



Iowa takes center stage in new Touchstone Energy national ad campaign

It's not every day one gets the chance to help create a nationwide advertising campaign — one that will air in homes across the country. But that's exactly what happened in Corn Belt Power's service territory this summer.

Touchstone Energy selected Iowa as the featured location for its new national advertising campaign, The Cooperative Advantage.

Filming the commercial in Iowa reflects what so many already know: rural Iowa is a symbol of the cooperative spirit — resilient communities, hardworking people and a culture rooted in service.

A full production crew from Harvest Creative Services, Lansing, Michigan, spent several days filming on location in Butler County REC's and Grundy County REC's service areas June 16-19.

This campaign highlights the powerful message that electric cooperatives are member-owned — and that members benefit from the unique advantages of being part of the cooperative world. It also showcases the everyday life that sets electric cooperatives apart: neighbors helping neighbors, employees working side-by-side to enhance the quality of life in rural areas, and communities strengthened by electric cooperatives.

Harvest Creative Services isn't new to Touchstone Energy. The agency has partnered with Touchstone Energy for several years and has helped create many campaigns. To date, Touchstone Energy and Harvest Creative Services campaigns have generated 47.5 million impressions across the United States.

In order to make this vision a success, member-cooperatives across the Corn Belt Power system delivered. Employees and board members paused their daily routines, staff stepped into supporting roles, and local



National campaign filmed in Iowa

Above | Butler County REC employees, actors and production crew applaud collective efforts after Anne Gardiner, public relations specialist, Butler County REC, calls a wrap on filming Touchstone Energy's new Cooperative Advantage campaign at the Charles City Fairgrounds June 19.

cooperative members volunteered as extras, helping create what we already know... Iowa's electric cooperatives are dedicated to the communities and people they serve.

"For me, it was an epic, one-of-a-kind experience, learning from the production crew on set, photographing the journey and helping behind the scenes," says Marena Fritzler, marketing director, Corn Belt Power Cooperative.

"The magic of this creation came to life with the collective strength of many led by Anne Gardiner, public relations specialist, Butler County REC. She was a shining leader on this project who without hesitation jumped at the opportunity to host Harvest Creative and film Touchstone Energy's new national campaign right here in Iowa.

"We appreciate her dedication and unmatched energy to organize logistics, recruit talent, scout filming locations and coordinate with the membership and local

communities to make this campaign happen.

"After all the work she did, I loved seeing Anne get to call, 'That's a wrap!' over the megaphone. It was a fulfilling moment and I'm proud of the way she and our co-ops worked alongside Harvest Creative and Touchstone Energy to deliver."

What viewers across the United States will see in the final commercial isn't necessarily acting — it's the real people who work day in and day out to serve cooperative member-owners.

The campaign is now public and set to begin airing nationwide soon. ■

View the Cooperative
Advantage commercial at:
vimeo.com/1138167323

Corn Belt Power, Iowa Area Development Group receive awards

Brittany Dickey, vice president business development, Corn Belt Power Cooperative, received the National Rural Economic Developers Association President's awards from NREDA President, Lisa Hurley on Nov. 6. Dickey currently serves as Past President of NREDA and will complete her board term the end of 2025.

The President's Award recognizes an individual's dedication and leadership to rural America and the National Rural Economic Developers Association, as evidenced by a commitment of unending time, talent and expertise, and a vision for rural economic growth. This Award is selected by the current NREDA President and can be presented to multiple recipients within a given year.

The Iowa Area Development Group also received the Organization Excellence Award from the National Rural Economic Development Association. The Organization Excellence Award is designed to recognize utility and/or economic development organizations or associations or government



Dickey and IADG earn awards

Above | Brittany Dickey, middle, vice president business development, Corn Belt Power, earned the National Rural Economic Developers Association President's Award at the NREDA conference Nov. 6. The award recognizes an individual's dedication and leadership to rural America and NREDA as evidenced by a commitment of unending time, talent and expertise with a vision for rural economic growth. Joining her are Iowa Lt. Governor Chris Courneyor, left, and Bruce Nuzum, right, president, Iowa Area Development Group, which received the Organization Excellence Award.

entities that have implemented a successful rural economic development program for their area. Focus for the award is on the success of communicating the program, improvements to the business climate, and

measurable results and outcomes.

Iowa Lieutenant Governor Chris Courneyor presented at the NREDA conference on a panel with other Iowans about the Iowa United First Aid program. ■

Corn Belt Power supports community through 12 Months of Giving

Corn Belt Power Cooperative proudly participated in Humboldt's 12 Months of Giving initiative, an ongoing effort to support the Humboldt

County Food Pantry in its mission to address food insecurity. This collaborative program partners with local businesses each month, designating a "corporate sponsor"

to rally employee contributions of essential food items.

For the month of October, Corn Belt Power stepped up to the plate. Employees at the Humboldt headquarters accepted the challenge, gathering donations of canned goods and non-perishable items. Contributions included a variety of staples like spaghetti, ravioli, cream soups and canned beans.

At the end of the month, employees delivered the collected donations to the Humboldt Food Pantry.

"This program gives our employees a meaningful way to display one of the founding cooperative principles — commitment to community," said Jennifer Arndorfer, human resource specialist at Corn Belt Power. "We're proud to support our neighbors in need and make a positive, local impact right here in Humboldt County."

Through this initiative, Corn Belt Power continues to strengthen its dedication to the communities it serves, demonstrating that even small acts of kindness can help fuel big change. ■



Corn Belt Power donates to Food Pantry

Above | Jennifer Arndorfer, left, human resource specialist, delivers Corn Belt Power food donations to the Humboldt Food Pantry Oct. 30. Stacie Coppinger, right, says the Humboldt Food Pantry and your local food pantry welcome year-round donations.

Iowa-based electric cooperatives announce details — for 2026 Momentum is Building Conference —

Iowa builders and contractors are invited to discover the latest advancements in energy efficiency technologies at the 2026 Momentum is Building Conference, set for February 19-20, 2026, at The Sheraton West Des Moines in West Des Moines, IA.

The annual conference offers opportunities for contractors to earn continuing education units in Iowa's plumbing/mechanical, HVAC, and electrical codes. Attendees will also have the chance to network with industry peers, learn from leading experts in energy efficiency and the building trades, and gain insights into current energy efficiency regulations and incentives.

Sponsored by the Iowa Cooperatives for Energy Efficiency (ICEE), the annual Momentum is Building Conference connects Iowa's construction industry with the services and resources provided by local electric cooperatives, which serve nearly 650,000 Iowans across all 99 counties.

"Electric cooperatives have long supported energy efficiency, and one of our key goals is to help member-consumers use energy wisely," says Angela Catton, vice president of communications and development at Northwest Iowa Power Cooperative. "We invest in this conference to build relationships between cooperatives and the contractors who serve our members."

"We're kicking off our conference with Justin Wilson from Construction Instruction as our keynote," said Ryan Cornelius, vice president of corporate relations at Corn Belt Power Cooperative. "Wilson, who spoke in 2013, will discuss current policies,



Register now for MIB 2026

Above | Ross Welterlen, right, director of energy services engineering, Corn Belt Power Cooperative, visits with David Hugo, MIB attendee, during a 2025 keynote activity. Register for the 2026 MIB Conference at www.MomentumIsBuilding.com

technologies and consumer trends affecting home building and remodeling."

The conference also welcomes back Bill McAnnally, who can be heard monthly on Iowa Public Radio's "Talk of Iowa – Home Improvement Day". CEU providers, Dave Sullivan (Electrical), Terry Moorman, and Jeff Reichart (Plumbing Mechanical Systems Board), who have been long-time partners and presenters at the conference, will return to offer their specialized training to attendees.

The conference will close with Kenyon Murray on Friday, February 20. Kenyon is the CEO of Murray Legacy Management and the business manager to his sons, Kris and Keegan, who are professional basketball players in the NBA. He is a host of "The Leave Your Legacy Show" and became a Certified Professional Life Coach. In his

session, attendees will be introduced to a simple and digestible way to embrace personal growth. The goal is to share tools for creating a systematic personal routine that can impact their lives at multiple levels.

For almost 35 years, the Momentum is Building Conference has provided a platform for electric cooperatives and contractors to collaborate in delivering safe, efficient and cost-effective home comfort solutions to Iowans.

Don't miss this chance to stay ahead of the curve in energy efficiency and enhance your professional skills. Discounted Early Bird registration runs until Jan. 19, 2026. ■

Register for the 2026 MIB Conference at
www.MomentumIsBuilding.com

Braun becomes —journeyman—

Effective November 1, Shane Braun completed the on-the-job-training and coursework to become a journeyman electrician.

Braun is a member of the Hampton electrical maintenance crew.

To become a journeyman, Braun went through the distance learning program at Northwest Lineman College. The program includes self-guided bookwork and on the job training. ■



Shane Braun

The northern lights put on an impressive show Nov. 11 and Corn Belt Power got a great front row seat.

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November Touchstone Energy Volunteer Challenge winner | Brandon Ross, it technician, Iowa Lakes Electric Cooperative, won this month's Volunteer Challenge. He donated his \$100 prize to the Indian Athletic Booster Club in Spirit Lake.

Contractors receive CEUs



Welterlen explains new contractor rebates

Above | Ross Welterlen, director of energy services engineering, explains HVAC contractor rebates at Corn Belt Power's training in Humboldt, Nov. 4.

Corn Belt Power and its member-cooperatives recently hosted two contractor engagement events.

Corn Belt Power hosted the day-long training session at its headquarters in Humboldt Nov. 4, and again on Nov. 6 at the Greene Community Center in Greene.

At the event, contractors received up to 6 hours of continuing

education units. Two hours in electric code and four hours in plumbing and mechanical systems.

"One of our principles is training, education and information," said Ross Welterlen, director of energy services engineering, Corn Belt Power Cooperative. "These events, along with Momentum is Building, is a great way for us to network and assist our local contractors and energy experts in getting the education they need."

Troy Brandt, electric code instructor, and Scott Meinecke, director of safety and loss control, Iowa Association of Electric Cooperatives, provided the course work at the event. ■

Corn Belt Power Cooperative **WattsWatt**

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