

# West River Electric

A Touchstone Energy Cooperative 

## Cooperative Connections

NOVEMBER 2010 VOL. 46 NO. 11

### UNDER CONSTRUCTION

Building for Future Needs Pg. 8



#### IN THIS ISSUE

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| <b>2. Manager's Column</b>           | <b>10. Change Your Filter</b>         |
| <b>4. Tech Tips/<br/>Safety Tips</b> | <b>12. Co-op 101</b>                  |
| <b>5. Recipes</b>                    | <b>14. Branch Office Update</b>       |
| <b>7. Rubber Glove Refresher</b>     | <b>15. High Voltage Demonstration</b> |

# Celebrate Coop Month



**Dick Johnson**  
CEO/General Manager

**By the time** this goes out, our 71st annual meeting, and my first as your CEO and Manager, will be history. I really appreciate everyone coming out and attending our meeting. We always look forward to the opportunity to tell you, our member owners, what is happening with your coop. We look forward to any comments on how we can improve your annual meeting. We did something new this year and recorded the meeting. I would like to encourage you to go to [www.westriver.com](http://www.westriver.com) to view the videos of the meeting's speakers. We are

hoping to have the equipment and infrastructure in place for the 2011 annual meeting to stream the meeting live over the internet.

The perfect time to have an annual meeting is during the month of October because it is National Coop Month. This is a time to celebrate the cooperative business model, one that is democratically controlled by you, our members. These are the same individuals who purchase our power and use our services. Cooperative members, not outside investors, own the business and define the direction. And because members have a say in the business' direction, they can contribute in a tangible way to positive change. This is especially significant given the opportunities and risks facing rural utilities across the country. West River, like all coops, is member-driven with a rich heritage rooted in helping create a better quality of life for you our members, their families, and our communities. Coop Month 2010 then gives us a chance to celebrate that heritage and the time to tell others about the benefits of membership in a cooperatively-owned and directed organization.

I have some short updates on other items of interest at West River. Our contractor continues to move forward rapidly on our new branch office in Rapid City. Each week I take a tour; there are a multitude of changes happening. We are tentatively looking at moving to the new office the first part of December so be sure to watch for an official date as it gets closer. We will be having an open house too after

we are settled in and the old building gets torn down. We will also be having a silent auction of some items that we will have as surplus from the old building. You can go to [www.westriver.com](http://www.westriver.com) for a complete list of items we are selling. You can also give us a call and we will send you a schedule.

We have received notice from Basin Electric that our heat rate will be increasing 2 mills as of January 1, 2011. Therefore our heat rate will need to increase from 4.4 cents per kWh to 4.6 cents per kWh for your usage in January for the bill you receive February 1. This represents about a 4.5% increase. We did not raise our heat rate last year. With the special heat rate during the winter season, electric heat is a very low cost source of heating. We are still continuing to work on our cost of service study that should give us a better idea on what our general

**We always look forward to the opportunity to tell you, our member owners, what is happening with your coop. We look forward to any comments on how we can improve your annual meeting.**

service rates will be for 2011 and beyond. Our goal is to develop a rate strategy for coming years so we have a better idea on what to communicate to our members as to what their rates will be in the future.

In October, our pole inspection company should be done inspecting poles in the Rapid Valley area. They test approximately 2,500 poles each year. They dig around each pole and inspect it for proof of decay. They then apply a treatment to the pole to help extend its life. They also check for any other visible problems that may be on the pole. Osmose is able to get a GPS point for each pole that downloads into our mapping software for our future use. We appreciate all the landowners understanding and patience as Osmose inspected these poles and navigated around your land.

Finally, thanks again for those attending our annual meeting, and remember to celebrate Coop Month as a member of West River Electric. Until next time...

# West River Electric Cooperative Connections

(USPS No. 675-840)

## Our Mission

To inform you about your cooperative and its efforts to serve your energy needs; about how to use electricity safely and efficiently; and about the people who define and enhance the quality of life in communities served by electric co-ops.

## President

Jerry Hammerquist, Caputa, S.D.

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Richard Richter, Enning, S.D.

## Secretary

Bill Bielmaier, Wall, S.D.

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Marion Wilson, Rapid City, S.D.

Stan Anders, Union Center, S.D.

## CEO/General Manager

Dick Johnson

## Editor

Veronica Kusser

*West River Electric Cooperative Connections* is the monthly publication for the members of West River Electric Association. Members subscribe to *Cooperative Connections* as part of their electric cooperative membership for \$6.00 a year. *West River Electric Cooperative Connections* purpose is to provide reliable, helpful information to electric cooperative members on matters pertaining to rural electrification and better living. Nonmember subscriptions are available for \$12.00 per year. Periodicals Postage Paid at Wall, S.D., and at additional mailing offices. POSTMASTER: Send address changes to *West River Electric Cooperative Connections*, PO Box 412, Wall, SD 57790-0412.

Other correspondence to: *West River Electric Cooperative Connections*, PO Box 3486, Rapid City, SD 57709; telephone (605)393-1500, Exts. 6617, 6631 or 6619; fax (605)393-0275; e-mail [vkusser@westriver.com](mailto:vkusser@westriver.com)

Design assistance by:

TDG Communications, Inc. Deadwood, S.D.



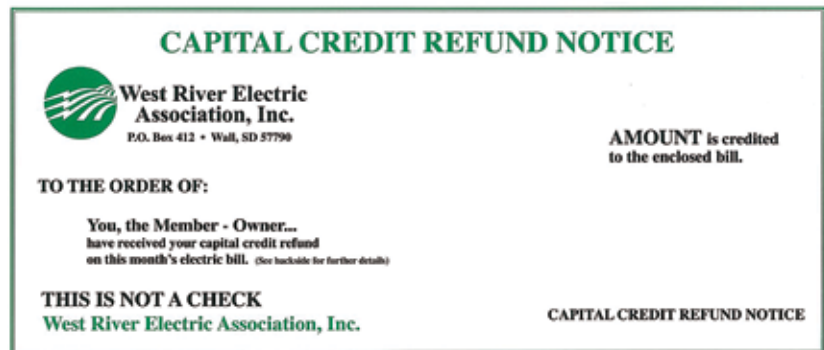
## Call before you dig:

All underground cable location requests for the entire state of South Dakota are made through the South Dakota One-Call System. The number is toll free, 1-800-

781-7474 (dial 811 instate). You are required to provide this one-call center with information regarding the location where you will be digging, along with a description of the type of work you will be doing. You are required to give at least a 48-hour notice before you dig. The one-call center will then notify all utilities with underground facilities in the area where you will be digging.

## Co-op News

# Capital Credit Refund Appeared On The September Billing



**West River Electric** belongs to you and the other member-owners who receive electric service from the cooperative. At West River Electric the price of obtaining services and products are cost-based and are kept as low as possible. Because we are owned by those we serve and operate on a not-for-profit basis, we utilize a system of Capital Credits to address ownership interest and equity investment from our cooperative members.

If you received electric service from West River Electric during the years of 1984 thru 2009, a credit was on the last bill you received. This year the Board of Directors once again decided to issue bill credits instead of printing thousands of checks which are costly to print for the cooperative.

Each month as you pay your electric bill, you are providing the capital for the cooperative to meet its monthly expenses. Of course, in order to be fiscally responsible in our operation, West River Electric needs sufficient working capital and a cushion of "margins." In other forms of business, the margins would be referred to as a profit. However, at WREA, the margins are distributed to our member-owners through our system of Capital Credits.

West River Electric uses a revolving cycle for the retirement of Capital Credits. Capital Credits are also retired in estate settlements. Proper documentation of death and your relationship to the deceased is required.

It is important that you contact the cooperative with any address change you may have, we want to make sure you receive your Capital Credit check when they are retired. If you have any questions, please contact us at 279-2135 or at 393-1500.

## WEST RIVER ELECTRIC WILL BE CLOSED:

**THURSDAY, NOVEMBER 11, 2010  
IN OBSERVANCE OF VETERAN'S DAY &**

**THURSDAY, NOVEMBER 25, 2010  
IN OBSERVANCE OF THANKSGIVING DAY**





W/ B R E

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# Humidifiers Cool Air, Energy Bills



**Jim Dulley**  
www.dulley.com

**Dear Jim:** I am in the market for a room humidifier, but I don't know which type is best for my home. Can using a humidifier reduce my heating bills even though evaporating water cools? Is using only one adequate for my house? – Greg S.

**Dear Greg:** Most people suffer during winter from overly

dry air in their homes. Since the indoor humidity level drops or increases gradually as seasons change, the variation of indoor humidity levels may not be noticed. These changes throughout the year are a function of the region of the country, so always check with local experts for specific advice.

Properly humidified indoor air is not only comfortable and healthy for your family, but it can reduce your winter heating bills. Room humidifiers typically use less energy than a 100-watt light bulb. Many models have built-in humidistats that automatically switch the unit on and off, so they consume even less electricity than listed on the unit's nameplate.

There is a cooling effect when the water from the humidifier evaporates, so running the humidifier will actually cool a room's air slightly. This is the same evaporation process (perspiration) of moisture from your skin that makes you feel cool as water changes state from liquid to vapor (gas). However, the heat generated from the humidifier's electricity usage offsets the slight cooling effect.

Just like sweating outdoors on a low-humidity day makes you feel cool, the same process occurs indoors in dry air. The amount of moisture evaporation from your skin is greater when the indoor air is excessively dry, so you may actually feel chilly when the indoor air temperature is high enough for comfort. The evaporation of your skin's moisture can also dry your skin, make you itch and irritate sinuses.

Running a humidifier helps you save energy by reducing the chilling effect of the evaporation of skin moisture. By properly humidifying the air, you can feel comfortable at a lower room temperature. This allows you to set the furnace thermostat lower and you should end up saving much more energy than the humidifier uses. Depending upon your specific climate, you should be able to save 1 to 2 percent on your heating bills for each degree you lower your furnace or heat pump thermo-

stat setting.

The proper type of room humidifier depends on your family's needs and the size and room layout of your house. One or two room humidifiers are generally enough for a reasonably airtight, energy efficient home. Older, leaky houses may need more or larger-capacity models. Humidity in the indoor air tends to naturally migrate throughout the house. Cooking, bathing and washing clothes and dishes also adds a significant amount of moisture to the room air. Often they add too much in specific rooms, such as bathrooms.

For daytime use, an evaporative type of humidifier is effective and the least expensive to buy. These humidifiers use a wick material which has one end submerged in a water reservoir. It naturally draws up water from the reservoir. There is a fan inside the humidifier which draws room air through the wick where it evaporates into the air stream.

Evaporative humidifiers are easy to keep clean which is important to minimize mold and microbe growth in the wick. Some of the wicks are treated with an antimicrobial substance. Evaporative models usually have a three-speed fan. The high-speed can be noisy, so this may not be the best option for a bedroom. The low-speed setting on some models is quiet enough not to interrupt sleep.

## The proper type of room humidifier depends on your family's needs and the size and room layout of your house.

If your children tend to get colds, a warm mist humidifier would be a good bedroom choice. These models boil water to create water vapor. The steam is mixed with room air before it comes out so it is not too hot. Germfree models include a UV (ultraviolet light) purifier chamber to further sanitize the air flowing through it. These include a humidistat and use about 260 watts of electricity.

Another design uses ultrasonic waves to create water vapor mist. These are the most energy efficient, using about 50 watts of electricity. A very quiet fan blows the mist into the room. I use a Vicks ultrasonic humidifier in my own bedroom at night.

The following companies offer freestanding humidifiers: Essick Air, (800) 547-3888, www.essickair.com; Holmes, (800) 546-5637, www.holmesproducts.com; Hunter Fan, (800) 448-6837, www.hunterfan.com; Kaz, (800) 477-0457, www.kaz.com; and Lasko Products, (800) 233-0268, www.laskoprod-ucts.com.

Have a question for Jim? Send inquiries to: James Dulley, Cooperative Connections, 6906 Royalgreen Dr., Cincinnati, OH 45244 or visit [www.dulley.com](http://www.dulley.com).

# Rubber Glove Refresher



**Every Year** South Dakota Rural Electric Assoc. does a “rubber gloving refresher” for our linemen. This is to be sure that they are all using proper equipment and procedures when working on energized lines. The linemen perform hotline work and are observed by the rest of the crew as well as the Foremen, Line Superintendent, Operations Manager, and one of SDREA’s loss control personnel. The work is then discussed to be sure all procedures were followed and all equipment was used properly.



Little things mean a lot.

As members of our local Electric Cooperative, we realize that the little things mean a lot, like reducing our energy costs by using electricity wisely. That means turning lights off when they’re not needed, and delaying use of high-demand appliances during peak morning and evening periods. By working together, it’s in our power to help reduce costs by using electricity more efficiently. For more information on how you can help, go online at [TogetherWeSave.com](http://TogetherWeSave.com).

**We’re All in This Together.**



**West River Electric Association**

Wall 605-279-2135  
Rapid City 605-393-1500



Touchstone Energy® Cooperative

## The Fall Hunting Season Has Started

**West River Electric** would like to remind you that power equipment such as insulators, utility poles and transformers are never in season. Shooting at power equipment is a punishable crime and can be very dangerous to you. The outages that are caused by this can present risks to cooperative personnel who are sent out to make repairs and get the power back on.

A true sportsman does not use power equipment for target practice – West River Electric and the consumers we serve appreciate that. Have a safe hunting season!



# Under Construction

Area cooperatives have worked hard to stay ahead of electricity demands.

by Brenda Kleinjan

IT'S BEEN NEARLY 50 YEARS SINCE BASIN ELECTRIC Power Cooperative was first created to build power generation facilities to supplement the hydro power area cooperatives receive from federal dams along the Missouri River.

During those ensuing years, Basin Electric has had various construction booms and is currently in one such phase as the cooperative, which provides electricity to 135 cooperatives in nine states, works to add more than 1,000 megawatts of capacity to its system.

"Our mission, as directed by our founding members, was and still is to plan, design, construct and operate the power plants necessary to meet the increasing demand for electricity over and above what those cooperatives already receive from the hydro facilities," said Kermit Pearson, a director for Basin Electric Power Cooperative who lives near Lake City, S.D.

Basin Electric has diverse generation assets of nearly 4,000 MW and is building more to meet members' demands. By 2012, the cooperative should have a capacity of 5,030 MW ready to provide power to its member systems, which in turn power the homes and businesses of 2.8 million consumers.

This electricity is in addition to hydro electricity produced on federally-managed dams on the Missouri River. Only a portion of the 2,000 MW managed by Western Area Power Administration is available to co-ops.

Other regions of the country have made the headlines in the last decade as they dealt with blackouts and rolling brownouts. Area cooperatives have worked hard to stay ahead of electricity demands. Cooperatives have used a variety of measures – such as load control and demand response programs and promoting conservation and energy efficiency to balance out peak demands and make sure that they have adequate power supplies to meet their members' needs.

But, the reality is, there comes a time when one must add more capacity.

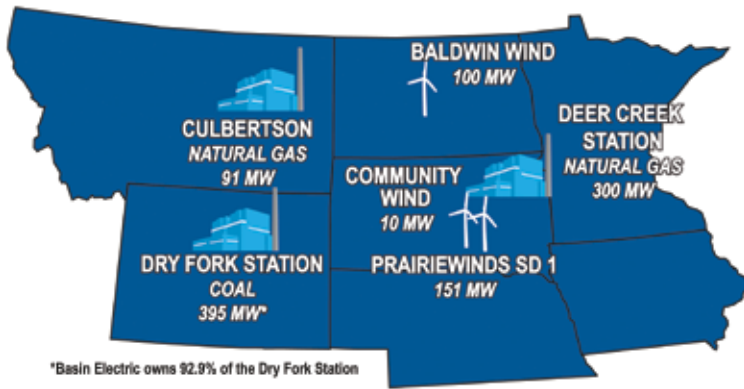
That's the era the region's electric cooperatives are in. They have implemented programs to balance energy needs, but moving forward, their members simply will need more electricity. More electricity around the clock, more electricity at certain times a year and more electricity at various times of the day.

In 2011, electric cooperatives in South Dakota and western Minnesota are projected to sell more than 4.1 million MWh of electricity. By 2017, that figure is projected to reach nearly 5.5 million MWh. Other states served by Basin Electric's members are also seeing increased demands.

To meet this future demand, Basin Electric and its member cooperatives have embarked on a more than \$2 billion building phase to add nearly 1,000 megawatts of electricity capacity to their arsenal, which currently consists of a diverse energy portfolio: coal, gas, oil, nuclear, distributed and renewable energy, including wind power. In 2009 and 2010, the cooperative added wind resources through a contract to purchase power from the Day County Wind project in northeast South Dakota, added a 95-MW peaking



## Committed Generation Projects



plant by expanding its Groton-S.D. natural gas plant and added waste heat recovery at various points, including a 5.5 MW generator near Garvin, Minn.

A large chunk of the new capacity planned for the latter half of 2010 and beyond – more than 450 megawatts – is being built in South Dakota. The addition of this new capacity will double Basin Electric’s South Dakota-based generation capacity.

This summer, construction began on a new power plant in eastern South Dakota, Deer Creek Station north of Elkton, S.D.

“Our load growth projections show that Sioux Valley Energy members electrical load will double within 15 years,” said Don Marker, general manager of Sioux Valley Energy in Colman, S.D., during the ground-breaking for Deer Creek Station. “Building electrical generation facilities, such as Deer Creek, doesn’t happen overnight. It takes years of planning, coordinating and working with local, state and national officials before a day like this can even happen.”

As a combined cycle plant, Deer Creek Station will have two generators – one driven by a gas turbine; the other driven by a steam turbine.

“The hot exhaust from the gas turbine will be used to heat water to make steam, which will then be used to drive the second turbine – making this a highly efficient power plant that will generate the greatest amount of electricity from the natural gas consumed,” explained Basin Electric CEO Ron Harper during ground-breaking ceremonies for the \$405 million 300-MW natural gas plant.

The plants will have 300 MW of generating capacity – enough electricity to power 240,000 homes.

This plant is an intermediate cycle plant that will run 12 to 14 hours a day and then be shut down during the night, meaning it will run during times when the demand for electricity is the highest.

Also on the horizon for the South Dakota prairie is the largest cooperatively-owned and operated wind project in the country. Located north of White Lake, S.D., in south central South Dakota, Prairie Winds SD1’s Crow Lake project will consist of 101 wind turbines and will cost \$350 million to build.

**Cover Illustration:** Electric cooperatives in the region are building more than 1,000 megawatts of generation capacity as they seek to meet their members’ future energy needs. The 385-MW Dry Fork Station in Wyoming is set to be completed in 2011. **Opposite Page:** Construction began this summer on the 300-MW Deer Creek Station in eastern South Dakota. The intermediate power supply should be completed in 2012. *Photos by Basin Electric Power Cooperative*

## Project Facts

### Culbertson Generation Station

Commercial Operation	Dedication ceremonies Aug. 13, 2010
Capacity	91 megawatts of peaking capacity
Location	Eight miles northeast of Culbertson, Mont.
Fuel	Natural Gas
Turbines	General Electric’s LMS100® simple-cycle gas turbine
Estimated Cost	\$100 million

### Deer Creek Station

Commercial Operation	Planned for June 2012
Capacity	300 net megawatts of intermediate power supply
Location	Near Elkton, S.D., in Brookings County
Fuel	Natural Gas
Turbines	General Electric combustion 7FA Alstom Steam Turbine STF15cz
Estimated Cost	\$405 million
Number of employees	30 full-time employees
Construction	Began July 27, 2010

### Dry Fork Station

Commercial Operation	Planned for 2011
Capacity	385 MW, which is enough electricity to power 308,000 homes
Location	Near the Dry Fork Mine, north of Gillette, Wyo.
Fuel	Advanced pulverized sub-bituminous coal from the Powder River Basin’s Dry Fork Mine in Wyoming
Turbines	Mitsubishi Power Systems
Estimated Cost	More than \$1 billion
Number of employees	About 83 projected full-time employees (More than 1,300 construction workers built the plant)
Construction	Groundbreaking held Nov. 2, 2007

### Leland Olds Emissions Control Project

Projected completion	Unit 1 – 2011; Unit 2 – 2012
Location	Near the Dry Fork Mine, north of Gillette, Wyo.
Technology Selection	Wet Limestone Scrubber
Estimated Cost	\$410 million
Peak Construction	
Workforce	300 to 400
Construction	Began Summer 2007

### PrairieWinds SD1

Commercial Operation	2011
Capacity	151.5 MW
Location	Central South Dakota
Fuel	Wind
Turbines	101 GE 1.5sle Turbines
Estimated Cost	\$350 million
Construction	Start 2010

### Other Projects (Not owned by Basin Electric)

#### Baldwin Wind Project

Capacity:	100 MW
Location:	Baldwin, N.D.
Owner:	NextEra Energy
Schedule:	Completion 2010

#### South Dakota Wind Partners

Capacity:	10.5 MW
Location:	White Lake, S.D.
Owner:	South Dakota Wind Partners
Schedule:	Completion 2010

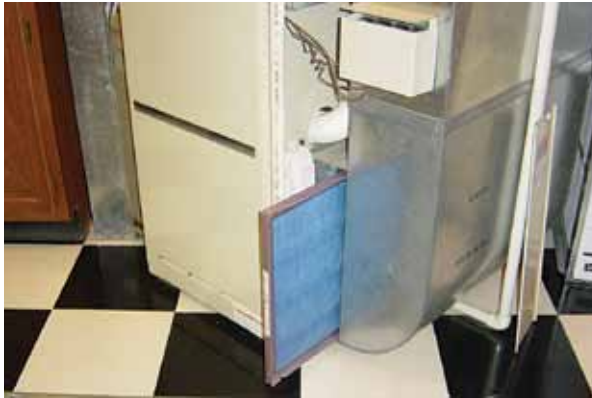
#### Harvest Wind

Capacity:	20 MW
Location:	Blair, S.D.
Owner:	Harvest Wind LLC
Schedule:	Completion 2011

# Don't Forget To Change Your Air Filter On Your Heating System

**Dirty or clogged** air filters on your heating/cooling system will make your system inefficient and cost you money.

Restricted air flow on any forced air system is hard on your equipment and can make it difficult to maintain a comfortable heating or cooling temperature in your home.



The air filter protects your heating system from dirt and debris. This equipment is expensive to replace and keeping it clean provides better air quality and will keep the dirt and debris from wearing out your equipment.

Your system's filter is located in either a return air grill near the furnace or inside the furnace itself. Clean or replace filters according to manufacturer's instructions. Failing to do so can decrease the life of your heating/cooling system and may void the manufacturer's warranty.

## Statement of Nondiscrimination

**West River Electric Association, Inc.** is the recipient of federal financing assistance from the Rural Utilities Service, an agency of the U.S. Department of Agriculture, and is subject to the provisions of Title VI of the Civil Rights Act of 1964, as amended, Section 504 of the Rehabilitation Act of 1973, as amended, the Age Discrimination Act of 1975, as amended, and the rule and regulations of the U.S. Department of Agriculture which provide that no person in the United States on the basis of race, color, national origin, age, disability, religion, sex or familial status shall be excluded from participation in, admission or access to, denied the benefits of, or otherwise be subjected to discrimination under any of this organization's programs or activities.

The person responsible for coordinating this organization's nondiscrimination compliance efforts is Jenny Patterson, Manager of Office Services. Any individual, or specific class of individuals, who feels that this organization has subjected them to discrimination may obtain further information about the statutes with this organization or by writing USDA, Director, Office of Civil Rights, 1400 Independence Avenue SW, Washington, DC 20250-9410 or by calling (800)795-3272 (voice) or (202) 720-6382 (TDD). Complaints must be filed within 180 days after alleged discrimination. Confidentiality will be maintained to the extent possible. This institution is an equal opportunity provider, and employer.

## Sign Up

Fill out and send to:  
**West River Electric Assoc.  
Cooperative Connections,  
PO Box 3486,  
Rapid City, SD 57709**  
Or drop it in with  
your payment.

### Sign up for:

- Operation Roundup
- Budget Billing
- Pay By Bank
- Automatic Credit Card Payment
- Blocks Wind Energy

### I am interested in more information on:

- Marathon Water Heater
- Radiant Cove Heat
- Meco Grills
- Special Electric Heat Rate
- Geothermal & Air to Air Heat Pumps
- Rebates
- Radiant Floor Heating

Be sure to include your name and address if you mail this coupon  
**E mail: [vkusser@westriver.com](mailto:vkusser@westriver.com)**

### Roy Housman Wins \$10.00 Credit

Roy Housman of Rapid City is our latest winner of the survey drawing. These surveys are available at both offices for any member who would like to give us their comments. In return, you'll have a chance to save \$10.00 on your electric bill.

### Call SD One Call Before You Dig at 811

#### STATS

July 2010 - # of Meters 15,155  
KWH 18,206,095

July 2009 - # of Meters 14,886  
KWH 17,242,464

# Statement of Ownership

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10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)

Full Name	Complete Mailing Address
<b>West River Electric Association, Inc.</b>	<b>PO Box 412 Wall SD 57790</b>

11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box  None

Full Name	Complete Mailing Address

12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
 The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:  
 Has Not Changed During Preceding 12 Months  
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

PS Form 3526, September 2007 (Page 1 of 3 (Instructions Page 3)) PSN 7530-01-000-0031 PRIVACY NOTICE: See our privacy policy on www.usps.com

13. Publication Title: **West River Electric Cooperative Connections**

14. Issue Date for Circulation Data Below: **October Issue Mailed September 21, 2010**

15. Extent and Nature of Circulation

Monthly Publication to Membership

	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)	11,172	11,255
(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	11,122	11,205
b. Paid Circulation (By Mail and Outside the Mail)		
(1) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)		
(2) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®		
(3) Paid Distribution by Other Classes of Mail Through the USPS (e.g. First-Class Mail®)		
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))	11,122	11,205
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)		
(1) Free or Nominal Rate Outside-County Copies Included on PS Form 3541		
(2) Free or Nominal Rate In-County Copies Included on PS Form 3541		
(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail)	10	10
(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	15	20
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))	25	30
f. Total Distribution (Sum of 15c and 15e)	11,147	11,235
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))	25	20
h. Total (Sum of 15f and g)	11,172	11,255
i. Percent Paid (15c divided by 15f times 100)	99.8%	99.7%

16. Publication of Statement of Ownership  
 If the publication is a general publication, publication of this statement is required. Will be printed in the **November** issue of this publication.  
 Publication not required.

17. Signature and Title of Editor, Publisher, Business Manager, or Owner: *Veronica Kusser, Manager of Member Services* Date: **9-29-10**

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

PS Form 3526, September 2007 (Page 2 of 3)

# Murphy



# Cooperatives 101

Members are responsible for updating standards, policies and bylaws, selecting and voting for directors to oversee and direct the cooperative.

by Brenda Kleinjan

**T**HAT TIME-HONORED TRADITION OF VOTING FOR leaders to represent the individual citizens is one that is well-known. In the weeks leading up to an election, it's hard to imagine that anyone within earshot of a television or radio or within sight of a billboard, yard sign or newspaper wouldn't know that election season is upon the land.

What may be lesser known is that cooperative businesses – by their very structure – also rely on individuals to become engaged and vote. Though important, it is not enough to simply pay one's bill each month. A successful cooperative needs involved members.

Each year, thousands of co-op members exercise their right – and responsibility – of ownership: they vote in co-op elections typically held in conjunction with their cooperative's annual meeting.

The very act of voting gives cooperative members a voice that they don't have in other business structures. Because the member owns the cooperative, they have a say in guiding the policies of the cooperative.

Voting is discussed in the second of seven cooperative principles that guide the cooperative form of business. The 2nd Principle states, "Democratic Member Control – Cooperatives

are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. In primary cooperatives members, have equal voting rights (one member, one vote) and cooperatives at other levels are also organized in a democratic manner."

Cooperative membership – like general civic responsibility – carries other responsibilities and rewards alike. A knowledgeable membership is essential in the success of a cooperative.

As member-owners, understanding the operations of co-ops allows its members to make educated business decisions, contributing to the success of the cooperative.

The overall purpose of any cooperative is to meet and provide for its members' needs. Differing from other forms of business enterprises in the world today, cooperatives withhold a unique element that other corporations lack. Cooperatives are member-owned making its very life reliant on users of its product. Simply put, cooperatives exist because of the millions of people who are members and owners of the cooperative.

Organizations, individuals and other businesses are all eligible to become members of cooperatives.

What does it mean to be a cooperative MEMBER?

It's a matter of PRINCIPLES.\*

\*(Seven, to be exact)

Open Membership | One Voice, One Vote | Member Benefits | Independence  
Education | Cooperation | Community

Learn more at [go.coop](http://go.coop)

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# Seven Cooperative Principles

**A cooperative is** an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.

Members are voluntarily-bound to cooperatives because of the mutual interests that can be fulfilled. Members' and local communities needs are often met since the people it serves own the co-op. Members provide the financing via bills, to sustain the life of the cooperative and for their needs to be met.

Owning part of anything, including a co-op, comes with responsibilities. Members are responsible for updating standards, policies and bylaws, selecting and voting for directors to oversee and direct the cooperative. More than just casting a vote, the process of collecting and analyzing information and opinions directly affects the end result within a co-op. Serving on committees is another responsibility members have.

Individual co-op members elect men and women to the cooperative board of directors. This board establishes co-op policies, makes financial decisions about the co-op and hires the co-op's manager.

In total, 47,000 co-ops in the U.S. serve 130 million people, or 43 percent of the population. With popular names and brands such as Land O'Lakes, Welch's, Ocean Spray, Sunkist, ACE Hardware, Nationwide Insurance and Associated Press, co-op's can provide almost any type of goods or services. Nearly 1,000 rural electric co-ops operate more than half of the nation's electric distribution lines and provide electricity to nearly 42 million people.

As you head to the polls this November, remember that you also have a voice in the electric cooperative you own. Mark your calendar for your co-op's next annual meeting and make sure your vote is counted.

**Inset:** The philosophy of one member, one vote is carried throughout cooperative structures. At local electric cooperative meetings, each individual member has one vote when they elect directors at annual meetings. When cooperative directors represent their cooperative at the state, regional and national level, they also carry one vote for the cooperative.



## Values

Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

## Principles

The cooperative principles are guidelines by which cooperatives put their values into practice.

**1st Principle: Voluntary and Open Membership –** Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.

**2nd Principle: Democratic Member Control –** Cooperatives are democratic organizations controlled by its members, who actively participate in setting its policies and making decisions. Men and women serving as elected representatives are accountable to the membership. In

primary cooperatives members have equal voting rights (one member, one vote) and cooperatives at other levels are also organized in a democratic manner.

**3rd Principle: Member Economic Participation –** Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing their cooperative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the cooperative; and supporting other activities approved by the membership.

**4th Principle: Autonomy and Independence –** Cooperatives are autonomous, self-help organizations controlled by its members. If they enter to agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by its members and maintain their cooperative autonomy.

**5th Principle: Education, Training and Information –** Cooperatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their cooperatives. They inform the general public – particularly young people and opinion leaders – about the nature and benefits of co-operation.

**6th Principle: Co-operation Among Cooperatives –** Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional and international structures.

**7th Principle: Concern for Community –** Cooperatives work for the sustainable development of their communities through policies approved by their members.

Source <http://www.ncba.coop/ncba/about-co-ops/co-op-principles>

## RAPID CITY BRANCH OFFICE UPDATE...



**The contractors** have completed installation of the fence and the gates around the yard, they are currently working on the excavating and landscaping with bushes and trees.

Work on the trim and the interior doors continues. The tile layers are still busy with getting tile put in place and finish work is being done by the electricians and painters.

Just a reminder to you, our members, we have lost a lot of our parking at the Branch Office due to the construction of the new building. Please be careful when coming in to conduct business as parking is limited.

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## Finishing Up Projects Outdoors Before The Weather Changes?

**If you are planning** to plant a tree or shrub, put in a fence or a new deck before winter sets in, be sure and call South Dakota One Call before you dig.

There could be electric lines, phone lines or cable TV lines buried in your yard. It only takes one call to find out where your lines are located. Call 811 in SD or 1-800-781-7474 48 hours before you dig. There is no charge to you, the consumer, to have your lines located and it may save your life!

## SILENT AUCTION

*West River Electric Association, Inc.*

Be watching our website and the Rapid City Journal for a silent auction sale date.

Old Rapid City Branch Office  
3250 E. Hwy 44, Rapid City, SD

- Desks
- Office Chairs
- Modular Work Stations
- Bookcases
- File Cabinets
- Tables
- Metal Shelving
- Lockers
- 1976 Olathe Tree Chipper



This is a partial listing – for a complete listing check our website at [www.westriver.com](http://www.westriver.com) or call 605-393-1500.

All items are sold “as is” without warranty of any kind.

# High Voltage Demonstration Presented To Area Fire Departments & Ambulance Crews

**Nearly three people die** each day in the U.S. due to residential electrical-related fires and accidental electrocutions. Many of these victims are children. West River Electric Association Linemen simulated a 7,200 volt high voltage demonstration during the month of September. Approximately 140 people from area Fire Departments and Ambulance Crews were able to take part in the demonstration.

West River Electric presented the dangers of electricity, what to do in emergencies, how to deal with overhead lines, fallen wires, and electric surges, working around fallen power lines and poles, what to look at with fuses, circuit breakers and what to do if you are involved in an accident.



Sanden Simons shows the affect of high voltage power traveling thru the body.



Willy Nohr explains the difference between overhead and underground wire.



Lance Steiger creates an electrical arc from the overhead line.



The Rapid City Fire Dept. look on as Willy Nohr explains the overhead lines.

## Regional Dateline

### Coming Soon

West River Electric Assn  
Branch Office Will be Moving  
To the New Location East  
of the Old Office  
605-393-1500  
605-279-2135

### Coming Soon

West River Electric Assn  
Silent Auction  
Old Rapid City Branch Office  
605-393-1500  
605-279-2135

### October 23

High School State  
Cross Country Meet  
Huron, SD

### October 23

Symphonic Masterworks  
BH Symphony Orchestra  
Rushmore Plaza  
Civic Center Theatre  
Rapid City, SD  
605-394-4111

### October 24

The Russians Are Coming  
BH Symphony Orchestra  
Rushmore Plaza  
Civic Center Theatre  
Rapid City, SD  
605-394-4111

### October 29-30

High School All State  
Chorus & Orchestra  
Aberdeen, SD



PHOTO COURTESY OF SD TOURISM

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.

## Events of Special Note

### November 6-7

Pumpkin Bog Fest  
Hill City, SD  
05-574-3898

### November 27

Festival of  
Lights Parade  
Rapid City SD  
605-348-1930

### November 11

West River Electric  
Will Be Closed  
In Observance of  
Veterans Day  
605-279-2135  
605-393-1500

### November 11-13

State High School  
Football Tournament  
Vermillion, SD

### November 13

State High School  
Competitive  
Cheer & Dance  
Yankton, SD

### November 14

Wall Community  
Center Craft Show  
Wall Community Center  
Wall, SD  
605-279-2665

### November 18-20

High School State B  
Volleyball Tournament  
Huron, SD

### November 18-20

High School State A  
Volleyball Tournament  
Aberdeen, SD

### November 18-20

High School State AA  
Volleyball Tournament  
Yankton, SD

### November 25

West River Electric  
Will Be Closed  
In Observance of  
Thanksgiving Day  
605-279-2135  
605-393-1500

### December 3

Sturgis Parade of Lights  
Sturgis, SD  
605-347-2556

### December 3-4

High School State  
Oral Interp Festival  
Aberdeen, SD

### December 4

Rapid City Garden Club  
49th Annual Wreath  
& Centerpiece Sale  
2900 Canyon Lake Dr  
Rapid City, SD  
605-716-0744

### December 5-6

Annual Fezziwig Festival  
Prairie Berry Winery  
Hill City, SD  
605-574-3898

### December 9

Community Christmas  
Tree Lighting  
Sturgis, SD  
605-347-2556