



HIGHLINES

NEWS FOR THE MEMBERS OF PELLA COOPERATIVE ELECTRIC

Nominate a Local Volunteer by June 30th

Do you know someone in our community who deserves to be recognized for making a difference?

Nominate them for our Shine the Light contest by June 30 and they could win \$2,000 for their local charity or nonprofit.

“We’re really excited to participate in this statewide effort to celebrate our cooperative commitment to community,” says Doug Stewart, PCEA CEO. “There are many volunteers throughout our service area who deserve to be recognized.”



Sponsored by the Touchstone Energy Cooperatives of Iowa, this contest debuted last year and celebrates the people who make our communities better. Three winners will be announced in September and each will receive a \$2,000 donation for their charity or nonprofit. The winners will also be featured in the September issue of Iowa Electric Cooperative Living magazine.

How to Nominate

Member-consumers and employees of Iowa’s electric cooperatives are eligible to nominate local volunteers. If you receive electricity from Pella Cooperative Electric, 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.

Go to www.iowaShineTheLight.com by June 30 to make a nomination and to review the contest rules. Nominators will need to provide contact information and answer this question in 500 words or less: How has your nominee made a positive difference in the community and why do they deserve to be recognized?

Pella Cooperative Electric

Your Touchstone Energy® Cooperative 

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



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Member Spotlight

Lely North America

By: Emma Henning | PCEA Communications Coordinator

A beautiful new building that sits off Highway 163 south of Pella is now home to Lely North America, one of Pella Cooperative Electric's newest members. Encompassing just over 100,000 square feet of space, the building is more than double the size of their old location on Vermeer Corporation's campus.

Though a global business, Lely is proud to be family owned and operated and their objective is clear: provide a sustainable, profitable, and enjoyable future in farming.

The Birth of Dairy Farm Innovators

In 1948, just outside Maassluis, Netherlands, brothers Cornelis and Arij van der Lely were returning their lives to normal after World War II. They watched as farmers struggled to find their way in life and knew that mechanization was the solution. That's when the two innovators introduced their invention of the finger wheel rake for hay and forage production which would ultimately establish their company of Lely.

Fast forward to the late 80's, their agricultural equipment business grew and expanded into inventing and designing the first robotic milking machine and other dairy technology. In 1992, the company launched the first robotics milking unit alongside their established turf and forage equipment divisions.

"It was at this same time in the early 90's that Lely and Vermeer Corporation started working more closely together as Lely supplied Vermeer with certain mower and hay equipment parts. Over the next several years, these two family owned companies found continued success and additional strategic partnerships within their hay and forage equipment. This also led to one of the strong reasons Lely established its business unit here in Pella in late 2003", explains Xavier Drake, Lely's Strategic Marketing Manager.

Lely in Pella

Lely's Pella location manufactures several products including the flagship product Astronaut A5 milking robot which is the 5th generation Astronaut, the Luna Brush - a cow back scratcher of sorts as well as many accessory products including the Gravitor weigh floor - a complimentary piece to the A5 milking robot. In addition to the locally manufactured products, Lely also brings in other parts of its product portfolio



including the Vector automated feeding system, Juno robotic feed pushers, Collector robotic manure vacuums and several other automated solutions. All these products are developed and intended to automate manual, labor intensive processes within dairy and livestock operations, ultimately for the well-being of dairy farmers and their cows.

"Our dairy farmers are facing many macroeconomic pressures," said Drake. "Availability and cost of labor, environmental pressures and animal wellbeing are all at the top of our customer's minds. We believe our products offer a means of supporting our farmers in overcoming many of these challenges that can feel out of their control at times."

According to Drake, Lely continues to support its tagline of "Farming Innovators" and has a new innovation called the Sphere which has been certified by the Netherlands government in reducing up to 70% of greenhouse gas emissions. These types of innovations are going to continue to be brought to our customer base to support them in reaching their own sustainability goals in line with Lely's overall mission.

Built on Roots of Innovation and Sustainability

Lely's Park is quite literally built around their mission of creating innovative solutions.

"We're in the process of building over two miles of walking paths on our campus for our employees and the community to enjoy. We have also re-planted over 150 native Iowa tree species and much of the campus has been re-planted with several native Iowa grasses to reduce soil erosion and manage surface water run off," explained Drake.

"The retention pond is used to control water flow from various areas on and around the Lely Park campus as well as protect one of the primary areas of

Member Spotlight continued.....

water entry of the Muchikinock Creek water headlands.”

Although headquartered internationally, Lely continues to invest in the Pella community. Pella’s location employs nearly 60 locals and close to 130 across North America.

“The van der Lely family loves the Dutch roots of Pella and our geographic location of being nearly in the middle of the country,” said Drake. “We bring in people from around the world and time and time again they are blown away by the hospitality of the community.”

The Importance of the Land

Keeping their roots and respect for farmers and the agricultural industry strong, the Lely Park sits on a century family farm that was owned by Doug and Patricia DeJong and Carroll DeJong. This remains a large part of who they are.

“When Lely approached the family to purchase the land, they pulled out a photo of their grandparents who had gone on a European trip,” said Drake. “They had ventured onto a Lely farm and brought home a Lely milk canister. So, they were selective where this land went.”



Terry Fraker

Bidding Farewell to Terry Fraker

After a 23 year career at Pella Cooperative Electric, Cost Accountant Terry Fraker will retire effective June 29, 2022.

Fraker joined PCEA in 1999 as a customer service representative and has since grown into his current role as the Co-ops Cost Accountant.

“Pella Cooperative Electric has been a great place to work with even greater co-workers, members, and the Board of Directors” said Fraker. “I’m looking forward to spending more time with my family in retirement but I’ll be sure to come visit the Co-op often.”

Fraker lives in Lynnville with his wife Cathy. They have two sons, Connor and Zane.

- The Board of Directors received a report on 2022 pole testing.
- CEO Stewart reported on his attendance at the NRECA Legislative Conference in Washington, D.C.
- President Ver Ploeg reported on the CIPCO Board Meeting on May 21st.
- The IUB approved the permit to energize the Thunder Creek Substation.

Board Briefs

Meet Pella Cooperative Electric’s Newest Employee

Meet Brandon Stone! Stone is Pella Cooperative Electric’s newest employee as the co-op’s Plant Accountant. Stone is a graduate of Southern New Hampshire University. He was previously employed at Smith Fertilizer and Grain in Knoxville as an accounting manager.

Stone is also a Iraq veteran serving nine years as a sergeant in the army and four overseas tours in Iraq and Afghanistan.

He currently resides in Knoxville with his family. Please help us in welcoming Stone to Pella Cooperative Electric.



Brandon Stone

Congratulations to our 2022 Scholarship Winners

As one of the seven Cooperative Principles, “Concern for Community” is demonstrated by Pella Cooperative Electric with its belief in empowering our youth. One of the ways the co-op adheres to this principle is through a \$1,000 scholarship to a student in each school district within the co-op’s service territory. These school districts include: Grinnell, Knoxville, Lynnville-Sully, Newton, North Mahaska, PCM, Pella Christian, Pella High, Pleasantville, Twin Cedars, and a homeschool student.

To be eligible, students must be a high school senior, carry a minimum 3.0 grade point average, and must reside in the co-op’s service territory. Scholarship recipients are reviewed and selected by the co-op and through Pella Dollars for Scholars. This year, applications were not received from every school district, therefore some school districts have no scholarship recipient. Congrats to the 2022 scholarship recipients pictured below.



Sydney Jansen

Lynnville-Sully High School
Parents: Nathan & Kim Jansen



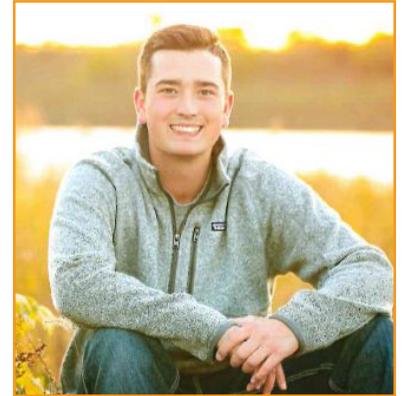
Ali Mockenhaupt

Twin Cedars High School
Parents: Abby Mockenhaupt & Jade Mockenhaupt



Gage Huyser

Pella High School
Parents: Chad & Valerie Huyser



Cody Metcalf

Pleasantville High School
Parents: Michael & Lindsay Metcalf



Benjamin VandeKamp

Knoxville High School
Parents: Troy & Angela VandeKamp



Luke Thompson

Grinnell High School
Parents: Morgan & Rebecca Pryor



Braden Arends

Homeschool Student
Parents: Chris & Jonie Arends



Carter Vos

Pella Christian High School
Parents: Matt & Lisa Vos

Happy Independence Day!

Our office will be closed Monday July 4 to celebrate our country.