

April Load Management Update

Administrative/Operating Strategy

April Billing Period – The Billing Peak for the month was established at 503,691 KW on April 14 at 7:30 a.m. This was 6.2% below the amount budgeted for the month. Operation of the load management system reduced demand by an estimated 37,000 KW.

Energy Sales – Sales for the month were 300,888 MWH, 5.8% below budget. The coincident load factor for the month was 83%.

Marketing

Energy Efficiency Incentives

Through April, there were 380 water heater rebates and 140 residential and commercial heat pump incentives. We have processed 70 commercial lighting rebates totaling \$13,928. There were 0 energy audits submitted in April. We processed 15 grain dryer rebates and 22 irrigation rebates in April.

Touchstone Energy® Scholar of the Year Announcement

On May 11, the Dakota News Now team drew the year's three Scholar of the Year awards. The winners were:

- \$1,000 - Ashlin DeBoer, Corsica-Stickney High School, Douglas Electric Cooperative
- \$500 - Callie Frei, Wagner High School, Charles Mix Electric
- \$500 - Grace Nelson, Madison High School, Sioux Valley Energy

We emailed a press release and graphic that can be used to push out to your local media, or as an article for Co-op Connections magazine or on your website. We will be including the scholarship checks to the three winners within the packages that will be sent to the scholars. We are putting together the package that will be sent to all of the scholars from the year and will let you know when those packages are sent. If you have any questions, please contact [Shayla Ebsen](#).

East River Offering Website Audits

East River is now offering free co-op website audits. We will review your website and look for outdated information, broken links, missing information and more. The audit also includes the We Own It Minnesota report card check list. Once your website is reviewed, we will share the results with you and go over our recommendations. If you are interested in a website audit, please contact [Erica Fitzhugh](#).

Upgrading Co-op Web Builder Sites

Members using either CWB 2.0 or CWB 2.5 for their website need to launch a new website by the end of 2021. These co-ops have already received a notification from Co-op Web Builder and East River about needing to upgrade their sites, but for more information on the importance of this, please click this link from Touchstone Energy's CWB Team: www.coopwebbuilder3.com/staying-current-technology. We are currently providing some social media and website assistance as well as website audits to a few co-ops and are available to expand these services to other co-ops. If you need assistance during this process, please contact [Erica Fitzhugh](#).

April Load Management Update

Marketing (Continued)

Spring Member Services Meeting Recap

The 2020 Spring Member Services meeting was held virtually on May 13. Below is a summary of the presentations. Click the following link to view the recording of our virtual spring meeting: [Spring Member Services Meeting](#)

Farm Safety Review and Contractor Safety Campaign Preview: Shayla Ebsen reviewed the [PlatformB website](#) where members can access content for social media, websites, Co-op Connections, bill stuffers and more. Our current advertising campaign is focusing on spring planting and farm safety and is targeting the agricultural community.

Business Development and REED Update: Mike Jaspers shared that the REED fund has received several new loan applications and activity is higher this year than it has been in the past few years. He gave an update on housing and explained the goal is to provide affordable housing for South Dakota's workforce.

Touchstone Energy Update: Mary Ann Cristiano from Touchstone Energy spoke to the group about the new Power On campaign that recently was launched. This campaign is available to everyone, not just Touchstone Energy Cooperatives. It includes logos, social animation and graphics and radio ads. She also touched on the topic of Co-op WebBuilder and explained that they recommend a refresh or rebuild of a website every four years. The newest version of CWB is 3.0 and all co-ops need to be upgraded by the end of 2021. Mary Ann reminded the members that we have access to LinkedIn Learning and Touchstone Energy is offering weekly webinars and now is a great time to take advantage of online learning. Access Touchstone Energy's content on [cooperative.com](#).

NRECA Young Adult Member Engagement Initiative (YAME): Maura Giles from NRECA gave an overview of the NRECA YAME Initiative. The strategy is grounded in Lexicon research, focus groups and other research done by NRECA. The young adults today value community, sustainability, a promising future and want to belong. More details on the initiative can be found on [cooperative.com](#).

Rheem, ProTerra Hybrid Heat Pump Water Heater: Tim Gaughan from Rheem presented on their newest hybrid heat pump water heater, the ProTerra. This water heater has the highest efficiency and highest EF's in the country. Its smart technology capabilities include integrated EcoNet Wi-Fi, remote control leak detection and automatic leak guard shutoff. The water heater is equipped with CTA-2045 for load control purposes.

Pandemic Response: Chris reviewed East River's pandemic plan and services that we can offer during this time. East River has templates available for communicating COVID-19 cases within your co-op as well as a return to the office plan and can assist if your co-op has questions on handling this at the local level. The connected home project with DSU will pick up again in the fall as the closing of DSU this spring slowed progress on the research. Shayla shared that East River will release post-pandemic materials once the pandemic starts to wind down. Please let us know if there are materials your co-op needs that we can assist with.