

# ENERGYLINES

## FIRST RESPONDER TRAINING

Learn what employees are doing to prepare for an emergency.

**STORY, PAGE 5**



## VOCABULARY REFRESH

NRECA lexicon project identifies words and phrases that resonate with consumer-members.

**STORY, PAGE 7**

## When educators become students

Teachers learn skills needed for power production workforce

Educators from across the state traveled to Hoosier Energy's largest power plant to learn how energy is produced from coal. The educators were taking part in a week-long workshop through the Rose-Hulman Sustainable Energy Summer Institute.

Tours of the station were conducted to show the process of generating energy first-hand. The teachers showed strong interest in the variety of skillsets needed at a power plant. These skills range from chemical, mechanical and electrical engineers to experience with heavy machinery to trade work including welders, pipefitters and boilermakers.

Manager of Regulatory Compliance Kriss Miller helped organize the tour and explained how these skillsets are applied at the station.

"The educators that toured our facility were able to learn what they can do in their classrooms to help students be prepared to work in today's energy market," said Miller.

## New Hoosier Energy director

**Todd Carpenter** was recently elected to the Hoosier Energy Board of Directors. He represents District 2 for the Utilities District of Western Indiana REMC.

Todd is a certified public accountant and has owned his own public accounting practice, Carpenter & Associates, for 20 years. He has more than 30 years of experience working in budgeting, taxation, company management and planning.

As a director for UDWI, Todd has championed new policies focused on benefiting the 16,000 members of the cooperative. Since joining the UDWI board in 2017, he has helped pass a

new transparency policy and supported budget cuts that have saved the cooperative nearly \$1.5 million annually.

"I am passionate about assisting my clients and making sure they understand business models so that they can make informed decisions," said Carpenter. "I am also dedicated to helping UDWI make smart business decisions that will sustain and improve the cooperative. I look forward to working with the Hoosier Energy Board and my fellow board members."

Todd is a graduate of the I.U. Kelley School of Business. He and his wife of 32 years, Juli, live in Bloomington and have two adult daughters.

## New Hoosier Energy director

**Tom Crowe** is finishing his first term on the Decatur County REMC Board, representing District 2, and has recently been elected to the Hoosier Energy Board. He has been a member of the Clarksburg Volunteer Fire Department for 33 years and a member of Decatur County REMC for 29 years.

Crowe owns and operates Southeastern Water Systems, which sells water purifications equipment for commercial and residential applications.



**Crowe**

"I am honored to be elected to serve on the board," said Crowe. "I look forward to working with my fellow board members and staff of Hoosier Energy."

Crowe and his wife, Carol, have one son and are members of the St. Catherine of Siena Catholic Church. He enjoys spending his free time hunting and fishing. He also enjoys watching his nieces and nephews' sporting events.

EnergyLines is published monthly by Hoosier Energy's Communication Department for members, employees and retirees of Hoosier Energy.

## ON THE COVER

Learn how first responders train and what a change in language means for cooperatives.



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## Correction: Harrison REMC annual meeting

The Harrison REMC 80th annual meeting took place April 3 at Corydon Central High School. In the July print edition of EnergyLines, incorrect photos were used with the article about the annual meeting. Below are correct photos from the meeting.



HE photos

**TOP PHOTO:** Energy Advisor Bob Geswein speaks with a member during the annual meeting.

**BOTTOM PHOTO:** Members register for the annual meeting.



## EnergyLines. Electronically.

Subscribe to receive EnergyLines digitally at [HoosierEnergy.com](http://HoosierEnergy.com).

“I am interested in enhancing the quality of life in the communities we serve at Daviess-Martin County REMC.”

**Bill Schmidt,**  
Daviess-Martin County  
REMC General Manager

## Schmidt new GM at co-op

Bill Schmidt recently took on the role of General Manager for Daviess-Martin County REMC.

Schmidt is an experienced industry executive, having worked at electric cooperatives in Hawaii, Louisiana and Wisconsin. He graduated from California Miramar University with a Masters in Business Administration and earned his BBA-Accounting from the University of Wisconsin at Madison.

With over 20 years of electric cooperative generation, transmission and distribution experience, Schmidt is ready to bring his knowledge to Daviess-Martin County REMC.

“I am interested in enhancing the quality of life in the communities we serve at Daviess-Martin County REMC,” said Schmidt, “including, but not limited to, economic development and implementation of initiatives.”

Schmidt moved from McFarland, Wisconsin with his wife of 17 years and their 11-year old daughter.



Schmidt



HE photo

**CERTIFIED EXCELLENCE:** Voluntary Protection Programs Team Leader Travis Gentry submitted the request for Lawrence and Worthington Generation Stations to be certified VPP facilities for five years.

## Facilities achieve superior rating

It's not often that a company asks to have the Occupational Safety and Health Administration (OSHA) visit their facility, but that is exactly what Hoosier Energy did for the Worthington and Lawrence Generating Stations.

Voluntary Protection Programs (VPP) is a program from OSHA where companies volunteer to have OSHA inspectors come to their facilities and inspect all safety elements and environmental health aspects every three years. If the certification is achieved, then a facility is marked as a VPP Star Facility. Star facilities submit an annual safety report to VPP administrators and have a physical inspection every three years; only a rare 2 percent receive a five-year certification.

Bob VanDenburgh, plant manager for Worthington and Lawrence Generating Stations, feels that he has the right team in place to keep safety a top priority. VanDenburgh and his crew are employees of NAES Corporation, an independent services company dedicated

to optimizing the performance of energy facilities. Hoosier Energy has contracted these workers for the generating stations.

“We have seven people working at the two generating stations, including myself,” said VanDenburgh. “We know that a safe working environment will keep us at peak performance and allow us to maintain a healthy work atmosphere.”

The generating stations achieved their first VPP status in 2015. Since then, the team did not change any processes but focused on being more efficient with the existing processes. One of these processes is a monthly walk-around with the safety committee to identify and develop solutions for hazards.

During the latest OSHA review, Travis Gentry, VPP Team Leader, Indiana Department of Labor, was the lead inspector. Gentry was so impressed with the safety improvements made and maintained at these facilities that he submitted a proposal for the stations to be VPP certified for five years, instead of three. [E](#)

For a video with more information, please visit [https://youtu.be/PXUpJ\\_23Luo](https://youtu.be/PXUpJ_23Luo)



WHITewater VALLEY  
Electric Cooperative

My  
**SOLAR**  
Whitewater Valley REMC

Easy, affordable solar power. No matter where you live.

Whitewater Valley REMC is excited to introduce you to My Solar, a cooperative solar program. My Solar provides electricity through solar energy without any installation on your home or business. Members have access to easy, affordable solar power, no matter where you live.

Rather than installing these solar panels on your home or business, Whitewater Valley REMC will keep and maintain your panels at one of our solar arrays. Participating members will see the change on their monthly electric bill, with each panel generating ~450-500 kWhs annually.

My  
**SOLAR**

NO FINANCING NO ROOF ISSUES NO SHADE ISSUES NO INSURANCE NO PERMITS NO MAINTENANCE

# Program brings cooperative solar initiative to light

Electric cooperative consumer-members are showing an increased interest in cooperative solar. Hoosier Energy and member systems developed the My Solar program to give your consumer-members direct access to solar energy. This program is already being offered by several member systems.

It allows consumer-members to use solar energy within their home or business without installing or maintaining a private solar structure. Participants are able to use output from the ten 1-megawatt solar arrays serving their area.

## Marketing the program

**Hoosier Energy provides its member systems with marketing materials to promote this initiative including flyers, bill stuffers, yard signs, window clings, videos and a customized website.**

The My Solar program offers members the opportunity to purchase up to 12 solar panels. The size of the panels vary between the 10 solar sites, but average ~330 Watts. In one year, one panel will produce ~450 – 500 kWh.

Each participant is limited to 12 panels – approximately four kW.

The My Solar program is available for any home or business and is a great opportunity allowing consumer-members to diversify their energy source.

The My Solar website also provides consumer-members with a real-time snapshot of the amount of solar energy being produced from the solar panels by allowing users to select the number of panels they have purchased from their electric cooperative. The page also shows the savings in relation to gallons of gas saved and acres of trees planted. [EL](#)

## COVER STORY



# TRAINING FOR SAFETY

With multiple locations and work environments at Hoosier Energy, training a good team of first responders is a necessity. There are over 70 first responders throughout all Hoosier Energy facilities. These team members have the knowledge to respond to a wide range of medical situations until outside medical teams arrive. Assistance provided during this timeframe is precious.

For example, during a cardiac event, a defibrillator, when needed, should be used within the first six minutes to give the patient the best chance for survival – six minutes! It can take a fire department or paramedic team an average of 15 minutes to arrive on the scene of a medical emergency. Having the useful allocation of defibrillators and trained personnel within Hoosier Energy properties takes a 9 percent survival rate and increases the chance to 40 to 50 percent survival rate, according to Scott Dalton, paramedic captain at the Terre Haute Fire Department and medical trainer for Hoosier Energy.

“Hoosier Energy employees have a better chance of saving someone’s life based on proximity to the victim than someone in the medical field who must travel to the facility,” said Dalton. “Cardiopulmonary resuscitation

(CPR) started within one minute and defibrillation within six minutes offers the best chance of survival.”

Dalton, a contract trainer for Hoosier Energy for the last 13 years, offers varying training sessions throughout the year. Sessions are offered to power delivery, transmission and administrative personnel and include CPR, fire, hazmat, confined space, emergency medical services and incident response training. The training at Merom Generating Station is all-inclusive because of the operational needs at the plant. Recent training conducted at the plant included fire service and fire truck training, water supply and large volume water delivery, personal protective equipment (PPE) and self-contained breathing apparatus maintenance checks and training. Most sessions are eight hours and completed in one day.



“Hoosier Energy employees have a better chance of saving someone’s life based on proximity to the victim than someone in the medical field who must travel to the facility.”

**Scott Dalton,**  
**paramedic captain**  
**(Terre Haute Fire**  
**Department)**

**TRAINING TIME:** First responders at the Merom Generating Station train with and test emergency response equipment.

Hoosier Energy takes these proactive steps in emergency response in order to make sure that if an accident should happen, the correct professionally-trained volunteer is in place and can possibly save a life. One such employee was Jason Compton.

Compton worked for Hoosier Energy at the Merom Generating Station for six years and was one of the few emergency medical technicians. Most volunteers are trained to the level of emergency medical responder, but Compton had completed more training to be a technician. He also served on the volunteer fire department in Hymera, Ind.

Compton passed in April 2018 of cancer. He proudly worked at the plant for as long as the disease would allow him to stay, taking care of fellow employees. He is remembered fondly and thought of often as his presence made others feel welcome and safe.

“People looked up to Jason and trusted him to take care of the patient,” said Dalton. “He was a great person and willing to help whenever he could.” [E](#)

## ECONOMIC DEVELOPMENT

# Program promotes professional development for women

Bedford-based Radius Indiana has launched what it calls a first-of-its-kind program in southwestern Indiana. The Women in Economic Development Leadership Initiative aims to promote professional development for women in the region.

Hoosier Energy hosted the group of women in late July. Hoosier Energy’s Economic Development Coordinator, Christy Langley, talked to them about the importance of strategic planning—both for their organizations and communities, as well as for their own professional growth.

“There are ladies from all walks of life—not just economic development—including planning, workforce development, and chambers of commerce,” said Langley. “We had ladies from organizations served, at least partially, by seven of our distribution cooperatives.”

The goal of the initiative is to give participants a “better sense of the industry” as well as a chance for networking opportunities. The program will run through the end of 2018 and will focus on topics such as business attraction, retention and expansion, entrepreneurship, quality-of-life initiatives, networking and international business etiquette.

The program for women will be led by Chelsey Manns, President of Mooresville-based Manns Consulting LLC and former Executive Director of the Morgan County Economic Development Corp.

“We saw that there were a number of new people who have come on the economic development scene in a relatively short period of time. We felt this course could help them and their communities,” said Jeff Quyle, Chief Executive Officer of Radius Indiana, a regional partnership representing eight counties in Southwestern Indiana. [E](#)



## ONLINE EXTRA

Visit [Cooperative.com](http://Cooperative.com) and search for Lexicon project to find this research.

# THE LEXICON PROJECT

## What co-ops say isn't always what members hear

As part of an ongoing effort to help co-ops promote the cooperative advantage, the National Rural Electric Cooperative Association (NRECA) recently completed the “lexicon project.” This was a nationwide research initiative aimed at identifying industry words, phrases and concerns that resonate deeply with electric cooperative members.

“We are seeking to understand the gap between what we are trying to communicate versus what your members hear,” says Michael Maslansky, CEO of Maslansky + Partners,

who conducted the lexicon research.

The goal of the project was to develop a common story, including specific terms and phrases, that help cooperatives connect with consumers while articulating the benefits of being a co-op member.

The research findings determined that what we say to our consumer-members isn't necessarily what they hear.

“It's a shift in the language many co-ops are accustomed to using,” Maslansky says. “These small changes can have a big impact over time if we communicate consistently.” [E](#)

## Putting the lexicon into practice

Based on the NRECA lexicon project some changes you will begin to see from Hoosier Energy include the following:

### When speaking about Community

**Say LESS of:** what makes our cooperative great is democracy, that we are a nonprofit, and we think our heritage is important.

**Say MORE of:** what makes us part of the community is we are led by members, we belong to the communities we serve, and we are built by the communities we serve.

**When you say:** A co-op doesn't just serve a community. It's part of the community.

**Members hear:** “Those in the community are in the same boat as you. Changes affect them just as much as they affect you. When their power goes out, mine does too.”

### When speaking about being a Nonprofit

When you just use the word nonprofit, they're convinced someone, somewhere is still turning some kind of profit. If you clarify that it's actually them who profits, their interest grows.

**Say LESS of:** nonprofit, not-for-profit, capital credits, no outside investors, in your interest.

**Say MORE of:** belong to the community we serve, share profits back with the people we serve.

### When speaking about History and Heritage

To make heritage matter, we have to make it relevant today. Many cooperatives focus on how long they have been around and look backward rather than forward.

**Say LESS of:** terms about the past.

**Say MORE of:** terms that speak about the present and future.



## Co-op annual meeting highlights



### *The Cooperative Difference*

## RushShelby Energy annual meeting

#### Meeting details

RushShelby Energy's 82nd annual meeting was held July 11 at RushShelby Energy in Manilla, Ind.

#### Meeting highlights

This year's turnout for the event was much larger than anticipated, with near record-breaking attendance. The event was held at RushShelby's facility in the large maintenance bays. Entertainment included a talented bluegrass band, Nightflyer, along with vendor displays, free ice cream, a live-line safety demonstration, an opportunity to chat with the chief executive officer (CEO) and numerous activities for children.

Hoosier Energy hosted exhibit booths for the new cooperative solar initiative called My Solar, along with the environmental and Demand Side Management teams. Online and mail-in voting were new options this year. Out of 11,811 eligible voting members, 1,868 participants casted votes consisting of approximately 1,600 mail-in ballots and 260 online votes according to Director Bruce Everhart. A third-party vendor was hired to tally the votes.

Numerous gifts were raffled to consumer-members ranging from televisions to Yeti coolers. While there was not a traditional business meeting, Terry Jobe, president and CEO of RushShelby Energy, provided results of the election and thanked everyone, including employees, for a successful year.

#### Election of Officers

There was only one contested election with Ann Sipes being re-elected.

*HE photos*

**TOP:** Consumer-members enjoyed nearly 1,000 Chick-fil-A dinners.

**MIDDLE:** Terry Jobe, President and CEO, spent time talking to consumer-members.

**BOTTOM:** Nightflyer, a bluegrass band from Ohio, provided musical entertainment during the event.

## Co-op annual meeting highlights



### Celebrating 80 years

## Decatur County REMC annual meeting

### Meeting details

Decatur County REMC's 80th annual meeting was held June 22 at the Decatur County 4-H Fairgrounds in Greensburg, Ind.

### Meeting highlights

This was the first year that Decatur County REMC offered online and mail-in voting, contributing to over 1,300 online votes.

The annual event encompassed a county fair atmosphere with junior 4-H leaders selling concessions, a local church serving ice cream, live music playing and the American Red Cross on-site with a bus for a blood drive.

The Chairman and Chief Executive Officer reports were given by Tom Crowe and Brett Abplanalp. Areas of focus for the upcoming year include broadband, rights-of-way clearing and vegetation management, solar, electric vehicles and strategic planning. Abplanalp reminded consumer-members about his open-door policy, encouraging a continued effort toward transparency with the co-op.



### Election of Officers

Nominating committee winners

District 6: Brad Armand

District 7: Kenny Peters

District 8: Mary Oliver

### Board Committee

District 5: Brian Scheidler

District 6: Dale Wernke

District 8: Michael Brelage



*HE photos*

**TOP:** Rachel Sullivan, Corporate Relations Manager, takes a moment to grab a photo with her grandparents, long-time Decatur County REMC members.

**MIDDLE:** Decatur County's own, Dustin Huff, performed for those in attendance.

**BOTTOM:** 4-H Junior Leaders set up a concession stand for members.

## Co-op annual meeting highlights



### Going the Extra Mile

## Clark County REMC annual meeting

#### Meeting details

Clark County REMC's 79th annual meeting was held April 7 at Silver Creek High School in Sellersburg, Ind.

#### Meeting highlights

Clark County REMC installed the Henryville solar array in 2017, which was one of the attributing factors to the "Going the Extra Mile" theme for this year's meeting.

A new voting record was set this year with a total of 3,325 votes. This was the first year that Clark County REMC offered online and mail-in voting, contributing to 1,260 and 980 votes respectively.

Clark County REMC has a tradition of presenting the eldest gentleman and lady each with a gift of appreciation for being a dedicated member-consumer. This year, Robert Riall, 92, and Mary Gaddis, 96, were the recipients of the gifts. Ray's Lawn and Garden provided the grand prize John Deere mower to a selected recipient.



#### Election of Officers

District IV: Joe Basham was elected

District V: Robert Kleehamer defeated Mike Miller



*HE photos*

**TOP:** Consumer-members were able to cast their votes in-person, online and by mail this year.

**MIDDLE:** Young members enjoyed Silly Safari animal interactions during the evening.

**BOTTOM:** Mary Gaddis, 96, was the oldest consumer in attendance at this year's event.



## Students learn about solar technology

Students from the School of Public and Environmental Affairs at Indiana University learned a powerful lesson during a summer course. The students toured the Ellettsville Solar array, learning first-hand how solar energy is created and transmitted to the grid. Hoosier Energy's Project Developer Josh Cisney, shown at right, conducted the tour.