

# Energy INSIDER

HOP TO IT: Alluvial taps into growing Iowa craft beer market, page 4



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## CNI Ag Independent Retailers Honored with Iowa Venture Award

CNI Ag Independent Retailers in Iowa Falls was among seven Iowa companies to be honored with a 2022 Iowa Venture Award by the Iowa Area Development Group (IADG) and its rural electric cooperative partners.

CNI is the newest occupant of the Southview Industrial Park in Iowa Falls. They recently purchased a 24,000-square-foot speculative building for the new facility. CNI is a national distributor of crop protection products, including seed, seed treatments and micronutrients, serving its 400 independent retailers across 1,200 locations in 44 states. The Iowa Falls distribution

center is the first in Iowa and will allow for continued growth in the Midwest. This location will also house a bulk packaging facility, office, and meeting space.

The speculative building was built as a partnership between Iowa Falls Area Development Corporation, Midland Power Cooperative, Corn Belt Power, and the City of Iowa Falls.

“The Iowa Venture Award provides an opportunity to recognize and thank companies that are innovating, creating jobs, and investing in Iowa,” said IADG President/CEO Bruce Nuzum.



**Front row (l-r):** Mike Coleman, Board President, Midland Power; Bruce Nuzum, President/CEO, IADG; Debi Durham, Director, IEDA/IFA; Sam Bronson, Warehouse Manager, CNI; Andy Krieger, Manager of Community and Business Development, Midland Power.  
**Back row (l-r):** Bill McKim, CEO, Midland Power; Taylor Pudenz, CNI; Matt Mesch, CNI; Mark Buschkamp, Iowa Falls Area Development Corp.

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## Recent storms show value of ongoing vegetation maintenance

When winter storm Elliott descended into central Iowa in late December, it brought extreme cold and powerful winds, with gusts approaching 50 mph in some areas. These strong winds can wreak havoc on our electric distribution system as tree limbs – or even whole trees – snap, toppling into power lines and disrupting service.

However, thanks in part to the co-op's ongoing vegetation management efforts, winter storm Elliott's wrath was minimal, with only a handful of scattered outages reported.

Each year, Midland Power crews

and contractors work to clear vegetation, especially trees, from near power lines and other electric infrastructure. These efforts reduce the risk of unplanned outages and help keep members – and crews – safe by minimizing the risk from damaged power lines.

This year, Midland Power and contractor Friest Tree Experts will work to clear approximately 750 miles of power lines, with Friest working primarily in Boone and Greene counties. While our contractor will focus on the areas scheduled, they will also address additional areas where

overgrowth is intruding on power lines.

Midland Power's vegetation management program runs on a five-year cycle, with each area being inspected and trimmed of tree and vegetation overgrowth near power lines.

To maximize safety and maintain reliability, it is a best practice to trim away all vegetation within 20-30 feet of power lines. Trees are typically trimmed using directional pruning, where branches are cut back to the trunk. This can often result in V-shaped trees to allow for the required clearance.

Vegetation management isn't simply good practice, it's also the law. The state requires electric utilities to have a vegetation management program in place to help minimize the risk of unplanned outages.

Members are encouraged to report areas where trees are encroaching on power lines by calling us at (800) 833-8876.

When it comes to reliability, maintenance and replacement of power line infrastructure also plays a key role.

Continued on page 2

## Nominating Committee seeks interested board candidates

Interested in making a real difference in your community and co-op? Run for a seat on the Midland Power board of directors.

This year's nominating committee is actively seeking candidates interested in serving on the board. The committee plans to meet in early February to begin developing their slate of candidates.

If you know of any member-candidates, including yourself, to nominate to serve on the Midland Power board, or next year's nominating committee, please contact one of the nominating committee members in your district listed.

The selected members will appear on ballots for the Midland Power election in June.

### 2023 Nominating Committee Members

#### District 1

- Rich Larson, Ogden, 515-351-1229
- Erin McCloud, Ogden, 515-313-7633
- Greg Rinehart, Boone, 515-290-3925

#### District 2

- Greg Artz, Ames, 515-215-0062
- Dave Jamison, Ames, 515-290-5058
- Mark Speck, Ames, 515-441-2183

#### District 3

- Dean Bormann, Lu Verne, 515-320-4306
- Allen Mains, Wesley, 515-341-1332
- Tim Terwilliger, Humboldt, 515-368-5231

#### District 4

- Duane Kruckenberg, Iowa Falls, 641-751-1450
- Steve Martin, Hubbard, 641-751-5942
- Duane Schultz, Iowa Falls, 515-689-5956



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► **VENTURE AWARD**  
from page 1

“IADG and its partners are proud to recognize CNI for their new location in Iowa Falls and contributions they are making in the community, state of Iowa, and beyond.”

Additional Iowa Venture Award recipients included:

- Godbersen Metal Works – Spencer
- Hen Haven – Clearfield
- KWF, LLC – Griswold
- Marker 126 – Duncombe
- SFM, Fairfield – Fairfield
- Shell Rock Soy Processing – Shell Rock

**About the Iowa Venture Award**

This marks the 34th year that IADG has presented Iowa Venture Awards to individuals and organizations, both large and small, in recognition of their significant contributions to Iowa's economy through entrepreneurial leadership, innovation, and the creation of job opportunities. Together they are helping to sustain and grow Iowa's economy. The Iowa Venture Award Hall of Fame showcasing these 287 companies can be found at [IADG.com/HallOfFame](http://IADG.com/HallOfFame).

**About Iowa Area Development Group (IADG)**

IADG is the business and community development leader for Iowa's rural electric cooperatives, municipal utilities, and independent telecommunication companies. Since 1985, the partnerships and economic development efforts of IADG and their



sponsors have assisted with more than 2,450 projects, generating over \$13.9 billion of capital investment and over 57,500 new or retained jobs for Iowa.

► **VEGETATION**  
from page 1

Each year, Midland Power identifies stretches of aging distribution line that is at risk of failure. This year, more than 14 miles of line is scheduled to be replaced to help ensure uninterrupted service.

The co-op will also continue its ongoing efforts to strengthen and modernize our system by rebuilding three substations – the Berkley substation in Boone County, the Farlin

substation in Greene County, and the Stratford substation in Hamilton County – at a cost of approximately \$3 million. These substation upgrades are an investment in reliability for today, while also expanding capacity to meet the increased demands of tomorrow.

By taking a methodical and proactive approach to system maintenance, Midland Power continues to ensure the safe, reliable, affordable, and environmentally responsible delivery of power our members depend on.

**Years of service award**

Please join us in congratulating Jefferson Foreman Justin Schmidt on completing his fifth year of service at Midland Power.

*Thank you, Justin, for your dedication to our members!*



Midland Power CEO Bill McKim (right) presents Foreman Justin Schmidt with his five year service award.

**Extend a helping hand with RECare**

Would you like to help those in need weatherize their homes or pay winter heating bills? Your one-time or ongoing donations will directly benefit area residents struggling to afford home heating costs. Simply complete and return this form to

Midland Power. Funds from this program are distributed to those in need through the Low Income Home Energy Assistance Program (LIHEAP) in Iowa. Any amount you give will be greatly appreciated!

**RECare CONSUMER AUTHORIZATION FORM**

Yes, I want to contribute to RECare.

I will make a one-time contribution to RECare. My check is enclosed.

I will contribute \$ \_\_\_\_\_ per month for \_\_\_\_\_ months to RECare. I understand this amount will be automatically added to my monthly electric bill.

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Please mail to: RECare, Midland Power, PO Box 420, Jefferson, IA 50129

Students can apply now for a trip to our nation's capital from June 17-23!



Area high school students interested in government and public service are encouraged to apply! Learn more at [MidlandPower.coop/YouthTour](http://MidlandPower.coop/YouthTour)

**PUTTING THE POWER IN YOUR HANDS**



Visit [MidlandPower.coop/CommunitySolar](http://MidlandPower.coop/CommunitySolar) for more information and to get signed up today!

Finally, an easy way to enjoy the benefits of solar energy without the hassle of installing your own array.

# Adaptability a hallmark of electric cooperatives, members



**ROGER HAMMEN**  
Manager of Energy Services,  
Midland Power Cooperative

Having worked for member-owned electric cooperatives for more than 30 years, I'm always reminded of how unique our member-owners are.

Maybe it's the deep roots many members have in our communities, or the patience and resiliency that comes from raising livestock and farming. Whatever the reason, I'm constantly struck by our members' willingness to embrace change and adapt.

Since their formation in the late 1930's, electric cooperatives like Midland Power have worked to help educate our members on the benefits that electricity brings to all our lives.

From electric irons and refrigerators, to milking machines and water pumps, we introduced members to new technologies that revolutionized life on the farm.

In more recent years, Midland

Power and electric co-ops across the nation have promoted the concept of beneficial electrification – adopting money-saving technologies such as heat pumps and electric water heating to improve our members' quality of life.

These technologies provide both comfort and energy savings to our members, while enabling us to better manage and control energy demand. The end results are stabilized and affordable rates.

### REDUCING DEMAND COSTS

As a member, when you consume power is often just as important as how much you consume.

During times of extremely heavy usage – think hot summer weekday afternoons, when air conditioning units are working their hardest or cold winter mornings when members turn up their heat to get ready for work or school – a peak system demand occurs.

Midland, like all electric utilities, pays a demand charge to our wholesale power providers based on how much electricity is being consumed during these peak demand times.

To better control these demand costs and ensure reliability, Midland Power has been actively exploring creative ways to reduce the amount of power we purchase during these peak usage times.

With the ongoing adoption of cleaner, more affordable technologies, such as electric vehicles, we must look to the past as we plan for the future. Just as we've moved from party line phones to smart phones, we are exploring alternative rate structures to help meet today's economic realities.

### INNOVATIVE RATE STRUCTURES

One proven rate design is time-of-use (TOU) rates. These innovative rates use variable pricing, with the price members pay per kilowatt-hour shifting over the course of the day or even the day of the week. Typically, TOU rates divide each day into higher priced "on-peak" and lower priced "off-peak" periods.

By charging more during on-peak periods, TOU rates encourage members to shift a greater portion of their energy use to times of the day

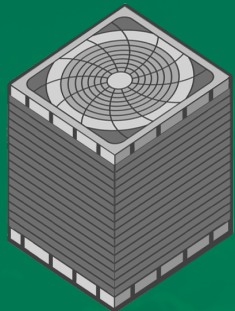
when demand is lower. This shift helps to flatten a co-op's demand curve, reducing their wholesale demand charges. These savings are then passed back to their members in the form of cheaper off-peak energy.

A growing number of electric cooperatives both here in Iowa and around the nation have already adopted these types of rate structures.

As we move into 2023, Midland Power will continue to explore rate options and structures that offer flexibility and benefits to our membership.

We'll also continue to promote programs that reward members for installing highly efficient equipment and embracing better, more efficient building practices that reap long-term rewards for you and your cooperative.

We're grateful for you, our member-owners, and the trust you place in us. Working together, we will continue to tackle whatever challenges come our way in the new year and beyond.

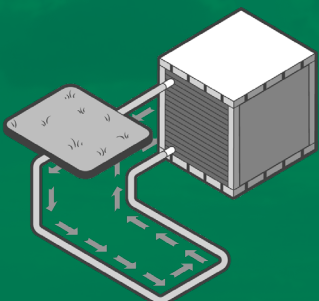


## AIR SOURCE HEAT PUMPS

Energy-efficient, cost effective, reliable year-round

- 15+ SEER Unit: \$350/ton**
- Less than 15 SEER Unit: \$200/ton**
- Hybrid Unit: \$350/ton\***
- Cold Climate NEEP Cert. Unit: \$350/ton\*\***

\*Must sign future load control agreement for hybrid units  
\*\* NEEP Certified units can be found at [www.ashp.neep.org](http://www.ashp.neep.org)

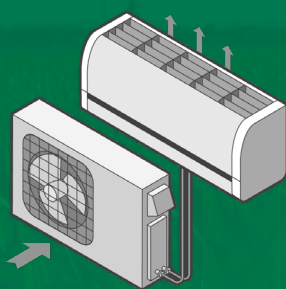


## GEOHERMAL HEAT PUMPS

Great for new home construction

- New Unit: \$400/ton**
- New Hybrid Unit: \$450/ton\***
- Replacement Unit: \$200/ton**

\*Must sign future load control agreement for hybrid units



## MINI-SPLIT HEAT PUMPS

Energy-efficient, cost effective, reliable year-round

- 15+ SEER Unit: \$350/ton**
- Less than 15 SEER Unit: \$200/ton**
- Hybrid Unit: \$350/ton\***
- Cold Climate NEEP Cert. Unit: \$350/ton\*\***

\*Must sign future load control agreement for hybrid units  
\*\* NEEP Certified units can be found at [www.neep.org](http://www.neep.org)



## WATER HEATERS

### MARATHON MEMBER PRICING\*

- 50-Gallon: \$450 (standard) or \$500 (short)**
- 85 Gallon: \$650 • 105 Gallon: \$850**

\*Member pricing assumes all incentives/agreements and isn't eligible for additional rebate.

### NON-MARATHON ELECTRIC WATER HEATER REBATES

- Heat Pump Integrated Unit: \$300**
- Electric Resistance 45-79 gal.: \$400** Must have Energy Factor (EF) of 0.94+
- Electric Resistance 80+ gal.: \$600** Must have Energy Factor (EF) of 0.92+

Water heater must be installed on Midland Power electric lines.

## 2023 RESIDENTIAL REBATES

Have any questions or interested in these rebates? Contact your Energy Services Representatives today by calling (800) 833-8876 or by visiting

[MidlandPower.coop/Rebates](http://MidlandPower.coop/Rebates)

For those in or near Boone and Greene counties, contact:



**ROGER HAMMEN**  
Manager of Energy Services  
[rhammen@midlandpower.coop](mailto:rhammen@midlandpower.coop)  
(515) 370-0994



**CALEB MCKIM**  
AMI/Energy Services Specialist  
[cmckim@midlandpower.coop](mailto:cmckim@midlandpower.coop)  
(515) 709-3910

For those in or near Humboldt and Kossuth counties, contact:

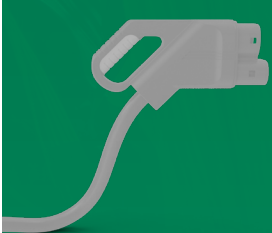


**LARRY BEILKE**  
Energy Services Advisor  
[lbeilke@midlandpower.coop](mailto:lbeilke@midlandpower.coop)  
(515) 890-9484

For those in or near Hardin county, contact:



**DAN OLSON**  
Energy Services Advisor  
[dolson@midlandpower.coop](mailto:dolson@midlandpower.coop)  
(515) 391-7166



## EV CHARGERS

Plug into electric transportation

- Level II Charger: 50% of the cost of the charger, up to \$500\***

\*Must sign future load control agreement  
Please avoid charging during the peak period of 4-9 p.m. whenever possible



## APPLIANCES

Save money with every load

- ENERGY STAR® Heat Pump Electric Clothes Dryer: \$100/unit**



## Alluvial brews up growth, craft beer in north Ames

Things are hopping at Alluvial Brewing. The Ames brewery, known for their distinct line of craft beers, quickly became a favorite community gathering spot when their doors opened in 2015. However, their success didn't happen overnight.

"I'd never run a brewery," said Alluvial owner Elliot Thompson, sitting one recent sunny afternoon near the stage of his empty taphouse. "It was a ton of planning. I worked on it for a couple of years before we ever brewed our first barrel."

Located northwest of Ames, Alluvial sits next door to Prairie Moon Winery, another community staple. The building which now houses the taphouse was initially used to sell locally grown produce. But after a few years, Thompson and Prairie Moon Winery's Matt Nissen soon brewed up a new idea and Alluvial Brewing was born.

"We started off with some really strong beers. The quality has always been the most important thing for us," Thompson said. "We were only putting out beers we were proud of and wanted to showcase."

While the initial brewing was done in a brewery located in the back of the taphouse, it wasn't long before sales necessitated an expansion. In 2019, a new brewery building was constructed north of the taphouse,

allowing Alluvial to increase production. It also enabled Thompson to convert the newly vacated space into a true community gathering spot, adding a stage to accommodate live music.

"This space in general has a nice feel to it," Thompson said proudly, looking around the warm and eclectically decorated hall that includes a sticker wall featuring hundreds of decals from other breweries and local businesses. "It's a nice place to hang out. It's just a very intimate space."

The venue now regularly hosts local and touring musicians.

While Thompson says Alluvial is allowing their growth to happen organically, they've also taken steps to help tap into the booming craft beer market.

Nationwide, craft beer sales account for more than \$26 billion in annual sales, with strong growth projected to continue as consumers increasingly seek out local breweries and their unique flavors.

To meet the growing demand, Alluvial has recently started being distributed outside of central Iowa for the first time. Their new brewery also has the floorspace to enable production to expand up to four times their current capacity.

Thompson credits Head Brewer

Neil Blair with helping to fuel much of the company's recent success.

"We've stayed true to certain styles (of beer) while also expanding into more fruit beers to follow consumer taste trends," Thompson said. "It's been fun to let Neil put his spin on it."

The brewery, which has traditionally produced between 300-400 barrels annually, says they're currently aiming to brew 400-600 barrels per year, while still maintaining the high quality they're known for.

When asked what he enjoys most about running a brewery, Thompson doesn't hesitate in answering.

"I like to try and be creative and always do new and different things," he says. "I really enjoy trying to cultivate more community and further different beer styles. Create this synergistic thing here with the neighboring winery, farm, and the music and the beer and the community," he says.

"I don't do any of the brewing, but I definitely love me some beer."



**Top:** Alluvial Brewing's Elliot Thompson in front of the tap house in Ames. Alluvial Brewing and neighboring Prairie Moon Winery are both Midland Power Cooperative business members.  
**Bottom:** Alluvial offers a seasonal rotation of their craft beers on tap and at select Iowa retailers.

### Midland Power Cooperative Offices

Monday-Friday: 7:30 a.m. - 4:00 p.m.  
 ☉ 2005 S. Story Street, Boone, Iowa  
 ☉ 1210 13th Street North, Humboldt, Iowa  
 ☉ 1001 E. Lincoln Way, Jefferson, Iowa

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 🐦 [Twitter.com/Midland\\_Power](https://Twitter.com/Midland_Power)

### Leadership: Bill McKim, CEO

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