

# Northern Electric

Your Touchstone Energy Cooperative 

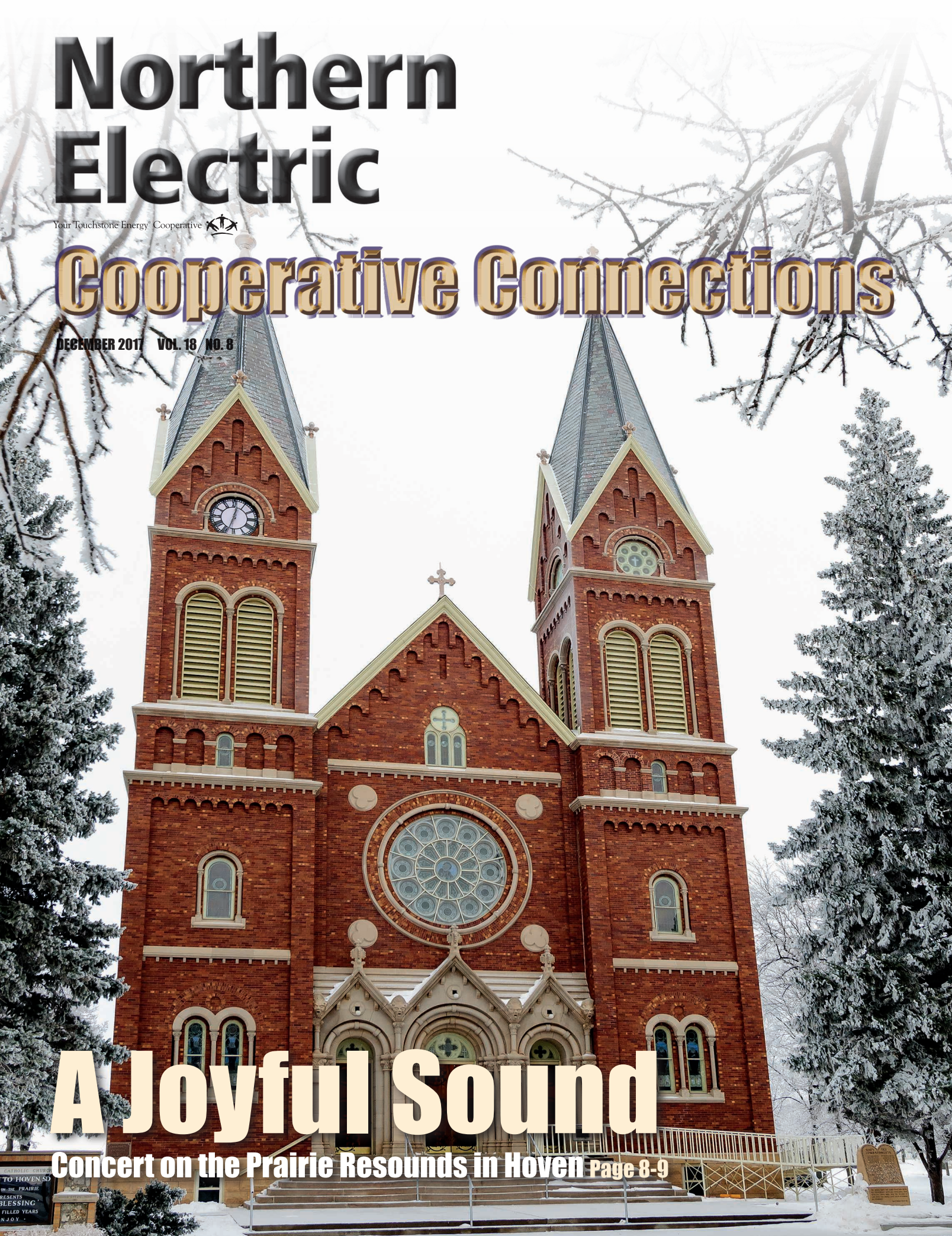
## Cooperative Connections

DECEMBER 2017 VOL. 18 NO. 8

# A Joyful Sound

Concert on the Prairie Resounds in Hoven Page 8-9

TO HOVEN SD  
ON THE PRAIRIE  
PRESENTS  
BLESSING  
FILLED YEARS  
N.J.O.V.



# Offices Closed December 25 For Christmas Day and January 1, 2018, For New Year's Day

Northern Electric Cooperative's regular board meeting was held October 19 at the headquarters in Bath with all directors present. As the first order of business, the board approved the September 22, 2017, minutes and September expenditures. The board then reviewed and accepted reports by management including details on financial, operations, member services, safety, communications and IT.

Directors viewed the East River Electric Power Cooperative video report. East River Electric Director Mark Sumption reported on actions taken by the East River board at its October 4-5, 2017, meeting. General Manager Char Hager reported on the Rural Electric Economic Development (REED) & MAC meeting which she attended October 3-4, 2017, in Madison, SD. South Dakota Rural Electric Association Director Nolan Wipf reported on the SDREA board meeting held September 28-29, 2017, in Pierre.

## MANAGER'S REPORT

General Manager Char Hager's report to the board included the following items:

- Update and discussion on development projects and activities taking place in the community and service area.
- Brief update on Rural Electric Economic Development (REED) revolving loan fund activities.
- Reminded the board of the upcoming Northeast Rural Utilities Legislative Issues Forum, November 28, 2017, in Aberdeen.
- Calendar review of upcoming meetings and events.

## BOARD REPORT

The board considered and/or acted upon the following:

1. Approved the date and time of the next regular board meeting for 1:00 p.m. on Tuesday, November 28, 2017.
2. Approved payment of legal fees for Harvey Oliver in the amount of \$1,846.71.
3. Approved Work Order Inventory #17-09, \$338,084.92 to be submitted to the Rural Utilities Service (RUS) for reimbursement from loan funds for electric plant construction already completed.

4. Approved revision to existing Electric Tariff.
5. Authorized limited board attendance to the 2018 NRECA Annual Meeting, February 22-28, Nashville, TN. Director Wayne Holt was appointed delegate for CFC, Director Nolan Wipf delegate for NRECA, Director Donna Sharp delegate for NRTC and Federated. General Manager Char Hager will be alternate for all.
6. Authorized board attendance to the East River Member System Director and Employee Orientation, November 13, 2017, in Madison.
7. Authorized board attendance to Basin Electric's Member Strategic Direction Meeting, November 9, 2017, in Bismarck, ND.
8. Approved new policy, P40E, NEC PCI DSS Credit Card Security Policy.
9. Approved resolution for Appointment of Applicant Agent for the Hazard Mitigation Grant Program (HMGP).
10. Authorized limited board attendance to the National Rural Electric Cooperative Association Board Leadership Certificate courses, December 7-8, 2017, in Pierre.

Questions or more details on any of these matters? Please ask your cooperative manager, staff or director.

Financial Report		September 2017	September 2016
kWh Sales		19,251,560 kWh	17,830,548 kWh
Electric Revenues		\$2,117,903	\$1,788,788
Total Cost of Service		\$2,086,771	\$1,846,162
Operating Margins		\$31,132	(-\$57,375)
Year To Date Margins		\$358,102	\$609,294
Residential Average Monthly Usage and Bill			
September 2017	1,112 kWh	\$165.11	.1485 per kWh
September 2016	1,085 kWh	\$137.75	.1270 per kWh
Wholesale power cost, taxes, interest, and depreciation accounted for 80% of Northern Electric Cooperative's total cost of service.			

# Northern Electric Cooperative Connections

(USPS 396-040)

## CEO/General Manager

Char Hager  
info@northernelectric.coop

## Board of Directors

Donna Sharp, **President**  
Randy Kienow, **Vice President**  
Glen Larson, **Secretary**  
Wayne Holt, **Treasurer**  
Victor Fischbach  
Josh Larson  
Mark Sumption  
Fran Esser  
Nolan Wipf



Northern Electric Cooperative  
A Touchstone Energy Cooperative

Harvey Oliver,

NEC Attorney

## Management Staff

Russel Ulmer, Manager of Member Services  
Derek Gorecki, Manager of Information Technology  
Mike Kelly, Operations Manager  
Cathi Podoll, Chief Financial Officer  
Kay Albrecht, Executive Secretary  
Ben Dunsmoor, Communications Director

Editor's e-mail: [bdunsmoor@northernelectric.coop](mailto:bdunsmoor@northernelectric.coop)  
This institution is an equal opportunity provider and employer.

**NORTHERN ELECTRIC COOPERATIVE CONNECTIONS** is the monthly publication for the members of Northern Electric Cooperative, PO Box 457, Bath, SD 57427. Families subscribe to Northern Electric Cooperative Connections as part of their electric cooperative membership. Northern Electric Cooperative Connections' purpose is to provide reliable, helpful information to electric cooperative members on electric cooperative matters and better rural living.

Subscription Information: Electric cooperative members devote 50 cents from their monthly electric payments for a subscription. Nonmember subscriptions are available for \$12 annually. Periodicals Postage Paid at Bath, SD 57427.

**POSTMASTER:** Send address changes to: Northern Electric Cooperative Connections, PO Box 457, Bath, SD 57427; telephone (605) 225-0310; fax (605) 225-1684;

NEC Web site: [www.northernelectric.coop](http://www.northernelectric.coop)

**TOLL-FREE: 1-800-529-0310**

Design assistance by SDREA and TDG Communications



Know what's below.  
Call before you dig.

## Editor's Column

# What's Cookin' This Holiday Season?

**Electric cooperatives and the recipes** that appear on the pages of co-op magazines and newsletters are like bacon and eggs - they just seem to be the perfect fit.

Electric co-op members have been sharing their homemade recipes since electric cooperatives were formed in the 1940's and 50's. Early publications of co-op newsletters included recipes members could make using their new electric appliances.

"They were trying to encourage farm families to use electricity," South Dakota Rural Electric Association Director of Communications Brenda Kleinjan said.

Recipes published in cooperative magazines also served as an original form of social media of sorts because the publications connected rural families. The recipes that appeared in the pages of the monthly co-op newsletter were a way for farm families to share their kitchen creations with their neighbors. The recipes also were a way to drive readership within the local communities.

"It was kind of a way to tie it in and give it some local flavor," National Rural Electric Cooperative Association Consumer Content Manager Abby Berry said.

The popularity of the recipes that are published by local electric cooperatives has not diminished over the last several decades. The recipe page of *Cooperative Connections* is still one of the most read pages of the magazine and the annual *Country Cookin'* cookbook published by our wholesale

power supplier East River Electric Power Cooperative is still one of the most sought-after publications at the Northern Electric annual meeting and in our office.

However, these publications do not happen without the help of our members. The *Country Cookin'* cookbook only happens if electric co-op members across eastern South Dakota and western Minnesota submit their favorite recipes. And, the recipe page in this publication is populated by local members who are willing to share their dishes.

With the holiday season upon us, I ask that you keep both publications in mind as you dig out those traditional recipes. The *Country Cookin'* cookbook is currently looking for submissions for its 34th annual publication, and recipes are accepted all year long for publication in this magazine. The family recipes that are printed in these publications are still a way to keep our communities connected by sharing the dishes that are cookin' in our neighbors' kitchens. Happy holidays!



**Ben Dunsmoor**  
Communications Director

*To submit a recipe for either publication please email me at [bdunsmoor@northernelectric.coop](mailto:bdunsmoor@northernelectric.coop) or follow the directions in the Country Cookin' advertisement on this page.*

**RECIPES NEEDED FOR**



**Country Cookin' Cookbook**

Your recipe could be featured in the 34<sup>th</sup> volume of East River Electric's Country Cookin' cookbook! Help us create another great cookbook by submitting your favorite recipes as well as recipes for the cookbook's "Light Side" section.

**Submit recipes via email to [kstone@eastriver.coop](mailto:kstone@eastriver.coop), fax to 605-256-8057, or contact your local cooperative for more information. Submission deadline is Monday, January 29, 2018.**

# Holiday Electrical Safety

## Make Safety the First Item on Your List

The **Electrical Safety Authority** (ESA) offers the following tips to help keep you and your family safe from electrical hazards when buying and installing holiday lighting and decorations.

### Light up safely over the holidays:

- Choose the right light for the job: light strings and other decorations are rated for indoor or outdoor use. Read the package instructions and never exceed the recommended wattage.
- Replace damaged electrical products (cords, plugs, ornaments).
- Avoid plugging too many lights and decorations into an outlet. Overloaded circuits can overheat and start a fire.
- Buy holiday decorations that have the mark of an accredited certification agency on the package.
- Once the package is opened, remember to check for the appropriate approval sticker appearing on the cord for products incorporating light strings.

### Extension Cords/Plugs:

- Avoid overloading circuits with plugs and extension cords – this can create overheating and result in a fire. Fuses that frequently blow and circuits that trip can indicate too many items are connected to the circuit.
- Never remove the third prong on plugs – this “grounding pin” prevents shock in the event of electrical equipment failure.
- Plug outdoor electrical decorations into Ground Fault (GFCI)-protected outlets.
- Don't run extension cords under carpets, through doorways or in places where they can be damaged by furniture
- Keep outdoor connections above-ground and out of puddles; don't run them across driveways and/or walkways.

### Installing Decorations:

- No more than three light strings can be safely connected together in most cases – read manufactures' instructions for directions.
- Make sure bulbs don't touch supply cords, wires, cloth, paper or any material that's not part of the light string.
- Use the proper clips for securing lights and decorations. Staples and nails can damage electrical cords.
- Check for overhead power lines before using a ladder to put up decorations or when you're hanging lights or decorations on trees.
- Holiday decorations aren't designed for year-round use and can deteriorate over time. Take them down when the holidays are over.

### Remember to:

- Watch that children don't put electrical decorations or cords in their mouths.
- Keep an eye on pets that may chew or damage electrical cords.
- Turn off holiday lights and decorations when you leave the house or go to bed.

Source: [esasafe.com](http://esasafe.com)

## Kids' Corner Safety Poster

“Don't do it!”



**Kimberly Messmer, 8 years old**

*Kimberly is the daughter of Perry and Mabell Messmer, Whitewood, S.D. They are members of Butte Electric Cooperative, Newell, 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.

### Every Second Counts: Plan 2 Ways Out!™

How fast does fire move? Very fast. You could have less than 2 minutes to get out safely once the smoke alarm sounds.

7 steps to practicing your escape plan

- 1 Draw a map of your home. Include all doors and windows.
- 2 Find two ways out of every room.
- 3 Make sure doors and windows are not blocked.
- 4 Choose an outside meeting place in front of your home.
- 5 Push the test button to sound the smoke alarm.
- 6 Practice your drill with everyone in the home.
- 7 Get outside to your meeting place.

For more information about escape planning, visit: [www.usfa.fema.gov](http://www.usfa.fema.gov) and [www.nfpa.org](http://www.nfpa.org).

FEMA | Click here to add image |

**For more tips on planning for disasters, go to [www.bready.sd.gov](http://www.bready.sd.gov).**

# Holiday Favorites



## Can't Fail Caramels

- 2 cups sugar
- 1 cup firmly packed brown sugar
- 1 cup light corn syrup
- 1 cup heavy cream
- 1 cup milk
- 1 cup butter or margarine
- 4 tsp. vanilla

Combine first 6 ingredients. Cook slowly, stirring constantly to 248°F. or when small quantity dropped in cold water forms a firm ball; remove from heat. Add vanilla. Pour into a greased 8x8x2-inch pan; cool. When firm, place on board and cut into squares. Wrap each square in waxed paper.

**Judy Jensen, Langford**

## Church Window Cookies

- 1 (12 oz.) pkg. chocolate chips
- 1 pkg. colored miniature marshmallows
- 1 stick butter
- 1 small pkg. chopped walnuts
- Coconut

Melt together chocolate chips and butter; let cool until barely warm. In a large bowl, mix together marshmallows and walnuts. Add chocolate mixture and stir. Pour half of mixture onto a piece of foil sprinkled with coconut. Shape into log by rolling in coconut. Wrap and refrigerate until set. Repeat with other half of mixture. Unwrap to slice.

**Donna Holland, Sioux Falls**

## Krazy Corn

- 1 bag hullless puff corn
- 1/2 cup butter
- 1 cup brown sugar
- 1/2 cup corn syrup
- 1/2 tsp. salt
- 1/2 tsp. vanilla
- 1/2 tsp. baking soda

Place puff corn in a large roaster pan. Bring to a boil butter, brown sugar, corn syrup and salt. Boil on low 5 minutes without stirring; remove from heat. Stir in vanilla and baking soda. Pour over puff corn. Bake at 250°F. for 1 hour, stirring every 15 minutes. Spread out onto wax paper to cool.

**Alana Neville, Milesville**

## Cowboy Christmas Biscuits

- 4 cups Bisquick
- 1 cup cultured sour cream
- 1 cup 7-Up
- 1/2 cup butter

Gently stir together the first 3 ingredients just enough to moisten. Melt butter in bottom of a 9x13-inch pan. Pat dough out in pan. Before baking, cut into 12 to 15 biscuit squares. Bake at 425°F. for 15 to 20 minutes. Serve warm.

**Jane Ham, Rapid City**

## Chocolate Fudge

- 1 (8 oz.) pkg. semi-sweet baking chocolate
- 1 (8 oz.) pkg. cream cheese, softened
- 3 cups confectioners' sugar
- 1 T. McCormick® Pure Vanilla Extract
- 1/2 cup toasted chopped walnuts

Line an 8-inch square pan with foil, allowing foil to extend over sides of pan. Spray with no stick cooking spray. Melt chocolate as directed on package. Beat cream cheese in large bowl with electric mixer until smooth. Gradually beat in sugar on low speed until well blended. Add melted chocolate and vanilla; mix well. Stir in chopped nuts. Spread evenly in prepared pan. Refrigerate at least 1 hour or until firm. Use foil to lift out of pan onto cutting board. Cut into 25 squares or triangles. Store in refrigerator.

*Nutritional Information Per Serving: Calories 155, Total Fat 7g, Sodium 29mg, Cholesterol 10mg, Carbohydrates 21g, Dietary Fiber 1g, Protein 2g*

**Pictured, Cooperative Connections**

## Mystery Bars

- 40 soda crackers
- 1 cup butter or margarine
- 1 cup packed brown sugar
- 2 cups milk chocolate chips

Line a 15-in. x 10-in. x 1-in. baking pan with foil and coat with cooking spray. Place crackers in rows on foil. In a saucepan, melt butter; add brown sugar and bring to a boil. Boil for 3 minutes. Pour over crackers and spread until completely covered. Bake at 350°F. for 5 minutes or until crackers float and bubble. Spread chocolate chips over hot bars. Let set for a minute. Spread the chocolate evenly. Cut while still warm.

**Verna Nelson, Wakonda**

## Indoor S'mores

- 2/3 cup light corn syrup
- 2 T. butter
- 1 (12 oz.) pkg. real milk chocolate chips
- 1 tsp. vanilla
- 1 (10 oz.) pkg. Golden Grahams cereal (about 8 cups)
- 3 cups miniature marshmallows

Butter a 9x13-inch baking pan. In a 3-quart saucepan, heat corn syrup, butter and chocolate chips just to boiling, stirring constantly; remove from heat. Stir in vanilla. Pour over cereal in large mixing bowl; toss quickly until completely coated with chocolate. Fold in marshmallows, 1 cup at a time. Press mixture evenly in pan with back of buttered spoon. Let stand until firm, at least 1 hour. Cut into 1-1/2 inch squares – makes approximately 48 squares.

**Carlene Barber, Pierre**

*Please send your favorite soup, brunch and seafood recipes to your local electric cooperative (address found on Page 3). Each recipe printed will be entered into a drawing for a prize in June 2018. All entries must include your name, mailing address, telephone number and cooperative name.*



## New Technology Keeps Load Management on Cutting Edge

# Farmers Install Irrigation Systems Controlled by Smartphones

by **Ben Dunsmoor**

A new rebate that was rolled out by Northern Electric Cooperative this year encourages the use of smartphone-enabled systems for load management. Northern Electric was one of the participants in the new East River Electric Power Cooperative third-party irrigation management rebate program during the 2017 irrigation season.

The new program allows farmers to replace load management switch boxes that previously turned irrigation pivots on and off during peak times with new digital systems that are controlled by smartphones.

“It was the first step for the co-ops not to directly own the load control equipment,” East River Power Supply Specialist Jeff Rud said.

East River Electric has operated the load management system since 1984 for its 25-member distribution cooperatives across eastern South Dakota and western

Minnesota. The load management program uses receivers installed on electric loads like water heaters, air conditioners, grain bin fans, and irrigation systems to manage electric use during peak periods of the month.

The move toward integrating smartphone-enabled systems in load management began in 2016 when Dakota Energy in Huron started working with AgSense to test the possibilities of using AgSense technology to control irrigation during times of peak demand. AgSense, which is also based in Huron, installed its technology on 15 irrigation pivots served by Dakota Energy in the summer of 2016.

“The credit for advancing the ball really goes to Dakota Energy,” Rud said. “I saw the advantages of not having to build these hard-wired controllers and install them in the field.”

The member co-ops of East River decided to roll out a rebate program for all of its member co-ops in 2017 for

any third-party irrigation management system that could meet the load control requirements.

“We said okay if we can send them (third-party vendors) the information and let them do the load control and the restoration we can save the irrigator a lot of headaches,” Rud said.

FieldNET, FieldWise, and AgSense are the three companies that have currently integrated their irrigation management systems with East River’s load management system. Rud says there are six more companies that have requested the integration requirements.

East River sends the vendors a message to shed electric load during times of peak use. The third-party vendors then send a command to the irrigation systems that are enrolled in East River’s load management program to shut off pivots. When the load control event is over a similar process is followed to restart the irrigation pivots. The farmers enrolled in the program are notified about the

load control event on their smartphone or tablet and can accept the event or bypass the event from their device instead of traveling out to the field to flip a switch.

“It puts the power into the irrigators, or growers, hands and it gives them more flexibility and makes load control a lot more attractive,” Rud said.

The Northern Electric rebate offers farmers \$750 to install a third-party system on irrigation units for load control purposes.

“The new irrigation management systems not only allows farmers to accept or bypass load control events remotely from their smart device but also allows them to monitor their irrigation activity during times when load control is not being implemented,” Northern Electric Manager of Member Services Russ Ulmer said.

The smartphone-enabled systems are owned and operated by the farmer and the third-party vendor but growers and the co-op can still continue to receive the full benefits of the load management program.

“The next generation of farmers have

embraced smartphone technology,” Rud said. “Now, everything they need to know about their system is available on their phone or tablet.”

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**“It puts the power into the irrigators, or growers, hands and it gives them more flexibility and makes load control a lot more attractive.”**

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More than 180 third-party management systems –including 50 in the Northern Electric service territory - were installed on irrigation pivots enrolled in the East River load control program in 2017 and Rud expects that number to grow in the future.

“We expect more growth next year because local co-ops are already fielding

inquiries about the program.”

### **Grain Bin Management**

Northern Electric and East River are also exploring the use of third-party grain bin management systems for load control. Northern Electric is currently testing more than 20 smart device-enabled grain bin management systems installed at farms within the service territory.

“We see the same opportunities for farmers to utilize smart device-enabled technology to manage their grain bins as we have experienced with the irrigation program,” Ulmer said.

There are currently no rebates in place to install third-party management systems on grain bins, however, the new rate structure that will be implemented by Northern Electric in 2018 will give growers the flexibility to utilize the new third-party technologies on the market to accept or bypass load control events.

East River is currently working with four different companies to integrate the grain bin managers with the load control requirements.



# Sing a New Song

## *Christmas on the Prairie Brings Melodies to December Event*

**F**OR ONE AFTERNOON EACH DECEMBER, THE POPULATION of Hoven, S.D., (population 408) swells as upwards of 1,000 people gather for the Christmas on the Prairie Concert.

Attendees listen to the soaring high notes and the trembling low tones that reverberate throughout the 96-year-old building as the South Dakota Symphony Orchestra joins with choirs and soloists for a memorable musical journey.

The concert has been held since 2003 at Hoven's St. Anthony of Padua Church, which is also known as the Cathedral on the Prairie.

According to a South Dakota Department of Tourism press release about the landmark, Saint

Anthony's 'Cathedral of the Prairie,' located in Hoven, S.D., was completed in 1921 at a cost of \$250,000. The value of the church was estimated at \$20 million in 2011. The church, believed to be patterned after churches typically found in Bavaria, boasts an intricate and ornate design that rivals any church for miles.

The nave seats more than 1,000 people, and the church is listed on the National Register of Historic Places under the original parish name of St. Bernard's.

One can see the church's spires from miles away in north central South Dakota. (The town of Hoven lies on the border of Potter and Walworth

**Brenda Kleinjan**





counties, northeast of Gettysburg and southeast of Selby.)

The 2017 concert will be the 14th annual pre-Christmas concert and will be held at 3 p.m. on Dec. 3. This year's offering is titled 'Hope is Born Emmanuel' with narration based on Dickens' "A Christmas Carol."

The performance will feature the South Dakota Symphony Orchestra conducted by Thomas Fortner and two choirs: the Regional All-Faiths Festival Choir directed by Michael Coyne and Northern State University's Chamber Singers directed by Dr. Timothy Woods.

Musical performances will include professional soloist Juan Ahumada along with guest soloist Lilly Karrer. The entire program will be narrated by Darrel Fickbohm.

Ahumada is a tenor originally from Sioux City who will be singing with the Metropolitan Opera in January. Karrer, from Saint Louis, Mo., has ties to the area as her grandparents live in Hoven.

Proceeds from the concert help with the maintenance of the church building, said choral coordinator Mary Lou Keller.

"It's a constant thing. There is one section that needs to be repaired. It's a big job to keep it up," Keller said, noting that about 250 families are affiliated with the church.

Keller noted that the church was restored in the 1980s with 20,000 volunteer hours spent washing and restenciling the church.

"Without the volunteers, it would have cost us millions," she said.

That volunteer spirit helps keep the Christmas concert going.

"There are a lot of volunteers in Hoven," Keller noted. From the members of the choir, to the community members serving the post concert gala at the Legion Hall, many in the community get involved.

The concert has been held annually since 2003, with the exception of 2008 when a geothermal heating and cooling system was

being installed.

"We skipped 2008 because of the installation. It was a blessing, because there was a blizzard that year," Keller said, noting that favorable weather has graced the concert in the other years.

The 60-member All-Faiths Choir began rehearsing for their role in the concert in October. While not all members are able to attend every practice, they all come together for the concert.

"The choir represents 17 communities and they all love to sing. It's good camaraderie. The music is good for the body and the soul," Keller said.

Rehearsals are led by Coyne, a former Hoven High School band and vocal teacher. The choir will perform three selections with the NSU Chamber Singers.

But, Keller noted, all the components of the concert don't come together until just before the performance.

"The symphony orchestra comes the day of the concert and we all practice at 1 p.m. The doors open at 2:30 p.m. and concert is at 3 p.m.," Keller said.

"It always goes off well, but there is an extra adrenalin rush that gives it that success," she said.

"It's been a blessing that we've done it. It's evolved as an event," Keller said.

"The festival chorus becomes a family. There's something about the ethos of music that draws people. This is what I call good music. We're honored and pleased that we're able to do it," said Keller.

She does have one plea for that first Sunday in Advent, though:

"We pray for good weather!"

*For more information, visit the event's Facebook page at <https://www.facebook.com/events/158024474696708/> or go online to [www.hovensd.com](http://www.hovensd.com).*



## Christmas at the Cathedral

Enjoy great architecture and music with the 21st annual Christmas at the Cathedral Dec. 14 to 17 at the Cathedral of St. Joseph in Sioux Falls.

Proceeds from the event will go toward the Bishop Dudley Hospitality House and the ongoing care and maintenance of one of South Dakota's most significant civic and sacred landmarks – the Cathedral of St. Joseph.

### Performance Dates:

**Thursday, Dec. 14, 2017**

7:30 p.m.

**Friday, Dec. 15, 2017**

7:30 p.m.

**Saturday, Dec. 16, 2017**

1 p.m. and 7:30 p.m.

**Sunday, Dec. 17, 2017**

2 p.m. and 7:30 p.m.

### About the St. Joseph Cathedral

Construction on the cathedral began in the summer of 1915. The primary architect's death in 1917 along with the start of the first World War slowed construction somewhat.

The cathedral was completed and dedicated on May 7, 1919.

Source: <http://www.stjosephcathedral.net/about-us/history-of-the-cathedral/>

## Dec. 3 Christmas on the Prairie Ticket Information

**General \$35 ~ Patron \$125**

**Premium Pews \$1,650 (seats 12) ~ Regular Pews \$1,100 (seats 12)**

(Includes Gala Reception for Patron and Pew ticket holders)

Call 605-948-2451 for Visa or Mastercard orders

Or mail checks to St. Anthony's Church,, PO Box 98, Hoven, SD 57450



# Northern Electric Lights Up The Holidays

## Displays Spread Cheer In Bath and Redfield

Northern Electric Cooperative has been lighting up the countryside with holiday lights for more than four decades. This year, the tradition will continue as LED lights will be strung on trees and used in special holiday displays at the Northern Electric offices in both Bath and Redfield.

“The co-op is proud to put up the annual light displays at both of our offices as a way to spread holiday cheer and beautify our communities during this festive time of year,” Northern Electric Communications Director Ben Dunsmoor said.

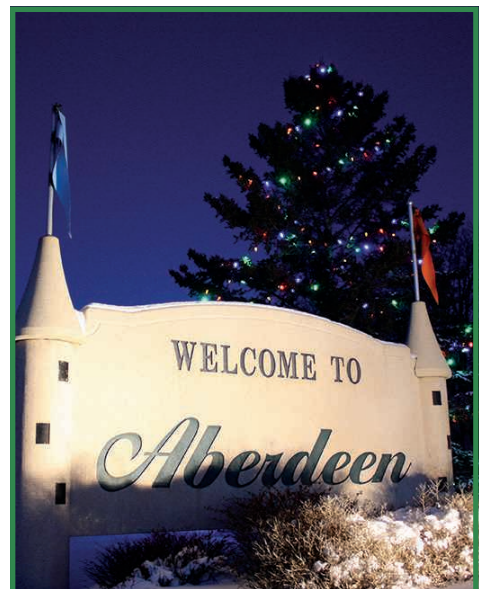
Both Northern Electric offices sit along major highways and serve as a welcome sight to commuters who are often driving during the dark morning or

evening hours of winter.

“We’ve had people tell us that the lights brighten their day as they are driving between work and home during the month of December,” Dunsmoor said.

This year, the lights at the Bath office will be turned on the night of Thanksgiving which is November 23. The display typically remains illuminated through January 6.

The Redfield office also sets up a display using repurposed wire spools and LED lights. The display sits in front of the office along U.S. Highway 281 north of Redfield. The Redfield display will light up on the Monday following Thanksgiving, which is November 27, and the lights will remain on through New Year’s Day.





**Opposite Page:** The Northern Electric holiday light display at the Bath office greets commuters and visitors to Aberdeen as they drive into town on U.S. Highway 12.

**Above:** The light display at the Northern Electric Redfield office uses repurposed wire spools and LED lights to celebrate the season.

# HOLIDAY HOURS



Thanksgiving:

Closed November 23-24

Christmas:

Closed Monday, December 25

New Year's Day:

Closed Monday, January 1



Co-op Connections® Car

Holiday Savings



Northern Electric

Cooperative

A Touchstone Energy® Cooperative 



## Restaurants-Food

- Airport Travel Center:** HALF OFF fountain drinks and coffee with purchase
- Cherry Berry:** 15% off a cup of frozen yogurt
- Economy Meat Market:** Buy 10 lbs. of ground beef get one FREE
- Millstone Family Restaurant:** 5% off total bill
- Papa Murphy's:** FREE cheese bread with any pizza purchase
- Perkins:** 10% off total bill
- Qdoba:** FREE drink with entree purchase
- Stir Fry 88:** FREE combo meal after 10th meal
- Subway (Redfield):** Purchase a six-inch sub and a 30 oz. drink and get a FREE six-inch sub of your choice

## Retail

- Dunham's Sports:** 10% off merchandise (some exclusions apply)
- Mainstream Boutique:** 15% off two items in the store
- Shoe Science:** 15% off apparel purchases (some exclusions apply)
- Spink County Mercantile:** 10% discount on regularly priced purchase of \$20 or more.

## Services

- Hardin's Photography:** \$25 off studio session fee
- Matador Detailing:** \$10 off any detailing service of \$50
- Quality Quick Print:** Standard 8.5x11 color copies for 20 cents (Limit 100)
- Redfield Computer Services:** \$10 off phone or tablet repair. FREE personal computer diagnostic. (\$25 value)

## Gas and Auto

- Exhaust Pros:** 10% off parts on service of \$100 or more
- Appel Oil Company:** 10 cents off per gallon cash discount on all grades of gasoline
- Airport Travel Center:** 5 cents off per gallon with cash purchase

## Health and Wellness

- Fisher Grove Country Club:** FREE 9 holes of golf with the purchase of 9 holes (valid only once a season)
- Profile by Sanford:** 50% off startup costs and 20% off products
- Snap Fitness:** FREE enrollment when you show your card (\$49 value)

Download the FREE app or call  
605-225-0310 for a FREE card.



# All Aboard!

## Santa's Coming to Town

**I**T'S CHRISTMAS TIME AGAIN!

Colorful lights, hot chocolate, candy canes, Christmas music, Santa Claus and the wonderful feeling that tradition brings is part of the season. And many have made visiting the North Pole part of their Christmas tradition.

In the Black Hills, the 1880 Train in Hill City, S.D., has turned into the Holiday Express. This is a holiday train that takes families on a one-hour tour to visit the North Pole. Travelers will ride on the historical train route and hear a special Christmas story unique to the experience. They will also

receive hot chocolate and treats as well as a small gift for each child and a visit from Santa.

Holli Edwards, business development manager for the 1880 Train, said travelers are given the opportunity to relax in a heated car onboard the train while viewing the scenic hills and listening to a unique holiday story. She further described how holiday makers are afforded a view of the North Pole before Santa boards the train on the way back to the station in Hill City. At this time, Santa hands out goodies to the kids and poses for pictures.

When asked what makes the Holiday Express

Jocelyn Romey





special and unique, Edwards said, “It’s seeing the memories that are being created. Most of the people we see come year after year...creating memories generation after generation. They create a tradition during the holiday season.”

Edwards said about 9,500 people will ride on the Holiday Express this year – each trip accommodating 350 people. In all, 27 separate holiday trips will be made. Since this Christmas experience is popular for many families and tourists, she recommends travelers reserve tickets in advance in order to ensure a seat on the train.

After the last trip on Dec. 23, the 1880 Train closes until May 7, 2018, when it will re-open for its regular, 20-mile round trip route from Hill City to Keystone. This train follows a portion of the historical route created in the late 1880s to service mines and mills located throughout the hills. The 1880 Train operates two steam and one diesel engine throughout the season. It is owned by the Black Hills Central Railroad, created by stockholders interested in continuing steam railroading.

Along with the Holiday Express celebrating

Christmas, other special events are celebrated throughout the year on the 1880 Train. These special trips are made on holidays such as Mother’s Day, Father’s Day and July 4th.

Other special trips include Rails and Ales, Wine Express, Old West Shootouts, Oktoberfest Express and more.

Ticket reservations and information regarding the 1880 Train and its special event trips can be found through the main website – <https://www.1880train.com/>.

**Above:** 1880 Train staff prepare the “Santa Express” for an evening run. **Left:** The No. 7 engine sports a festive wreath during the holidays. **Below:** Santa makes a visit to passengers aboard the train.

**Opposite Page:** Santa and his elves pose for a photo with the train conductor.

# Co-op Mascots

*Energize Co-op Presence for People of All Ages*

**F**ROM SPORTS TEAMS TO CEREAL BRANDS, MASCOTS provide an entertaining way of connecting people with products and services.

And your local electric cooperative has a team of mascots, thanks to national and regional partnerships.

“They are the physical manifestation of what we as Touchstone Energy® Cooperatives are,” said Ruben Musca, Creative Director for Touchstone Energy® Cooperatives. “The mascots get out as much as our staff does. Having those mascots out there is great.”

CFL Charlie, with his corkscrew-like head, debuted about 10 years ago. At the time, compact fluorescent light bulbs were the best and most affordable of the efficient lighting options available. Charlie helped cooperatives promote the technology

as a more energy-efficient alternative to standard incandescent bulbs.

As light-emitting diode (LED) bulb technology became more affordable and accessible, LED Lucy joined Charlie as the brand’s mascot. The two worked hand in hand for several years until Charlie’s retirement.

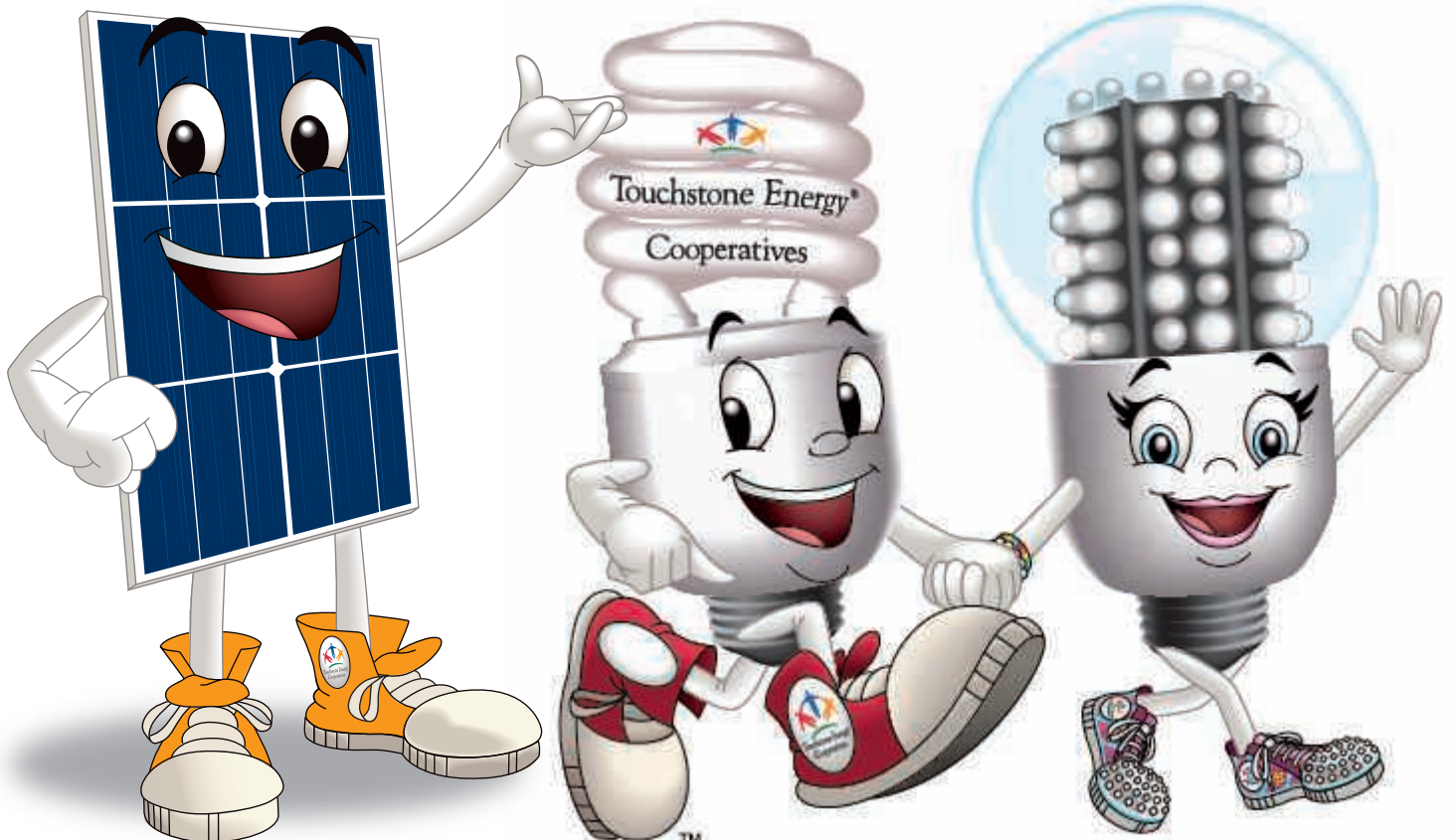
In 2016, Solar Sam came on the scene to work with LED Lucy. While LED Lucy promotes affordable and efficient lighting options, Solar Sam talks about efficiency from a production side.

“As it became more common to see solar panels we created Sam to teach about solar power,” said Musca.

While the mascots’ original audience was children, their reach has expanded.

“A lot of adults get a kick out of Lucy and Sam,”

**Brenda Kleinjan**



# The Golden Boy: Willie Wiredhand

said Musca.

"They are great at co-op events, at the office and in parades. They are just fun characters to bring out and help talk about how co-ops help people save money and save energy," said Musca.

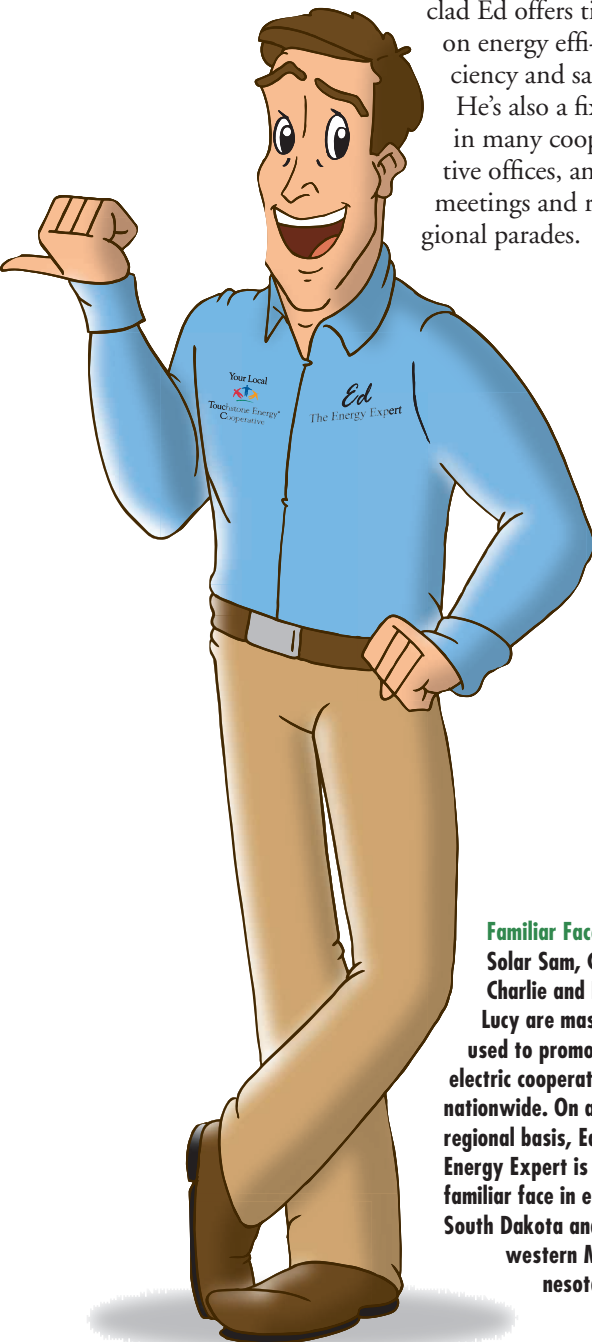
"The mascots are very fun," Musca continued, noting that they are booked solid for appearances across the country through 2018.

"As times change we have to make sure we keep everything updated, too," Musca said.

Another familiar mascot in the Dakotas and Minnesota is Ed the Energy Expert. The chambray shirt and khaki pant

clad Ed offers tips on energy efficiency and safety.

He's also a fixture in many cooperative offices, annual meetings and regional parades.

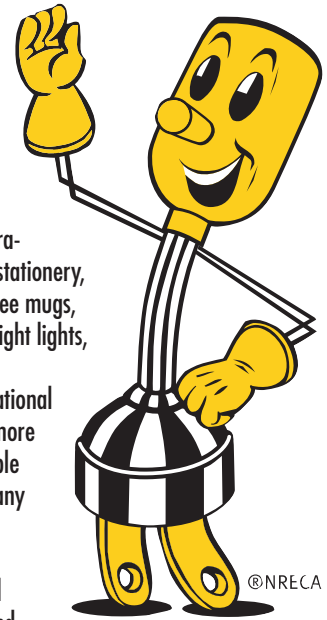


**Familiar Faces:** Solar Sam, CFL Charlie and LED Lucy are mascots used to promote electric cooperatives nationwide. On a regional basis, Ed the Energy Expert is a familiar face in eastern South Dakota and western Minnesota.

**Willie Wiredhand, the little guy with a light-socket head, push-button nose and an electrical plug for his bottom and legs, celebrated 50 years as co-op spokes-character and mascot in 2001. He's still the friendly and inspirational golden boy who symbolizes dependable, local, consumer-owned electricity. He's appeared in just about every type of cooperative publication and promotional item: signage, stationery, newsletters, annual reports and advertising, coffee mugs, watches, shirts, baseball jerseys, beach towels, night lights, bobbleheads and more.**

Though his presence on both the local and national stage has diminished in recent years in light of more advanced co-op marketing, Willie remains a viable and valuable conduit of information between many co-ops and their consumers.

"Willie is one of a long line of distinguished industrial spokes-characters that have been used to identify and personalize industrial products and services," said Margaret F. Callcott, who has extensively researched and written about these gesturing little pluggers of the advertising world. "Many marketers of products and services would love to have a symbol as recognizable as Willie to distinguish them in the current marketplace. Those lucky enough to have these consumer icons at their disposal will do well to figure out how to leverage them in the new century."



## Of 'loyal servants' and gods

Willie's actual birthdate is traced to Oct. 30, 1950. He was the creation of Andrew McLay, a free-lance artist for the National Rural Electric Cooperative Association in Washington, D.C.

"We were toying with ideas for a rural electrification symbol," recalled William S. Roberts in a tribute to McLay, who died of cancer at age 52 in 1974. Roberts was editor of Rural Electrification magazine, NRECA's trade publication, in the 1950s. "I had tossed out the idea that the symbol ought somehow to portray rural electric service as the farmer's hired hand, which in those days was almost the entire PR story we had to get across. Drew picked up both the idea and a sketch-pad one night at our home after a couple of beers."

Sprawled out on Roberts' living room floor, McLay gave birth to "Willie the Wired Hand." NRECA's membership selected Willie as their animated ambassador at their national meeting in February 1951. Willie's name was soon shortened to "Willie Wiredhand."

In the grand order of the spokes-character cosmos, Willie falls under the "product personification." "These characters," Callcott said, "were usually cast as 'loyal servants' of the consumer, deriving credibility from a message of dependability and devoted service."

Though Willie symbolized co-op friendliness, he also embodied co-op spunk, willing to stand up for what was right in the face of impossible odds. "He's small, but he's 'wiry'" became part of Willie's trademark which was granted by the U.S. Patent Office later in 1957. The registration allowed Willie to become the beloved character he remains today.

*Editor's Note: This excerpt is from "Willie Wiredhand's life story: Perky mascot Willie Wiredhand keeps plugging away for electric co-ops and consumers" written by Richard Biever of the Indiana Electric Consumer. Find the full story, go to <http://www.electric-consumer.org/golden-boy/>*

## Regional Dateline

**November 24-December 23**  
1880 Train Holiday Express  
Hill City, SD, 605-574-2222

**November 25**  
Holiday Celebration and  
Winter Market, Rapid City, SD  
605-716-7979

**December 1**  
HOT 93.1 Ugly Sweater  
Skate Party, Main Street  
Rapid City, SD, 605-716-7979

**December 1-2**  
Festival of Trees, Lead, SD  
605-584-2067

**December 1-2, 7-9, 14-16**  
Strawbale Winery Twilight  
Flights, Renner, SD  
605-543-5071

**December 2**  
Christmas Stroll and  
Holidazzle Parade  
Spearfish, SD, 605-717-9294

**December 2**  
Christmas Parade, Custer, SD  
605-673-2244

**December 2-3**  
Living Christmas Tree  
Aberdeen, SD, 605-229-6349

**December 3**  
Christmas on the Prairie  
St. Anthony of Padua Catholic  
Church, Hoven, SD  
605-948-2451

**December 11**  
Holiday Jam with the Hegg  
Brothers, Pierre, SD  
605-224-8699, holidayjam.com



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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.

## Events of Special Note

**November 21-December 25**  
Christmas at the Capitol  
Pierre, SD, 605-773-3178

**December 31**  
Make-A-Wish New Year's Eve  
Dance, Ramkota Hotel and  
Convention Center  
Aberdeen, SD, 605-370-4588

**December 9**  
Frontier Christmas  
Lake City, SD, 605-448-5474

**December 9**  
Black Hills Cowboy Christmas  
Lead, SD, 605-584-2067

**December 15**  
HOT 93.1 Lights on the Ice Teen  
Night, Main Street  
Rapid City, SD 605-716-7979

**December 15**  
Jazz Sessions: A Green Dolphin  
Jazzy Christmas Concert  
Spearfish, SD, 605-642-7973

**December 15-17**  
Sioux Empire Wacipi  
Sioux Falls, SD  
310-922-1886

**December 15-March 31**  
South Dakota Snowmobile  
Trails Season, Lead, SD  
605-584-3896

**December 23**  
Skates and a Movie, Main  
Street, Rapid City, SD  
605-716-7979

**December 31**  
HOT 93.1 Downtown  
Countdown, Main Street  
Rapid City, SD, 605-716-7979

**December 31**  
Make-A-Wish New Year's Eve  
Dance, Ramkota Hotel and  
Convention Center  
Aberdeen, SD, 605-370-4588

**January 1**  
Portland Cello Project Concert  
Spearfish, SD, 605-642-7973

**January 19-20**  
ISOC Deadwood SnoCross  
Showdown, Deadwood, SD  
605-578-1876

**January 26-February 4**  
Annual Black Hills Stock Show  
and Rodeo, Rapid City, SD  
605-355-3861

**February 6-10**  
Winter Farm Show  
Watertown, SD, 605-886-5814

**February 9-10**  
Mardi Gras Weekend, Main  
Street, Deadwood, SD  
605-578-1876

**February 15-17**  
Sno Jam Comedy Festival  
Sioux Falls, SD  
siouxfallssnojamcomedyfest@  
gmail.com

**February 16-18**  
2018 National Pheasant Fest  
and Quail Classic  
Sioux Falls, SD, 651-209-4933

**February 24**  
Annual Outhouse Races and  
Chili Cook-off Contest  
Nemo, SD, 605-578-2708

**March 3-6**  
Summit League Basketball  
Championship, Sioux Falls, SD  
605-367-7288