

# HIGHLIGHTS

NEWS FOR THE MEMBERS OF PELLA COOPERATIVE ELECTRIC

## Come See Us At the Iowa State Fair!

The Touchstone Energy Cooperatives of Iowa are pleased to once again sponsor the 4-H Exhibits Building at the 2023 Iowa State Fair.

Pella Cooperative Electric is proud to be a Touchstone Energy member, which means we're part of a nationwide network of locally owned co-ops that provides resources and leverages partnerships to help member-consumers use energy wisely.

If you're planning a visit to the Iowa State Fair from August 10-20, make sure to stop by and see us in the air conditioned 4-H Exhibits Building on the southwest corner of the fairgrounds.

Electric co-op staff from across the state will hand out plastic hard hats and suckers for the kids while supplies last.

Kids can also try on some lineworker safety gear and take fun photos in our co-op safety selfie station!

We look forward to connecting with our co-op members at the Iowa State Fair this summer. Please stop by our booth and say hello!

august  
10-20

2023

Iowa State Fair NOTHING COMPARES

OFFICIAL SPONSOR

### Board Briefs

- The PCEA Board of Directors reported on attendance at recent state and national meetings including the ACES Member Conference, CFC Forum, and Hawkeye Annual Meeting.
- The PCEA operations department reported an excellent score on a recent surprise safety observation.

## Pella Cooperative Electric

Your Touchstone Energy® Cooperative 

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



### Board of Directors

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Duane Ver Ploeg

Asst. Secretary/Treasurer  
Darrell Boot

Vice President  
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Director  
Carroll Hoksbergen

Secretary  
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*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](http://pella-cea.org) > Non-discrimination Statement for more information.*

# Get Smart About Home Lighting

Gone are the days when a simple flip of the switch was the only choice for illuminating our homes. While we still have this tried-and-true option, we've entered a new era of innovative and intelligent technologies, which includes smart lighting.

Smart lighting connects to Wi-Fi and offers an array of cutting-edge functionality and convenience. Let's look at the main benefits of smart lighting options.

Smart lighting is energy efficient. Most smart bulbs utilize LED technology, which is much more efficient than traditional incandescent lighting. Additionally, smart lighting gives you more control over how and when you light your home, ultimately resulting in less energy used for lighting.

Smart lighting provides convenience and control. Most smart bulbs can be controlled from an app on your smartphone or can be paired with your voice assistant, like Amazon Alexa. You can conveniently control lighting settings from anywhere in your home or when you're away. Whether you want to set a schedule for lighting or adjust brightness levels, these smart options offer effortless control from the comfort of, well, anywhere!

Smart options empower you to personalize home lighting. Bright, warm, purple, green--whatever mood you want to create, smart lighting can help. For a more traditional look, try dimmable white bulbs. If you want to create the perfect ambiance for movie night, look for bulbs that can be adjusted for a variety of vibrant colors. The possibilities are endless.

While smart lighting offers convenience and control, keep in mind your wall light switch will need to stay "on" for you to control the smart bulb from your phone or via voice command. To use a smart bulb, the wall switch it's connected to must be "on" so the bulb receives power, which enables it to connect to a Wi-Fi network.

If you need additional options to operate the lights, consider a smart light switch. Today's smart switches tend to play nicely with smart bulbs. If you want to control your smart bulbs with a physical switch (in addition to using your phone and voice commands), look for smart switches that include a built-in feature that allows both. Many smart light switches include motion detectors as well.

If you're looking to take the plunge and integrate multiple smart bulbs to your home lighting system, your best bet may be a kit, like the Philips Hue Starter Kit. Most kits include several bulbs and any additional tools you'll need to get started.

If you're new to smart home tech and looking to start small, try a smart bulb in a high-traffic area of your home. It's also worth noting that smart plugs are a great starter option and allow convenient control of lamps or other lighting fixtures that are plugged in to a wall outlet. Smart plugs are inexpensive and simply plug in to your existing outlet. Electrical items that are connected to the smart plug can be controlled from a smart phone app, just like smart bulbs.

Whether you're looking for more convenience, colorful options or better ways to manage energy use, smart lighting can provide multiple benefits. Determine which smart lighting features are most important for your needs, then start shopping!



# PCEA Director Achieves Credential in Electric Utility Competencies

Darrell Boot, Pella Cooperative Electric Association's (PCEA) District 2 Director and Assistant Secretary/Treasurer recently received the Director Gold Credential Program (DGC) certificate from the National Rural Electric Cooperative Association (NRECA).

An ever-changing business environment has imposed new demands on electric cooperative directors, requiring increased knowledge of changes in the electric utility business, new governance skills, and a solid knowledge of the cooperative principles and business model. Electric cooperatives in Iowa have a commitment to work through NRECA to sharpen this body of knowledge for the benefit of their electric cooperative consumer-owners.

The NRECA DGC program does not replace or change any of the existing Director Education credentials earned by directors, including the Credentialed Cooperative Director (CCD) or Board Leadership Certificate (BLC). With Director Gold, directors now have another option for education beyond the CCD and BLC to work toward and add to their list of professional accomplishments.

NRECA represents the nation's more than 900 private, consumer-owned electric cooperatives, which provide electric service to more than 42 million people in 47 states.

Boot has been a PCEA member since 1983 and was elected as the district 2 director in 2014. He farms with his wife Bonnie outside of Pella and enjoys traveling, hunting, restoring old tractors and trucks and spending time with his family. Bonnie and Darrell have three children and six grandchildren.



*PCEA President Duane Ver Ploeg (left) presenting the DGC certificate to District 2 Director Darrell Boot.*

## Pella Cooperative Electric Hosts Presidential Candidate Asa Hutchinson

With the 2024 Presidential Campaign in full swing ahead of the Iowa Caucuses early next year, candidates have been making stops through Pella.

Former governor of Arkansas and 2024 presidential hopeful Asa Hutchinson made an appearance on Friday, June 2 at the Pella Cooperative Electric office for an energy policy roundtable. Governor Hutchinson discussed energy policy, the southern border, Afghanistan, and the federal budget with attendees.

The private event hosted local government officials including Iowa State Representative Barb Kniff McCulla and Iowa State Senator Ken Rozenboom. Also in attendance were many local business executives.



*Governor Asa Hutchinson at Pella Cooperative Electric on June 2, 2023.*



## 4 Ways to Beat the Heat & Save Energy this Summer

- 1 Instead of cranking up the A/C, use ceiling fans to make rooms feel a few degrees cooler.
- 2 Delay heat-producing chores like running the dishwasher or doing laundry until the evening hours.
- 3 Keep blinds and curtains closed during the day – especially for east- and west-facing windows.
- 4 Use your outdoor grill for summer cooking! Using your oven indoors heats up your kitchen, which will kick on the A/C in high gear.



## PCEA's Nondiscrimination Statement

As a recipient of Rural Development funding, Pella Cooperative Electric follows USDA's Nondiscrimination policy, which is as follows:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, USDA, its Mission Areas, agencies, staff, offices, employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Program information may be made available in language other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language) should contact the responsible Mission Area, agency, or staff office; the USDA TARGET Center at (202)720-2600 (voice and TTY); or the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a complainant should complete a Form, AD-3027, USDA Program Discrimination Complaint Form, which can be obtained online at <https://www.ocio.usda.gov/document/ad-3027>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of the alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

- (1) Mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410; or
- (2) Fax: (833) 256-1665 or (202) 690-7442; or
- (3) Email: [program.intake@usda.gov](mailto:program.intake@usda.gov)

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