



The Energy Insider

A BIMONTHLY PUBLICATION OF MIDLAND POWER COOPERATIVE

WWW.MIDLANDPOWER.COOP | MAY/JUNE 2021

Member appreciation events return in June!

Mark your calendars for a member appreciation event near you. Stop out for dinner (choice of cheeseburger or grilled chicken) and some Picket Fence Creamery ice cream. Registrants from all three events will be entered in a single drawing for a Kobalt 80-volt Max Self-propelled 21-inch Cordless Electric Lawn Mower! While you're there, register the kids for a chance to win a bicycle (one winner per event). Also,

each membership in attendance will receive a picnic blanket, while supplies last.

Final planning is underway for these events. This year's events may look a little different, including social distancing and carry out options. However, we hope you're able to stop by and be recognized as a part of a unique community of members. More information will be available at www.MidlandPower.Coop



Bringing solar to the countryside



Is solar right for my home or business? It's a popular question these days. One that Rick Thompson, of Lu Verne, Iowa, was asking in 2020. He reached out to Iowa Choice Renewables to find out if an investment in solar would be a right fit for his business. "I could trust Iowa Choice Renewables, being part of the co-op," said Thompson. "Larry, my local Iowa Choice Renewables representative, was invaluable during the process."

Iowa Choice Renewables reviewed how Thompson's new hog barn consumed electricity and worked with the site's utility to understand the electric rates at the location and how an installation of a solar facility would change monthly electric bills at the site. Iowa

See SOLAR, Page 2

The third is the word!



Mark your calendar! Going forward, Midland Power Cooperative monthly electric bills will be due on the third of each month.

Historically, the due dates varied slightly each month. Now members will be able to plan around a consistent due date each month. The co-op offers many ways to pay, to ensure the co-op receives bill payments by the third and members avoid late fees.

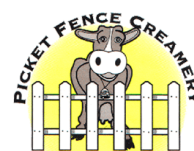
Members can log in to SmartHub online account access to make a payment or set up auto payments. One-time online payment options are also available. As well as auto pay by bank account or payments over the phone.

Join us at a member appreciation event in June!



Watch for your quick registration card in the mail!

Meal: Choice of cheeseburger or grilled chicken & Picket Fence Creamery ice cream!



Family Fun | Register for Prizes | Receive a Picnic Blanket



HUMBOLDT - TUES, JUNE 15
5 - 7 PM | Midland Power
1210 13th St. N, Humboldt



IOWA FALLS - THURS, JUNE 17
5 - 7 PM | Midland Power
730 S. River St, Iowa Falls



BOONE - TUES, JUNE 22
5 - 7 PM | CASE IH Building
1827 217th St, Boone

Frowein, Henningsen, Roach to receive scholarships

Numerous outstanding students that live in Midland Power's service territory applied for the opportunity to receive a scholarship for the 2021-2022 collegiate school year.

Midland Power submitted the applications to a team of judges for review.

Your co-op is proud to announce that three students will receive scholarships available through Midland Power and its wholesale power suppliers.

Cora Frohwein, daughter of David and Kristi Frohwein of New Providence will be receiving a \$1,000 scholarship.

A senior at South Hardin High School, Frowein will be a college freshman at Iowa State University, Ames, this fall and plans to major in marketing and minor in entrepreneurship.

She has a dream to one day open her own small town business.

Tanner Henningsen, son of Brent and Beth Henningsen of Ames, will receive a \$1,000 scholarship.

Henningsen is a senior at Gilbert High School and plans to attend the University



Cora Frohwein



Tanner Henningsen



Ava Roach

of Iowa, Iowa City, in the fall. He plans to major in biomedical sciences and minor in biomedical engineering.

He hopes to attend medical school and have a career in pediatric oncology.

Ava Roach, daughter of Joseph Roach and Mia Hegarty-Roach of Algona will receive a \$1,000 scholarship.

A senior at Algona High School, Roach

will be attending Iowa State University, Ames, in the fall. She plans to major in biochemistry and has aspirations of becoming a radiologist and helping people live their longest and healthiest lives.

Congratulations to Cora, Tanner and Ava!

Be Ready Before a Storm Strikes

Lights out? Store these items at home in case of an outage.




Water
Three-day supply, one gallon per person per day.



Tools
Flashlight and extra batteries, can opener, wind-up radio.



Food
Three-day supply of non-perishable, high-energy food.



First Aid, Medicine
First aid supplies, hand sanitizer, and at least a week's supply of medications for the family.

Documents
Include copies of passports, birth certificates, and insurance policies.

Learn more at www.Ready.gov

Source: American Red Cross, Federal Emergency Management Agency

Gray, Wayland join Midland Power Team

Clifton Gray joined the Midland Power team as the IT coordinator in March 2021.

Originally from Westbrook, Maine, Gray has previous experience as the assistant director of telecom at Southeast Missouri State University, as an instructor of economics, a central office technician at Verizon Communications and as a combat engineer in the U.S. Army.

He has master's degrees in economics and IT management.

When not at work, Gray enjoys loud music, Boston sports teams and the University of Maine hockey.

Asa Wayland joined the Midland Power team as a 1,000-hour lineman in December



Cliff Gray



Asa Wayland

2020. Wayland grew up in Denison, Iowa, and attended Northwest Iowa Community College, Sheldon, Iowa.

When he's not at work, he enjoys watching sports and bicycling.

Welcome Cliff and Asa!

SOLAR Continued from page 1



Choice Renewables ran estimates and projected a payback time for a solar facility for Thompson.

Ultimately, a 22-kilowatt (AC) solar facility was the right size for this location. It has 78 panels, three inverters and is 120 feet in length. While the solar facility has only been in operation for a few months, Thompson is satisfied with the result of the project. "It reduced the first electric bill I received after it was connected and I'm hoping it will greatly reduce my summer electric bills. A time when the hog barn uses the most electricity," said Thompson.

He recommends anyone considering a solar facility installation, reach out to Iowa Choice Renewables and start the process

early in the year to avoid any challenges that a winter installation might pose.

If you're considering investing in a solar facility, Iowa Choice Renewables would like to help you meet your goals. You can reach your local representative by e-mailing ICR@midlandpower.coop or by calling (800) 833-8876.





Know what's below. Call before you dig.

Annual Meeting June 30

The thirtieth Annual Meeting of the members of Midland Power Cooperative will be Wed., June 30, 2021 at 3:00 p.m. at the Midland Power Administrative Office at 2005 S. Story Street, Boone, with a virtual option to view the Annual Meeting online. Check www.MidlandPower.Coop for information about attending virtually. Official Notice with voting information will be sent by mail in early June. More details about local board candidates will be enclosed in the Official Notice. Candidates, by district, will be

District 1

Director Candidates (1)

Randy Christensen, Scranton
Ron Swanson, Madrid

2021 Nominating Committee Candidates (3)

Mike Holden, Scranton
Richard Larson, Ogden
Erin McCloud, Ogden
Greg Rinehart, Boone
Richard Schneider, Madrid

District 2

Director Candidates (1)

Jim Andersen, Ames
James Byriel, Ames
Dave Simon, Boone

2021 Nominating Committee Candidates (3)

Greg Artz, Ames
Dennis Lynch, Ames
Christopher Paulson, Boone

District 3

Director Candidate (1)

Joel Skow, Wesley

2021 Nominating Committee Candidates (3)

Ron Collins, Humboldt
Anthony Hilbert, Corwith
Allen Mains, Wesley

District 4


Director Candidate (1)


Tom Ingebritson, Hubbard

2021 Nominating Committee Candidates (3)


Duane Kruckenberg, Iowa Falls
Steve Martin, Hubbard
Lee Robison, Iowa Falls
Duane Schultz, Iowa Falls

8 WAYS TO PAY YOUR MIDLAND POWER BILL







SmartHub™ on Website
Visit www.MidlandPower.Coop and set up SmartHub account access to pay online, opt-in to paperless billing, review energy use, report an outage and more!




Over the Phone
The 24-hour secure pay-by-phone system is available at (888) 470-4623. If you need to speak to a representative, please call (800) 833-8876.




Pay Now on Website
Visit www.MidlandPower.Coop and use the **Pay Now** link to make a payment by account number and name. No username/login required.




By Mail
Enclose check and bill stub in the supplied envelope, apply postage and drop in the mail. Please allow ample time for postal delivery prior to due date.




SmartHub™ App
Use your SmartHub login on the **FREE** mobile app for iOS and Android for many of the same conveniences while on the go!



Drop Box
1781 219th Lane, Boone
1210 13th St N, Humboldt
730 S River St, Iowa Falls
1005 E Lincoln Way, Jefferson



Reoccurring Auto Payment
Log into SmartHub to enroll in Auto Pay by bank account or card* or complete a paper form to enroll by bank account. Payments occur 25th of each month.**



At a Co-op Office
Stop by to pay your bill 7am - 4pm (M-F) at the Humboldt or Jefferson addresses listed above, or after Dec 1, at 2005 S Story St, Boone.

*Visa, MasterCard or Discover accepted for residential accounts only. **If the 25th is on a weekend or holiday, payment will occur the next banking day.

What is load factor and why is it important?



By Bill McKim
CEO,
Midland Power
Cooperative

Load factor is a measurement of the efficiency of your household's electrical energy usage. It is calculated by taking the total electricity (kWh) used in the month, divided by your peak demand (kW), multiplied by the number of days in the billing cycle and the total hours in a day. The result is a ratio between zero and one, and the higher the ratio or percentage, the more efficient your household is using electricity.

$$\frac{\text{kilowatt-hours (kWh)}}{\text{Demand (kW) x days x hours}}$$

Now that we print your monthly peak demand on your electric bill, you can easily calculate your monthly load factor. Look for these items on your electric bill:

- The number of KWH Used
- Your Peak Demand
- The number of Days in the billing period

In the billing examples shown, these are the numbers used for our load factor calculation example:

- Monthly Energy Use – 1,562 kWh
- Monthly Peak Demand – 10.6 kW versus 3.9 kW
- Days in the Month – 31 days
- Hours in a Day - 24 hours

Load Factor Calculation

In Example 1, the load factor is 20 percent showing that, on average, the peak demand was fully used for an average of less than five hours a day for 31 days, meaning this household is using electricity inefficiently.

In Example 2, the load factor is 54 percent showing that, on average, the peak demand was fully used for an average of nearly 13 hours a day for 31 days, meaning this household is using electricity more efficiently than Example 1.

Why Load Factor is Important

Your Cooperative's wholesale power bills contain demand components. Lower peak demands and higher load factors keep the cost of power more affordable for your Cooperative, and therefore for the membership. Future member-consumer rate structures may include a demand component, which would automatically reward members for improving their load factor. In the past you have been able to save money by turning off the lights or taking advantage of your Cooperative's energy efficiency programs. In the future, you may be able to lower your bill by coordinating the number of appliances you operate at once.

How Can We Improve Load Factor?

Lower your peak demand by delaying or staggering electric use, instead of running all your appliances at once during peak periods. To review your usage history, and track it going forward, login to SmartHub online account access at www.MidlandPower.Coop. You can review your Average Usage by Time of Day to identify the hours of the day your household is using the most energy. It is also possible to view your Demand (kW) in the Usage Explorer. The first day of each month will reflect a peak demand and then a new peak demand will be reflected each day that demand exceeds a prior day's peak.

1-PH RESIDENTIAL/FARM RATE		METER 111111		Current Month's Number of Days
NEW READING	04/01/2021	34720		31
PRIOR READING	03/01/2021	33158		
USAGE MULTIPLIER/KWH	1.00	1,562		
PEAK DEMAND	03/01/2021	10.60 KW		
ENERGY CHARGE	1,100 KWH @ \$0.12		\$132.00	
ENERGY CHARGE	462 KWH @ \$0.10		\$46.20	
ACCESS CHARGE	31 DAYS @ \$1.126 PER DAY		\$34.91	
ENERGY ADJUSTMENT	1,162 KWH @ \$0.000660		\$0.77	
		1562		
		10.6 x 31 x 24	= 20% Load Factor	

Example 1 - This member used 1,562 kWh and had a peak demand of 10.6 kW, resulting in a load factor of only 20%.

1-PH RESIDENTIAL/FARM RATE		METER 111111		Current Month's Number of Days
NEW READING	04/01/2021	34720		31
PRIOR READING	03/01/2021	33158		
USAGE MULTIPLIER/KWH	1.00	1,562		
PEAK DEMAND	03/01/2021	3.90 KW		
ENERGY CHARGE	1,100 KWH @ \$0.12		\$132.00	
ENERGY CHARGE	462 KWH @ \$0.10		\$46.20	
ACCESS CHARGE	31 DAYS @ \$1.126 PER DAY		\$34.91	
ENERGY ADJUSTMENT	1,162 KWH @ \$0.000660		\$0.77	
		1562		
		3.9 x 31 x 24	= 54% Load Factor	

Example 2 - This member used the same amount of electricity (1,562 kWh), but staggered their electric use, so their peak demand was only 3.9 kW, creating a better load factor of 54%.

You can count on us, your local electric Cooperative. We are continuously planning for the future to maintain our historical high levels of safety and reliability. We will build the system you need to power your homes, farms and businesses, regardless of how you choose to use it.

Heat and cool your home with a heat pump

Plan ahead

When your furnace, air conditioner or water heater fails, you might feel forced to quickly replace your equipment with whatever option is most readily available. However, it can pay to plan ahead. Don't wait until you have an urgent need. Learn more about the variety of home heating and cooling choices available to you – including electric systems.

Get to know your options before a breakdown occurs, so you're prepared to install your new system when the need inevitably arises. Or, you may simply decide you want to replace old, inefficient equipment now, rather than waiting for an emergency to occur. When you understand the long-term benefits of switching to electric home heating and cooling, you can confidently make the decision that's right for you and your family.

Consider switching to a high-efficiency heat pump

An electric heat pump is the most energy-efficient home heating and cooling option available today – providing heating equal to three times the amount of electricity consumed. Switching from a traditional gas-fueled furnace to an electric heat pump system can significantly improve your home's energy efficiency.

Because an electric heat pump serves a dual purpose – replacing your furnace and air conditioner by functioning as your home's primary heating and cooling system – it can cost more to install at first. However, the additional energy efficiency and long-term rate stability pays off in the long run.

The most common types to consider:

- Air-source heat pumps work by transferring heat between the inside of your house and the outside air. Whether you're upgrading to something more efficient or replacing a worn-out furnace or air conditioner, you'll find that air-source heat pumps are easy to install and will integrate well with your existing ductwork.
- Geothermal heat pumps take advantage of the earth's constant temperature by circulating a water-based solution through buried pipes. This method of heating and cooling your home is

environmentally friendly, reliable, quiet, comfortable and cost-efficient, but it does require underground installation.

Enjoy the benefits of going electric

The cost to heat your home represents nearly half of your home's total energy consumption. Upgrading to an electric heat pump can improve your energy efficiency – and provide a variety of other benefits as well.

- Comfortable: Enjoy stable, reliable heating and cooling year-round – saving energy while leaving the thermostat set right where your family likes it.
- Clean: Reduce your carbon footprint – relying on your heat pump's ability to recycle thermal energy rather than generating heat through combustion.
- Safe: Rest easy knowing your heat pump produces no harmful emissions – eliminating the risk of carbon monoxide poisoning, exhaust fumes or gas leaks.

- Economical: Lower your utility bill by reducing the amount of electricity you use to heat your home by up to 40 percent – and take advantage of immediate rebates on qualifying equipment.

Discover how much you can save

Perhaps you're interested in the long-term energy (and cost) savings, possible tax credits, and Midland Power rebates, but you're concerned about the up front cost of a heat pump system. Qualifying members may be eligible for a low-interest energy efficiency or geothermal system loan through Homeward, Inc. Learn more about this option at www.homewardiowa.com.

If you'd like to discuss your heat pump options with a trusted energy advisor at Midland Power, call (515) 386-4111 or (800) 833-8876 and ask to speak with the member service representative for your area.

air-source

- Pulls heat indoors from outdoor air in the winter, from indoor air in the summer
- Requires **little maintenance**, delivers 1.5-3.5x the energy it uses
- **Easy to convert** from propane or oil, **more efficient** than gas
- Dehumidifies better than central air conditioners, resulting in **less energy usage** and more cooling in summer months
- **Rebates & incentivized heat rate may be available**

geothermal

- **One system** for heating, cooling, & water heating
- Uses **natural energy** the earth stores beneath us
- **Most efficient**, heating efficiencies of up to 500%
- Can **save up to two-thirds of water heating costs** year round
- **Short payback periods** because of operating efficiency
- **Rebates, incentivized heat rate, tax credits, & low-interest loans may be available**

mini-split

- Ideal for those who want **air conditioning** in homes that don't currently have it
- **Ductless**, so works on homes that don't have ductwork
- **Cost effective** and **easy to install**
- Only runs when & as hard as it needs to, thus is very **energy efficient**
- **Scalable**, one outdoor compressor can run multiple units inside
- **Rebates may be available**

TAKE ADVANTAGE OF COOL SAVINGS WITH A HEAT PUMP

Contact us today to learn how you can start saving!

(800) 833-8876
www.MidlandPower.Coop

Midland Power is an equal opportunity provider and employer.

Shining the light on community volunteers

Guided by our cooperative commitment to community, Iowa's electric co-ops are launching a new contest in June to celebrate local volunteers. The Shine the Light contest, sponsored by the Touchstone Energy Cooperatives of Iowa, will accept nominations and select three winners who will each receive a \$1,500 donation to their local charity or nonprofit.

Member-consumers and employees of Iowa's electric cooperatives are eligible to nominate local volunteers during the month of June. If you receive electricity from Midland Power Cooperative, you're a co-op member-consumer and we encourage you to nominate someone who is making a positive impact in the community. The volunteer being nominated does not need to be a co-op member-consumer. Minors may be nominated with consent from their parents or legal guardians.

The three winners will be announced during the Iowa State Fair in August. In addition to the \$1,500 donation, each winner will be featured in the September issue of Living with Energy in Iowa magazine.

Go to www.IowaShineTheLight.com to review the contest rules. Starting June 1, Contest entries will be accepted

Alternate Energy Purchase Program - Green Pricing



Midland Power Cooperative has been offering an alternate energy purchase (green pricing) program to its members since 2004. This program allows individual members the ability to voluntarily contribute to a fund. All of the money collected from members will be used for the development of alternate energy production facilities in Iowa. Alternate energy production facilities may include wind energy, biomass, solar and other nontraditional generation

technologies.

Through this program, members will not be directly purchasing alternate energy, but rather participating in the development of these resources. Contributions may be retained until they reach a sufficient level to pursue a particular development, make a grant to another entity pursuing alternate energy development in Iowa, or arrange for purchases from alternate energy production facilities.

Once you have signed up, your participation will continue at the same level until you notify us that you wish to change the amount of your contribution or end your participation in the program.

To sign up for this program, simply complete and return the form below. If you have questions about the program, please call our office at (800) 833-8876.

at this website. Help us shine the light on community volunteers this summer and consider making a nomination.

Voluntary Contribution Form Midland Power's Green Pricing Program

Participation in Midland Power Cooperative's Green Pricing Program is strictly voluntary. This form is not a solicitation but rather a form to allow members the opportunity to voluntarily contribute to this program.

Name: _____ Date: _____

Address: _____

Account Number: _____ Telephone Number: _____

E-mail Address: _____

Type of Contribution:

One-time Amount: _____ Monthly* Amount per month: _____

_____ Cash _____ Check _____ Monthly Bill

*Your participation will continue at the same level until you notify us that you wish to change the amount of your contribution or end your participation in the program. To change your contribution level, please contact Midland Power Cooperative by calling (800) 833-8876 or (515) 386-4111.

Nominate a local volunteer and they could win \$1,500 for their charity!

Contest entries accepted at IowaShineTheLight.com during the month of June



Why pay more at a big box store, when you qualify for member pricing at your Cooperative?

RHEEM® MARATHON® Outlast Standard Electric Water Heaters

- Best Construction** | Seamless, blow-molded polybutene inner tank wrapped in filament-wound fiberglass
- Best Durability** | Toughest and strongest residential tank
- Best Functionality** | No anode rod, recessed brass drain valve and bowl-shaped tank bottom that drains completely
- High Efficiency** | 2.5 inches of foam insulation minimizes stand-by heat loss
- Great Value** | Durability eliminates cost of buying and re-installing a new water heater every 10 years (national ave.)
- Great Warranty** | Residential Application: Upgrade to lifetime limited warranty on tank and 6-years on parts*
- Healthy Home** | Supports a safe and healthy home with no in-home combustion or exhaust flue to maintain



*Warranty is provided to original customer in a residential application after online product registration is complete. Registration must be completed within 90 days of installation. See warranty certificate for complete information.

Check out these hot member prices!

Don't wait until your old water heater springs a leak. Contact us today to purchase a new electric water heater at an excellent member price.

Size	Tank Height	Diameter	Member Price** (plus tax)
50 gallon	62.75"	23.5"	\$400
50 gallon (short)	43.25"	28.25"	\$450
85 gallon	66.25"	28.25"	\$490
105 gallon	66.75"	30.25"	\$625

**Member pricing assumes all incentives/agreements and is not eligible for an additional rebate. Member pricing as of April 1, 2021, subject to future change.



Midland Power Cooperative Offices
Open Weekdays: 7:30 am - 4:00 pm
2005 S. Story Street, Boone, Iowa
1210 13th Street North, Humboldt, Iowa
1005 E. Lincoln Way, Jefferson, Iowa

Calls Answered 24/7/365
Toll Free: (800) 833-8876
Automated Pay-By-Phone:
(888) 470-4623

For the Latest...
www.MidlandPower.Coop
mpcrec@midlandpower.coop
facebook.com/midlandpower
twitter.com/midland_power

Leadership: Bill McKim, CEO; Norm Fandel, Sr. VP of Business Development
Board of Directors: James Byriel, Randy Christensen, Michael Coleman, Charles Gilbert, Bill Harleen, Paul Heineman, Tom Ingebritson, Kim Rinker, Doug Robey, Jack Runge, Joel Skow and Rick Thompson.
The Energy Insider Editor: Abbey Sprague