



April 7-9, 2026

The Dakota Event Center  
Aberdeen, S.D.

# SPRING MEMBER SERVICES MEETING

## Tuesday, April 7

### Tour 3M Facility (MS + OM&A)

- 3 p.m. **Meet at Hampton Inn Parking Lot to Carpool**  
*Limited Parking; Wear Closed-Toe Shoes, No 2+ Inch Heels*
- 3:30 p.m. **Begin Tour at 3M**  
*(610 Co. Rd. 19, Aberdeen, SD)*
- 6 p.m. **Evening on your own**

### ROOM RESERVATIONS:

Contact The Hampton Inn & Suites at 605-262-2600 and ask for the SDRE Member Services group room block. Room rate is \$154 per night plus tax. **Cut-off date is March 16.**

### REGISTRATION:

Register by **March 25** online at: <https://www.sdrea.coop>

## Wednesday, April 8

### Ringneck/James River Room (MS + OM&A)

- 8 a.m. **Onboarding**  
*Kendi Cox, Manager of Human Resources, Canadian Valley Electric Cooperative*
- 10 a.m. **Break**

### Ringneck/James River Room (MS Only)

- 10:15 a.m. **Smart Hub/Bidgley & AI-Based**  
*Molly Burmeister, Billing Supervisor, Sioux Valley Energy*
- 11 a.m. **Smart Homes & Energy Efficiency**  
*Border States*
- 12 p.m. **Lunch in Gold Rush Room (MS + OM&A)**  
*Lunch sponsored by Border States*
- 1 p.m. **Changes Seen Over the Years & Lessons Learned**  
*Reggie Gassman, Beneficial Electrification Specialist, Sioux Valley Energy*
- 1:30 p.m. **Three Ts of Rate Communication**  
*Carrie Vugteveen, V.P. of Public Relations, Sioux Valley Energy*
- 2 p.m. **NISC's AI Assistant**  
*Paula Linke, NISC*
- 3 p.m. **Break**
- 3:15 p.m. **Roundtable/Business Meeting**
  1. *Planning Committee will give a unified message on promoting all events*
  2. *Cooperatives' Wins and Lessons Learned*
- 6 p.m. **Dinner in Gold Rush Room (MS + OM&A)**  
*Sponsored by CoBank.*

## Thursday, April 9

### Ringneck/James River Room (MS + OM&A)

- 8 a.m. **Basin Electric Update**  
*Jeremy Woeste, Basin Electric*
- 9 a.m. **Chris Failla - Keynote Speaker**
- 10 a.m. **Break**
- 10:15 a.m. **Resume Chris Failla's Presentation**
- 11 a.m. **Adjourn**

### SDREMSA OFFICERS

**President:** Michelle Fischer, *Black Hills Electric*, [michellef@bhec.coop](mailto:michellef@bhec.coop)  
**Vice President:** Ben Pierson, *East River Electric*, [bperson@eastriver.coop](mailto:bperson@eastriver.coop)  
**Secretary:** Cody Bunger, *East River Electric*, [cbunger@eastriver.coop](mailto:cbunger@eastriver.coop)  
**Treasurer:** Chris Rahn, *Cherry-Todd Electric*, [crahn@cherry-todd.com](mailto:crahn@cherry-todd.com)

### SDREMSA PLANNING COMMITTEE

Jason Frasch, *Rosebud Electric*  
Erica Fitzhugh, *Southeastern Electric*  
Patrick Soukup, *Central Electric*  
Jeremy Woeste, *Basin Electric*

# BYLAWS of the SOUTH DAKOTA RURAL ELECTRIC

## MEMBER SERVICES ASSOCIATION

Approved May 2014; Amended October 2018

### ARTICLE I – NAME

**SECTION 1.** The name of this Organization shall be the South Dakota Rural Electric Member Services Association, hereinafter referred to as the Association.

### ARTICLE II – OBJECTIVES

**SECTION 1.** The objective of the Association shall be to promote and advance all phases of the rural electric program and continually strive for the wise and efficient use of electric power. The Association shall provide a medium for exchange of facts, ideas and experiences that will provide for the betterment of the rural electrification program.

### ARTICLE III – MEMBERSHIP

**SECTION 1.** Membership shall be open to all rural electric cooperatives. The Treasurer shall, at the beginning of January, send a dues notice as agreed upon by the membership, to all active members.

**SECTION 2.** Members shall consist of any personnel engaged in the rural electric program in South Dakota.

**SECTION 3.** Honorary memberships may be granted to those who are associated with the rural electric program or who have retired from a member rural electric cooperative. An honorary membership may be granted upon a unanimous vote of the officers of the Association. Honorary members are non-paying members and are not permitted to vote.

### ARTICLE IV – GOVERNING BODY

**SECTION 1.** The governing body of the Association shall be known as the Board of Directors. The Board of Directors shall be comprised of four elected officers from the association membership. The officers elected by the Association shall be President, Vice President, Secretary and Treasurer.

### ARTICLE V – OFFICERS

**SECTION 1.** A single officer will be elected annually during the Fall Association meeting for the position of Secretary. The acting secretary shall then move up to Vice President and the acting Vice President now becomes the President.

**SECTION 2.** The treasurer shall be elected from among the members of the association and shall serve a three year term. At the end of his/her term the treasurer shall be given the option of moving into the office of Secretary before an election is held for that position. At the end of his/her term the treasurer may also be nominated and elected to serve an additional three year term as treasurer. The office of treasurer will not be subject to term limits but will always be given first option to advance to the office of Secretary at the end of any given term prior to an election being held for the office of Secretary.

**SECTION 3.** Any active Association member is eligible to be an officer, with the exception of one officer from one cooperative at a time.

**SECTION 4.** The president shall preside at all business meetings and planning sessions and shall be the spokesman for the Association.

**SECTION 5.** If the president is unable to act, their duties shall be performed by the vice president. In the event neither the president nor the vice president can serve, the Board shall appoint a president pro-tempore.

**SECTION 6.** The secretary shall record the minutes of all meetings.

**SECTION 7.** The treasurer shall be responsible for all funds of the Association. The Association's accounts shall be audited at the close of each year, or as otherwise directed by the Board.

### ARTICLE VI – BOARD OF DIRECTORS

#### The Board shall:

- a) Have the power to fill any vacancies occurring in its number;
- b) Appoint two members of the Association (one east and one west) for an undetermined period of time to assist in the planning and development of the Spring and Fall meetings.
- c) Appoint one representative from East River Electric Power Cooperative and one representative from Rushmore Electric Power Cooperative for an undetermined period of time to assist in the planning and development of the Spring and Fall meetings
- d) Recommend to the Association, action and/or interpretation of these Bylaws;
- e) Have responsibility of developing the Fall and Spring Member Services Conference;
- f) Provide general direction/guidance of the expenditure of funds;
- g) Perform such other duties as may hereinafter be approved by the Association.

### ARTICLE VII. ASSOCIATION

**SECTION 1.** The Association is organized to carry out the purposes enumerated above and the standard purposes adopted by the members. It is organized exclusively as an exempt organization under Section 501 (c)(6) of the Internal Revenue Code of 1986 (or the corresponding provisions of any future United States Internal Revenue Law).

**SECTION 2.** The regulation of the internal affairs of this Association shall be conducted as set forth in its duly adopted bylaws. Initial bylaws shall be adopted by the board. Thereafter, the bylaws approved by the membership shall determine how they shall be revised.

**SECTION 3.** Upon dissolution, all remaining net assets shall, upon majority vote of the members, be distributed to a qualified non-profit entity with purposes similar to this Association.

**SECTION 4.** The Articles of Association may be amended from time to time by the members. These Articles of Association correctly set forth the intentions of the organizers and have been duly adopted herein.

# Presidents

## SOUTH DAKOTA RURAL ELECTRIC MEMBER SERVICES ASSOCIATION

2024-2025	Jessica Cook, <i>Lacreek Electric</i>
2023-2024	Tara Miller, <i>Central Electric</i>
2022-2023	Jessie Tucker, <i>West Central Electric</i>
2021-2022	Tom Lundberg, <i>H-D Electric</i>
2020-2021	Mike Dangel, <i>Charles Mix Electric</i>
2019-2020	Tony Kronaizl, <i>Union County Electric</i>
2018-2019	Mike Chase, <i>Black Hills Electric</i>
2017-2018	Erica Fitzhugh, <i>East River Electric</i>
2016-2017	Russ Ulmer, <i>Northern Electric</i>
2015-2016	Brett Kwasniewski, <i>Lake Region Electric</i>
2014-2015	Greg Palmer, <i>Dakota Energy</i>
2013-2014	Jennie Patrick, <i>Sioux Valley Energy</i>
2012-2013	Brett Snyders, <i>Southeastern Electric</i>
2011-2012	Reggie Gassman, <i>Sioux Valley Energy</i>
2009-2011	Kevin Mikkelsen, <i>Rosebud Electric</i>
2008-2009	Ralph Morse, <i>Union County Electric</i>
2007-2008	Russ Hohn, <i>Oahe Electric</i>
2006-2007	Roger Lawien, <i>Moreau-Grand Electric</i>
2005-2006	Ron Kyburz, <i>Rosebud Electric</i>
2003-2005	Todd Eliason, <i>Rushmore Electric</i>
2002-2003	Gary Townsend, <i>Bon Homme Yankton Electric</i>
2001-2002	Mike Chase, <i>Black Hills Electric</i>
2000-2001	Sue Hilmoie, <i>Sioux Valley Energy</i>
1999-2000	Kim Richards, <i>Butte Electric</i>
1998-1999	Ron Kyburz, <i>Rosebud Electric</i>
1997-1998	Doug Hamilton, <i>Northern Electric</i>
1996-1997	Dave Behle, <i>East River Electric</i>
1995-1996	Vic Simmons, <i>Rushmore Electric</i>
1994-1995	Joe Connot, <i>West Central Electric</i>
1993-1994	Bob Johnson, <i>Codington-Clark Electric</i>
1992-1993	Kevin Jensen, <i>West River Electric</i>
1991-1992	Doug Hamilton, <i>Northern Electric</i>
1990-1991	Ken Schlimgen, <i>Intercounty Electric</i>
1989-1990	Ken Wetz, <i>Butte Electric</i>
1988-1989	Dale Niezwaag, <i>Intercounty</i>
1987-1988	James Gesick, <i>Turner- Hutchinson Electric</i>
1986-1987	Jim Tompkins, <i>Lake Region</i>
1985-1986	Gerald Kolbeck, <i>McCook Electric</i>
1984-1985	Ron Kyburz, <i>Rosebud Electric</i>
1983-1984	Tom Price, <i>Sioux Valley Empire Electric</i>
1982-1983	Harlan Borszich, <i>Black Hills</i>
1981-1982	Gene Ward, <i>Codington-Clark</i>
1980-1981	Gene Ward, <i>Codington-Clark</i>
1979-1980	Lee Langley, <i>Butte Electric</i>
1976-1979*	Jim Pahl, <i>West River Electric</i>
1975-1976	Harlan Borszich, <i>Black Hills</i>
1974-1975	Ron Kyburz, <i>Rosebud Electric</i>

\* In 1976-1977, the group changed its name from Power Use to South Dakota Rural Electric Member Services Association. Presidents are as listed in the *SDREA Directory* for the indicated year. Information prior to 1974-75 was not found.