

HIGHLINES

NEWS FOR THE MEMBERS OF PELLA COOPERATIVE ELECTRIC

NOVEMBER 2025

Take An Active Role in PCEA's Election!

Serve on the nominating committee!

Pella Cooperative Electric Association is looking for members to serve on the nominating committee. The committee serves the membership by seeking members to run for election to the PCEA Board of Directors.

Committee members learn and follow the policies and processes of being a nominating committee member, which are found in the co-op's bylaws. The committee meets at least once between December and the April 7, 2026 Annual Meeting.

If you're interested in serving on the nominating committee or have any questions about the process, don't hesitate to call the Cooperative at 1-800-619-1040.



PCEA's 2025 Nominating Committee

Pella Cooperative Electric

Your Touchstone Energy® Cooperative 

2615 Washington St.
PO Box 106
Pella, IA 50219

1-800-619-1040
www.pella-cea.org
service@pella-cea.org



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



Board of Directors

President Duane Ver Ploeg	Asst. Secretary/Treasurer Darrell Boot
Vice President Steve Inskeep	Director Jon Van Woerkom
Secretary Bryce Arkema	Director Roy Jahner
Treasurer Carroll Hoksbergen	CEO Doug Stewart

Pella Cooperative Electric is a not-for-profit, member-owned electric cooperative, governed by an elected Board of Directors. This institution is an equal opportunity provider and employer. See pella-cea.org > Non-discrimination Statement for more information.

Honoring Our Own This Veterans Day

Saturday, November 11 is Veterans Day - a day to recognize, honor, and thank our military veterans who have served our great country. PCEA is proud to recognize three of our own employees who wore the uniform and served our country.

- Matt Ainsworth, Lead Lineman, served in the U.S. Marine Corps Forces Reserves from 2001-2007.
- Lance FremI, Journeyman Lineman, served in the U.S. Marine Corps from 2003-2007.
- Brandon Stone, Plant Accountant, served in the U.S. Army from 2006-2014.

Thank you Matt, Lance, and Brandon for serving our country and to all our veterans protecting our freedoms - we honor and thank you this Veterans Day.



*Lead Lineman
Matt Ainsworth*



*Journeyman Lineman
Lance FremI*



*Plant Accountant
Brandon Stone*

Happy Thanksgiving!

**Our office will be closed
November 27th & 28th.**

The Season of Giving

By Doug Stewart, PCEA CEO

As the holiday season approaches and the air turns crisp, we're reminded that this truly is the season of giving. It's a time for gratitude, generosity and looking out for one another and at Pella Cooperative Electric, that's something we take to heart year-round.

You've probably heard us talk about our concern for community. It's not just a nice phrase—it's one of the core principles that makes electric cooperatives like ours different from other utilities. We're not just here to keep the lights on (though of course, we're always working hard to do that). We're here to make life better for the people we serve: our members, our neighbors and our friends.



Over the years, we've faced challenges together, and every time, our co-op family has stepped up. We've come together to support those in need, to keep our community strong and to build something better for the future. That spirit of generosity is never more evident than during the holiday season.

Take our RECare program, for example. Thanks to the generosity of members like you who donate to the program, we're able to provide real help to local families who are struggling to make ends meet. Every little bit adds up and it makes a big difference.

We're also proud to support local students through the Youth Tour program, where we send some of our community's brightest young people to Washington, D.C., to see democracy in action and dream big about their futures. We also award \$1,000 scholarships in our service territory each year to encourage and recognize the achievements of area students. That's giving in the most meaningful way, by investing in tomorrow's leaders.

And because we care deeply about safety, we also spend time visiting schools throughout the communities we serve, holding demonstrations and teaching folks of all ages how to stay safe around electricity. We believe knowledge is a gift too and we love sharing it.

You'll also find our team out in the community beyond work—coaching youth sports, volunteering at local events, serving on the local fire department, and partnering with our Chamber of Commerce to keep our local economy strong. Because when you're part of a co-op, giving back isn't a requirement, it's just what you do.

While the holiday season is a festive time, we understand these can be tough times for many. If you need advice on saving energy to reduce your energy bills, want to explore payment plan options, or you simply have questions—please don't hesitate to reach out. We're here to help, not just during the holiday season, but all year long.

At Pella Cooperative Electric, we believe concern for community is more than a value—it's the heart of who we are. And during this season of giving, we're especially grateful to be part of such a caring, generous community.

From all of us at Pella Cooperative Electric, we wish you and your loved ones a joyful, safe and bright holiday season.

Home Lighting Guide



The following information outlines recommendations for home lighting, however, additional options for bulbs, fixtures and spaces in your home may be available. Sources: Home Depot, Alcon Lighting

Room/Area	Recommended Lumens	Fixture Types	Smart Tips
 Living Room	15-30 per sq. ft. 150 sq. ft. room 2,250 - 4,500 lumens	Ceiling fixtures, can lighting, lamps/ accent lighting	Use smart bulbs to adjust color temp and control remotely.
 Kitchen	30-40 per sq. ft. 100 sq. ft. room 3,000 - 4,000 lumens	Recessed ceiling lights or flush mounts	Smart switches can be used to control zones (dining vs. prep); undercabinet motion lights offer late-night illumination.
 Dining Room	10-20 per sq. ft. 100 sq. ft. room 1,000 - 2,000 lumens	Pendant or chandelier fixture	Smart, dimmable bulbs allow various levels of brightness for ambiance.
 Bedroom	10-20 per sq. ft. 120 sq. ft. room 1,200 - 2,400 lumens	Ceiling fixtures or recessed lighting	Motion sensors are great options for nighttime use.
 Bathroom	50-80 per sq. ft. 60 sq. ft. room 3,000 - 4,000 lumens	Over-vanity fixtures and/or recessed lighting	Cool LED bulbs provide brighter light for shaving, applying makeup, etc.
 Porch/ Home Entry	100-200 per sq. ft. 100 sq. ft. entry 10,000 - 20,800 lumens	Wall lanterns, ceiling mount and/or floodlights	Motion-activated flood lights and/or smart outdoor bulbs are energy efficient and boost home security.