



# NEWS *Lines*

PUBLISHED MONTHLY FOR THE MEMBER-OWNERS OF NORTH WEST RURAL ELECTRIC COOPERATIVE

MAY 2025

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## We Want Your Feedback – Take Our Member Engagement Survey!

At North West REC, our mission is to provide you with safe, reliable, and affordable electricity—but we can't do it without your input! As a member-owned cooperative, your feedback is essential in helping us serve you better now and in the future.

That's why we're conducting a Member Engagement Survey throughout May. This survey, conducted in partnership with Touchstone Energy, uses the American Customer Satisfaction Index (ACSI)—a nationally recognized benchmark—to measure how we're doing.

### Why Participate?

Your responses will help shape the future of North West REC by identifying areas where we excel and where we can improve. The survey is voluntary and confidential, and it includes four key ACSI questions along with a few additional questions about member engagement.

### How to Take the Survey

1. Online: Visit <https://www.nwrec.coop/member-survey-2025> to complete the survey before May 31, 2025.
2. Scan the QR code with your phone to be directed to the link on our website.
3. Paper Copy: If you prefer a paper survey, you can print one from our website or you can call our office, and we'll mail you one.



### Enter to Win!

As a thank-you for your time, everyone who completes the survey by May 31, 2025, will be entered into a drawing to win a Blackstone grill, a Frosted Frog 54-quart cooler, or one of eight \$100 bill credits.

Your feedback is invaluable, and we appreciate your time in helping us improve your cooperative. Thank you for being a valued member of North West REC!



# Revolving Loan Fund


North West REC created the Community/Economic Development Revolving Loan Fund (RLF) to improve the quality of life in rural areas by contributing to long-term improvement in the local economy.

The RLF is a local funding source with a goal of providing low interest loans to assist local economic and community development projects. Our priorities include job creation and retention, diversification of the local economy, improving the skills of the rural workforce, and upgrading the public infrastructure to improve the health, safety, and/or medical care of rural residents. This fund is administered by the North West REC Board of Directors.

Eligible applicants include organizations involved in community or economic development projects such as: new or expanding private business, local governments, and nonprofit community development organizations.

For more information on eligible and ineligible uses of funds, loan terms, interest rates and other loan requirements, contact the REC office at 712-707-4935 or 800-766-2099.

This institution is an Equal Opportunity Employer, Provider, and Lender.



### ARE YOU SWITCH SMART?

While the load management program operates year-round, connected equipment is not interrupted every day. When needed to reduce peak demand, on the hottest or coldest days of the month, switches will interrupt operation of your qualifying electric devices during the following times\*:

- Summer operating season is June 1 through September 30. Normal summer control periods occur, as needed, usually between the hours of noon - 10:00 PM
- Winter operating season is October 1 through May 31. Normal winter control periods occur, as needed, usually between the hours of 6:00 AM - noon and 4:00 PM – 10:00 PM. Typically, heat is only controlled during the month of May.

\*These dates and times are subject to change, on an annual basis, without notice.

## Pricing information on Security Lights

Security lights and maintenance are available to our members at the prices below. We are no longer able to service HPS or mercury vapor lights as we are no longer able to get parts for them. If your old light has an issue, you will need to upgrade to a LED light if you would like us to fix it.



### Security Light Service Work

- LED - maintenance .....\$80
  - (Will retrofit mercury vapor or HPS lights to LEDs when maintenance is necessary) .....\$190
- Move security light to new pole .....\$225
- Move security light and pole .....\$225
- Remove security light from pole or disconnect light .....\$225

### Sell security light to member - includes installation

- LED security light (will not install on anything but a pole) .....\$225
- Replace a HPS light with an LED light .....\$190

LED lights have a 5-year warranty, but if we find something wrong on the members side causing an issue with the light not to work, we will charge a \$50 service call fee.

### Poles

- Setting a pole for member (We will not set poles for gateposts, basketball hoops, etc.) .....\$175
- Sell any size used pole to member .....\$125

# Operation Round-Up Update



Disbursements made from North West REC's Operation Round Up Trust in the first quarter of 2025 totaled \$14,850. This brings the total disbursements made from Operation Round Up since its inception in June of 1999 to \$773,245. Many people have been helped thanks to our generous members.

\$3,750.....Medical Emergencies – assist families with unusual expenses resulting from serious health problems and accident related injuries

\$9,100 .....American Cancer Society, American Heart Association, Beecin Hospice Foundation, Big Brothers Big Sisters of Siouxland, Center Against Abuse and Sexual Assault (CAASA), Conquering Cancer for O'Brien, Cystic Fibrosis Foundation, Girl Scouts of Greater Iowa, Local Food Pantry, Horn Memorial Foundation, Hunger Free Kids of Sioux County, Mid-America Council - Boy Scouts of America, S.T.A.R.S., Siouxland Ag in the Classroom, Siouxland Habitat for Humanity, Then Feed Just One, Zestos Inc - program support

\$2,000.....Area 4-H Foundations – program support

Operation Round Up funds are generated through a voluntary rounding up of cooperative members' electric bills to the next nearest dollar. The money is used to assist worthy causes and organizations right in your local county.

If you are currently not participating in Operation Round Up and would like to become a part of this worthwhile program, please call our office for information or sign up on our website. To receive an application for assistance, please call the office at 712-707-4935 or 800-766-2099.



Pictured is Krista Jochum from Siouxland Ag in the Classroom accepting the Operation Round-Up check.



Pictured is NWREC Member Service employee Ken Miller presenting the Operation Round-Up check to Pam Thornton from Conquering Cancer 4 O'Brien.



**MOVE OVER**  
**SLOW DOWN**

## MOVE OVER OR SLOW DOWN

It's that simple, and it's the law in Iowa. By following these two rules of the road, you can help save lives and avoid receiving a traffic ticket – or even losing your driver's license. It's necessary to move over or slow down when approaching stationary emergency, maintenance, and utility vehicles with flashing lights activated.





Lyle D. Korver

# MANAGER'S *Report*

## Annual Meeting Highlights

Your Cooperative had another successful Annual Meeting this year, and we would like to thank all of our members who attended or participated by livestream on Tuesday evening, March 25. The meeting was held at the Le Mars Convention Center and we had 760 members and guests who joined us this year. As a member owned electric cooperative, our Annual Meeting is one of the most important events that we hold each year.

Director elections were held in three of our four districts this year – District 1 (Sioux County), District 3 (Plymouth County) and District 4 (Ida County). The results of the director election were as follows:

District 1 – Steve Abma was re-elected.

District 3 – Doug Becker retired from the Board, and Dave Bruggeman was elected to replace him.

District 4 – Dale Ullrich was re-elected.

We wish to congratulate Steve and Dale on their re-election to the Board. We also want to congratulate Dave Bruggeman on his election to the Board and look forward to working with him.



Steve Abma



Doug Becker



Dave Bruggeman



Dale Ullrich

We would also like to congratulate Doug Becker on his 12 years of service on the Board of Directors. He served as Vice President and also served on several committees. His dedication, leadership and passion for the cooperative business model will be greatly missed.

### Other Meeting Highlights:

- Youth Tour Representatives Ellie Arens and Brody Knapp gave a Youth Tour report.
- Scholarship winners were announced by Renee Wynia. 73 college scholarships will be distributed totaling approximately \$32,000. Congratulations to all the winners! (The winners will be included in an upcoming newsletter.)
- Prizes - \$5,500 in door prizes were awarded to members from a random drawing from the on-line and in-person registrations and from the returned question cards.
- We had a panel discussion that included two of our Lead Lineman this year – Mike Berkenpas and Phil Elgersma. We also had Board President, Jeff Rehder; NIPCO and Basin Director, Tom Wagner; NIPCO Executive Vice President, Matt Washburn; and myself. Our panel discussion covered the Guatemala International Project that Mike lead last summer; updates on the recent storm damage; updates on the power supply generation mix; forecasts for future rates; and changes we are seeing in the electric utility industry.



I want to thank all of our members who participated in the Annual Meeting this year. We appreciate your continued loyalty and support of your Cooperative. Your support is vitally important to the ongoing success of North West REC.

## OFFICERS ELECTED

During the reorganization meeting of the board of directors at the March board meeting, the following were elected for officer positions in 2025:



**President:** Jeff Rehder

**Vice President:** Dale Ullrich

**Secretary:** Steve Brown

**Treasurer:** Tom Wagner

**Assistant Secretary- Treasurer:** Shirley Schroeder

We have very experienced and dedicated directors, and we appreciate the willingness of these directors to serve in these important leadership positions.

## Fairfield by Marriott Sioux Center Recognized with Iowa Venture Award

The Iowa Area Development Group (IADG), in collaboration with its Rural Electric Cooperative partners, honored three Iowa companies with the Iowa Venture Awards at a luncheon during the annual meetings of Northwest Iowa Power Cooperative and Corn Belt Power Cooperative.

One honoree was Fairfield by Marriott, Sioux Center, nominated by North West REC, recognizing Summer View Partners' efforts in expanding lodging and supporting economic growth. Construction began in 2023, and the hotel opened in May 2024, offering 76 rooms, 25 suites, a meeting room, a pool, and complimentary breakfast on the scenic Ridge Golf Course. The hotel employs 22 team members and has quickly become a vital community asset.

Founded in 2001 by Henry Byl and Randy Vreugdenhil, Summer View Partners has grown into a successful hotel management company, overseeing eight properties across Iowa and Minnesota, including Sioux Center, Sioux City, Spencer, Le Mars, and Worthington, MN. Their decision to build in Sioux Center was strategically driven by the American State Bank Sports Complex, which attracts over 250,000 visitors annually.

Lyle Korver, CEO of North West REC, nominated the project and stated, "North West REC is proud to nominate the new Fairfield Inn in Sioux Center for a Venture Award this year. We want to congratulate Henry Byl and his team on adding this impressive new hotel facility. They continue to be an innovative and forward-looking development group, and as Sioux Center continues to grow, this group saw another opportunity to further expand the lodging opportunities in the area. On behalf of the board of directors and employees of North West REC, I want to congratulate Henry Byl and his team on being selected for a 2025 Venture Award."

Bruce Nuzum, President/CEO of IADG, added, "This award is a testament to the vision and dedication of Henry Byl, Randy Vreugdenhil, and the entire Summer View Partners team. Their commitment to community development and entrepreneurial spirit is truly commendable."

The Fairfield by Marriott Sioux Center enhances local accommodations, supporting area businesses, schools, and organizations while meeting the growing demand for lodging in the region.



Pictured L-R: NWREC Director, Tom Wager; NWREC Director, Jeff Rehder; Karla Byl; Henry Byl; IADG President/CEO, Bruce Nuzum; Fairfield Manager, Chris Carey; NWREC CEO/General Manager, Lyle Korver; NWREC Member Services Director, Rob Driesen.

# Prairie Winds Program

Members of North West REC can support renewable energy through the Prairie Winds program. This program allows individual members to voluntarily contribute to the development of alternate energy production facilities.

Persons who choose to participate in Prairie Winds will pay 20 cents per 100 kilowatt-hour block per month.

Through this program, members will not be directly purchasing alternate energy, but the extra fee does

go to support several wind turbines in the Dakotas, which feed wind-generated electricity into the transmission system that powers North West REC.

If you would like to support the renewable wind energy program, fill out the form below and return it to your cooperative office or sign up on our website.



## WIND POWER AGREEMENT

Please specify the total number of 100 kilowatt-hour blocks you wish to purchase each month. Remember, each block is an additional \$.20 investment in not only the environment, but in the future of renewable energy.

Name \_\_\_\_\_ Number of blocks at \$.20 per month \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail (optional) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*I understand my commitment is for one year and will continue on an annual basis until I notify you in writing to end my participation in the Prairie Winds program.*

# Pole Maintenance Program

You probably don't pay much attention to the utility poles found throughout North West REC's service territory, but did you know these tall structures are the backbone of our distribution network?

Strong, sturdy utility poles ensure a reliable electric system, which is why we routinely inspect the thousands of poles found on our lines. Throughout the year, our crews check poles for decay caused by exposure to the elements. They know which poles are oldest and conduct inspections through a rotational process. Typically, a standard wooden distribution pole is expected to last more than 50 years.

Occasionally, poles need to be replaced for other reasons besides decay and old age. Weather disasters, power line relocation, and car crashes are potential causes for immediate replacement. When possible, North West REC communicates when and where pole replacements will take place so that you stay informed of where crews will be working.

One of the key ongoing maintenance programs we do annually, in order to try to improve our service

reliability, is pole testing and treating. Each year we test and treat approximately 3,000 poles.

Poles that are rejected due to excessive rotting conditions are replaced. The other poles are treated with a pole treatment which significantly extends the life of the pole. The very low 2% or lower rejection rate we typically have each year is a strong indication of the strength of the Cooperative's system.

**This spring you will see contractors working in Sioux & Ida Counties. Please contact our office if you have any questions about the work they are doing.**





# Statement of Nondiscrimination


In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, USDA, its Mission Areas, agencies, staff, offices, employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Program information may be made available in language other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language) should contact the responsible Mission Area, agency, or staff office; the USDA TARGET Center at (202)720-2600 (voice and TTY); or the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a complainant should complete a Form, AD-3027, USDA Program Discrimination Complaint Form, which can be obtained online at <https://www.ocio.usda.gov/document/ad-3027>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of the alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

- (1) Mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue SW  
Washington, D.C. 20250-9410; or
- (2) Fax: (833) 256-1665 or (202) 690-7442; or
- (3) Email: [program.intake@usda.gov](mailto:program.intake@usda.gov)

North West REC is an equal opportunity provider, employer, and lender.



**IOWA**  
**ONE CALL**

**Know what's below.**  
**Call before you dig.**  
CALL 811 OR 1-800-292-8989



## RECare - Consumer Contribution Fund

Your Rural Electric Cooperative has always extended a helping hand to those in need. In response to actions by the Iowa General Assembly, your REC has established RECare, a program of members helping members. RECare will provide funds to be distributed by local community action agencies to help pay winter heating bills and to assist in weatherization of homes of low-income consumers. You may make a one time contribution or you may make a monthly pledge that will be automatically added into your monthly electric bill. You may also make your contribution part of a matching fund, if there is one established. Your contribution is tax deductible. Even a dollar a month pledge will help others!



*You care, we care, RECare.*

Please return this form along with your monthly bill.

### CONSUMER AUTHORIZATION FORM

Yes, I want to be a part of members helping members and contribute to RECare.

- \_\_\_\_\_ I will make a one-time contribution to RECare. My check is enclosed.
- \_\_\_\_\_ I will contribute \$\_\_\_\_\_ per month to RECare. I understand that this amount will be automatically added to my monthly electric bill.
- \_\_\_\_\_ My gift is a matching fund gift.  
The matching fund is \_\_\_\_\_  
(an active matching fund must be designated).

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Account Number \_\_\_\_\_

# THE POWER QUIZ

## NORTH WEST REC

1. When can you participate in our member survey?
2. Name someone who received an Operation Round-Up donation?
3. How much is a 100 kilowatt-hour block with the Prairie Winds program?

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 June 2. 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 2 - \$250 bill credits, through a random drawing, at the end of the year.

### POWER QUIZ *Winners*

Gaylen Beyer - Sanborn  
Justin Wissink - Hull  
Pat Scanlan - Kiron  
Rod Schwebach - Alton  
Dudley McDowell - Sheldon  
Vicki Mullen - Sioux City  
Allan Bolkema - Sioux Center  
Dee Brown - Sioux City  
Chet Willer - N Sioux City  
Randy Van Kalsbeek - Hospers

### FEBRUARY & MARCH 2025

Mark Warntjes - Boyden  
Steve Van Veldhuizen - Boyden  
Wayne Storm - Archer  
Robert Plueger - Le Mars  
June Knop - Arthur  
Jack De Boer - Maurice  
Blankers Family Farm - Archer  
John Evans - Remsen  
Glen Leusink - Orange City  
Rich Roghair - Hartley



## ARE YOU SWITCH SMART?

When are the switches usually operated?

Answer: \_\_\_\_\_

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

What do you know about the Switch Makes Cents program? Find the answers within the content of this newsletter, our website or Facebook posts and you could win a prize. Send your answers to [switchsmart@nwrec.coop](mailto:switchsmart@nwrec.coop), fill out the question form online, or 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 June 2. Each month, one name will be randomly drawn from all correct entries for a \$25 bill credit.

## 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  
open 9:00 a.m. - 3:00 p.m.  
Tuesday through Thursday

Ida Grove office  
open 9:00 a.m. - 2:00 p.m.  
Wednesdays

PHONE:  
(800) 766-2099

24/7 outage reporting using  
the SmartHub app or  
[nwrec.smarthub.coop](http://nwrec.smarthub.coop) Or call  
800-766-2099 anytime

Pay your bill  
online any-  
time using  
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provider, and lender.

Lyle D. Korver  
CEO & General Manager

Curt Ahrenholz  
Finance & Office  
Services Director

Emily Vander Velde  
Editor



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