

HIGHLINES

NEWS FOR THE MEMBERS OF PELLA COOPERATIVE ELECTRIC



Schmitz Selected for Iowa's Youth Leadership Council

Maddie Schmitz, the Pella Cooperative Electric recipient for the Iowa Youth Tour, was selected as the Iowa Youth Leadership Council (YLC) delegate during the National Rural Electric Cooperative (NRECA) Youth Tour trip to Washington, D.C. on June 18 through the 24.

Each state that participates in the Youth Tour selects one student to be part of this national group known as the YLC. Schmitz will serve as the Iowa representative from June 2022 through March 2023.



Maddie in Washington D.C.

"The Iowa Youth Tour was an absolute blast," said Schmitz. "I met so many great students from across the state, met with some of our Iowa Senators and Representatives, toured monuments and historical sites, and learned about our nation's electric cooperatives," said Schmitz. "I'm honored to represent Iowa on the Youth Leadership Council and look forward to the upcoming year."

Schmitz will attend the Iowa Association of Electric Cooperative's (IAEC) Annual Meeting in Des Moines this December and an all-expense-paid trip to the NRECA Annual Meeting in Nashville, Tennessee next March. Of the national group, one student will be selected as the spokesperson for the YLC and give their speech at the NRECA meeting. She also receives a \$1,000 scholarship from the IAEC.

"Investing in our next generation of leaders is a large part of our Cooperative's mission. We'd like to congratulate Maddie for her hard work and determination," remarked Doug Stewart, CEO of Pella Cooperative Electric. "She is a born leader and driven student that we're proud to have represent PCEA."

Pella Cooperative Electric

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Open weekdays: 7:30 am - 4:30 pm;
excluding holidays



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Generator Safety!

Before using a portable generator, it's essential to understand the potential dangers associated with using them, such as their production of carbon monoxide (CO). CO is an odorless, colorless and tasteless poisonous gas that is called the "silent killer" because it is virtually undetectable without the use of technology like CO alarms. Follow these tips when using a generator.

- Read and follow all manufacturer operating instructions to properly ground the generator.
- A generator is a temporary power source. It should never be used as a permanent solution.
- Maintain adequate ventilation because generators emit CO.
- Never plug a portable electric generator into a wall outlet or connect directly to a home's wiring.
- Turn off the generator and allow cooling before refueling.
- Remember maintenance between uses.
- Protect your appliances. Turn off or disconnect all appliances and lights before you begin operating the portable generator.
- Generators pose electrical risks especially when operated in wet conditions.
- Keep children and pets away from portable generators at all times.
- Use proper extension cords.
- Shut down the generator properly. Before shutting down a generator, turn off and unplug all appliances and equipment being powered by the generator.



Board Briefs

Thunder Creek Substation Goes Live

PCEA line crews "flipped the switch" on June 2, 2022 to energize the new Thunder Creek Substation. The substation is located on county road T-22 northeast of Pella. PCEA purchased the land from Betty Van Wyk in May 2020 with ground work beginning in January 2021. PCEA built the new substation to serve the additional load growth coming north out of Pella and to also tie into the Peoria and west Pella substations.



This to That



Member Spotlight

LDJ Manufacturing

In 1995, Loren and Jean Van Wyk founded LDJ Manufacturing and ultimately launched Thunder Creek Equipment, an award-winning brand of diesel fuel and service trailers. Today, LDJ is building more than strong, innovative products- they're building an even stronger community.

Located off Highway 163 northwest of Pella, LDJ employs nearly 130 people. The teams of designers, engineers, and highly skilled manufacturers continue to push the envelope to deliver new technology to the industry's leading fuel and service trailers. For nearly three decades, LDJ has remained a family-owned and family-oriented organization, striving to stay true to their core values of service and respect, innovation, passion for making a difference, and a merit over entitlement mindset.

Building a Culture on Faith, Family, and Values

A positive company culture is a lofty goal no matter the location, size, or mission of the workplace. Together, the team at LDJ has worked for nearly 30 years towards creating a company culture of integrity, caring, and excellence.

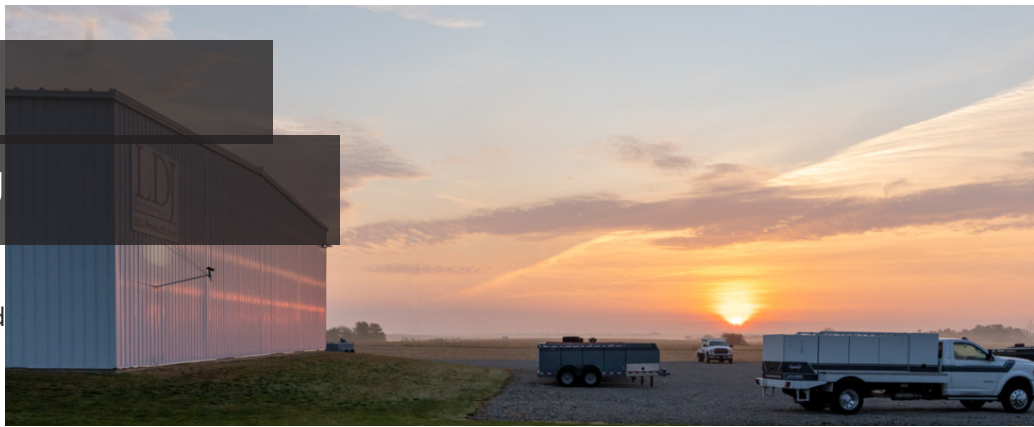
"Building good culture is a journey," remarked Ben Cox, President of LDJ. "It requires us to be intentional every day in the way we work, communicate, and learn together. It's about caring for and supporting each other and staying true to our mission of being grounded in faith and focused on people."

LDJ runs a one-shift operation and prides themselves on a no-weekends schedule, allowing their employees more time with family and friends.

"As a company, maintaining work-life balance can be a struggle, so running one shift and not working on the weekends is important to us," said Cox, "but it does come with challenges as we work to meet rising demand for Thunder Creek Equipment."

To keep pace with this opportunity, LDJ has grown their team by 50% since 2020. Cox says the majority of the new hires came to them from employee referrals.

"This tells me that we're doing something right," said Cox. "We certainly advertise for our current openings, but the number one way we attract new talent in here is through these referrals. I believe this is a testament to our culture and the direction we're heading."



Cox also noted their growth has enabled them to expand departments and create opportunities for internal advancement.

It isn't lost on us that God is working for us in not only the caliber of folks we are bringing onboard, but also in the opportunities that have been afforded to us," said Cox. "This type of growth can be challenging, but we have to pause in the moment and remember to be thankful for our blessings."

A Strong Culture Building a Stronger Future

In 2009, LDJ began producing their first mobile fuel trailer to serve the agriculture industry.

"Because of Loren's farm roots, he knew there was an opportunity here to make farmers' lives easier," remarked Cox. "If you know Loren, there's only one way to do things and that's the right way, so when you're building something, it's done with precision and pride and that is the cornerstone of what we do here at LDJ Manufacturing. He is an innovator through and through," said Cox. "The family, including sons Luke and Chad have been very involved. They have helped it grow from a side business to the thriving brand it is today - Thunder Creek Equipment. They've developed LDJ from a small shop of 10 employees to nearly 130, selling equipment in all 50 states."

By staying true to their foundation of a positive company culture and doing things the right way, LDJ has experienced exceptional business growth in the past few years.

In July, a \$1.5 million USDA loan was approved for Pella Cooperative Electric Association and LDJ for a 25,000 square foot expansion to their manufacturing facility. The new space will accommodate increased production and warehousing as well as added workstations and a tornado shelter.

LDJ is continuing to grow and is looking for exceptional people to join their team! If you think LDJ is the right fit for you, please visit their website nosaturdays.com to learn more.



Celebrating Ag in the City at Thursday's in Pella!

On Thursday, June 30, 2022, Member Relations Manager Stan Eysink and Communications Coordinator Emma Henning spent the evening at Thursday in Pella for Ag in the City! They educated youth on the importance of electrical safety and passed out kid hard hats!



Saturday, September 17



11 a.m. - 1 p.m.
Pella Cooperative Electric
2615 Washington Street, Pella

Drive-Thru



Hamburgers and
hog dogs on us!

Prizes



\$25 bill credits



Happy Labor Day

Our office will be closed Monday, September 5.

At the County Fair!

PCEA Member Services Manager Stan Eysink presented Marion County Fair awards on July 20. Be sure to also catch us at the Iowa State Fair August 11-21 in the 4-H Exhibits Building.

