cooperative that produces paper products. She takes pride in her work knowing that she is able to weigh in on big decisions and owns a share of the business.



Carla is one of
100 Million People
who work for **Co-ops** around the world!

Four Reasons Co-op Careers Are Unique

Paul Wesslund

NRECA

This is an exciting time to be a part of the energy industry.

The search for a purposeful career can begin and end at your local electric cooperative.

Those aren't just words or wishes. Working toward a greater purpose is at the heart of the co-op business model.

Electric co-ops are community-focused organizations that deliver safe, reliable and affordable energy to the consumer-members they serve. This is an exciting time to be a part of the energy industry. Technology is continuously advancing and consumers want more say in the way they manage their energy use. That means electric co-ops need a variety of skillsets to develop new technologies and infrastructure, keep the electric grid secure and power the lives and economy of our local communities.

Here are four reasons why electric cooperative careers offer a unique opportunity to make a difference:

1. Member-Led

Because consumer-members lead and own the organization, co-op employees can take comfort knowing that the loyalty of their employer is with those served by the cooperative.

"If you work for an investor-owned business, you might be helping people in your community, but more likely you're helping stockholders who could live anywhere in the world," says Adam Schwartz, founder of the consulting firm,



Why choose a career with an electric co-op?

- **LOCAL**, community-focused organization
- **DYNAMIC** and exciting industry
- **COMPETITIVE WAGES** and excellent benefits
- **VARIETY** of job opportunities



Touchstone Energy®
Cooperatives

The Cooperative Way. "Co-ops, with the services they provide, can have a great impact on the quality of life in the local community."

2. Locally Owned

The best thing about an electric utility owned by its consumer-members is that all it will ever care about is its local community. And that makes a difference to an employee, says Michelle Rinn, senior vice president of human resources at the National Rural Electric Cooperative Association.

"People want to feel like they're doing work that matters, like they're contrib-

uting to the world at large," she says. "For co-ops, that comes from a connection to the community and the fact that the folks you're taking care of really are your neighbors, the people you go to church with or you see at the grocery store every day."

Rinn says that when it comes to a job that provides electricity, "That's work that matters. Especially when there's a storm and the lights go out."

Both Rinn and Schwartz agree that electric co-ops also achieve a larger employment goal by providing jobs in smaller communities where they're typically located. As

long as people will need electricity, electric co-ops will help the local economy with a strong, stable business.

3. Variety of Jobs

The more than 900 electric co-ops in 47 states require a lot of different skillsets to keep the lights on. That means potential employment seekers could find work in construction, electrical equipment operation, engineering, customer service, communications and public relations, employee benefits coordination, software analysis and vehicle maintenance, to name a few.

Schwartz says another high-tech co-op career is emerging as local economic development efforts begin to ask electric co-ops for help in providing high-speed broadband service for their communities.

Rinn sees different advantages for employees depending on the size of their co-op. In larger cooperatives, a variety of professions are available. At smaller cooperatives, employees have the opportunity to flex multiple professional muscles in a single role.

“At a really small co-op, people have to wear multiple hats,” she says. “You don’t come in and you’re just the accountant, or you’re just the receptionist, or you’re just the executive assistant. There’s the opportunity to work on a lot of different things and build a broad range of skills.”

4. Guided by Co-op Principles

The first modern co-op was formed in 1844 and developed a set of principles that guides co-ops today. Those include voluntary, open membership; democratic control by the membership; members’ economic participation; autonomy and independence; education and training; cooperation among cooperatives; and concern for community.

America’s electric cooperatives are looking for individuals to lead the charge in meeting our nation’s energy needs. Together, we can create a brighter future for all.

To learn more about electric co-op career opportunities, visit:

- **South Dakota:** <https://www.sdrea.coop/content/employment>
- **Minnesota:** <https://www.mrea.coop/networking/>
- **Nationally:** <https://www.touchstoneenergy.com/co-op-business-resources/careers/find-co-op-jobs/>

Spark Your New Career

With more than 63,000 employees nationwide, the Touchstone Energy® Cooperatives network offers numerous career opportunities. Our member cooperatives are seeking the best workers to supplement their teams and better serve their own members. Some of the best, brightest, most creative and dedicated people have chosen to serve their communities and develop their careers with us.

Work Environment

Recognized as a leader in the field of innovation and customer satisfaction, the Touchstone Energy Cooperatives network also offers its employees competitive salaries, excellent benefit packages and the satisfaction of knowing the work performed directly benefits their communities. Our co-ops are dedicated to helping further their employees’ careers, offering a full range of opportunities for distance learning, accreditation or professional development programs.

Nationwide Employment

The electric cooperative network stretches across 47 states, from the smallest rural communities to large, bustling cities. Employees can trust that the same healthy, creative work environment and commitment to service is found across all areas, including benefit packages and career opportunities that transfer from co-op to co-op.

Co-op Job Benefits

Electric cooperatives developed their own co-op-tailored benefits more than 60 years ago through the National Rural Electric Cooperative Association (NRECA). These benefits, which most co-ops subscribe to, are the standard for all electric co-op benefits, no matter the size of the co-op and are transferable between co-ops that participate in their plans.

Committed to Job Training and Education

Cooperatives are committed to giving our employees opportunities to learn, grow and advance in their careers. Whether you’re looking to increase your skillset, advance in your job or change jobs, you can take advantage of a full range of distance learning and professional accreditation and certification programs, as well as professional development programs. Most electric co-ops even offer tuition reimbursement to obtain a certification or degree.

Diversity Powers Every Co-op

Working in cooperation to create a better community is a key principle of America’s electric cooperatives. That includes the belief in treating all people with respect and dignity and commitment to the goals of equal opportunity. Electric co-ops strive to create a work environment that fosters and supports fairness, equity and respect for social and cultural diversity, free from unlawful discrimination and harassment.

At Touchstone Energy Cooperatives, we recognize our talented and diverse workforce as a key competitive advantage. Our business success is a reflection of the quality and skill of our people. More than that, we value our diversity because it contributes to the richness and strength of our entire network. By including the ideas, opinions, perspectives and talents of all who comprise our workforce, we enrich our entire co-op network and the member-owners we serve.

We’re committed to employing the best people to do the best job possible.

September 20-23

South Dakota Film Festival,
Aberdeen, SD, 605-725-2697

September 20-23

South Dakota Festival of
Books, Brookings, SD,
605-688-6113

September 21-22

Holiday Arts Fall Craft Show,
Masonic Temple, Mitchell, SD,
605-359-2049

September 21-23

South Dakota Quilt Guild,
Crossroads Event Center,
Huron, SD, 605-352-9953

September 27-29

Custer State Park Buffalo
Roundup & Arts Festival,
Custer, SD, 605-255-4515

September 28-29

PREMIER Rodeo, Sioux Falls,
SD, 605-367-7288

September 28-30

SiouxperCon, Sioux Falls, SD,
admin@siouxpercon.com

September 29-30

Northern Plains Indian Art
Market, Sioux Falls, SD,
605-856-8193

September 30

Cancer Shoot Out, Brookings
Gun Club, 3 to 5 p.m., Monies
raised go to Relay For Life/
American Cancer Society,
Brookings, SD, 605-695-8591

October 6

Agritourism Tours, Free,
Brandon, SD; 605-681-6793 or
SDSPAinfo@gmail.com

October 6

Pumpkin Train, Prairie Village,
Madison, SD, 800-693-3644

Your local Touchstone Energy®
Cooperative presents the first

LIVESTOCK DEVELOPMENT SUMMIT

NOVEMBER 15, 2018
SDSU CAMPUS, BROOKINGS, S.D.
yourcoopower.com/LivestockSummit



October 6

Uptown Girls Craft Show
sponsored by GFWC, 9 a.m.
to 3 p.m., First Lutheran
Church Gym, 8th St and Main
Ave., Brookings, SD

October 11-12

South Dakota Women in
Ag 2018 Conference,
The Lodge, Deadwood, SD,
605-390-4241,
amy.pravecek@zoetis.com,
southdakotawomeninag.com

October 14

Turkey and Swedish Meatball
Dinner featuring homemade
lefsa, 11 a.m. to 1 p.m. Bake/
Craft Sale beginning at 9:30,
Lutheran Church, 600 E Holly
Blvd., Brandon, SD,
605-848-3278

October 20

Harvest Festival Soup and Pie
Supper with crafts and bake
sale including homemade
lefsa, 4 to 7 p.m., Lutheran
Church, 47474 258th St.,
Renner, SD, 605-338-7120

October 20-21

South Dakota State and
National Cornhusking
Contest, State is on the 20th
and National on the 21st,
9 a.m., Flandreau, SD

October 26-28

Autumn Festival, Sioux Falls,
SD, 402-331-2889

October 27

Hartford Women of Today Fall
Craft Fair, 9 a.m. to 3 p.m.,
West Central Becker Center,
Hartford, SD, 605-359-2049

October 28

St. George Parish Annual
Turkey Dinner, 11 a.m.
to 1:30 p.m., St. George
Parish Center, Hartford, SD,
605-366-4600

November 1-3

South Dakota Local Foods
Conference, Brookings, SD,
Contact 605-681-6793 or
SDSPAinfo@gmail.com

November 10

Merchants & Crafters 21st
Annual Holiday Extravaganza,
Sisseton, SD, 605-698-7425

November 10

Ludefisk Supper, 4:30 p.m.,
5:45 p.m., 7 p.m., Lake
Campbell Lutheran Church,
46610 219th St, Volga, SD,
For reservations call Judy at
605-692-8781 or Charlotte at
605-693-4325

November 16-17

Holiday Arts Christmas Craft
Show, Masonic Temple,
Mitchell, SD, 605-359-2049

To have your event
listed on this page, send
complete information,
including date, event,
place and contact to
your local electric
cooperative. Include
your name, address
and daytime telephone
number. Information
must be submitted at
least eight weeks prior
to your event. Please
call ahead to confirm
date, time and location
of event.