



Published monthly for the member-owners of North West Rural Electric Cooperative

## TOUCHSTONE ENERGY COOPERATIVES TO PROMOTE POWER OF CO-OP MEMBERSHIP AT IOWA STATE FAIR

Members first. Every day. That's the power of co-op membership. Not-for-profit electric cooperatives belong to the members they serve and focus on member needs and local priorities.

Stop by the display in the Bruce L. Rastetter 4-H Exhibits Building sponsored by the Touchstone Energy Cooperatives of Iowa at the Iowa State Fair, August 10-20.

Located inside the 4-H Exhibits Building on the south end of the fairgrounds, the display showcases all Iowa electric cooperatives on a map of Iowa. Magnetic "markers" are available to place on the state map to show co-op membership.

Fairgoers may register to win a Nest Learning Thermostat from Touchstone Energy Cooperatives of Iowa. This latest technology programs itself by learning the temperatures you and your family like and then automatically follows those preferences. The thermostat turns itself down when nobody is home to save energy. You can connect the thermostat to Wi-Fi to control temperatures from your phone, tablet or laptop. One winner of the thermostat will be chosen, at random, following the close of the fair.

Additional energy efficiency and savings information will be displayed in the booth.

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Cooperative members have a voice in how cooperatives are run, making sure their co-ops enhance quality of life by providing affordable electricity. Co-ops encourage members to save money through responsible energy use and offer discounts on qualified products and services members use every day.

Be sure to visit the Touchstone Energy display when you're at the Iowa State Fair and go to [touchstoneenergy.com](http://touchstoneenergy.com) for more information on how to save energy and the value of cooperative membership.



Be sure to visit the Touchstone Energy Cooperatives of Iowa display in the 4-H Exhibits Building at the Iowa State Fair, August 10-20. Mark your electric co-op on the map and register to win a Nest Learning Thermostat.

# SMART CHOICE BONUS REBATE EXTENDED

North West REC offers energy efficiency rebates to help you save money, live more comfortably in your home and protect the environment. The Smart Choice Bonus Rebate for any new or replacement AAHP or GSHP installed by a member on our lines will be extended through 2017.

- Additional rebate for any new or replacement AAHP \$ 500 per unit
- Additional rebate for any new or replacement GSHP \$1,000 per unit
- C&I/Ag Projects – new or replacement AAHP \$ 500 per 5 ton
- C&I/Ag Projects – new or replacement GSHP \$1,000 per 5 ton
- Ductless Mini-Split Heat Pump \$ 250 per unit

This rebate requires all electric backup and will be limited to two rebates per building.

These Smart Choice Rebates are in addition to our regular heat pump rebates:

## Geothermal Heat Pump Rebate

- Residential, with or without de-superheater \$3,000 per unit
- Meet Energy Specifications COP > =3.3 and SEER > = 14.1
- New units installed on to our system, new or replacement
- Commercial/Industrial/Ag Projects – 10 Ton or larger \$ 500 per ton

## Air Source Heat Pump Rebate

- New units installed on to our system, new or replacement
- If no back up heat or if back up heat is propane or natural gas:
  - Energy Star Rating 14.5 – 14.99 SEER \$ 400 per unit
  - Energy Star Rating 15.0 – 15.99 SEER \$ 500 per unit
  - Energy Star Rating 16.0 or greater SEER \$ 600 per unit
- If back up heat is electric:
  - Energy Star Rating 14.5 – 14.99 SEER \$ 600 per unit
  - Energy Star Rating 15.0 – 15.99 SEER \$ 700 per unit
  - Energy Star Rating 16.0 or greater SEER \$ 800 per unit
- Ductless Mini-Split Heat Pump \$ 200 per unit  
(new unit, must have a SEER reating of 14.5 or greater)
- Commercial/Industrial/Ag Projects – 10 Ton or larger \$ 100 per ton

smart choices 



**Smart Choices** is a FREE monthly e-newsletter that features tips and the latest information on energy efficiency measures and electrical safety for your home and family. Signing up for **Smart Choices** also gives you access to past e-newsletter editions and allows you the ability to search archived articles by topic or category.

Interested in geothermal? Efficient lighting or insulation?  
If you resolved to make 2017 "green", start by calling our office, visiting our website, or scanning this code to "plug in" to the power of



**smart choices** 

**NORTH WEST**   
Your Touchstone Energy<sup>®</sup>  
Cooperative 

712-707-4935 ♦ 800-766-2099

[nwrec.coop](http://nwrec.coop)

# LIGHTNING SAFETY

There is no safe place outside when thunderstorms are in the area. If you hear thunder, you are likely within striking distance of the storm. Just remember, **When Thunder Roars, Go Indoors.** Too many people wait far too long to get to a safe place when thunderstorms approach. Unfortunately, these delayed actions lead to many of the lightning deaths and injuries in the United States.



Many people believe that if you are in a house, you are 100% safe from lightning.

A house is a safe place to be during a thunderstorm as long as you avoid anything that conducts electricity. This means staying off corded phones, electrical appliances, wires, TV cables, computers, plumbing, metal doors and windows.

It is important to be aware of weather forecasts and watch for developing thunderstorms to stay safe from the dangers of lightning.

*Enjoy your summer and stay safe!*

## Director Profile: STEVE BROWN

*Here's a chance for you to get to know your Board of Directors a little better.*

Name: Steve Brown

Family: wife Audrey and son Clint

Occupation: farming and cattle feeding west of Merrill, drug free meat sales and helping Clint with his produce business

Interests: spending time with family and friends, cattle business trends, watching pro football, Go Packers!, watching old westerns

What I enjoy about serving as an NWREC director:

As a director I enjoy helping make decisions and policies that will benefit our member-owners and the future of NWREC and it's reliability. As an innovative energy partner in our communities, we can meet the ever changing industry challenges with optimism because of the Coop principles that have served us well for over 75 years.



# MANAGER'S REPORT



*Lyle D. Korver*

*“We’re locally owned by the members we serve and governed by an elected board of directors who are member-owners of the cooperative.”*

## *Structured to Serve You*

Whether you’re a new member-owner of North West Rural Electric Cooperative (NWREC) or you’ve been with us for decades, you know that electric cooperatives are unique. We make a habit of sharing this information because we’re proud of what it means to the members-owners we serve and the communities in which we live and work.

We don’t take for granted what it means to be different from other electric providers. We appreciate and embrace our differences because it means we can serve our member-owners in a manner that best meets your needs. While there are dozens of ways electric cooperatives differ from other utilities, everything we do revolves around our unique business model and our local, not-for-profit structure.

We’re locally owned by the members we serve and governed by an elected board of directors who are member-owners of the cooperative. Committed to powering lives and empowering communities, electric co-ops have been guided by seven core principles since the beginning. You’ll see these principles demonstrated in everything we do.

### **COOPERATIVE PRINCIPLES**

- Voluntary and Open Membership
- Democratic Member Control
- Members’ Economic Participation
- Autonomy and Independence
- Education, Training, and Information
- Cooperation Among Cooperatives
- Concern for Community

Iowa’s not-for-profit electric cooperatives power the lives of 650,000 Iowans throughout all 99 counties and are committed to delivering power that is safe, reliable, affordable and environmentally responsible. Serving primarily rural areas of the state, Iowa’s co-ops own and maintain enough power lines to wrap around the equator two and a half times!

Because we serve primarily rural areas with sparse populations, we literally cover more ground than other types of utilities. In fact, 80% of Iowa’s land mass is served by electric cooperatives. While investor-owned utilities in Iowa serve 27 meters and generate \$72,600 of revenue per mile of line on average, electric co-ops serve 4 meters and generate \$10,700 of revenue per mile of line on average. Iowa municipalities average 54 meters per mile and generate \$129,000 of revenue per mile of line.

These realities mean that Iowa’s electric cooperatives must maintain more infrastructure with less revenue per mile compared to other electric utilities in the state. Because of our not-for-profit structure, our rates and fees are designed to recover costs only. We don’t seek to make a profit on the services we provide. When we do have excess capital, it’s reinvested into our systems and returned to our member-owners in the form of patronage.

To achieve economies of scale with services and to collaborate on issues that are important to the cooperative business structure and member-owners at every point on co-op lines, NWREC is a member of the Iowa Association of Electric

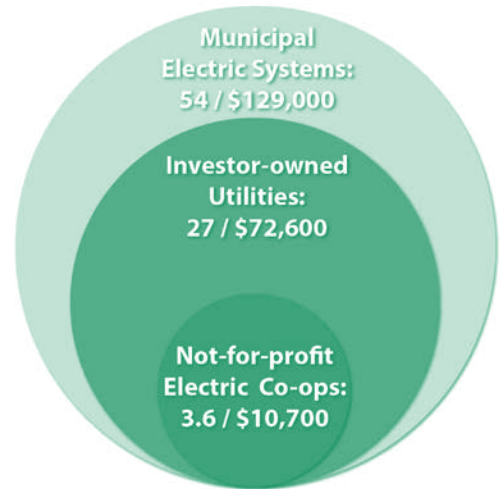
Cooperatives. We're proud that our association is celebrating its 75th anniversary this year. In the coming months, we look forward to sharing more details of the many ways electric cooperatives are powering and improving the lives of Iowans!

## Revenue in Review

Because of higher population in densities (more consumers served per mile of line), municipal electric systems and investor-owned utilities receive more revenue per mile of line than electric cooperatives.

Source: Iowa Association of Electric Cooperatives

### Iowa consumers served/ revenue per mile of line:



## ENERGY TRAIL TOUR WINNERS ANNOUNCED

The response was great again this year from our members who want to join the fun on the Energy Trail bus tours being sponsored by North West REC and NIPCO. We want to thank everyone for their interest and for sending in their coupon. The following names were drawn for the two trips:

Betty Lou Law, Marcus  
Loren & Shellie Vander Schaaf, Maurice  
Bob & Shirley Benson, Remsen  
Scott Hodges, Merrill  
Les & Sue Mulder, Orange City  
Duane & Glenna Fickbohm, Hawarden  
Tony & Shirley Schroeder, Le Mars  
Mike & Anita Radke, Galva  
DeWayne & Denice Schultz, Danbury  
Keith & Lori Ewoldt, Paullina  
Tim & Wendy Peelen, Sanborn  
Wilbert & Phyllis Postma, Sanborn



The two tours will include stops at coal mines, power plants and hydro-electric dams producing the electricity used by us daily. Congratulations, and we hope you enjoy your trip! Watch your newsletter early next year for the next chance to participate.

# CONSIDER BOTH PRICE TAGS WHEN APPLIANCE SHOPPING

Before you congratulate yourself for getting a great deal on a refrigerator, washing machine or other major appliance, consider the other cost of that device: its operating cost.

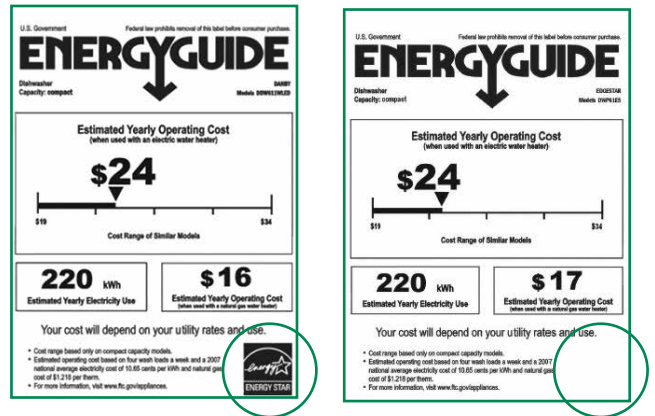
As with so many items, you often get what you pay for when it comes to electric appliances. The purchase price, as it turns out, is really just a down payment, because as long as you own the machine, you'll pay a monthly fee to use it.

Know what that monthly operating cost is before you buy.

It's not hard to figure it out. When you shop for an appliance, look for two labels: one from Energy Star, which you'll find only on appliances that exceed federal standards for energy efficiency; and the bright yellow Energy Guide label, which estimates the appliance's energy consumption.

The Energy Guide label, required on all appliances, is especially helpful because it reveals how much energy, on average, each appliance uses compared with similar models and estimates how much it will cost you to operate the appliance each year.

Note: All new appliances will have the yellow Energy Guide label attached, but please check the guide for the Energy Star logo on it before sending it to us for a rebate. Each member is limited to a maximum of \$250 in combined appliances rebates.



Our appliance rebates:

Clothes washer	\$50 per unit
Refrigerator	\$25 per unit
Freezer	\$25 per unit
Dishwasher	\$25 per unit

The rebate form can be found at [www.nwrec.coop](http://www.nwrec.coop) or call our office to request a form.

## SUPPORT OUR YOUTH at the COUNTY FAIRS

Sioux County - July 11-17  
 O'Brien County - July 22-27  
 Plymouth County - July 26-30  
 Ida County - July 18-23

# REDUCE ENERGY USE DURING PEAK HOURS

Peak hours are the busiest times for your local electric cooperative, since many people are using electricity at the same time. In addition, it costs your co-op more to generate electricity when demand soars during peak periods – and the cost of your electricity also may rise. Obviously, using less electricity during peak periods can save your co-op – and you – money!

Here's how you can help during peak hours, which generally are on the hottest summer days between 4:00 pm and 8:00 pm:

- Shift household chores and activities away from peak periods. Wait to run your dishwasher until you go to bed for instance.
- If you have air conditioning, turn the thermostat up when you are gone and at night. Cool only the rooms that you are using.
- Use the most energy-efficient appliances you have. Your microwave oven, for example, uses considerably less energy than your stove or cooktop.
- If you're buying a new appliance, make sure you get a highly efficient one. Look for the "Energy Star" labels when you're evaluating different models.
- Be aware of your energy consumption, and try to get in the habit of using energy efficiently year-round.



*Use the energy you need, but use it wisely!*

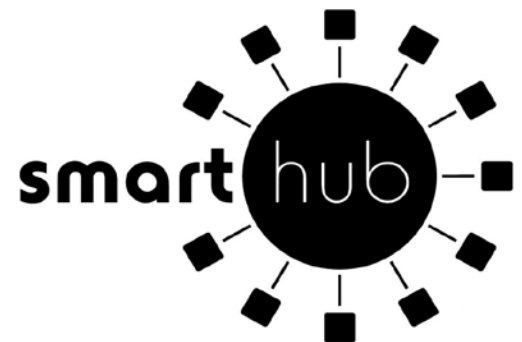
## CHECK OUT SMARTHUB

**SmartHub** puts the power of data in your hands through convenient account management and detailed usage information. SmartHub, a mobile and Web app, delivers accurate, timely account information and allows you to make payments in a secure environment with the touch of a button, right from your mobile device or on your PC.

The two-way communication available with **SmartHub** allows you to notify us of account and service issues while providing us a way to let you know about outage information that pertains to you with text messages or emails. We can also communicate when we have special offers, programs, events and more!

**SmartHub** allows you to:

- Pay your bill
- Receive email or text alerts
- View payment history
- View current and past bills
- View your electricity usage
- Contact our office with account issues



Go to our website at [www.nwrec.coop](http://www.nwrec.coop). Click "Pay and Review My Bill Online".

***Would you like to receive text messages or email notifications\* for power outages and restorations?***

Notifications via text message or email can be configured through your **SmartHub** account.

When on our website and **SmartHub**, click on "Manage Contacts and Notifications". Please call 800-766-2099 if any questions.

\*The timeliness and accuracy of notifications is not guaranteed. You may disable notifications at any time.

# THE **Power** NORTH WEST RURAL ELECTRIC COOPERATIVE **Quiz**

1. The Iowa State Fair dates are:  
\_\_\_\_\_.
2. Electric co-ops serve \_\_\_\_\_ meters and generate  
\_\_\_\_\_ of revenue per mile of line on average.
3. What are the peak hours on the hottest summer days? \_\_\_\_\_

Name \_\_\_\_\_ Acct. # \_\_\_\_\_

Find the answers within the content of this newsletter, our website or Facebook posts and you could win a prize of \$10 off your electric bill. Send your answers to [powerquiz@nwrec.coop](mailto:powerquiz@nwrec.coop) or you can send your written answers to North West REC, PO Box 435, Orange City, IA 51041. You may mail your entry along with your electric bill payment, but remember the deadline is August 10.

Each month, ten names will be randomly drawn from all correct entries for a \$10 bill credit. Members who answer the questions correctly and participate at least three times throughout the year will be eligible for a \$500 bill credit at the end of the year.

## Power Quiz Winners for May:

<b>William Aberson, Orange City</b>	<b>Ruth Van Zandbergen, Orange City</b>
<b>Sandra Lacey, Danbury</b>	<b>Dennis Dekker, Sioux Center</b>
<b>Peggy Shelton, Marshalltown</b>	<b>Ron Lill, Le Mars</b>
<b>Glen Udell, Hinton</b>	<b>Kevin White, Peterson</b>
<b>Kenneth Van Wyhe, Ireton</b>	<b>Carmen McNaughton, Le Mars</b>

## North West Rural Electric Cooperative

P.O. Box 435 • 1505 Albany Place SE • Orange City, IA 51041-0435

### Office Hours:

Monday through Friday  
7:30 a.m. till 4:00 p.m.

Orange City office open  
during noon hour

Le Mars office  
closed 12:00 - 12:30 p.m.

Ida Grove office  
8:00 a.m. - 12:00 noon, Mon-Fri

### Phone:

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(800) 766-2099

**IDA GROVE** (712) 364-3341

**LE MARS** (712) 546-4149

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