



CURRENT

Serving Morton, Grant and Sioux counties

APRIL 2019

NEWS

Members, this is YOUR magazine!

Mor-Gran-Sou thanks Trisha and Mike Samuelson for sharing this photo of their daughters, *Alexa* (left) and *Paisley*.



What's inside:

Do you read Mor-Gran-Sou's local pages in the *North Dakota Living* magazine, to learn cooperative and community news? These cuties apparently liked the photo of our linemen wearing high-visibility clothing. In this month's local pages, celebrate Lineworker Appreciation Day with Mor-Gran-Sou, and why it takes internal fortitude and a mission-oriented outlook to be a good lineman.

- **Meet this year's Youth Tour winner**
- **Director Harrison appointed to RE&T Committee**
- **Save the date for the annual meeting**
- **Lineworker Appreciation Day**
- **Meeting minutes and more**



Ready to ‘find and solve a problem in the world’

MADALYNN SAUTER EARNS YOUTH TOUR TRIP

BY CARMEN DEVNEY



COURTESY PHOTO

After she graduates from high school, **Madalynn Sauter** says she may consider pursuing a job in cyber security or as a robotics engineer. She currently enjoys participating in science fairs (seen here) and ag sales through FFA. Her 4-H club, the Bull’s Eye 4-H Archery Club, has been involved with community service projects including cleaning ditches through the Adopt-A-Highway program, providing archery classes to area students, volunteering at the Carson Food Pantry and hosting an annual Community Halloween Party/Haunted House.

Madalynn Sauter is already a student leader in the communities of Carson, Elgin and beyond. A sophomore at Grant County High School, she participates in speech, drama, 4-H and FFA, and serves on the student council. She’s taken stats at basketball games, picked trash in ditches, and boxed supplies for the food pantry.

She doesn’t have worldly experience, but the world already needs her — to continue saying yes, and doing, and helping — and ultimately improving the quality of life in our rural areas.

Mor-Gran-Sou Electric Cooperative has the honor of helping Madalynn gain some national experience and further develop those leadership skills. This year, she will represent our co-op on the Electric Cooperative Youth Tour, scheduled June 15 to 21.

Coordinated and paid for by electric cooperatives across the state and nation, the Youth Tour is an opportunity for students to watch history come alive as they explore museums, memorials and monuments for one amazing week. The contest is open to sophomores and juniors annually who are dependents of Mor-Gran-Sou’s members.

The daughter of Mor-Gran-Sou members Jack and Bethany Sauter, Madalynn wrote this year’s winning essay. She answered the question, “Electric cooperatives are member-owned and controlled. As a future member-owner of your cooperative, describe ways that smart technologies and social media might be used to communicate with young adults. How might they be used to increase awareness and interest in the many career opportunities with electric cooperatives?”

Madalynn wrote that social media influences people’s opinions, interests and decisions, and the best way to pique the interest of a young adult is to do it by using social media.

“Average teenagers are online for nine hours a day,” she wrote. “A good way for companies to connect with young adults is through social media. Many adults use Facebook today, whereas many younger adults use Instagram, Snapchat, YouTube and Twitter.”

While we, at Mor-Gran-Sou, haven’t delved into Instagram and Snapchat, we do have a Facebook page where we provide community and cooperative updates including:

- construction and maintenance projects, and power outage updates;
- student opportunities including Youth Tour and scholarships;
- safety tips and weather advisories; and
- timely information that can benefit our members.

We also have a website that cross-promotes the information we post on Facebook, and more.

Nine hours a day may seem like a lot of time spent on social media. Madalynn noted that it’s not just what she sees — but hears. If she is listening to music on YouTube or Pandora, she considers that social media use.

To reach a broader audience including younger generations, this year Mor-Gran-Sou started delivering safety messages through digital advertising. We know different generations prefer different forms of communicating, and we are pleased to learn students like Madalynn may be listening and learning.

Before writing the essay and applying for the Youth Tour trip, Madalynn says she hadn’t given much thought to her family’s electric cooperative, let alone how it may



PHOTO BY CARMEN DEVNEY

Madalynn Sauter will represent Mor-Gran-Sou on this year's Electric Cooperative Youth Tour trip to Washington, D.C., in June.

be using social media to attract employees and educate the public.

Madalynn lives on a farm a few miles northeast of Carson with her parents and three sisters. The siblings are the fifth generation of family to live on this centennial-certified farm. While they are relatively close to a town, she says they've gotten snowed in many times over the years including this one.

One of the strongest memories of her childhood is the 2010 snow and ice storm that caused extreme damage to the Mor-Gran-Sou power system. Instead of complaining about the lack of power on her farm, Madalynn described happy memories of playing cards and eating simple dinners together.

Madalynn learned about the Youth Tour opportunity from her school counselor, who said it could be a "trip-of-a-lifetime." Madalynn can't wait to find out.

While she hasn't traveled far from home, she says she loves to learn about history and meet new people. Madalynn is most looking forward to seeing the White

House, in knowing it's been home to so many of our national leaders. If she could ask President Trump or any of the past presidents one question, she would want to know how they chose their careers.

Madalynn says she may consider pursuing a job in cyber security or as a robotics engineer after she graduates from high school. Interested in technology, she likes participating in science fairs and would like to, "find a problem in the world that needs to be solved, and use robotics to solve it."

With the leadership skills she develops on the Youth Tour, combined with the ones she already has and her desire to volunteer, we have no doubt Madalynn will serve our world well. We thank her for what she has already done in our rural areas, and congratulate her on earning this year's Youth Tour trip. We'll visit with Madalynn again after the trip, to learn her highlights.

The complete essay is printed on the next page.



Utilities utilizing social media to attract young talent

BY MADALYNN SAUTER



COURTESY PHOTO

Madalynn Sauter (at right) seen here with friends, says she spends about nine hours every day using social media; that includes what she sees and hears. In her Youth Tour essay, she wrote social media influences young people's decisions and futures — and if businesses like Mor-Gran-Sou want to reach her generation of workers, they must have a social media presence.

In the time it will take to read this essay, average American teenagers will check their phones three times. Instead of laughing at young people for being tied to their phones, it should be looked at as a way of life for young adults. Social media is evolving and has become more than just a way to share pictures and what one had for dinner with friends. Businesses that have an understanding of social media have an advantage in reaching and recruiting young adults. Being aware of how teens use social media, and how companies can grow their following on social media, can help to increase awareness about job opportunities with electric cooperatives.

Social media is a big part of many young adults' lives. It not only influences some of the decisions we make, but also our futures. It influences our opinions, interests and future jobs. Average teenagers are online for nine hours a day. A good way for companies to connect with young adults is through social media. Many adults use Facebook today, whereas many younger adults use Instagram, Snapchat, YouTube and Twitter.

The best way to pique the interest of young adults is by using social media. A great way for companies to get in touch with teenagers is by setting up company accounts on social media and creating a platform. After the companies' accounts have been set up, posting frequently will get the attention of many young adults. Electric cooperatives could also run contests or giveaways to draw attention to their accounts. Companies can develop creative ways for students to enter these giveaways,

such as asking them to create lyrics to a song about the company. Other methods companies employ would be having students or young adults enter giveaways by asking them to tag a friend on a recent post from the company's account. This method will get the word out even more about your company. Another great way to increase the company's following would be to post about current trends or challenges that young adults are interested in. The company should be careful about what they post though; it is a good idea to stay away from any political or controversial comments. Once companies have a larger social media presence, many decide to hire a social media manager. Young adults would be perfect for this job because they are very comfortable in the world of social media.

Electric cooperatives can use different social media platforms to increase awareness about job opportunities in their company such as Instagram, Snapchat, YouTube and Twitter. One great way to do this would be to host online job fairs that would spread the word to young adults about future job opportunities. Companies could also post ads for possible internships or job shadowing to give students a chance to gain experience and spark interest in the company. Electric cooperative employees could also make YouTube videos about the benefits of working for their company. They could reach out to young adults on social media and share some of the best parts about working for the cooperative. Another way companies could reach out to young adults on social media is by having employees answer questions young adults may have about future job opportunities. Many students are curious about the options for their futures, and having someone on social media to give them answers could really benefit the company, as well as the student.

Many students may not dream of growing up to work at an electric cooperative, but as they grow up they may start to realize some of the great benefits offered by the company. By using social media and spreading the word about job opportunities and benefits available within the company, more students and young adults will become interested in electric cooperatives. ■



Harrison appointed to serve on RE&T Committee



Chad Harrison

Chad Harrison, a Mor-Gran-Sou board director from Sioux County, has been appointed to serve a three-year term on the Rural Electric and Telecommunications Development Center (RE&T) Committee. He joins eight cooperative directors and managers from across the state to help grow and sustain rural areas, on behalf of the Center.

Sponsored by the North Dakota Association of Rural Electric Cooperatives (NDAREC), RE&T provides federally supported technical assistance to rural areas. Networked with the state's 16 electric distribution cooperatives in North Dakota including Mor-Gran-Sou, and 12 telecommunications cooperatives, RE&T supports the development of cooperatives and economic development through consultation, technical assistance, financing programs and education.

RE&T operates under the umbrella of NDAREC and the Broadband Association of North Dakota (formerly known as North Dakota Association of Telecommunications Cooperatives, or NDATC). It is financially sponsored

by North Dakota's electric and telecommunication cooperatives, and USDA Rural Development. North Dakota's electric and telecommunications cooperatives have been providing matching funds for the Center since 1994.

For information on rural development opportunities brought to you by Mor-Gran-Sou and cooperative partners, contact Lori Capouch at lcapouch@ndarec.com or 667-6444, Mary Stumpf at mstumpf@ndarec.com or 667-6404 or Jackie Miller at jlmler@morgransou.com or 800-750-8212. ■

RE&T Services

- Provide organizational and business development guidance
- Assist in obtaining start-up funds for research and development activities
- Provide start-up administrative services and professional referrals
- Sponsor conferences and seminars for business cooperative directors and managers
- Coordinate local and state rural development efforts

Annual Meeting
2019

JULY 19, 2019

Fort Yates, N.D.

Prairie Knights Pavilion

*Learn about co-op issues;
cast your vote and elect four members
to serve on the board of directors;
and enjoy a hearty meal.*



**Mor-Gran-Sou
Electric Cooperative**

Your Touchstone Energy® Cooperative 



If so, it pays to plan ahead. Members can save time, money and aggravation by consulting with Mor-Gran-Sou Electric Cooperative before locating new grain bins or adding new load.

Members considering a new bin site or added load are encouraged to contact Mor-Gran-Sou Electric. We are available to provide assistance in planning for a safe, reliable environment for everyone. ■

New or upgraded service

When adding electrical loads, such as bin fans or shop heat, Mor-Gran-Sou Electric encourages members to contact the cooperative first. Representatives will design a service adequately sized for the proposed electrical load. Existing services will be inspected to determine if an upgrade in service is required.

Whether you are adding a new service or expanding an existing service, Mor-Gran-Sou Electric needs to study the effect the added load will have on the cooperative's electric distribution system to determine the co-op's ability to serve that load.

Bin placement

When placing a primary electric service at a grain bin site, Mor-Gran-Sou Electric adheres to the requirements set forth in the National Electrical Safety Code (NESC). The NESC specifies the minimum distance between a grain bin and the nearest overhead power line and has two sections that apply to grain handling systems.

Adequate clearance between grain bins and overhead power lines reduces the risk of accidental contact between the power lines and tall farm equipment such as portable grain augers, elevators or grain-probing devices. Also, a grain bin or shop built too close to an overhead power line may mean the bin or power line would need to be relocated, most times at the member's expense.

GRAIN BIN SAFETY

DANGER: HIGH VOLTAGE!
FOLLOW FARM SAFETY RULES AROUND POWER LINES

Height of grain storage structure	D=Minimum distance from line to bin wall*
15 ft.	55 ft.
20 ft.	68 ft.
25 ft.	80 ft.
30 ft.	93 ft.
35 ft.	104 ft.
40 ft.	118 ft.
50 ft.	143 ft.
60 ft.	168 ft.
70 ft.	193 ft.
80 ft.	218 ft.

*Based on a typical power line having a vertical clearance of 18.5 feet above the ground and a supply line phase to ground voltage of more than 0V to 22KV; National Electrical Safety Code Rule 232.



Lineworker Appreciation Day is Monday, April 8

National studies consistently rank power line installers and repairers among the most dangerous jobs in the nation, and for good reason. Laboring high in the air wearing heavy equipment and working directly with high voltage creates the perfect storm of a dangerous and unforgiving profession.

Electric lineworkers are up to the task, because they are committed to safety and the various industry challenges.

Mor-Gran-Sou Electric Cooperative's linemen build and maintain the power system that keeps electricity flowing to your farm, home or business — regardless of national holidays, vacations, birthdays and other milestones.

Beyond the years of specialized training and apprenticeships, it takes internal fortitude and a mission-oriented outlook to be a good lineman. In fact, this service-oriented mentality is a hallmark characteristic of linemen who set aside their

personal priorities to better serve their local communities.

Monday, April 8, is Lineworker Appreciation Day. Given the dedication of Mor-Gran-Sou's operations and office staff who keep your power flowing, please take a moment to acknowledge the many contributions they make to our local communities. If you see them out and about, thank them! They are here to serve you, our members. ■

SAFETY@MORGRANSOU.COM

Mor-Gran-Sou is an advocate of working safely. In fact, it is our way of life; the culture of your cooperative. We look out for the safety of ourselves and others — before, during and after work.

Did you know that members also play a key role in keeping our system safe? At times, you are our eyes in the sky and on the ground. Should you see a power line issue that may need Mor-Gran-Sou's attention, please call the office or send us an email at safety@morgransouelectric.com with your concern. This correspondence should include the description of the location, your name and complete contact information, and a photo if possible. Working together helps ensure the safety of all!

MOR-GRAN-SOU ELECTRIC COOPERATIVE *board meeting highlights*



Meeting date: Feb. 27, 2019

- Approved the Jan. 28, 2019, regular Board meeting minutes
- Reviewed and accepted the January financial report
- Reviewed and accepted the director and attorney expense reports for January
- Approved two work order inventories and a special equipment inventory
- Approved capital credit refunds to estates and those age 80 and over
- Heard update on Southwest Power Pool
- Heard updates on WDUS Holdings, LLC, and Maintenance Solutions Cooperative (MSC)
- Approved the Mor-Gran-Sou/Roughrider Electric Warranty Deed and Assignment of Easement for Long Butte Substation
- Completed renewal forms for REPAC and ACRE director memberships
- Reviewed notices of rescheduled annual meetings for Innovative Energy Alliance Cooperative and MSC
- Heard report on the Nominating Committee meeting
- Accepted resignation of a Nominating Committee member
- Approved attendance at various meetings
- Reviewed senior staff department reports
- Heard the Co-General Managers/CEOs update, and reports on meetings attended
- Heard director report on the January Basin Electric Power Cooperative Board meeting
- Heard reports from various meetings and training the directors had attended
- Held Executive Session

Upcoming regular board meeting date:

April 24, 2019, in the NDAREC board room at 9 a.m. CT

Members are welcome to attend the board meetings at any time. Please contact Mor-Gran-Sou at cternes@morgransou.com, or call 1-800-750-8212 or 597-3301 to confirm the meeting date and location if you wish to attend.

To place an item on the agenda, please contact Board Chair Leland "Judge" Barth or Co-General Manager/Chief Executive Officer Donald Franklund at 701-597-3301 at least one week in advance.

Members may obtain a copy of approved board minutes by completing and returning the "Request for Information or Data" form. You can find this form at www.morgransou.com, or contact the Flasher office to request a copy.

EASTER HOLIDAY CLOSING

In observance of the Easter holiday, Mor-Gran-Sou Electric Cooperative will be closed on Friday, April 19. Line crews will be available in case of an emergency outage.



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OFFICERS AND DIRECTORS

Chair..... Leland "Judge" Barth
Vice Chair..... Casey Wells
Secretary-Treasurer..... Lance Froelich
Directors Mark Doll,
Vernard Frederick, Robert Gaebe,
Chad Harrison, Jay Larson, Bob J. Leingang

MANAGEMENT

Co-GM/CEO..... Donald A. Franklund
Co-GM/CEO..... Travis Kupper

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