

New Cooperative Connections features modern design and information about your cooperative



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This issue of Cooperative Connections is different.

It is different because the publication has been undergoing a behind-the-scenes makeover for the past several months and this is the first issue the new design is being unveiled to you - our readers. We hope the simple design brings a more modern look to the magazine and incorporates design elements that make the pictures pop and the articles effortless to read.

The entire goal of Cooperative Connections is to inform, educate, and entertain electric cooperative members across South Dakota. Cooperative Connections was first published in the year 2000 when the 31 electric cooperatives across the state joined together to print one unified publication which included statewide content from the South Dakota Rural Electric Association (SDREA) and local content from each individual co-op.

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Before that time, co-op members in South Dakota received a statewide publication and a separate local co-op publication in their mailboxes every month. Some members received even more reading material because wholesale generation and transmission cooperatives also sent out magazines. Cooperative Connections was developed more than 20 years ago to be a one-stop shop for

electric cooperative information. This is only the fourth time during the past two decades that the design has been changed.

Cooperative Connections is currently one of the largest publications in the state of South Dakota with more than 120,000 copies mailed every month. It is important to keep co-op members across the state informed about the operation of their cooperative because every member who buys electricity from the co-op is a partial owner of the cooperative.

The monthly publication not only informs members about the finances of the co-op but it also provides notices about running for the board of directors and details about the cooperative's annual meeting. It is important information for members who would like to become more engaged in their local co-op.

The last redesign of this publication was about four years ago. We thought it was time for another refresh because the world continues to change at a rapid pace. We want to keep our communication channels clear, concise, and up to the modern-day design standards that our members expect.

Education is one of the seven core principles on which all cooperatives are built. Informed members are the cornerstone of strong co-ops. And, in the age of digital communication, Cooperative Connections still remains the most reliable way to reach all of our members every single month. So, even though this issue looks different, we hope that this publication continues to provide important updates and interesting articles.

Thank you for reading and enjoy the new design.

For more information, call our office at (605) 463-2507 or email horst@byelectric.com