

heartland link

A publication of East-Central Iowa Rural Electric Cooperative



Let's Make a Difference Together!

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SAFETY TIPS

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- Use a qualified electrician for repair work.
- Repair loose outlets & replace cracked, worn electric cords.
- Watch for discoloration, plates, lights, sound.
- Use bulbs with correct wattage for the fixtures.
- If children are present, install tamper-resistant outlets or protect against shorts.

Photo credit: Lisa Franck


ECI REC
Energy Wise, Community Connected

A Touchstone Energy® Cooperative 

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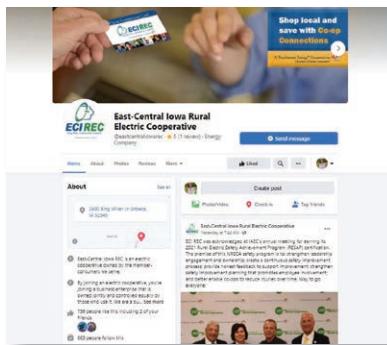
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connect with us

We've been sharing news and tips on Facebook for ten years. Make sure to like us!

2022 pocket calendars

Members, stop by the Urbana office to pick up your free pocket calendar from ECI REC!



take the member challenge

1. COOPERATIVE DIFFERENCE: A Director's decisions will impact key issues like _____, rights of way, and work plans.

2. SAFETY: ECI REC was acknowledged at IAEC's annual meeting for earning its 2021 Rural Electric Safety Achievement Program (RESAP) _____.

3. ENERGY WISE: In 2020 your electric cooperative invested \$0.00100655 per kWh, or 0. ____% of its total revenue, in energy efficiency programs.

Find the answers within the stories, features, and content of this newsletter and you could win a prize. Send your answers to memberchallenge@ecirec.coop. Or, print the word(s) at the top of the back page, cut it out, and send it to: ECI REC, PO Box 248, Urbana, IA 52345. You may mail your entry along with your electric bill payment, but remember there is a deadline! Entries for this issue must be received by February 1. Sixteen names will be drawn from all correct entries. Members will not be allowed to win more than once per calendar year.

last issue's challenge winners

The following names were drawn from the Nov./Dec. 2021 Heartland Link entries. These members will receive a \$10 credit on their account.

Linda & Dennis Sanders

Brenda Kleitsch

Fred & Roxanne Blankenship

Marvin Lincoln

Dudley Maas

Brenda G. Smith

June & Donn Folkmann

Nicholas Nie

John D. Rhinehart

Harold Munson

Daniel Williams

Debra Espe

Steve & Karen Helms

Maria Delagardelle

Larry W. Johnson

Marjorie Werning

CLOSED

Fri, Dec. 31:
New Year's Eve

HAPPY
NEW
YEAR!

Contact ECI REC

EMAILS

memberservices@ecirec.coop
(rebates, product sales)

csr@ecirec.coop
(billing, new customers)

WEBSITE

www.ecirec.coop

MANAGEMENT TEAM

Teresa Floyd
Chief Executive Officer
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teresa.floyd@ecirec.coop

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Ext. 427
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HOURS

Monday-Friday
Office: 7:30 a.m. to 4:00 p.m.

(closed Saturdays, Sundays, and holidays)



Directors Matter – Let's Make a Difference Together!

a Cooperative Difference message from Board President Steve Rau



BEING A MEMBER of the ECI REC Board of Directors is an incredibly important position in our community. A Director's decisions will

impact key issues like service rates, rights of way, and work plans. This position holds great responsibility and requires men and women who understand their community's needs and care deeply about members' best interests.

It is important to have a pool of strong candidates, which is why we encourage members to run in our Board elections. Fresh ideas and new perspectives help us enact policies that keep our community competitive. Go to page 4 to learn about the nominating process. Keep reading to learn more about the Director position.



RESPONSIBILITIES OF A DIRECTOR

Directors are expected to demonstrate three basic qualities on behalf of ECI REC and our member-consumers: care, loyalty, and obedience.

In the broadest terms, it is the responsibility of the Board of Directors to decide how to protect and use the resources of the Cooperative to provide the most benefits for our membership. Through the Cooperative's Articles of Incorporation, the membership has delegated certain authority to the Board. The Board uses this authority to accomplish certain basic jobs. For example, the Board communicates with the membership to determine what members most want and need from ECI REC. The Board then uses this information to establish a direction for ECI REC that will result in specific outcomes. Then the Board reports back to the membership on how well these outcomes are being achieved. Finally, the Board governs the Cooperative through a series of written policies that guide the activities of the Board and the CEO.

Per the NRECA, a Director must have time to attend monthly Board meetings, other special meetings, and educational seminars. These sessions are necessary to keep Directors informed of the business of the Cooperative and the electric utility industry. New Directors are strongly encouraged to obtain their Credentialed Cooperative Director Certificate within their first term of service.

At ECI REC, regular Board meetings are held on the last Wednesday of the month. Meetings normally begin at 8:00 a.m. and last three to four hours. ECI REC Directors are expected to attend the Annual Meeting of the Members, which is held on the third Thursday of June. They are also expected to attend the reorganizational meeting held directly after the Annual Meeting. At this meeting, the Directors elect officers and designate voting delegates and alternates to affiliated organizations.



ECI REC Directors are also encouraged to attend meetings of affiliated organizations on a state, national, and regional level. The statewide organization sponsors a grassroots advocacy program, and Directors are encouraged to participate in these related events.



Finally, ECI REC Directors are encouraged to seek training so they can fulfill their responsibilities to the membership to the best of their ability. For example, Directors are encouraged to become educated on topics that will serve the membership, including legislative issues, finance, capital credits, governance, and technology. The national organization sponsors training courses that equip Directors so they can carry out their responsibilities and obtain credentials and leadership certificates.



The time commitment for serving on the Board of Directors is on average one-and-a-half days per month. There could be



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Committee Now Taking Nominations for 2022 Board Elections

a Cooperative Difference announcement

AT A RECENT BOARD MEETING, each ECI REC Director selected a member-consumer from their District to serve on ECI REC's Nominating Committee. The committee's purpose is to nominate one to two ECI REC members as candidates for the Director positions that are up for election. The vote will take place at the 2022 Annual Meeting of the Members.

There are three positions up for election. You can find more information about these Board Districts below.

If you are interested in being a candidate for one of these positions, would like to make a recommendation, or have a petition nominating a member, please contact the Nominating Committee member representing the District you or the nominee could represent. Nominations may also be submitted to the Urbana office.

Nominations by petition must have 35 names. Candidates must live in the Board District they could potentially represent. All nominations must be registered at the Urbana Administrative Headquarters before 11:00 a.m. on Thursday, February 17, 2022. On that date, all candidates will be reviewed and nominations confirmed at a meeting of the Nominating Committee. 

BOARD DISTRICT #2

Currently represented by Julie Kester, Walker
Serving: Benton and Polk Townships in Benton County

Nominating Contact:

Peggy Bearbower
5358 30th Ave.
Vinton, IA 52349
Phone: 319-443-2218

BOARD DISTRICT #3

Currently represented by Brian McNulty, Watkins
Serving: York Township in Tama County; Homer, Kane, Eldorado, Florence, Fremont, Iowa, Leroy, St. Clair, and Union Townships in Benton County; Lenox, Marengo, and Washington Townships in Iowa County; Clinton and Fairfax Townships in Linn County; Monroe Township in Johnson County

Nominating Contact:

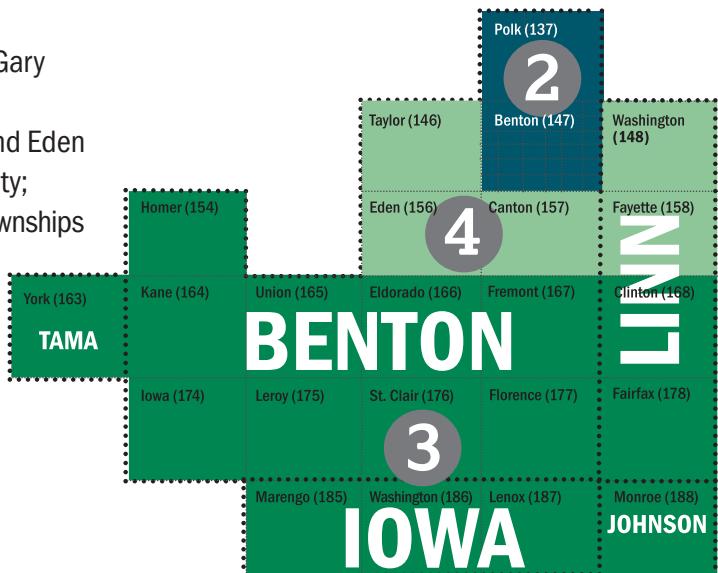
Clint Sandburg
7273 30th Ave.
Atkins, IA 52206
Phone: 319-446-7025

BOARD DISTRICT #4

Currently represented by Gary McKenna, Vinton
Serving: Taylor, Canton, and Eden Townships in Benton County; Washington and Fayette Townships in Linn County

Nominating Contact:

David Inman
6413 26th Ave.
Vinton, IA 52349
Phone: 319-560-6106



**POWERING
AHEAD
FOR YOU**



SAVE THE DATE!

**ECI REC's Annual Meeting
of the Members**

Thursday, June 16, 2022

Registration begins at 10:30 a.m.

**Business meeting begins at
11:00 a.m.**

**Location/meeting platform
to be determined.**



Above: ECI REC Director Don Shonka has retired from the IAEC Board of Directors. He was presented with a commemorative plaque in thanks for his service. Photo credits: IAEC

Partners in Progress

Celebrating achievements and learning about future trends at the IAEC Annual Meeting

a Looking Out for You article

THE IOWA ASSOCIATION OF ELECTRIC COOPERATIVES (IAEC) conducted its 2021 Annual Meeting at the Sheraton West Des Moines Conference Center on December 2 and 3. There were more than 350 registered attendees, including Board Directors and employees from Iowa's locally owned electric cooperatives. During the meeting, they received informative updates from IAEC Board President Steve Seidl and IAEC Executive Vice President and General Manager Chuck Soderberg.

"Our theme of 'Partners in Progress' is very fitting for 2021," remarked Seidl, who retired from the IAEC Board in December after 15 years of service. "Iowa's electric cooperatives know we can accomplish so much more when we work together to achieve a common goal."

Soderberg added, "The statewide association has worked hard this year to serve, support, and advocate for our member cooperatives. Much of our success is the result of collaboration and working together with key partners."

During the business meeting, three new Directors were elected to the IAEC Board. The Board also thanked retiring Directors Steve Seidl of Raccoon Valley Electric Cooperative (District #5), Don Shonka of East-Central Iowa REC (District #2), and Darrell Jensen of Farmers Electric Cooperative, Inc. (District #4). They were presented with commemorative plaques in recognition of their leadership and service to Iowa's electric cooperatives.

The IAEC Annual Meeting is an opportunity for attendees to learn more about the electric industry and future trends that may impact Iowa's rural economy and quality of life. There were several educational sessions, including presentations on battery storage technologies, cybersecurity, and opportunities for positioning ourselves in a world where "business as unusual" is the new usual.

Finally, several Iowa electric cooperatives, including ECI REC, were congratulated for completing the Rural Electric Safety Achievement Program (RESAP) in 2021. RESAP is a national safety program that electric cooperatives utilize as a framework to improve safety performance and culture. 

Creating a Culture of Safety

ECI REC was acknowledged at IAEC's Annual Meeting for earning its 2021 Rural Electric Safety Achievement Program (RESAP) certification. The premise of the National Rural Electric Cooperative Association's (NRECA) safety program is to: strengthen leadership engagement and ownership; create a continuous safety improvement process; provide honest feedback to support improvement; strengthen safety improvement planning that promotes employee involvement; and better enable co-ops to reduce injuries over time. Way to go, everyone!

Above right: ECI REC CEO Teresa Floyd and Board President Steve Rau pose with IAEC's Board President Steve Seidl and Executive Vice President and General Manager Chuck Soderberg. ECI REC was recognized for completing the Rural Electric Safety Achievement Program in 2021.

HONORING 85 YEARS

In March 1937, one of East-Central Iowa REC's parent cooperatives, Benton County Electric Cooperative Association, was founded.

ECI REC Is Proud to Support Our Youth!

a Community Connected feature

AS PART OF ECI REC's commitment to our community, we're proud to take part in programs that support our youth. Our teens are our future, and our future is looking brighter every day!

YOUTH TOUR 2022

ECI REC is looking for two high school juniors to sponsor on this once-in-a-lifetime summer trip to Washington, D.C. To be eligible, students must be heading into their junior year of high school and have parents or legal guardians who are members of ECI REC. Applications can be found on our Youth Tour page at ecirec.coop and are due Wednesday, February 23, 2022.



For more information about the Youth Tour program, email us at iowayouthtour@ecirec.coop or call us toll free at 877-850-4343.

SCHOLARSHIP OPPORTUNITIES



ECI REC Scholarship Program -

Up to ten \$1,000 scholarships are available to students who will continue their education in college in any field. Up to two \$1,000 scholarships are also available to students accepted to the Powerline Technology program at Northwest Iowa Community College. The deadline for applications is Wednesday, March 2, 2022. Visit ecirec.coop for more details. Look for the Scholarships page in the Community & News menu.

Opportunities for ECI REC youth to earn scholarships don't stop with our program! The Glenn English National Cooperative Leadership Foundation sponsors two more scholarships. Visit www.electric.coop for details.

Youth Tour Alumni Scholarship – One \$10,000 and four \$1,000 scholarships are available to Electric Cooperative Youth Tour alumni. Applications are accepted from February through April.

Engineers of the Future Scholarship – \$2,000 scholarships are available to college students pursuing careers in electrical engineering, specifically those who plan to return to rural areas to work. Applications are expected to be taken starting in May.

East-Central Iowa REC Promotes Energy Efficiency

an Energy Wise feature

IOWA'S LOCALLY OWNED electric cooperatives have a long history of supporting energy efficiency; in fact, we've been offering cost-effective energy efficiency programs since the late 1980s. These programs include rebates and incentives for various energy-efficient products, such as ENERGY STAR® appliances, water heaters, LED lighting, and heating and cooling systems. ECI REC also offers programs designed to reduce electric demand, such as our residential, agricultural, and commercial rebates and incentives.

Additionally, your Cooperative continues to upgrade facilities to maximize efficiency, including more efficient transformers and upgrades to substations. Generating, transmitting, and distributing electricity more efficiently helps ECI REC manage costs more effectively, ultimately resulting in lower utility bills for our members.

Iowa's electric cooperatives work in cooperation with other cooperatives to more effectively deliver energy efficiency programs to members. By partnering with other cooperatives, energy efficiency programs can be developed and delivered more effectively and at a lower cost than ECI REC could do alone.

Working together with other community-focused cooperatives, ECI REC assesses the costs and benefits of each program to determine what to offer to our members. Standardly, we perform four benefit-cost tests to determine the cost-effectiveness of the program.

1. The participant cost test determines whether the program is cost-effective from the perspective of the participant in the program.
2. The utility cost test determines whether the program is cost-effective from the perspective of ECI REC.
3. The ratepayer impact cost test, also referred to as the RIM test, determines whether the program is cost-effective from the perspective of Cooperative members who do not participate in the program.
4. Finally, the societal test determines whether the program is cost-effective from the perspective of society in general.

Ultimately, ECI REC invests in energy efficiency programs to benefit the communities we serve. In 2020, your electric cooperative invested \$0.00100655 per kWh, or 0.933% of its total revenue, in energy efficiency programs.

If you have questions or concerns, or if you would like to learn more about energy efficiency, please contact us at 877-850-4343 and ask to speak with a member service representative.

OUR REBATE FORMS ARE ONLINE AT
[ecirec.coop/
rebate-forms-and-
specifications](http://ecirec.coop/rebate-forms-and-specifications)



Photo credit: Cooperative.com, Scott Van Osdol

New 2022 Energy Efficiency Incentives Are Available for You!

an Energy Wise special feature

IS IT TIME to replace your water heater, upgrade old appliances, or change out your heating or cooling system? Maybe you're planning to tackle some remodeling, or build a new home. Don't forget about ECI REC's energy efficiency rebate programs when it comes to these types of home projects! As a Cooperative member-consumer, these incentives are right at your fingertips! 

NEW EQUIPMENT/APPLIANCE INCENTIVES

Air-Source Heat Pump, Including Mini-Splits

- » Cold Climate Heat Pump: \$350/ton
- » Standard Air-Source Heat Pump: \$200/ton
- » Hybrid Air-Source Heat Pump Bonus: \$50/ton
- » ENERGY STAR® Bonus: \$200/unit (Split system - min. SEER 15.0, HSPF 8.2, EER 12.5; Single package - min. SEER 15.0, HSPF 8.2, EER 12)

Ground-Source Heat Pump

- » Closed-Loop System: \$400/ton
- » Open-Loop System: \$300/ton (no "pump & dump" systems)
- » Hybrid System with Gas Backup: Additional \$50/ton
- » Unit Replacement: \$150/ton

ENERGY STAR Central Air Conditioning

- » ENERGY STAR-Qualified: \$100/unit (Min. SEER 15.0 & EER 12.5)
- » Limit two A/C rebates per account.

Indoor Air Quality

Equipment must serve the entire conditioned space of the home.

- » Energy/Heat Recovery Ventilator (ERV/HRV): \$250/unit
- » Limit two HRVs per account.

NEW HOME CONSTRUCTION

- » All Star Home \$500/home

Requirements:

- » Energy-Efficient Home Construction: High-performance insulation and windows.
- » High-Efficiency Heating and Cooling: Requires geothermal, cold climate air-source heat pump, or ENERGY STAR air-source heat pump.
- » Efficient Electric Water Heating: Requires the installation of a heat pump water heater or geothermal assisted electric water heater.
- » Electric ENERGY STAR appliances for clothes washer, clothes dryer, dishwasher, and refrigerator.

Heat Pump Water Heater (HPWH)

- » ENERGY STAR Integrated Unit: \$500/unit

High-Efficiency Electric Water Heater

- » Electric Resistance Unit: \$75/unit (40 gal. tank min., EF >/= 0.90)
- » Geothermal Assisted Storage Unit: \$150/unit (40 gal. tank min., EF >/= 0.90)

Beneficial Electrification (BE) Incentive

Available when a resistance or HPWH unit is replacing a natural gas or LP unit, or for new accounts.

- » Go-Electric Bonus: \$100

ENERGY STAR-Qualified Appliances

- » ENERGY STAR Clothes Washer: \$40/unit (must have electric water heater)
- » ENERGY STAR Electric Clothes Dryer: \$20/unit

Electric Vehicle Chargers

The primary charging location of the vehicle must be at the home address of the member served by ECI REC.

- » Level II Charger (240/208-volt input supply) installation: 50% up to \$500

WEATHERIZATION INCENTIVES

LIHEAP and Non-LIHEAP Requirements

- » Rebates based on heating source.
- » Home must be built prior to 2000.
- » Must be upgrade to existing home (new additions do not qualify).
- » Project cost must be \$150 or more (labor costs for self-installed projects cannot be included).

Non-LIHEAP Members

Electric Heat

With or without air conditioning.

- » Attic/Ceiling Insulation: 60% up to \$600
- » Wall Insulation: 60% up to \$600
- » Foundation Insulation: 60% up to \$600
- » Infiltration Control: 60% up to \$200
- » Duct Insulation/Sealing: 60% up to \$200
- » Maximum Incentive per Account: \$2,200

Central AC Only

Non-electric heating.

- » Attic/Ceiling Insulation: 15% up to \$150
- » Wall Insulation: 15% up to \$150
- » Maximum Incentive per Account: \$300

LIHEAP-Qualified Members

Electric Heat

With or without air conditioning.

- » Attic/Ceiling Insulation: 80% up to \$800
- » Wall Insulation: 80% up to \$800
- » Foundation Insulation: 80% up to \$800
- » Infiltration Control: 80% up to \$200
- » Duct Insulation/Sealing: 80% up to \$200
- » Maximum Incentive per Account: \$2,800

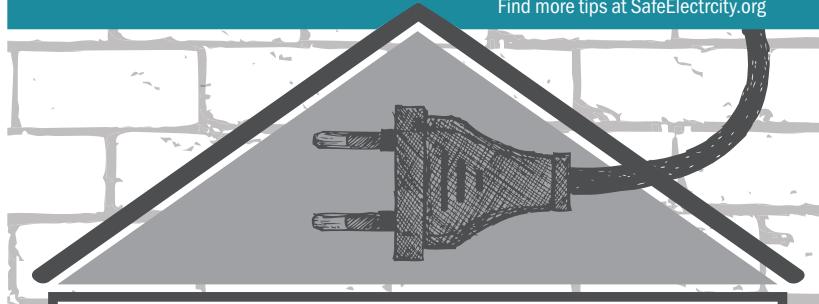
Central AC Only

Non-electric heating.

- » Attic/Ceiling Insulation: 20% up to \$150
- » Wall Insulation: 20% up to \$150
- » Maximum Incentive per Account: \$300

TOP 10 HOME ELECTRICAL SAFETY TIPS

Find more tips at SafeElectricity.org



Use a qualified electrician for repair work.

Repair loose outlets & replace cracked, worn electric cords.

Watch for hot or discolored switch plates, flickering lights, or buzzing sounds.

Get regular check-ups for older homes.

Use bulbs with correct wattage for the fixtures.

If children are present, install tamper-resistant outlets to protect against shock.

Use extension cords temporarily, not as permanent wiring.



Educate the household on electrical safety.

Unplug electrics if you smell something burning.

Keep cords out of walkways and high-traffic areas.

Energy Efficiency Tip of the Month

Heading out of town for the holiday season?

Remember to unplug electronics that draw a phantom energy load. Some gadgets like TVs, phone chargers, gaming consoles and toothbrush chargers use energy when plugged into an outlet—even when they're not in use.

Don't Forget to Set Up Your Online Co-Op Connections® Account!

a Community Connected reminder

THE CO-OP CONNECTIONS WEBSITE is robust, easy-to-use, and member-focused. When you set up an online account, you have easy access to:

- » Healthy savings benefits like dental, vision, and pharmacy discounts
- » Savings on automotive services, clothing, accessories, dining, groceries, and event and movie tickets
- » Insurance discounts
- » Resources for booking hotels, concerts, and sporting events

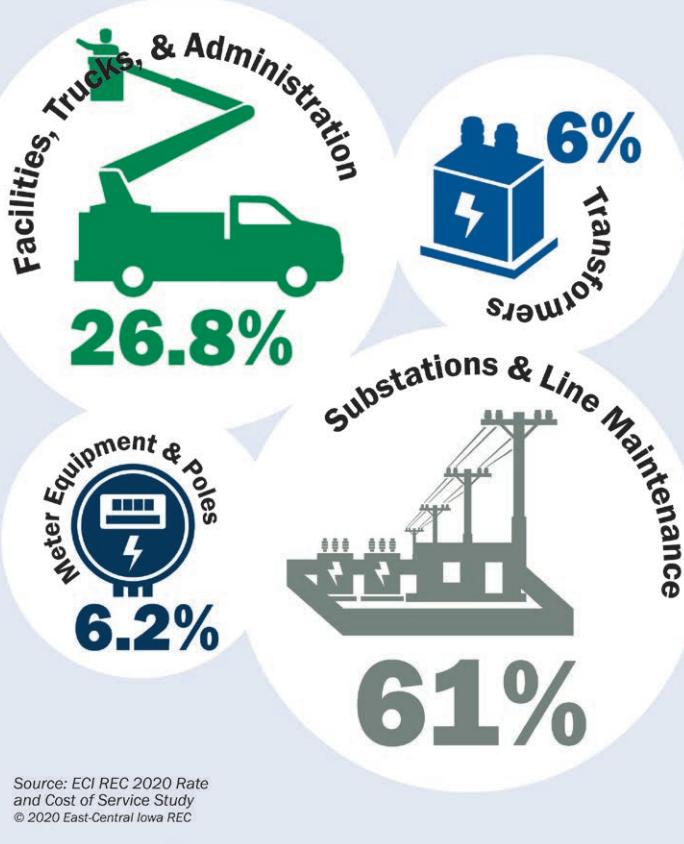
To register, visit www.connections.coop. In the top menu, you'll find a sign-up button. After clicking, you'll be taken through the steps of creating a personalized dashboard featuring your profile information, your history of savings, and your saved offers.

If you have questions about setting up your Co-Op Connections account, please call 877-850-4343 or email ecirec@ecirec.coop.

What does my **FACILITY CHARGE** cover?

Ever wondered what your monthly Facility Charge supports? It takes a solid infrastructure and great people to keep safe, 99.99% reliable, and affordable power flowing to your home.

Here's how ECI REC's Facility Charge breaks down:



Get Smart ... at Home!

a *Keeping the Lights On* spotlight

OVER THE PAST TWO YEARS, we have all spent a lot of time at home! From work to school, we've learned to adapt and use technology to get through our day-to-day.

SmartHub is one online tool ECI REC members can use to stay on top of their account. After registering, you can log in online or download the SmartHub app on your smartphone.

When you're registered with SmartHub, you can:

- » Pay bills online for free.
- » Inquire about budget billing.
- » Access bill inserts.
- » Check the ECI REC Outage Map for updates during an outage.
- » Find tools to analyze past and current energy usage.
- » Set markers to monitor changes in your usage.
- » Get energy-saving tips.

Did you know you can also make quick automated payments through SmartHub ... without creating an online account?

Here's how:

- » Call SmartHub's automated system toll-free number: 888-223-2048.
- » Use the Pay Now application: [ecirec.smarthub.coop/
PayNow.](http://ecirec.smarthub.coop/PayNow) 



Is Your Account Phone Number(s) Current?

Did you know our consumer software links your account information with your primary and secondary phone numbers? If you call to report an outage or a concern, our personnel can help you more quickly if your number(s) in these two fields are current. In today's mobile world, you may want to consider updating your primary and secondary phone numbers, especially if you have:

- ✓ Disconnected your landline, or you do not use it as a primary point of contact
- ✓ Changed your cell phone number or provider



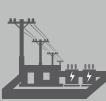
To access the form online, scan the code or choose Member Information Update Request from the Account Services menu at ecirec.coop.

You're Not Alone in the Dark

When a power outage happens, ECI REC springs into action. Here's the process we follow to ensure power is restored quickly and safely. It all starts with identifying what distribution equipment in what location has been damaged or is experiencing an interruption.



Occasionally during a major storm, transmission towers are damaged. Repairing these is the responsibility of our power supplier and is top priority.



High-voltage transmission stations power ECI REC's 25 distribution substations. If the issue is isolated and can be resolved here, thousands of members get their power restored at once.



Next, crews inspect distribution lines between substations and the meters they serve. If the distribution lines can be repaired, power can be restored to the meters on those lines.



If your lights are out but your neighbors' are blazing, call ECI REC at 877-850-4343 right away so we can send a line crew to your home.

Scan to watch a video from the National Rural Electric Cooperative Association explaining the steps co-ops go through to restore power.



Consider Running for the Board of Directors

continued from page 3

10–20 additional days per year, depending on the Director's level of engagement and training opportunities. Directors serve a three-year term before seeking re-election. Directors are compensated per monthly meeting, plus mileage expenses for their service.

DUTIES OF A DIRECTOR

- » A Director has the duty of being loyal to the Cooperative.
- » A Director must always avoid any conflicts of interest.
- » A Director must treat confidential information accordingly.
- » A Director must not do anything that harms the Cooperative, including publicly criticizing the actions of the Board.
- » A Director has the duty of obedience, meaning he or she needs to be aware of and obey the obligations and requirements in the law that govern the activities of the Cooperative.
- » A Director has a duty of due care and diligence.
- » According to the Model Business Corporation Act, a Director shall perform their duties as a Director, including their duties as a member of any committee of the Board upon which they may serve, in good faith, in a manner they reasonably believe to be in the best interests of the corporation, and with such care as an ordinarily prudent person in a like position would use under similar circumstances.

DIRECTOR ELIGIBILITY

Article VII, Section 3 of the Articles of Incorporation of the Cooperative list the below eligibility requirements for an individual to be nominated, elected, or appointed to the ECI REC Board of Directors. These same requirements must be met to remain a Director.

- » To be a member of the Cooperative.
- » To have one's primary residence in the sub-district he or she is to represent.
- » To receive electric service from the Cooperative at that primary residence.
- » Must not be in any way employed by or have extensive financial interests in a competing enterprise, be employed by or have extensive financial interests in a business selling electric energy or electrical supplies to the Cooperative, or be employed by or have extensive financial interests in a business engaged in selling electrical or plumbing appliances, fixtures, or supplies to members of the Cooperative.
- » Must not be a spouse, child, parent, sibling, grandparent, grandchild, aunt, uncle, niece, nephew, corresponding in-law or "step" relation, cohabitant, or any other family member who resides within the household of an employee of the Cooperative.

Directors matter! Let's make a difference together. Please contact 877-850-4343 or ecirec@ecirec.coop with any questions regarding the qualifications or responsibilities of the Board of Directors. 

THANK YOU!

ECI REC's Years of Service Honorees



Tom Schmitt
Operations Manager
30 years



Molly Cook
Member Service Representative
20 years



Lisa Franck
Manager of Communications
20 years



Holly Cashman
Member Service Representative
15 years



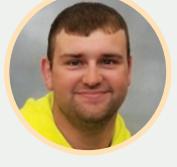
Don Shonka
Director
15 years



Robin Moore
Cost Accounting Clerk
10 years



Scott Rast
Inventory/Maintenance Technician
10 years



Cole Berger
Lineworker
5 years



Gary McKenna
Director
5 years

Message From the CEO

continued from page 12

Because of local member control, decisions about ECI REC are made by people who live in the community, not by bureaucrats in Des Moines or D.C. As a member of ECI REC, you share ownership in our system and have a voice in our operations.

You also elect the Board of Directors during the Annual Meeting. The Board is responsible for setting rates, developing policies, and devising procedures for running ECI REC daily and in the long-term. Directors are elected based on their knowledge of (and interest in) ECI REC, their reputation for sound judgment, and their leadership skills. They are local leaders who know their area and the people who live in it. They are responsive to the opinions of their neighbors and strive to provide them with reliable electric service at reasonable rates.

ECI REC supports many events and activities that impact the 11 counties we serve. Here are a few examples:

- » We participate in the annual Youth Tour, sponsoring two local high school juniors to travel to the nation's capital, meet with lawmakers, and learn firsthand how our democracy works.
- » We have a scholarship program, offering twelve \$1,000 scholarships.
- » Our RECare program distributes funds via community action agencies to low-income energy consumers in Benton and Buchanan Counties.
- » We work closely with our local schools to provide safety demonstrations and participate in career fairs.
- » We support local businesses. Many participate in the Co-op Connections® program. Qualifying businesses who are expanding or upgrading equipment may also apply for a loan through our Revolving Loan Fund.

Local ownership and member control make ECI REC much more responsive to the needs of our members. We are proud to be actively involved in enhancing the quality of life where you live, work, and play. We value your participation in our Annual Meeting and hope to see you there on June 16. We also hope you will consider running for the Board of Directors or nominating a candidate. If you're interested in learning more about the duties of a Director or about the Nominating Committee, see pages 3 and 4. 



YOUR BOARD

- Board District 1 - Jeff Elliott**
(2021/2022 Vice President)
- Board District 2 - Julie Kester**
(2021/2022 Asst. Secretary/Treasurer)
- Board District 3 - Brian McNulty**
- Board District 4 - Gary McKenna**
- Board District 6 - Don Shonka**
- Board District 8 - Nick Donlea**
- Board District 9 - Steve Rau**
(2021/2022 President)
- Board District 10 - Ryan Kress**
(2021/2022 Secretary/Treasurer)

CLASSIFIEDS: Free to members only

FOR SALE: Vintage copper boiler manufactured in Vinton, Iowa (stated on the lid). Excellent shape. Ph: 319-213-4612.

Please email your ad to classifieds@ecirec.coop. Ads for the March/April 2022 Heartland Link must be received by Feb. 1, 2022.

East-Central Iowa REC will publish non-commercial advertisements as a service to our members. All ads are free. They may be submitted by any member or employee of East-Central Iowa REC. Ads should contain a phone number, name (if desired), a brief description of items with price if applicable. Each ad is limited to maximum of 50 words; please type or print clearly. Editor reserves the right to edit or reject any ad. No ads will be taken over the telephone—please email, mail, or bring your ad to the office.

**Switch your thinking and
TAKE A LOAD OFF THE PEAK**



Help us beat the peak by using less electricity from 4:00 p.m. to 9:00 p.m. on weekdays.

They're busy hours—you're starting dinner, watching TV, and catching up on laundry. But all this electricity use creates a lot of demand. We pay more for power during peak hours, and in turn your costs may also rise. So delay running that dishwasher, and help us keep costs down!

heartland LINK

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CLIP AND MAIL

See page 2 for the Member Challenge questions.

Answers: 1. _____ 2. _____ 3. _____

Please note: NO ANSWERS will be taken over the phone.

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CEO TERESA FLOYD

Message From the CEO: The Advantages of Member Control

EAST-CENTRAL IOWA REC is distinctly different from the state's investor-owned utilities (IOUs). How? It's down to the unique cooperative business structure. IOUs are capitalized, owned, and directed by investors (their stockholders). In contrast, cooperatives are created, owned, and directed by their members.

Local member control has many advantages. First and foremost, it allows cooperatives to make decisions that are in the best interests of the members they serve. ECI REC and other electric cooperatives operate on a not-for-profit basis. We provide service at the cost of operations, which allows us to focus on efficiency and the quality of our service. IOUs, on the other hand, must focus on profits because their stockholders demand a return on their investment, and they often are not customers of the IOU.

Of course, electric cooperatives are subject to working within a limited number of state and federal guidelines. But the state's IOUs are regulated by the Iowa Utilities Board and by the Federal Energy Regulatory Commission in Washington, D.C. This oversight exists to balance the significantly different interests of the IOUs' stockholders and their customers.

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