

ROUGH RIDER NEWS

ELECTRIC COOPERATIVE

NOVEMBER 2018



Food and Drug Administration declares youth e-cigarette use an epidemic; Parents, are you doing your homework?

In this month's local pages, learn how tobacco companies are disguising electronic cigarette products and reaching our kids — and how Southwestern District Health in Roughrider Electric Cooperative's service area is working to raise awareness on the addiction and dangers associated with vaping.

What's inside:

- **Roughrider and RDFC contribute to Energy Wellness Center**
- **Co-op seeks Youth Tour student applicants**
- **Donate and support local Adopt-A-Grandparent program**
- **Meeting minutes ... and more**



**Safety is the culture of
Roughrider Electric
Cooperative**

As our members have learned through our support of the Electric Cooperative Youth Tour program and student scholarships, Roughrider cares about the kids and families in our service area! Safety is the culture of your local Touchstone Energy® Cooperative.

One of the many vaping kits on the market.

Vaping escalates in schools; local efforts underway to educate families on dangers

BY CARMEN DEVNEY

In September, the Food and Drug Administration reported electronic cigarette use among kids has reached “epidemic proportions.”

Parents, are you doing your homework?

Jennifer Schaeffer, tobacco prevention coordinator and tobacco treatment specialist for Southwestern District Health Unit Public Health in Dickinson, says your child may be using nicotine and you may not even know it — because Big Tobacco has gotten creative in disguising its products.

Electronic cigarettes, also known as e-cigarettes, have exploded in popularity. They are a battery-powered device that converts liquid nicotine into a mist, or vapor, that the user inhales. There’s no fire, ash or smoke.

Both the Centers for Disease Control (CDC) and American Lung Association (ALA) report “vaping” is the most popular form of nicotine use among teenagers in the United States. E-cigarette use rose by 900 percent among high school students from 2011 to 2015.

In 2016, more than 2 million middle- and high-school students reported they had tried e-cigarettes.

Closer to home, the Tobacco-Free Kids website reports 20 percent of North Dakota’s high school students are using e-cigarettes.

Use has become difficult to identify, in part, because some of the product designs resemble flash drives, markers, inhalers and oversize lipstick tubes. Would you be able recognize the

product and if your child is using?

Maybe not, says Schaeffer, who says the device that looks like a flash drive actually plugs into a computer and charges so the student can get a fix. These products are also harder to identify because the e-liquid they inhale might smell like gummy bears, cotton candy, peppermint, chocolate, or pretty much any scent that could be mistaken for a dessert.

Some convenience stores actually sell the e-liquid near the candy section. While the law states a person must be 18 years or older to purchase the device and liquid, Schaeffer says it is easy to access; both in-store and online.

“I’ve been working in public health for 16 years, and tobacco use has always been an issue,” says Schaeffer. “Over the

years, we've passed a lot of policies and made great strides in going smoke-free in workplaces including bars and truck stops. It wasn't an easy feat. The tobacco companies keep coming in and finding ways to get youth to use their products."

Initially promoted as a cessation device for tobacco users, e-cigarettes don't have the carbon monoxide and tar associated with traditional cigarettes. But they still contain nicotine, and this highly addictive drug can trigger changes in the adolescent brain.

"Really, it's another drug-delivery system," Schaeffer says. "We don't know all the consequences yet, but nicotine is still a drug. I'm scared for our kids."

The CDC and ALA agree. Their research shows that those who use or who have used e-cigarettes are less likely to stop smoking altogether. And teens who use e-cigarette products are more likely to start using regular tobacco, as well.

Schaeffer works with school counselors, administrators and teachers in eight southwest counties in North Dakota to give presentations on the dangers of these products, and visit with students; some of whom believe they are vaping water and doing no harm.

"Kids are vulnerable. They are at the age where they are defiant, experimental and gullible, and they've got peer pressure. All those things make them the perfect target," she says.

Big Tobacco knows there is big money in vaping, so they are advertising and reaching one of their target audiences — kids — on social media and in the movies. With product placement of the e-liquid next to candy in stores, and sleek device designs that make inhaling seem cool, Schaeffer says she can understand why kids might be tempted.

But as an adult, common sense tells her if the tobacco industry has to

disguise an e-cigarette to look like a flash drive or marker, it's dangerous.

Unfortunately, most kids don't have the education or experience to realize they are being tricked.

Nicotine addiction isn't the only concern. The e-liquid, which can have the nicotine equivalent of up to a pack of cigarettes, can be toxic. If spilled, it can cause reactions ranging from burns and heart palpitations to seizures and more. This could be a disaster for a younger sibling or pet.

The aerosol can also be dangerous. It contains solvents, flavorings and toxicants that the Surgeon General has described as either "harmful" or "potentially harmful." Flavorings that may be safe to eat are not necessarily safe to inhale.

"There always seems to be another addictive tobacco product to educate the public on," says Schaeffer, who stays busy by continuing to inform healthcare providers and educators, hosting community events and writing news releases to share new information to the public — all in an effort to help people quit using these products and prevent them from starting.

Her biggest message for kids who are considering vaping is don't start, because it's highly addictive and hard to quit.

Her biggest message for parents is keep doing your homework.

"Be alert; ask questions; be on the lookout for vaping devices; have regular conversations about the dangers; and don't get sucked into the notion that vaping is harmless," she says.

"It used to be that tobacco was the gateway drug. It's actually the nicotine, which travels to the brain's dopamine center where feelings of pleasure and calm are released. With continued use, those receptors can burn out so nothing is good in life anymore. Those feelings of pleasure when kids do well on a test

or run a race, they are gone. Nothing feels good anymore, and it opens kids up to further addictions down the road," she continues.

"Let them know that once you are hooked, you are hooked, and quitting is difficult."

Roughrider Electric thanks Jennifer Schaeffer for sharing this important information. To learn more, contact Southwestern District Health Unit at 701-254-4027 or email jschaeffer@nd.gov. ■



COURTESY PHOTO

Jennifer Schaeffer, tobacco prevention coordinator and tobacco treatment specialist for Southwestern District Health Unit Public Health in Dickinson, says her biggest message for kids who are considering vaping is don't start, because it's highly addictive and hard to quit.

For assistance with nicotine prevention and cessation across the Roughrider Electric service area, contact:

Billings, Golden Valley, Dunn and Stark Counties: Jennifer Schaeffer at 483-3760 or jschaeffer@nd.gov

Oliver and Mercer Counties: Brady Weaver at 667-3370 or Mary Hillirud 667-3370

ND State Department of Health: Neil Charvat at 328-3344 or Abby Erickson at 328-3337

Tobacco-Free North Dakota: Heather Austin at 527-2811

Report from **THE BOARD OF DIRECTORS** **SEPT. 28, 2018**

When, where and who: The Board of Directors met in Dickinson on Sept. 28, 2018.

Agenda: The Board reviewed, added to and approved the meeting agenda.

Minutes of the previous meeting: The Board reviewed and approved the minutes of the August 31, 2018, meeting.

Co-General Managers' report: Don Franklund and Travis Kupper presented the managers' report.

WDUS Holdings, LLC: WDUS Holdings, LLC, and its subsidiaries held meetings in August. Mr. Retterath and Mr. Sailer reported on these meetings.

Region 5 and 6 meeting: Mr. Kainz and Mr. Steckler reported on this meeting held in Minneapolis, Minn.

Capital Budget: Mr. Bentz prepared the Capital Budget for 2019, and submitted it, together with a written overview, to the Board. Thereafter, the Board approved the 2019 Capital Budget.

ND REC Healthcare Trust update: Ms. Bauer provided the Board with the Healthcare Trust summary.

Operations and Construction report: Mr. Bentz referred the Board to his written report. Pole testing has been completed, with a very good "reject rate."

Upcoming meetings: The next Board meeting was set for 9 a.m. MT on Oct. 26, 2018, in Hazen, North Dakota.

Other business: There being no other business, upon motion made, seconded and unanimously carried, the meeting adjourned.

Need Help with Heating Costs? LIHEAP can help.

The Low Income Home Energy Assistance Program (LIHEAP) helps eligible low-income households with home heating costs.

- Heating assistance
- Weatherization services (insulation, weather stripping, etc.)
- Furnace and chimney cleaning
- Furnace repair and replacement
- Emergency assistance

Applications are accepted from October 1 through May 31 for each heating season.

For help filling out and submitting the LIHEAP application, call 1-800-823-2417 ext: 158.



www.communityoptionsnd.com



LIHEAP is federally funded and administered by the North Dakota Department of Human Services and county social service offices.

'GIVING PEOPLE A REASON TO STAY'

Roughrider and RDFC contribute to Energy Wellness Center

STORY AND PHOTOS BY CARMEN DEVNEY

After years of visioning and developing, the Energy Wellness Center opened on April 30 in Beulah. Established in partnership by the Wellness Foundation and Beulah Parks and Recreation, the center was established to decrease dependency of traditional health care systems and help people become healthier in all aspects of life.

Roughrider Electric Cooperative pledged a five-year donation of \$25,000 to the project. In September, the center also received a \$2,000 grant on behalf of the Rural Development Finance Corporation (RDFC), to help offset the costs of the new building. Brad Quenette, Roughrider's member services manager, conferred the grant on behalf of RDFC. The cooperative is a member of RDFC.

"We need to donate to projects like these to support the community and keep people in our communities. That's a big thing," says Quenette. "This is a state-of-the-art facility that offers a variety of services to people of all ages. Roughrider is proud to support projects like Energy Wellness Center and Sakakawea Medical Center in Hazen. They have given people a reason to stay."

From start to finish

Prior to the Energy Wellness Center's grand opening, people were playing basketball, lifting weights and working out in a gymnasium that was built in the 1930s.

For years, the former district director of Beulah Parks and



Brad Quenette (right), Roughrider's member services manager, conferred the RDFC grant to Energy Wellness Center in September. Accepting the grant on behalf of the center was **Maverick Thompson**, a member of the planning committee and board of directors for the foundation, and **Sonja Dutchuk**, center director. Roughrider has also pledged a donation of \$25,000 over five years to the project.

recreation, Bridgette Martens, worked to develop a new facility. In 2012, an initiative was placed on the ballot for a vote to approve the tax and it passed. The Wellness Foundation formed in 2013 and developed a building committee that consisted of park board members. They hired architects, a construction manager and as many local contractors as possible. When they broke ground at the end of 2016, Maverick Thompson, a member of the planning committee and board of directors for the foundation, says it was a long time in coming.

Martens, who envisioned and spearheaded the project, passed away from cancer before construction was complete. Her passion for health and fitness will be forever

evident with the completion of this lifelong dream.

The center, operated by Beulah Parks and Recreation, offers a variety of memberships for individuals, families and students. Amenities include:

- a basketball court;
- cardio deck;
- daycare facilities;
- fitness assessments area;
- golf simulator;
- exercise studio;
- locker facilities;
- lounge;
- racquetball court;
- track featuring outdoor view;
- weight room; and
- coffee in the lobby.



Rural Development Finance Corporation

RDFC is a nonprofit corporation that encourages economic diversification and community vitality through the generation of funding that supports sustainable asset building. Funding for RDFC programs comes from fee income generated by Dakotas America LLC, a certified development entity providing New Market Tax Credits in economically distressed census tracts across the United States. Support is provided by the North Dakota Association of Rural Electric Cooperatives.

Communities in Roughrider Electric Cooperative's service area are eligible to apply for a grant of up to \$2,000 for community-based projects. RDFC is making these funds available in order that more people become aware of their larger loan program that funds community-based projects and non-profit entities with low interest loans.

For an application, assistance or questions concerning RDFC, please contact Brad Quenette at 701-748-2293 or 800-748-5533 or bquenette@roughriderelectric.com.



The center also features a spacious conference room with kitchenette that can be rented for meetings, trainings and birthday parties. The room features wireless connection, a large-screen TV and complete audio package for professional gatherings.

The lobby includes Power House Nutrition, which sells Herbalife Products including shakes, teas protein bars and more.

The center provides more than 20 local jobs, with positions ranging

from an office manager and front desk staff, to aerobics instructors, day care staff and more.

Sonja Dutchuk, director of Energy Wellness Center, says the initial membership goal has been surpassed, and she is pleased by the support.

"People are driving from as far away as Glen Ullin, Zap, Dodge, and other rural areas to come to the center," she says. "We offer a variety of classes, including Kids Fit. Parents bring their kids, walk on the track

while their kids do the class, and then shop or run errands."

For information on the center, search "Energy Wellness Center Beulah Parks and Recreation" on Facebook, and like and follow. Or visit www.beulahparks.com/wellnessCenter.aspx, call the center at 701-873-5852 or email Sonja Dutchuk at sdutchukbpd@westriv.com. ■

JUNE 15-21, 2019

WRITE A WINNING ESSAY AND

WIN A TRIP OF A LIFETIME!



AN ALL-EXPENSE-PAID TRIP TO WASHINGTON, D.C.

- To enter the essay-writing contest, you must be a sophomore or junior in high school.
- You and your parents or guardian must be served by Roughrider Electric Cooperative.
- If you have a question, contact Brad Quenette, Roughrider Electric, at the address listed below, or call 701-748-2293 during regular business hours.
- The deadline is Jan. 25, 2019. Emailed entries should be directed to bquenette@roughriderelectric.com, and hard-copy entries mailed to: Youth Tour Essay Contest, Roughrider Electric Cooperative, 800 Highway Dr., Hazen, ND 58545-4737.

TOP 3 REASONS

TO ENTER THE ESSAY-WRITING CONTEST

1. All-expense-paid trip to Washington, D.C., compliments of Roughrider Electric Cooperative.
2. A whole week to visit unforgettable historic monuments, museums and the U.S. Capitol.
3. A learning experience you'll never forget.



ESSAY 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?

CHECK OUT THE ESSAY-CONTEST GUIDELINES AT
www.ndyouthtour.com

HIGH SCHOOL SOPHOMORES & JUNIORS

North Dakota Electric Cooperative

YOUTH TOUR



Bring joy to area residents with Adopt-A-Grandparent

The gift may be small, but the sentiment is huge. It says, “Someone remembered. Someone cares.”

It’s time to collect donations for the annual “Adopt-A-Grandparent” program. Now in its 11th year, Adopt-A-Grandparent provides a personal hygiene gift for each resident at Knife River Care Center in Beulah, and Senior Suites at Sakakawea in Hazen.

Lindsey Hysjulien coordinates the program. An occupational therapist who started working as a certified nursing assistant in her teens, Hysjulien has worked in nursing homes for as long as she can remember. She says it is common for residents to feel lonely or sad around the holidays, because their family and friends may have passed, or live far away. Others are not physically able to shop or financially able to make a purchase.

Adopt-A-Grandparent provides a high-quality shower gel or body lotion wrapped as a gift. Hysjulien and some colleagues purchase the gifts on behalf of the program, and find families to

volunteer and distribute the gifts — which often are delivered with a hug.

“For some residents, it might be the only gift they receive,” she says. “They love their gifts and are always so appreciative.”

If you would like to bring joy to these elderly or disabled residents, please consider giving a donation of \$30 per gift. The beautifully wrapped package will include a gender-specific body-care set. The amount covers the cost of the gift, wrap, tax and shipping, and a gift tag from the recipient, as well as personal delivery prior to Christmas.

Make checks payable to Adopt-a-Grandparent and mail to: Lindsey Hysjulien, 1129 Elbowoods Dr., Hazen, ND 58545, by Nov. 30.

For the past several years, Roughrider Electric Cooperative purchased three gifts sets and will donate again this year.

“Thank you in advance for your support,” Hysjulien says. “Every person should feel loved and remembered; especially at Christmas.” ■



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 800-627-8470
P.O. Box 1038, 2156 4th Ave. E.
Dickinson, ND 58602
7 a.m. – 4 p.m. MST Monday-Friday

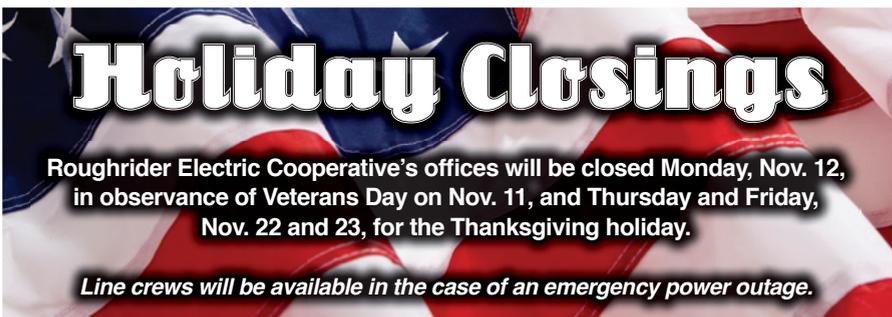
Payments may be deposited in the deposit box west of Roughrider Electric's main office entrance or in the drop boxes located at Dickinson City Hall, or the west and south locations of Family Fare supermarkets.

OFFICERS AND DIRECTORS

Roger Kudrna, President; Dickinson483-8377
Darell Herman, Vice President; Beulah873-4371
Troy Sailer, Secretary; Golden Valley948-2427
Bruce Darcy, Treasurer; Golden Valley983-4222
William Retterath; Center794-8729
Arnold Kainz; Dickinson483-8207
Dan Price; Hensler794-3779
Greg Steckler; Dunn Center548-8122
Callen Schoch; New England579-4395

MANAGEMENT

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



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