



# Cooperative Connections

*The Annual Buffalo Round Up at Custer State Park is one of many activities of interest for visitors to South Dakota*

**SD Tourism  
continues  
steady pace**

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**Anglers in hot  
pursuit of cold  
fish**

Pages 12-13



# Happy New Year!

## May There Be No New Pandemics for Years to Come



**Jeff Birkeland, CEO**

[jeff.birkeland@wce.coop](mailto:jeff.birkeland@wce.coop)

In this article, I will recap 2020's highlights, and I would be remiss if I didn't mention the coronavirus. In February 2020, this virus came to the forefront and forced us to change the way we conducted business. At that time, the virus was new to South Dakota, and the information we were getting was changing on a weekly, if not daily basis.

West Central's main focus is to keep the lights on, and the thought of having a mass spread of the coronavirus amongst our employees was not a comfortable feeling. We had visions of an ice storm devastating our system while our employees were in quarantine. With that thought in mind, we separated our crews and closed our Murdo office.

Once the weather warmed up, we relaxed our restrictions and went back to a more normal work structure. We allowed crews to work together using common sense and basic hygiene habits. It's been almost a year since this pandemic started, and we have had five employees test positive, and all five are back to work. I hope by the time you read this, the vaccinations are available for those that want them, and we can see the finish line to ending this pandemic.

West Central Electric had another first in 2020 – we were instrumental in bringing wind power to market. Just east of Oacoma, S.D., there are two wind farms capable of producing 40 megawatts of electricity. The Western Area Power Administration substation that these wind farms are connected to needed upgrades. While the substation was scheduled to be offline, the wind farms would've had no way to get their generated power to the market.

By allowing the use of our emergency tie-line between Northwestern Energy and us, our transmission line served as a route that allowed them to continue to generate power during their substation outage. It sounds pretty simple and straightforward, but it took almost a year to study and test. This wind-generated electricity traveled across a 60-year-old transmission line that had never carried that amount of electricity. Our transmission line generally handles nine megawatts, which is considerably lower than the 40 megawatts the wind farms can produce.

To put 40 megawatts into perspective, West Central's entire annual peak is roughly 35 megawatts. The good news is that everything operated as designed, and we have a better understanding of our capabilities in the eastern half of our system.

The last topic has been a conversation piece for over ten years – TransCanada and the Keystone XL pipeline. Will TransCanada get their oil pipeline built? I have no idea. I can tell you that everything TransCanada has asked us to build for them, they have paid 100 percent of the cost. They continue to build the infrastructure needed to support the pipeline's construction, but that is it. I suspect a change in administration may give TransCanada more legal problems, but I am not a politician, so I will leave those topics alone. From West Central's standpoint, TransCanada is a member. If they pay for it and want us to build electrical infrastructure, we will build it.

In closing, I would like to wish everyone a healthy and safe 2021!

**Everything TransCanada has asked us to build for them, they have paid 100 percent of the cost.**

# West Central Electric

## Cooperative Connections

(USPS No. 018-988)

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## Member Messages

Thank you for the Yeti cup I received from your random drawing. It will be put to good use.

**Happy Holidays - Susie Lyman, Murdo**

What a surprise! Thank you for the set of steak knives and, most of all, thank you for the wonderful service you provide!

**Kindest Regards - Marc & Chala Rasmussen, Ft. Pierre**

Thank you for having the random drawing at your meeting. The four-piece steak knife set is very much appreciated.

**Thanks - Mark Hanrahan, Milesville**

Thanks so much for the steak knives that we received. What a surprise!

**Sam & Marilyn Seymour, Murdo**

Just wanted to thank you for the nice set of steak knives you sent us. It was a pleasant surprise when we received them in the mail.

**Thank you again - Ellen and Dan Schofield, Philip**

Thank you for the survival kit. I put it right in our pickup. It is very nice and small to fit easily in our glove box. It was a nice surprise to open!

**Thank you - Bart & Pat Blum, Reliance**

What a pleasant surprise to receive a door prize in the mail.

**Thank you - Rex & Nancy Totton, Kadoka**

Thank you for the sponsorship of our short-go shirts from the state high school rodeo. Your sponsorship is greatly appreciated. I qualified for the short-go in saddle bronc riding.

**Thanks again - Buster Reis, Reliance**

Thank you for the generous donation to the Buffalo Stampede. Because of you, our first PRCA rodeo was a huge success! See you in 2021!

**Buffalo Stampede Committee**

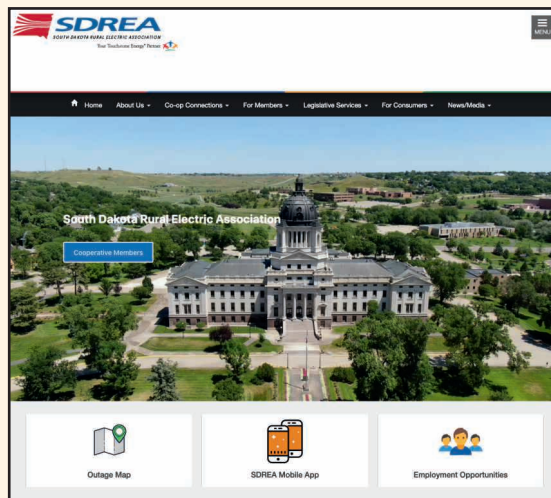
# National Cut Your Energy Costs Day

If you resolved to spend less and save more in 2021, cutting back on a few regular expenses is a good place to start. Sunday, Jan. 10, is National Cut Your Energy Costs Day, so we've rounded up a few tips to help you trim your utility bills without making major lifestyle changes.

- **Cut heating and cooling costs.** We spend a great deal of energy heating our homes in the winter and keeping them cool in the summer, but are we really doing our best to minimize the cost of our comfort? A programmable thermostat can allow you to adjust the temperature when you're out of the house or sleeping. There's no reason to blast the heat when everyone is at work, and it's doubtful you need to sleep with the hot air on high. So program your schedule into your thermostat, and it'll do all the work for you.
- **Watch out for energy draining appliances.** Big appliances like refrigerators, washers and dryers consume a lot of energy, so the next time you replace one of these appliances, upgrade to an energy-efficient Energy Star-certified model. These are designed to use much less energy than their older counterparts and often end up paying for themselves in savings over time. Keep these appliances clean and well maintained to ensure optimal performance and efficiency.
- **Pull the plug.** As we continue to be more and more "plugged in," it should come as no surprise that a greater proportion of our energy goes toward keeping our devices charged. To keep costs reasonable, plug electronics into a power strip and turn it off when they're not in use. This cuts off "phantom" usage and can save you a bundle. Some newer power strips even include an automatic shut-off feature.
- **Hit the lights.** As always, turn off the lights when leaving a room. You can also swap out light bulbs to increase your home's energy efficiency. Replace incandescent bulbs with LED versions for an easy and affordable way to save on electricity. Not only do LEDs last significantly longer, they also require much less energy.
- **Start with a simple home assessment.** Interested to know how your home's energy use compares to similar homes? Check out Energy Star's Home Energy Yardstick at [energystar.gov](http://energystar.gov) to learn how much of your home's energy use is related to heating and cooling versus other appliance use, lighting and hot water.

## Visit the new SDREA.coop

Want to know more about South Dakota's rural electric cooperative system? Check out our newly redesigned website at [www.sdrea.coop](http://www.sdrea.coop). You'll find lots of useful information about our generation, transmission and distribution systems, energy efficiency ideas, legislative issues that impact electric rates, a statewide outage map and much more.



## KIDS CORNER SAFETY POSTER



**"Watch Out for Downed Power Lines!"**

**Gracie Richter, 9 years old**

Gracie is a resident of Buffalo, S.D., and is the daughter of Jody Richter. They are members of Grand Electric Cooperative.

Kids, send your drawing with an electrical safety tip to your local electric cooperative (address found on Page 3). If your poster is published, you'll receive a prize. All entries must include your name, age, mailing address and the names of your parents. Colored drawings are encouraged.

# Warm and Cozy Soups

## Tomato-Tortellini Soup

2 - 14 ounce cans reduced-sodium chicken broth  
 1 - 9 ounce package of refrigerated tortellini  
 1 - 8 ounce tub cream  
 cheese spread with chive and onion  
 1 - can tomato soup  
 Fresh chives (optional)

In a medium sauce pan bring broth to a boil. Add tortellini then reduce heat to simmer uncovered for 5 minutes. In a bowl whisk 1/3 cup of hot broth into the cream cheese spread. Whisk until smooth. Pour contents into sauce pan. Stir in tomato soup and heat through. Serve with fresh chives, if desired.

Family Features/Better Homes and Gardens

## Slow Cooker Split Pea Soup

1 lb. dried green split peas (rinsed)  
 1 cup sliced carrots  
 2 stalks celery, diced, plus leaves  
 2 cups chopped onion  
 2 cloves garlic, minced  
 1 bay leaf  
 1/4 cup chopped parsley  
 6 cups chicken broth  
 salt and pepper, to taste

Layer ingredients in slow cooker in order given, adding broth last. DO NOT stir ingredients. Cover and cook on high for 4-5 hours or low for 8-10 hours until peas are very soft.

Gail Lyngstad, Pierre, SD

## Baked Potato Soup

2/3 cup butter  
 2/3 cup flour  
 7 cups milk  
 4 to 6 baked potatoes, peeled and cooled  
 4 green onions chopped  
 6 slices of bacon, cooked and crumbled  
 1-1/2 cups shredded sharp cheddar cheese  
 1 cup sour cream  
 3/4 teaspoon salt  
 1/2 teaspoon pepper

Melt butter, add flour and stir until smooth. Add milk and stir. Add potatoes and onion. Cook until mixture comes to a boil. Turn to low heat immediately and add bacon, cheese, sour cream, salt and pepper. Stir well. Makes 1 crockpot full.

Terri Halstead, Sioux Falls, SD

## Clam Chowder

4 slices thick bacon cut and fried  
 1 onion  
 1 cup celery  
 1/3 cup flour  
 1 tsp. pepper  
 4 cans 6.5 oz. minced clams (save juice)  
 1 15-oz. can chicken broth  
 2 potatoes  
 2 cups cream  
 1 bay leaf

Cut and fry bacon. Add diced onion and celery and cook about five minutes. Stir in 1/3 cup flour using the drained clam juice until slightly thick. Add 1 teaspoon pepper, one can broth, 4 cans clams, 2 diced potatoes and one bay leaf. Cook until potatoes are tender, about 10 minutes. Add cream. Enjoy!

Sharon Waltner, Freeman, SD

## My Mother's Tomato Soup

2 cups tomato juice or pureed canned tomatoes  
 1/2 tsp. soda  
 1 qt. milk  
 salt to taste  
 1 tbsp. butter

Combine tomatoes or juice with soda in a saucepan. Let froth up. Add milk, salt and butter. Heat and serve.

Doris Ekberg, Hamill, SD

Please send your favorite recipes to your local electric cooperative (address found on Page 3). Each recipe printed will be entered into a drawing for a prize in December 2021. All entries must include your name, mailing address, telephone number and cooperative name.

# This Year, Organize Your Energy



**Pat Keegan**

Collaborative Efficiency

**If you plan to live in your home for many years to come, hiring an energy auditor may be the best investment you can make.**

Pat Keegan and Brad Thiessen of Collaborative Efficiency write on energy efficiency topics for the National Rural Electric Cooperative Association, the national trade association representing more than 900 local electric cooperatives. From growing suburbs to remote farming communities, electric co-ops serve as engines of economic development for 42 million Americans across 56% of the nation's landscape. For additional energy tips and information on Collaborative Efficiency visit: [www.collaborativeefficiency.com/energytips](http://www.collaborativeefficiency.com/energytips).

**Dear Pat and Brad: Last year brought financial hardships, and with a new year ahead, I'm looking for new ways to save money. I know there are things I can do to save energy at home and lower my monthly bills. Can you share a few ideas on how to start the year off right by saving energy? – Amy**

Dear Amy: You bet! Here are a few simple tips to help you get organized and start an achievable path to saving energy. First, we'll take a look at three important steps when considering energy efficiency projects: information gathering, planning and taking action.

**Start by gathering information.** Begin by reviewing your 2019 energy bills. Knowing how and when you use energy can help you decide how ambitious your plan should be. If you have questions about your past bills or energy use, give your electric co-op a call - they're available to help you understand your energy bills. Your co-op may also offer a free app that can show you exact data about your home energy use.

Next, visit your electric co-op's website to see if they offer additional assistance, like energy improvement rebates, free energy audits or other special rates and programs.

Finally, the most important step is to schedule an energy audit, or conduct an online energy audit. (Remember: your electric co-op may offer free audits.) If you plan to live in your home for many years to come, hiring an energy auditor may be the best investment you can make. An energy auditor can tell you which energy efficiency actions will save you the most money or provide the biggest improvement in comfort. If you're looking for a faster, DIY (socially distanced) method, try an online energy audit like [energystar.gov](http://energystar.gov)'s Home Energy Yardstick.

**Develop a plan.** Now that you've gathered the information you need, you can develop a plan. It can be simple or more comprehensive. If your priority is cutting energy costs, you can select the measure that will deliver the most savings. Maybe you're already planning to do work on your home, such as roofing or renovating, and you can incorporate energy efficiency strategies into that project. To complete your plan, you'll likely need to check with local contractors or suppliers about costs.

**Take action.** Now that your planning is done, it's time to take action. If you're tackling any major energy efficiency projects that require a contractor, remember to do your research and hire a licensed, reputable professional.

In addition to energy efficiency projects and upgrades, there are other ways you can get organized to save energy:

- Replace filters regularly. A clean filter can improve the performance of your heating and cooling system, and reduce the electricity needed to pump air through your ductwork. Replace the filter now if it's been a while, then set a reminder on your phone, online calendar or paper calendar for the next replacement. Filters should be replaced every month if you're using an inexpensive filter, or every three months if you're using a higher-quality filter. A better filter will do a better job and last longer.
- Program your thermostat. Heating and cooling your home account for the most energy use, so setting your thermostat to match your lifestyle can make a major difference. If you don't have a programmable or smart thermostat, get in the habit of manually adjusting your thermostat throughout the day or setting it to the most energy efficient setting when you're away.
- Label the circuits in your breaker box. It may not reduce your energy use, but it's an easy way to get organized and will save a lot of headaches down the line!

We hope by taking a little time to complete these steps, you'll be well on your way to a more energy efficient 2021!

# Indigenous Front Man Mato Nanji Eager to Get Back on the Road

Billy Gibson

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Mato Nanji is too gentle of spirit to be compared to a lion looking to leap out of a cage.

But ever since the blues and rock guitarist was blocked from touring by COVID-19 restrictions, he's been positively itching to get back out on the road.

Nanji, the front man for the band Indigenous, was reared on the Yankton Sioux Reservation. And that's where he's been sidelined since the coronavirus disrupted the highly popular Experience Jimi Hendrix tour last spring.

The soulful guitar slinger was in his prime element traveling around the country playing with some of his heroes, including former Hendrix bandmate Billy Cox, David Hidalgo of Los Lobos and Louisiana-born blues legend Buddy Guy. But last spring he returned to southeast South Dakota and has been spending ample time with his wife and collaborator, Leah, and their five children.

One of those children is 20-year-old Evan, who has joined Indigenous on rhythm guitar, along with Nanji's childhood friends Curt Olsen on drums and Justin Cournoyer on bass. They've been composing new songs, working on developing their sound and plan to do some touring of their own after the pandemic subsides.

"It's been great being here and being back home with family," said Nanji, 46. "I've been out playing since I was 18, so it's good to have a break. But I can't wait for the next opportunity to get out on the road. It's in my blood."

Music really is in Nanji's blood. He was inspired to pursue music by his father, who introduced him to the work of artists like Otis Redding, Jimmy Reed and Carlos

Santana. A big source of inspiration was the late Stevie Ray Vaughn and his band Double Trouble.

When on tour with the Experience Hendrix show, Nanji often finds himself sharing the stage with Double Trouble bassist Tommy Shannon and drummer Chris "Whipper" Layton.

"Chris and Tommy are great guys and very talented," Nanji said. "I remember I was about 15 when Stevie Ray came through Sioux Falls, but I didn't get to see him. He inspired thousands of players. My dad brought home the album 'Couldn't Stand the Weather' and said, 'Check this out.' It blew me away. He had such a great feeling and vibe. It's an honor for me to play with members of his band and try to capture that tone. It's very inspiring for me."

Vaughn died in a helicopter crash not long after that Sioux Falls tour stop.

Along with getting Indigenous back into top form and headlining some of the Native American fair and festival events around the country, Nanji said he also has another goal to have the Experience Hendrix tour make a stop in South Dakota next year.

"It's an incredible show and I feel honored to play with such outstanding musicians," he said. "It's a special event and it's something I want to bring to the fans in



Indigenous front man Mato Nanji is eager to get back on tour with his band Indigenous in 2021. Photo courtesy of Experience Hendrix Tour.

South Dakota. I think it's something they'd really enjoy. It's good to come back home and be around people you grew up with."

In the meantime, Nanji will continue composing, collaborating and co-writing with Leah. They grew up together on the Yankton Reservation - which he calls his "base" - and were high school sweethearts. Leah typically comes up with a melody and then Mato fills in with the musical hooks, themes, tempos and riffs.

More than anything, he's grateful to be able to integrate his musical pursuits and the closeness of his family.

"Evan is a great kid. He's talented, and it's a thrill to have him in the band," he said. "Leah is also a great talent and always has new and refreshing ideas. A lot of musicians are into going out to parties after the show. I like going out, playing, and then coming home to my family."



Tourism in South Dakota has remained robust despite the impact of the global pandemic. Photos courtesy of the SD Tourism Department.

# SD TOURISM GOING STRONG

## Tired of Being Shut In: Visitors Flock to South Dakota

Billy Gibson

billy.gibson@sdrea.coop

Probably the last time a member of the Husted family was worried about going broke, it was back in the 1930s.

Ted and Dorothy Husted had just purchased a small drug store in Wall and were having a hard time getting the business to grow in the middle of a severe drought and the Great Depression.

The business that went on to become known as Wall Drug has been named one of the busiest tourist attractions in the northern part of the country. The prospects of the Husteds going broke have been very slim since the store hit its stride.

That is until last March.

Third-generation owner Rick Husted won't lie: he was downright worried that Wall Drug might bite the dust when COVID-19 prompted lockdowns and travel restrictions.

The entire operation – the stores, the restaurants, the galleries and even the free ice water – came grinding to a stop for 71 days just as the travel season was about to kick into gear.

“I was afraid we might go broke and we might not make it. They're projecting that half of the restaurants out there are going to close down permanently,” Husted said. “We were closed that whole time and had to cut back on our employees because we felt that trying to ‘flatten the curve’ was the right thing to do.”

The business reported losses through the summer, but returned to the black in August due in part to traffic from the Sturgis motorcycle rally. Husted reported that September and October also showed considerable increases over 2019 numbers.

“People just got tired of being shut in and they got in their cars and on their motorcycles and their RVs and came to South Dakota,” he said, noting that even President Trump made his way to Mount Rushmore for a Fourth of July gathering.



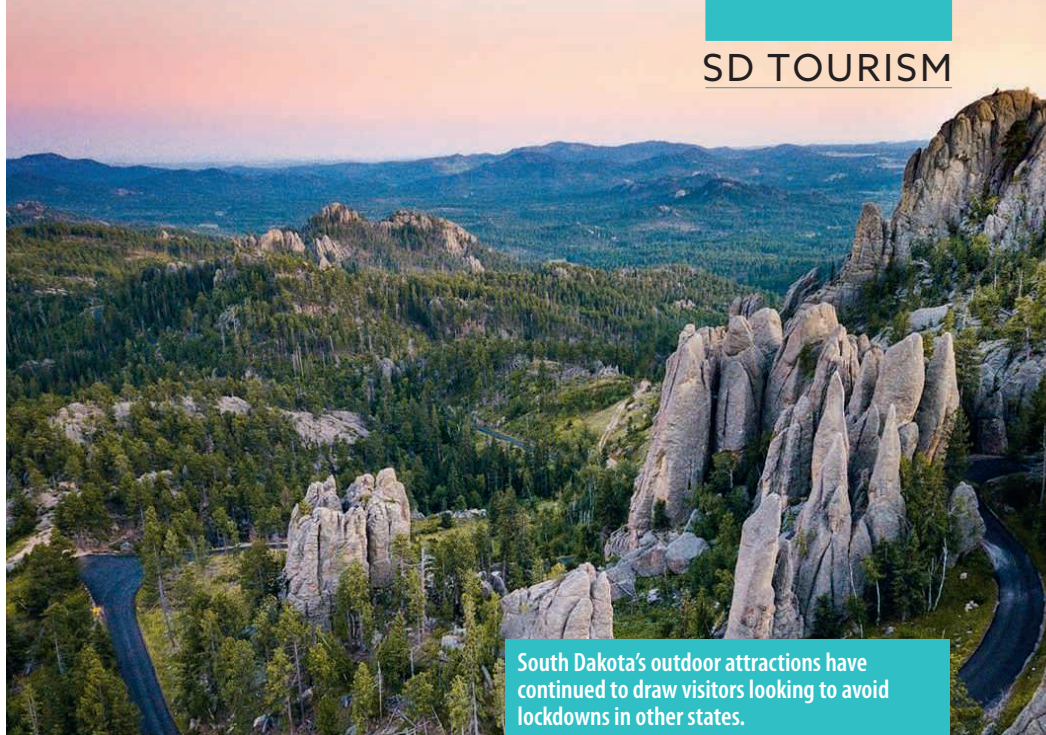
The annual Buffalo Round Up at Custer State Park continues to attract visitors from throughout the country.



## The Thing I Love Most about Living in South Dakota is...

What do you love most about living in South Dakota? Share your thoughts with us (200 words or less) and you could win a \$25 gift card!

Send your response to editor@srea.coop by Jan. 4, and don't forget to include your contact information.



South Dakota's outdoor attractions have continued to draw visitors looking to avoid lockdowns in other states.

Hustead said he took public safety measures such as installing Plexiglas barriers, posting hand-sanitizer stations and requiring that employees wear masks. He said no employees have been known to contract the coronavirus. The bottom line also received a boost from some federal relief money.

Once the financial fog lifted, Hustead called his mother Marjorie – who is in a care facility in Rapid City but is “still involved in the business” – and told her he felt Wall Drug was going to make it through the crisis after all.

“I told her, ‘Mom, I think we’re going to make it.’ And that made her happy,” Hustead said.

He was quick to heap praise on the South Dakota Office of Tourism and leader Jim Hagen.

In assessing the state of tourism in South Dakota, officials paint a picture similar to Hustead. While many annual events have been canceled or postponed to a later date, outdoor events and activities such as Sturgis, walleye fishing, pheasant hunting and the many outdoor tourist attractions have led to a healthy industry performance and outlook.

Hagen's office has also taken the initiative to develop innovative programs to ensure that South Dakota stays top-of-mind when people throughout the region and nation make their travel plans.

The department recently launched an on-line learning program for children and their families to learn more about South Dakota and experience the attractions of the state from the comfort of their homes or in a classroom setting. There are eight virtual pages that allow site visitors to learn more about the icons, wildlife, people and history of the state, each featuring games and activities for the entire family to explore.

“These online lessons provide an opportunity to educate children and adults alike about our state's Great Faces and Great Places,” said Gov. Kristi Noem. “We hope that they are used as a tool to engage families

and inspire them to explore our great state.”

The department also partnered with Badlands National Park to promote its virtual Junior Ranger program. Once the virtual exploration is complete, kids can become official Badlands National Park Junior Rangers.

Last summer, the department teamed up with tourism officials in Wyoming to develop a program called “Black to Yellow” to entice travelers to explore scenic routes that wind from the Badlands National Park to Wyoming's iconic Yellowstone National Park.

To help travelers plan their trip, the states put together itineraries that explore their most well-known attractions and lesser-known gems. From taking in roadside stops, like Wall Drug and Wyoming's Devils Tower, to exploring the scenery of Bighorn Canyon National Recreation Area and Badlands National Park, travelers were encouraged to explore the beauty of the states' wide open spaces, unparalleled wildlife and the freedom of the open road.

State tourism leaders will meet in Pierre on Jan. 20-21 for the 2021 Governor's Conference on Tourism. There will be limited in-person engagement as well as an online attendance option. The theme for this year's meeting is, “Onward!” While 2020 could have been worse, leaders are hoping that travel will continue to be a significant economic driver in the state.



Wall Drug shut down for 71 days last spring but rebounded to have a successful 2020.

# WCE Offers \$20,000 in Scholarships

## What is the West Central Electric Scholarship Program?

The West Central Electric Cooperative Scholarship Program is a program developed and designed to encourage and recognize the academic achievements of the children of West Central Electric Cooperative members. By recently increasing the scholarship amount, West Central will now give out 20, \$1000 scholarships!

## How may the scholarship be used?

The West Central Electric Scholarship program will award scholarships to students of rural electric cooperative members in five counties served by West Central Electric Cooperative.

The scholarships are for the 2021-2022 school year. The scholarships may be used for educational costs, housing, or educational materials. The student must enter college/vocational school in the fall of the year in which the scholarship is given.

## Who is eligible to receive the scholarship?

The applicant must be a U.S. Citizen and the natural or adopted child of a member of West Central Electric Cooperative. The applicant must be a graduating high school senior who is enrolled or planning to enroll in full-time graduate or undergraduate

course of study at an accredited two-year or four-year college, or university. One half of the scholarship moneys will be given to students who are enrolled or planning to enroll in an accredited vocational/technical school.

## How are the recipients selected?

The scholarships are awarded on the following guidelines. Work experience, participation in school and community activities, a statement explaining his/her educational and career goals, SAT/ACT scores and a written recommendation by a third party, not someone associated with the education system. A short essay is also required. Applications without all the listed criteria will not be considered.

## How can I apply?

To apply, you must provide the required criteria and a completed scholarship application, which can be obtained at your local high school, at the West Central Electric Cooperative headquarters in Murdo, S.D., or on our website at [www.wce.coop](http://www.wce.coop).

Applications should be returned to West Central Electric and must be received by **Feb. 12, 2021**, to be eligible. The applicant is responsible for submitting all the necessary information for the scholarship. For further information contact Jessie Tucker at 605-669-8100.

## Buchholz Hired as Apprentice Lineman

West Central Electric is proud to announce the hiring of apprentice lineman, True Buchholz. He started his career with West Central on Nov. 9 and will be working out of the Kadoka outpost.

Buchholz was raised in Kadoka, S.D., and after graduating high school he enrolled at Mitchell Technical Institute (MTI) – graduating with a power line construction and maintenance diploma. He worked in the Black Hill area and Gillette, Wyo., before coming to West Central.

Buchholz is happy to be living back in his home area. “Kadoka is a great small town and a good school district for my daughter,” he said about his hometown.

The Buchholz family includes his wife, Robin, and their four-year old daughter, Eryn.

In Buchholz’s spare time, he enjoys hunting, fishing and boating. Welcome to West Central!



# Staying Connected in 2021

When we say that we live in a connected world, most of us think about technology, like smartphones and other devices and gadgets. But when you're a member of an electric co-op (that's you!), there's so much more to being part of our connected co-op community.

As a member of West Central Electric, you help to power good in our local community. We depend on you because you power our success, and when West Central does well, the community thrives because we're all connected.

We greatly value our connection to you, the members we serve. And we'd like to help you maximize the value you can get from West Central through a variety of programs, products and services that we offer our members. For example, we can help you save money on your energy bill through our energy audit program and rebates on electric heating or water heaters. When you download our SmartHub app, you can monitor and manage your home energy use, pay your bill online and access a menu of additional options for potential savings and more.

When you follow West Central on social media, you can stay up to date on power restoration efforts, meeting dates and information, co-op director elections, giveaways, and more. You'll also see photos of our line crews in action and our employees helping with community service projects – and who doesn't enjoy seeing good things happening in our community!

When you sign up for text alerts/push notifications, you can receive advance notices on billing updates, and changes to West Central meeting event details.

By connecting with us, you can get real-time updates from your co-op. That's why we want to make sure we have your most current contact information on hand. If we can't connect with you on these platforms or in person, you could miss out on potential savings or important information.

West Central relies on data for nearly every aspect of our operations. Up-to-date contact information from our members helps ensure that we can provide the highest level of service that you expect and deserve.

Updated contact information can even speed up the power restoration process during an outage. That's because when you call to report an outage, our automated system recognizes your phone number and matches it with your account location. Accurate information helps our outage-management system predict the location and the possible cause of an outage, making it easier for our line crews to correct the problem.

We hope you will connect with us whenever and wherever you can – whether that means attending our annual meeting, providing feedback on a recent visit or call with our employees or simply downloading our app.

West Central Electric exists to serve our members, and when we're better connected to you and our local community, we're better prepared to answer the call.

To update your contact information or learn more about co-op products and services that can help you save, visit [www.wce.coop](http://www.wce.coop), call 669-8100, or stop by our office at 204 Main St. in Murdo.

We look forward to connecting with you!



**Jessie Tucker**

[jessie.tucker@wce.coop](mailto:jessie.tucker@wce.coop)

**West Central Electric exists to serve our members, and when we're better connected to you and our local community, we're better prepared to answer the call.**



Ice fishing is a pursuit that's enjoyed each winter by South Dakotans of every stripe.

# Guys, Gals and Castles on Ice

## South Dakotans Stay in Hot Pursuit of Cold Fish

**Billy Gibson**

billy.gibson@sdrea.coop

What happens if you hold an ice fishing tournament and it turns out there's no ice?

You improvise.

That's what organizers of the annual Mobridge Ice Fishing Tournament had to do 10 years ago when Mother Nature refused to cooperate and left them scrambling to come up with a Plan B.

At that time, the tournament was just gaining traction as a main winter attraction for Mobridge. No one dreamed that what started as just a handful of anglers vying to win an ice auger has grown into a field that's capped at 525 two-person teams arriving from 16 different states.

Jeff Jackson is owner of the Wrangler Inn in Mobridge and one of the founders of the tournament marking its 20th anniversary this year. He remembers a bit of panic setting in when hundreds of fishermen were scheduled to descend on Mobridge and the ice on the Missouri River wasn't thick enough to ensure the safety of competitors. Fortunately, the organizing committee had scheduled enough attractions and activities around the one-day tournament that there was plenty for the eager visitors to do.

"We got the word out that the competition was canceled, but 420 out of the 450 teams that were registered showed up anyway," Jackson recalls. "They wanted to come and have a good time."

Those non-angling activities included raffles and prize drawings, an expo featuring all the latest fishing gear, gizmos and gadgets, and according to Jackson, lots of libations.

"People keep coming back year after year," Jackson said, noting that the town's population doubles in the second week of each January. "We've had to limit the number of participants so we have an Ebay auction for three spots that can go as high as \$3,000, and we have another lottery drawing for 26 spots where we usually have up to 800 names."

Instead of a simple ice auger as a grand prize, today the tournament gives away roughly \$225,000 in prizes, including Ice



Hundreds were in attendance at the Dakota Anglers Fishing Expo in Sioux Falls. Photo provided by Dakota Angler.



Castles, four-wheelers, a Polaris Ranger, \$5,000 worth of Scheel's gear, \$3,000 in Runnings gear, clam shacks and more.

The tournament is a boon for Mobridge, bringing an economic impact of \$500,000. According to Jesse Konold, chairman of the town's tourism committee, over the past four years proceeds paid for South Dakota's first climate-controlled indoor fish cleaning station, ADA compliant bathrooms, improvements to the town's rodeo grounds and more than \$100,000 in donations to local non-profits. This year's tournament will be held Jan. 7-9 at the Sherr-Howe Center in Mobridge.

### Not Everyone is Hooked

Among the state's population of electric cooperative linemen, there are many who look forward to chasing walleye in winter. In Josh Lemburg's case, the term "chasing" walleye would be close to accurate.

Lemburg, operations foreman at Moreau-Grand Electric who lives in Timber Lake, prefers to stay on the move when he fishes on the ice. Eschewing the "ice castle" approach that calls for staking out a spot and staying put for the weekend, Lemburg uses a portable flip-over shack and keeps his auger close at hand.

"Ice castles are fun, but I'm not afraid to move around and dig holes," he said. "If I'm not catching fish in an hour, I'll 'run-and-gun' til I find them."

Even with his "move-and-groove" approach, Lemburg has failed to get his entire family sold on the merits of ice fishing. Even hooking a lunker walleye didn't

convince his son to swear a life-long oath to ice fishing.

Several years ago, Lemburg took his dad and his elementary-age kids, Landon and Kendal, out on the ice. His dad and daughter were in one shack and he and Landon were in the other. After a few hours, just as Landon was getting bored and ready to call it a day, a walleye snatched his bait.

"Landon had his line in the water and I saw a big mark on my Vexilar," Lemburg recalls. "I told him he had a big fish on the line but he just gave me his pole and said he wasn't interested. I kept trying to get him to reel it in, but he kept giving me the pole back. Finally, I got the fish to the surface I looked in the hole and there was nothing but fish. My dad reached down in the water to his armpits and it was a 12-pound walleye."

Brent Reilley is an electrician at Selby-based Cam Wal Electric, which serves the Mobridge area. Over the past 20 years, he has only missed the tournament twice - once when he had to decide between ice fishing and a week in Cancun.

He and his wife, Tandy, have actually both claimed titles at the prestigious Mobridge tournament. One particular year the husband-and-wife duo were on separate teams. Brent was on the first-place team and Tandy and her partner placed second. But Tandy believes she has her



Above, hundreds attend the Mobridge Ice Fishing Tournament each year. Below, "ice castles" bring comfort and convenience to the sport.



husband beat: her second-place finish was clinched by reeling in a 25-inch walleye while she was six months pregnant.

The two have always had pretty good luck with the raffles and random prize drawings as well. Tandy won a side-by-side one year and a family friend has won two four-wheelers.

"We just love being outdoors in the winter when there's nothing else to do," Reilley said. "You can get outside and enjoy the fresh air. It gets cold, but it beats sitting inside and it's something great to do with the family. My son is addicted. He'd love it if all he could do is fish all day."



Seasonal Affective Disorder impacts roughly 10 million Americans each year. Experts are anticipating a rise in cases after many months of dealing with COVID-19.

## BEATING SAD

### Here's How to Treat and Beat Seasonal Affective Disorder

Billy Gibson

[billy.gibson@sdrea.coop](mailto:billy.gibson@sdrea.coop)

For years, the mental disorder now known as Seasonal Affective Disorder (SAD) was given about as much credibility as Big Foot and the Loch Ness monster.

It was common folk knowledge that certain times of the year brought on what was passed off as the “winter blues” or the “winter doldrums.” But through considerable study and extensive research over the course of time, the psychiatric community eventually determined that SAD is not only a real affliction related to clinical depression, but according to the National Institute of Health it impacts an estimated 10 million Americans each year.

Women are more likely to contract the condition than men, and in most cases symptoms can begin appearing in early adulthood. Those with pre-existing mental conditions such as bipolar disorder, attention-deficit/hyperactivity disorder, anxiety disorder and others are also at significantly greater risk.

And while so much attention has been given to the coronavirus since the spring of 2020, SAD is yet another health risk that continues to afflict the U.S. population and especially those residing in northern regions of the country.

Mental health professionals share a concern that those who are susceptible to SAD will experience an even greater struggle in

2021 and have more difficulty managing their symptoms during the winter months after nearly a year of dealing with the forced shutdowns and isolation caused by COVID-19.

Both employees and members of South Dakota’s electric cooperative system are prone to experiencing the impact of SAD as the winter season sets in, according to Mark Patterson, Director of Safety and Loss Control at the South Dakota Rural Electric Association (SDREA) in Pierre.

Patterson and his accredited safety team at SDREA provide a variety of field and workplace training programs for the state’s cooperative network, and they advise everyone to be aware of the signs and symptoms of SAD and to seek treatment if needed.

“These long South Dakota winters can be harsh,” Patterson said. “But in order for our cooperative employees to be at their best

and perform at the top of their game, we need to make sure we’re mindful of our risk of experiencing not only physical ailments that can limit our capabilities but mental ailments as





Tracy Romey: "The good news is that SAD can be treated."

well. That also goes for all of our cooperative members that we serve. If you're feeling the onset of depression and having difficulty coping, don't hesitate to reach out and find the help you need."

The most commonly reported symptoms associated with SAD include significant fatigue, pervasively sad mood, loss of interest in activities, sleeping more hours than usual, difficulty concentrating and eating more starches and sweets.

Experts also point out that the "seasonal" in SAD doesn't necessarily refer to winter, although symptoms occur most commonly in January and February. Clinical depression can also occur in the spring and summer months, a condition known as summer-pattern SAD.

For winter-pattern SAD, a gradual decrease in photoperiod – or daylight - is the primary trigger and the strongest predictor of daily mood swings in individuals. Researchers have identified a direct relationship with the number of cases that rise and fall depending on available sunlight and change in temperature in a particular year. Sunlight prompts the body to produce hormones, which has a direct impact on a person's mood. For instance, inconsistent levels of the neurotransmitter

## Signs and Symptoms of SAD

- Feeling depressed most of the day, nearly every day
- Losing interest in activities you once enjoyed
- Experiencing changes in appetite or weight
- Having problems with sleep
- Feeling sluggish or agitated
- Having low energy
- Feeling hopeless or worthless
- Having difficulty concentrating
- Having frequent thoughts of death or suicide
- Oversleeping (hypersomnia)
- Overeating, particularly with a craving for carbohydrates

serotonin can alter moods while changes in melatonin levels can interrupt sleep cycles.

Mental health providers are bracing for an anticipated increase in cases of SAD this year due to the pandemic and lockdown. Those with underlying mental conditions who are especially sensitive to stress could face severe challenges.

According to Tracy Romey, a board certified psychiatric mental health nurse practitioner in Hot Springs, those susceptible to SAD should not despair; many forms of treatment are available.

"This is the time of year we start seeing more cases of SAD. Anxiety can be a component of SAD, which negatively impacts everyday functioning," she said. "The good news is that it can be treated and usually improves when spring arrives."

Romey added that treatment is often

tailored to the individual and can be directed toward certain prevailing symptoms.

"There is no specific test for SAD, however, the same treatments prescribed for a major seasonal depressive disorder may be effective for seasonal affective disorder, including light therapy, vitamin D replacement therapy and medications. Other options include spending more time outdoors and exercise. I encourage anyone who is negatively affected by seasonal change to see your mental health provider and receive an evaluation."

Those who find themselves in immediate distress can call the National Suicide Prevention Lifeline toll-free at 1-800-273-TALK (8255) or the toll-free TTY number at 1-800-799-4TTY (4889). Also available is the Crisis Text Line (HELLO to 741741) and the National Suicide Prevention Lifeline website, <https://suicidepreventionlifeline.org>.

## Visit Co-op Connections Plus

Take a moment to visit our new online companion to *Cooperative Connections*. Co-op Connections Plus is a YouTube channel that features a more in-depth treatment of stories appearing in this publication as well as other subjects of interest to rural South Dakotans.

Search for "Co-op Connections Plus" and you'll find videos on human trafficking, support programs for veterans, grain bin safety, the Co-ops Vote campaign and more. Be sure to "like" and "subscribe."



**Note:** Please make sure to call ahead to verify the event is still being held.

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**November 27-December 27**

Trees and Trains at the South Dakota Railroad Museum, Weekends, Contact the Museum for Days and Times. Hill City, SD  
605-574-9000

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**December 4-25**

Fort Sisseton Drive Thru Christmas Light Display, Fort Sisseton Historic State Park, Lake City, SD  
605-448-5474

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**December 5-January 1**

Custer State Park Festival of Trees, Custer, SD  
605-255-4515

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**December 5-January 6**

Garden Glow, McCrory Gardens Education & Visitor Center, Evenings From 5-8 p.m., Brookings, SD  
605-688-6707

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**December 16-19**

Lakota Nation Invitational, Rushmore Plaza Civic Center, Rapid City, SD  
605-394-4115

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**December 17-20, 27**

Twilight Flights, Strawbale Winery, Renner, SD,  
605-543-5071

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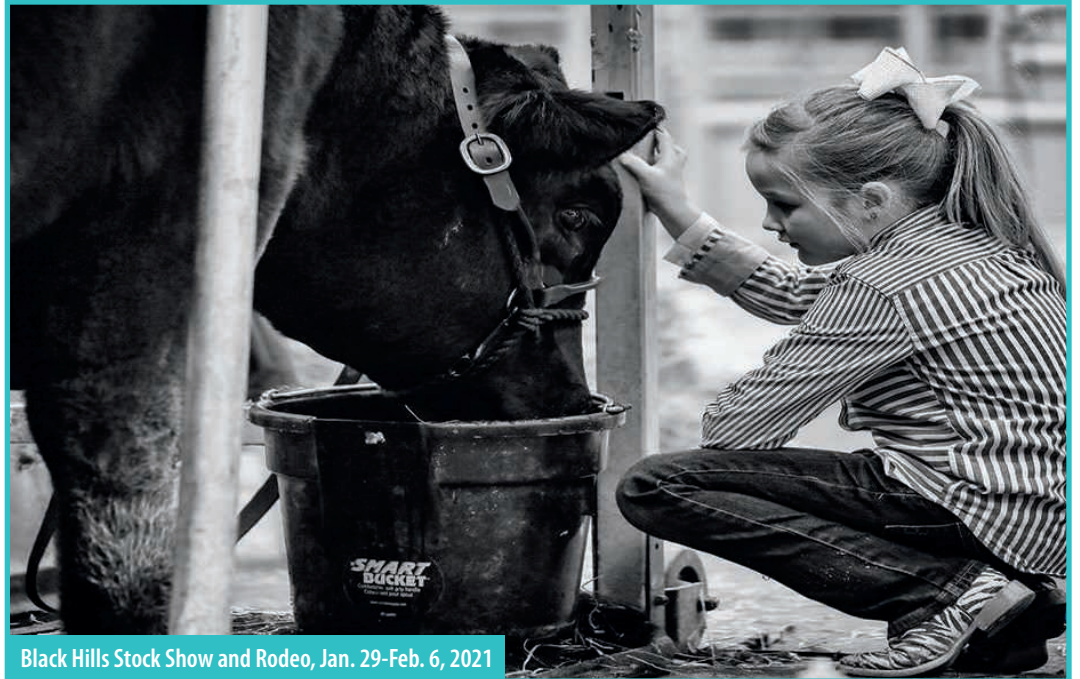
**December 19**

Cirque Dream Story, Rushmore Plaza Civic Center, Rapid City, SD  
605-394-4115

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**January 9**

Dakota Ridgetop Toy Show, Codington County Extension Complex, Watertown, SD  
712-261-0316



Black Hills Stock Show and Rodeo, Jan. 29-Feb. 6, 2021

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**January 14-17, 21-24**

Elf The Musical, Area Community Theatre, Mitchell, SD  
605-996-9137

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**January 15-17**

BH Rapid Winter Classic Indoor Soccer Tournament, Rushmore Plaza Civic Center, Rapid City, SD  
605-394-4115

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**January 16**

Annual Burning Beetle Festival, 5 p.m., Pageant Hill, Custer, SD  
605-673-2244

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**January 18-25**

Chinook Days, Spearfish, SD  
605-717-9294

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**January 29-February 6**

Black Hills Stock Show & Rodeo, Rushmore Plaza Civic Center, Rapid City, SD  
605-335-3861

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**January 29-30**

Pro Snocross Races, Days of '76 Rodeo Grounds, Deadwood, SD  
605-578-1976

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**January 29-31**

Winterfest, Lead, SD  
605-335-3861

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**February 5-6**

Mardi Gras Weekend, Main Street, Deadwood, SD  
605-578-1976

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**February 10-13**

Watertown Winter Farm Show, Codington County Extension Complex, Watertown, SD  
605-886-5814

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**February 18-25**

Twelfth Annual Black Hills Film Festival, Virtual,  
605-574-9454

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**February 20-27**

SD State High School Wrestling Tournament, Rushmore Plaza Civic Center Barnett Arena, Rapid City, SD

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**March 13-14**

Philip Area Annual 2021 Gun Show, American Legion Hall, Philip, SD  
605-859-2280

To have your event listed on this page, send complete information, including date, event, place and contact to your local electric cooperative. Include your name, address and daytime telephone number. Information must be submitted at least eight weeks prior to your event. Please call ahead to confirm date, time and location of event.