



## Be a part of the change

It is an exciting time to be a board director for an electric cooperative. From powering grain-drying and home-security systems to charging smart devices and other electronics, Roughrider members are using more technology and more energy.

We are changing, in part, because your needs are changing. The directors of Roughrider are here to ensure we provide you with safe, reliable and affordable electric service. That is the heart of the cooperative business model. We do not exist to make a profit; we are here to serve our member-owners.

The electric utility industry is changing quickly, due to our members' needs changing, technology improving, demand for energy growing, and lawmakers implementing regulations. These are some of the drivers that are prompting us to add diversity to the energy mix, reduce our carbon footprint, and give members options in the way they use and pay for energy.

Technology is changing quickly in our industry, too. Carbon capture and storage projects are being developed

and making strides, as is battery storage. The price of electric vehicles is coming down and the number of charging stations is growing — even in North Dakota.

Interest in wind and solar generation also continues to grow. Instead of building miles of power lines to serve a remote pasture well or seasonal site, we see a time when some members will turn to distributed energy, as technology and pricing improves.

As energy and technology develop, our members still need reliable electric service built with lines and poles. Our linemen and support staff are just as relevant today as they were more than 70 years ago in meeting our members' needs.

Roughrider's board of directors will play a pivotal role in navigating these issues and guiding our cooperative into the future. Now is the time to think about vying for a seat on the board! In this quarterly newsletter, learn about director duties — and how you can be part of the change. ■



Your Touchstone Energy® Cooperative

[www.roughriderelectric.com](http://www.roughriderelectric.com)

### HAZEN OFFICE

701-748-2293 or 800-748-5533  
800 Highway Dr., Hazen, ND 58545  
7:30 a.m. – 4:00 p.m. CST Monday-Friday

Payments may be deposited in the deposit box by Roughrider Electric's main office entrance or in the drop boxes located at Krause's Super Valu in Hazen or Bronson's Super Valu in Beulah.

### DICKINSON OFFICE

701-483-5111 or 800-748-5533  
P.O. Box 1038, 2156 4th Ave. E.  
Dickinson, ND 58602  
7 a.m. – 4 p.m. MST Monday-Friday

Payments may be deposited in the deposit box west of Roughrider Electric's main office entrance or in the drop boxes located at Dickinson City Hall, or the west and south locations of Family Fare supermarkets.

### OFFICERS AND DIRECTORS

Roger Kudrna, President; Dickinson.....	483-8377
Darell Herman, Vice President; Beulah.....	873-4371
Troy Sailer, Secretary; Golden Valley.....	948-2427
Bruce Darcy, Treasurer; Golden Valley.....	983-4222
William Retterath; Center.....	794-8729
Arnold Kainz; Dickinson.....	483-8207
Dan Price; Hensler.....	794-3779
Greg Steckler; Dunn Center.....	548-8122
Callen Schoch; New England.....	290-3836

### MANAGEMENT

Don Franklund.....	Co-GM/CEO
Travis Kupper.....	Co-GM/CEO



Become a fan of Roughrider Electric Cooperative to learn timely co-op news!

*Roughrider Electric Cooperative, Inc., is an equal opportunity provider.*

## Directors represent your interests

Roughrider Electric Cooperative is overseen by a board of directors elected by the member-owners of our co-op at the annual meeting. Serving as a director from the Western, Eastern or Central Districts, each director represents the members and is a co-op member.

Directors represent the members' interests. They study changes in the electric utility industry and determine how they may affect the Roughrider membership.

Directors have a fiduciary responsibility to the cooperative. Because they are also owners of the cooperative, they treat the business like their own.

Serving Roughrider and our area communities can be a rewarding experience! ■



**ROGER  
KUDRNA**

## Meet your director: Roger Kudrna

In this question-and-answer section, Chairman Kudrna answers frequently asked questions about the role directors serve in the board room and beyond — and why members should consider running for a position on the board.

### ***What are your co-op roots?***

I grew up in South Heart, and now live on a farm north of Dickinson.

### ***How long have you served on the Roughrider Electric board?***

Since its inception. I started on the West Plains Electric Cooperative board in 2005. We consolidated with Oliver-Mercer Electric Cooperative in 2008 to become Roughrider Electric Cooperative. I have been on the board since then, and now serve as President.

### ***Why did you seek election?***

One of my neighbors was getting up in age, and talked to me about taking his seat on the board. I was interested in keeping the price of electric service affordable. Since that time, I've chose to seek re-election because I like the people. The members are your friends and neighbors; this is one way to keep in touch with them as much as I can.

### ***What are the greater responsibilities of a board member?***

The directors are there to serve the function of fiduciary responsibility, and set goals and objectives for the cooperative.

### ***What happens in the board room?***

We go over our everyday monthly needs as far as daily commitments, contracts, finances and any service problems that may arise. We also go over one or two board policies every month, to make sure we are staying on top of things.

### ***What are some challenges Roughrider faces?***

As we grow, keeping up with everything, from infrastructure to regulations.

### ***What are some short-term goals?***

To keep the system reliable. We want to keep the lights on no matter what. Everybody needs power.

**What are some long-term goals?** To make sure everything runs smooth. To keep the rates affordable. If we can do something to help our members, we do it.

**When you look to the future, what do you see on behalf of Roughrider?** For us to remain steady. The cooperative business model has been around a long time, and we see us being a good partner in the community. We also anticipate seeing growth as a member of Innovative Energy Alliance Cooperative. I'm thankful that we are a part of this sharing of resources and people.

**How did you learn about the industry?** There are things I still don't know, and am always learning. The national Credentialed Cooperative Director program is helpful for directors to pursue certification. They can take courses that cover director duties and liabilities, understanding the electric business board roles and relationships, strategic planning and financial decision-making. When you go to classes and meetings, you meet directors from across the state and nation who share their challenges. We learn from one another, and I learn a lot from the 'meeting after the meeting.'

**What is the time commitment required to serve?** We meet every month, in addition to representing our cooperative at other meetings and events. On average, there's about a 30-day per-year commitment in this role. As Board President, I try to take on more, and estimate I spend 40 to 45 days doing co-op business on a busy year.

**Once director education is in place, are there other opportunities to serve on boards within the electric cooperative network?** Within the alliance, we have representation on the boards of Innovative Energy Alliance Cooperative, 3C Construction, West Dakota Utility Services and Maintenance Solutions Cooperative. We have a representative on the North Dakota Association of Rural Electric Cooperative's board; I held that seat for a time on behalf of Roughrider. We also have a representative seated on the Upper Missouri Power Cooperative board. There are more opportunities on a national basis, depending on how far a person wants to go. One of those might include the National Rural Utilities Cooperative Finance Corporation.

**Are directors compensated?** Yes, on a per-diem basis.

**What are the travel requirements?** I attend our monthly board meetings and annual meetings, as well as annual conventions. I also attend the annual meetings of regional cooperatives, to show support and stay on top of changes and challenges in the industry. For me, it's a

learning experience. I want to get out and learn as much as I can, and share that knowledge in the Roughrider board room. Those cooperatives also learn from us.

**What is the most important thing our members should understand about being a board member?** When you check your hat at the board door, you are there to serve every member, fairly and equally.

**How do you promote Roughrider as a director?** Being a representative of a cooperative is important. I get phone calls every now and then, from people who ask what we are doing and why. I like to visit with them, even if they are calling to tell me about a problem.

**Why would you encourage a member to run for the board?** To be involved in an interesting and challenging industry, and to be part of the bigger picture that helps find solutions for our members on a local level.

**Tell members about the team effort it takes to keep Roughrider moving forward.** The staff is diligent in what they do; they are very knowledgeable and careful. On our board, I always say we have nine chairmen, and we just need someone to sign the paperwork. That's why I'm sitting there. Anyone can do any position, any time. That's fulfilling for me!

## Interested in serving?

For information on the Nominating Committee, nomination process or candidate forms, call 800-748-5533, read the March local pages of *North Dakota Living*, email [bquetette@roughriderelectric.com](mailto:bquetette@roughriderelectric.com), or visit [www.roughriderelectric.com](http://www.roughriderelectric.com).





P.O. Box 1038  
Dickinson 58602-1038

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## Roughrider Board of Directors



**Roger Kudrna**  
President  
Western District



**Darell Herman**  
Vice President  
Eastern District



**Troy Sailer**  
Secretary  
Central District



**Bruce Darcy**  
Treasurer  
Central District



**Greg Steckler**  
Director  
Central District



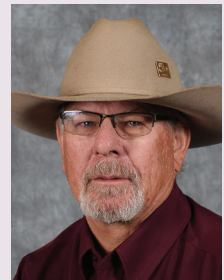
**Dan Price**  
Director  
Eastern District



**William Retterath**  
Director  
Eastern District



**Arnold Kainz**  
Director  
Western District



**Callen Schoch**  
Director  
Western District

## See you at the annual meeting

As a member of the cooperative and community, you have a perspective that is valuable – and we invite you to share it. The annual meeting is where you will vote for new board members who will represent you – the members of the co-op. Board members are local consumers, like you.

Also at the annual meeting, members learn cooperative

priorities and challenges, the financial health of our organization and priorities for the years to come.

The annual meeting is an opportunity to visit with you and receive your feedback and perspective, so please plan to attend on Wednesday, June 3, 2020, at Hazen High School in Hazen. ■