

1708 Pierce Avenue  
PO Box 254  
Sibley, IA 51249

800-342-7360  
712-754-2586

## Locations

Sibley, IA

Ocheyedan, IA

Hartley, IA

Little Rock, IA

Rock Rapids, IA

Worthington, MN

Fulda, MN

Rushmore, MN

Hills, MN

And surrounding areas

## Cardrol Locations

Sibley, IA

Jackrabbit Junction

Old HWY 60 Downtown

Ashton, IA

Melvin, IA

Ocheyedan, IA

Harris, IA

Hartley, IA

Little Rock, IA

Rock Rapids, IA

Fulda, MN

Worthington, MN

Interstate CENEX

1200 2nd Avenue

## Notching it up a bit

By Brian Dreessen, General Manager

Growing up on my father's farm on the edge of Sibley, I always enjoyed it when I was allowed to drive one of the tractors. But Dad would regularly tell me to keep the throttle on the lower end of the ratchet. "Keep it slow and under control," my father would remind me.

Then later, when I was older and more experienced, Dad would let me "notch it up" and move along at a faster, more effective pace.

Well, things have come full circle. Cooperative Energy Company is going to "notch it up a bit." After a two-year time period to get all our physical and merger changes settled, Cooperative Energy is expanding from being a one-manager business directive to a team-management operation.

By "notching it up" with more decision makers across our entire seven-county service area, we'll be able to increase efficiency as well as provide improved and faster response to everything from an offhand question to the most serious customer concern. Most important, the change will help improve our profitability. That's important because higher profitability leads to greater member patronage.

Joining me in this new effort to lead Cooperative Energy to a new level of customer service and satisfaction are eight experienced company managers and supervisors who will each take greater control of their own areas of expertise.

Keith Maxwell is stepping up as Worthington location manager. Mike Groote will be assuming the position of service center manager at Sibley in charge of tire sales, auto and truck service. He will also be responsible for assisting Brad Schweigert at our Fulda location with decisions involving tire sales and auto service.

Mindy Balster will remain manager of Jackrabbit Junction. Smitty Eknitphong will be stepping up as manager of Interstate Cenex.

Additional attention also is being given to Cooperative Energy's financial management division. Both Lesa Hommes and Bernie Ahlberg will move to full-manager status. Lesa will take on additional responsibilities as the company's controller, and Bernie will oversee human resources and safety compliance as well as overseeing customer credit approval.



### This change will:

- provide faster, better and more personal service to our members.
- empower the newly appointed managers to make decisions at their respective locations.
- offer customers the opportunity to work directly with knowledgeable managers uniquely trained to answer their questions as well as meet their specific needs.
- instill in our employees a greater sense of pride in working for Cooperative Energy.
- provide me the opportunity to turn increased attention to future planning, overall visioning and vendor relationships.
- provide me more time to establish creative marketing programs for Cooperative Energy's customers and end-users.
- allow me time to coach and mentor the newly appointed leadership team.
- provide me the opportunity to oversee the operations of our newest acquisition in Rock Rapids and analyze our customer needs in Lyon County and surrounding area.
- provide me the opportunity to fulfill the company's mission statement.

But most important of all, the team management plan will allow me more time to spend with our greatest asset, our members and customers.

I believe you will be able to see and experience the many values of this new management direction almost immediately. I invite your comments and suggestions on how we can meet your expectations and add value in many ways for you during the months ahead.



Dreessen

# Getting to know **THE NEW MANAGEMENT TEAM**

At first glance not much will appear to have changed with Cooperative Energy's new team management program. All of the managers have served in their position in one form or another for a number of years. But now each is being given new responsibilities and opportunities to serve the cooperative members and customers and to grow their own divisions. The move will put more decision making at each individual location, ending the perception that everything has to be decided at the business offices in Sibley.

## **BRIAN DREESSEN, GENERAL MANAGER**

As General Manager, Brian's vision and commitment has been instrumental in bringing Cooperative Energy to the exciting crossroads the company is at today. Brian will be responsible for managing the southern energy division that includes the Sibley, Rock Rapids, Ocheyedan and Hartley propane facilities and the Sibley, Rock Rapids Ocheyedan and Hills refined fuels operations. The dependable supply of "the energy you need to succeed" is, after all, the most important reason for the existence of Cooperative Energy.



But beyond this responsibility, Brian's overall management involvement will go much further. He will be able to use the additional time available to "notch it up a bit" through one-on-one visits with employees at all of the Cooperative's many locations. He'll also have time to work more closely with vendors to obtain the best products and pricing for our customers. The additional time also will give Brian the ability to research new ideas and additional opportunities to grow Cooperative Energy for the future.

## **KEITH MAXWELL, WORTHINGTON LOCATION MANAGER**

Keith has been in charge of Cooperative Energy's Worthington Lubricant Terminal.

Under the new management organization Keith will be in charge of the northern energy division, which includes propane facilities at Rushmore and Worthington and refined fuels service out of Fulda and Worthington.

Additionally, he will oversee Cooperative Energy's Lubricant Terminal, the Worthington propane and petroleum equipment service center and handle Cooperative Energy's petroleum marketing.

Keith and his wife Kim have one daughter.



## **MIKE GROOTE, SIBLEY SERVICE CENTER MANAGER**

Previously the supervisor of Sibley's tire operation, Mike, in his new role will manage the service centers at Sibley and Fulda as well as the cooperative's truck and diesel facility and the tire department. Taking over as manager of the service centers will allow Mike the ability to blend the skills, equipment and inventory to provide Cooperative Energy customers with the best possible service from every visit.

Mike's greatest concern is that customers understand that even though he is in charge of the service centers, it won't keep him from rolling up his sleeves to help out in the tire shop when necessary.

Mike and his wife Rachelle have one son.



## **MINDY BALSTER, JACKRABBIT JUNCTION CONVENIENCE STORE MANAGER**

Mindy was manager at another Worthington convenience store when she moved to the supervisor position at Interstate Cenex. She has been supervising Jackrabbit Junction since its opening in October, 2008.

As manager of Jackrabbit Junction, Mindy will oversee day-to-day operations, staffing, vendor relations and customer service. Mindy and husband Mike have three children.



## **SMITTY EKTNIPTHONG, INTERSTATE CENEX CONVENIENCE STORE MANAGER**

Smitty is a long-time Interstate Cenex employee who learned the business on-the-job. Before joining Cooperative Energy he learned the importance of customer service as the owner of his own restaurant.

Smitty will be in charge of day-to-day operations, staffing, vendor relations and customer service at Worthington's Interstate Cenex.

Smitty and his wife Annie have three children.



## **LESA HOMMES, CONTROLLER**

Lesa came to Cooperative Energy having worked previously at Poet Bio-refinery, Hudson, SD where she served as controller.

As Cooperative Energy controller, Lesa will be responsible for all accounting procedures, financial reporting, accounting department supervision and will assist with human resources.

Lesa and her husband J.D., who farms near Rock Rapids, have three children.



## **BERNIE AHLBERG, HUMAN RESOURCES AND CREDIT MANAGER**

Bernie was assistant manager and interim manager at Nobles County Cooperative Oil before the acquisition by Osceola County Cooperative Oil Company, the predecessor of Cooperative Energy.

Cooperative Energy's credit supervisor since 2010, Bernie will continue to work at the business office, Sibley, with expanded responsibilities including human resources, overseeing safety compliance, credit and collections.

Bernie and his wife Sandy have two children.



## **CARL PALSROK, ROCK RAPIDS LOCATION SUPERVISOR**

Carl comes to Rock Rapids from Sibley where he operated his own business.

Carl, who has been involved in the Rock Rapids location since the acquisition by Cooperative Energy last year, will continue to supervise the service center. Carl and his wife Jerri have three children.

## **BRAD SCHWEIGERT, FULDA LOCATION SUPERVISOR**

Brad, the long-time supervisor of the service center at Fulda will continue in that position. Brad and his wife Brenda have three children.

# Get a free gift card when you stock up on lubricants

By Ken Maxwell, Worthington Location Manager

Christmas is only a few weeks away and right now you can earn extra gift-giving dollars simply by stocking up on high-quality Cenex Lubricants for your tractors and other equipment. Choose from Superlube T-M-S, popular Maxtron Enviro-edge, Qwiklift H-T-B and Maxtron T-H-F.

Now through January 31, 2012, Cenex will send you a free \$75 gift card good at one of your favorite retailers such as Cabela's, Sears, Applebees or for Cenex products for every 100 gallons of lubricants you purchase.

And you can earn an additional \$25 gift card simply by purchasing at least four ten-packs of Cenex brand grease.

There are almost more ways to qualify for this great holiday lubricant deals than I can mention. One is to talk to your Cooperative Energy bulk fuel driver. Another is to visit with the service specialist at your nearest Cooperative Energy locations. You'll find them at Sibley, Rock Rapids, Fulda and the lubricant terminal in Worthington. Finally, we're as near as your telephone. You can call us to place your order.

## THE BEST WINTER DIESEL FUEL

Don't forget that our winters are often extremely cold here in northwest Iowa and southwest Minnesota. That's why you'll want

Cenex to fuel up with Cenex Wintermaster Winterized Premium Diesel Fuel. Wintermaster Winterized Premium Diesel delivers serious cold weather protection, optimum power and dependable performance. And, it contains a special additive that protects diesel engines all the way down to 30 degrees below zero.

Give us a call and we'll keep you supplied with "the energy you need to succeed".

Or fill up your over-the-road truck anytime, day or night, at our pumps at Jackrabbit Junction, Rock Rapids, downtown Sibley, Ocheyedan, Harris, Melvin, Ashton, Hartley, Little Rock, Fulda, and two locations in Worthington.

## CONSIDER CENEX TOTAL PROTECTION PLAN WARRANTY FOR NEW EQUIPMENT

Finally, if you're shopping for farm equipment, make sure it is covered by the Cenex Total Protection Plan Warranty option. It goes beyond the manufacturer's warranty to give you solid protection for up to 10 years or 10,000 hours. Ask around and you're going to discover friends and neighbors who have received large checks directly from Cenex, no questions asked, because they decided early on to purchase this excellent coverage. Call 800-342-7360 to learn more about this total protection program.



## New third building serves many functions

You may have noticed Cooperative Energy's new 66x120-foot, two-story building during our August Annual Meeting or just driving by on the four-lane highway.

With construction started in mid-July, the multi-function building was finally completed in November and will serve many purposes: Tire and supply storage, an LP shop for the repair of propane heaters and small equipment and space for a wash bay to keep Cooperative Energy's service vehicles grime and salt free.

The need for the building was two-fold. First, it helps consolidate the company's tire inventory and other important supplies close to the service facility. Second, it replaces other storage space south of Sibley which was recently sold by Cooperative Energy.

There are several advantages that come with the additional building. Double decked for the greatest return from investment, it affords increased inventory control. It also offers the opportunity, because of available space, to take advantage of additional vendor specials. Finally, the building helps keep the campus orderly, providing short term gathering place for discarded tires and other items until they can be sold to a recycler.



## Get your 2012 Truck, Fridge and Checkbook Calendars

Customers tell us they've found dozens of ways to use the handy playing card size calendars available to our customers every year about this time.

The 2012 calendars feature a new picture of a Cooperative Energy LP and refined fuel truck parked in front of Jackrabbit Junction. Each month is represented with a traditional pull off sheet.

One of the calendars was sent out last month with every October statement. Additional copies are available at all Cooperative Energy locations. Pick up as many of the calendars as you need the next time you fill up or stop by for tires, repairs or an oil change.



Calendars

# STAY CONNECTED WITH THE CE STAFF



1708 Pierce Avenue  
PO BOX 254  
Sibley, IA 51249-0254

**Brian Dreesen**, General Manager  
bricoop@hickorytech.net

### Refined Fuels and Propane

Doug Dekkenga - Ocheyedon, IA  
Kenny Loerts - Ocheyedon, IA  
Robert Riedemann - Hartley, IA  
Jerry Tewes - Hartley, IA  
Kevin Ommen - Sibley & Little Rock, IA  
Dave Julius - Sibley & Rock Rapids, IA  
Roger DeBey - Rock Rapids, IA  
Jim Jellema - Hills, MN  
Phil Clarke - Worthington, MN  
Brian Bultmann - Worthington, MN  
Earl Hokeness - Rushmore, MN  
Duane Klooster - Rushmore, MN

### Certified Energy Specialist

**Tony Emerson**  
Cell 507-329-5084  
Email - tony.emerson@chsinc.com

### Sibley Service Center

Mike Groote, Manager

- Auto Technicians/Alignment  
Mike Appeldorn  
Preston Shaffer  
Larry DeBoer  
Bruce Harper  
Jason Hawkins
- Diesel Technicians  
Dan Liechi  
Brian Luinstra  
Dave Hoogers
- Tire Shop  
Brad Loerts  
Chad Schons  
Jason Hesper

### Rock Rapids Service Station

Carl Palsrok - Supervisor  
Brian Kroon

### Fulda Service Station

Brad Schweigert - Supervisor

### Worthington Service Station & CENEX Lubricant Terminal

Keith Maxwell - Manager  
Larry Janssen  
Jay Schumann  
Diann Veen

### Jackrabbit Junction - Sibley, IA

Melinda Balster - Manager

### Interstate CENEX - Worthington, MN

Smitty Eknitphong - Manager

### Credit Department

Bernie Ahlberg - Manager

### Accounting Staff - Sibley, IA

Lesla Hommes - Controller  
Sue Holt  
Pam Groote  
Allison Lansink  
Rachelle Groote

## Message from the Board of Directors



As Chairman of the Board, speaking for all of the directors, I would like to fully endorse Cooperative Energy's move to departmentalized management. All of us on the Board believe this delegation of authority and responsibility will provide management more time for future planning, the establishment of new programs, visits to our many locations and to meet with and learn from our patrons.

The net effect will be greater efficiency and the creation of a family team environment.

**Ron Rubsam** Board President

## Board of Directors

**Ron Rubsam**, President • Hartley, IA: 712-928-3481  
**John Penning**, Vice President • Wilmont, MN: 507-926-5305  
**Steve Agar**, Secretary • Sibley, IA: 712-754-3072  
**Allen Brockshus** • Hartley, IA: 712-735-6974  
**Brad Nagel** • Little Rock, IA: 712-479-2118  
**John Hart** • Dundee, MN: 507-425-2629  
**Gary Trei** • Sibley, IA: 712-479-2812  
**Kenneth Haack** • Harris, IA: 712-349-2151  
**Nate Schulte** • Rock Rapids, IA: 712-472-3982  
**John Fastert** • Rock Rapids, IA: 712-472-2296

Also pictured is Jeff Schultz, retired board member

## Cooperative Energy Company Mission Statement:

To provide excellent services and products in a safe environment that will enhance the profitability of both the patron and the company.