

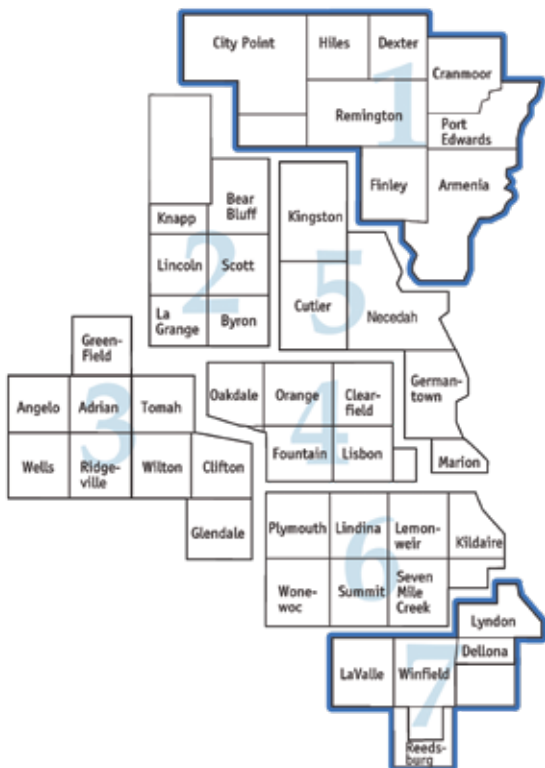
# YOU should be a DIRECTOR

Have you ever thought about running for Oakdale Electric Cooperative's Board of Directors?  
Check out this information on running for the board in 2020.

## Who can run?

- ◆ District 1
- ◆ District 7 (Incumbent director not seeking re-election)

Qualified members who primarily reside in district 1 and 7



## How to run

- ◆ Application – Visit oakdalerec.com to obtain an application or call Cherlyn at 608-372-4131. Deadline to apply is February 3, 2020, at 4 p.m.
- ◆ Biography – Answer a few questions to help members get to know you and decide who they should vote for.
- ◆ Speech – Give a short 1-2 minute speech at the annual meeting on March 21 before voting.

## Once you're elected

- ◆ Attend monthly board meetings
- ◆ Training: Credited Cooperative Director

## Advantages of being a board member

- ◆ Make important decision about the co-op
- ◆ Three-year term – no need to run every year
- ◆ Opportunities to attend state and national conferences
- ◆ And more!

Email Cherlyn at [cmoseley@oakdalerec.com](mailto:cmoseley@oakdalerec.com) for more details



Oakdale Electric  
Cooperative

Your Touchstone Energy® Partner

**SAVE THE DATE:**

Oakdale Electric Cooperative's  
Annual Meeting is Saturday, March 21

[www.oakdalerec.com](http://www.oakdalerec.com) February 2020



# BRUCE ARDEL RETIRES FROM OAKDALE ELECTRIC COOPERATIVE

**G**eneral Manager Bruce Ardel announced earlier this year his plan to retire in January 2020 to the board of directors. He served as the fourth general manager in the 85-year history of Oakdale Electric Cooperative (OEC).

Ardelt began his cooperative career at Adams-Columbia Electric Cooperative, Friendship, in 1980. Ten years later, he was hired to serve as the manager of finance and administration for Oakdale Electric Cooperative. Ardel was promoted to the position of general manager in 2000.

Recalling New Year's Eve in his new position brought back a laugh. "My first duty as general manager was handling the

potential Y2K glitches. We stationed ourselves at the co-op nervously awaiting the new millennium. My phone rang on the midnight hour; however, the call was from my card club teasing us to see if the co-op was still standing," laughed Ardel when he shared this memory.

Ardelt worked long and hard ahead of time to ensure a smooth transition that New Year, and every year following. Being mission-driven and always member-focused were keys to his success.

Over the course of his career at OEC, Ardel oversaw several significant improvements to the operation of the cooperative, including construction of a new facility, deployment of improved technology, and development of renewable energy. He served on the boards of numerous non-profit organizations including the Electric Utility State Apprenticeship Advisory Committee, Federated Youth Foundation, Oakdale Credit Union, Wisconsin Electric Cooperative Association, and Workforce Connections. Ardel, highly regarded



Left: Bruce Ardel was hired at Oakdale Electric Cooperative as the office manager.

Right: Ardel became general manager in 2000, succeeding Gene Edgerton.



Pictured left to right: Bruce Ardel (right) at the groundbreaking for the new Oakdale Electric Cooperative headquarters; presiding over an annual meeting; and walking the halls of the Senate building with former director Ed Shie at an NRECA Legislative Conference in Washington, D.C.



in the cooperative industry, offered his expertise to both state and national level organizations. He served as an officer for the Wisconsin and Dairyland Managers Associations, and held positions through the National Rural Electric Cooperative Association as a member on the Cooperative Management, Employment, and Community Committee.

An active and engaged member of his rural Tomah community, Ardel raised two children, Jon and Katie, alongside his wife of 40 years, Kim. Coaching youth sports and volunteering for the Tomah Lions Club were high priorities following his cooperative work commitments. Ardel was elected onto the board for Hiawatha Golf Club, and assisted Forward Tomah with community development.

Under Ardel's leadership, Oakdale Electric Cooperative

continued to thrive while preserving the cooperative way. Most notably, membership numbers soared to current numbers of 18,000 and assets tripled in value. Ardel expressed that Oakdale Electric Cooperative's great success is a direct reflection on the cooperative efforts from all employees and directors.

Bruce remarked on his time spent at Oakdale, "I have met and worked with a lot of great people over the years. It has been an honor and privilege to work for such a great co-op. It's the employees, directors, and friends I will miss the most. I feel very fortunate to have worked in the electric cooperative family for 40 years. Thank you for your support and for the trust and confidence you place in Oakdale Electric as your electric provider."

MY CO-OP

## CHRIS TACKMANN NAMED NEW GM AT OAKDALE ELECTRIC



Oakdale Electric Cooperative welcomed Chris Tackmann the cooperative's new general manager this past January.

Tackmann has been part of the electric cooperative community for over 18 years, and has extensive experience in marketing and communications, office administration, billing and accounts receivable, information technology, and member relations. He comes to Oakdale Electric Cooperative from Ellsworth, where he served as vice president, member & administration, of Pierce Pepin Cooperative Services, Ellsworth.

Tackmann holds an undergraduate degree in business administration and management information systems from

University of Wisconsin-River Falls. He also holds a Master of Business Administration from the University of Wisconsin-River Falls.

Tackmann reflected on his future with Oakdale Electric saying, "I am grateful to the board of directors for giving me this opportunity. The electric industry is changing, and Oakdale Electric is positioned very well to meet these changes. I am excited to work with our board of directors and staff to ensure that we continue to meet the needs of the membership well into the future. My family and I are eager to become part of the community."



## SERVICE AWARDS PRESENTED TO OAKDALE ELECTRIC EMPLOYEES

Eleven employees at Oakdale Electric Cooperative, Oakdale, with a combined total of 155 years of service, were acknowledged at a recent employee meeting. Employees recognized for their years of service were Pat Eirschele, 30 years; Dale Ludeking, John Ollendick, Dan McGarry, Linda Pierce, and Tina Von Haden, all 20 years; Eric Flock, Dalton Linzmeier, Deana Protz, Quinten Reuterskiold, and Kurt Spolum, all 5 years.



## Continue cashing in on incentives in 2020!

As a co-op member, you will again have the opportunity to earn incentives through energy efficiency measures into the new year. Members have already earned thousands of dollars over the years, and the year 2020 will offer much of the same. You can control your energy costs by making your home as energy efficient as possible through lighting, appliances, heating and cooling and more.

### Here are some of the incentives directly available through Oakdale Electric Cooperative:

- Energy Star Appliances
- Appliance Recycling
- Geothermal Heat Pumps
- Air-source Heat Pumps
- Lighting
- Home Performance Evaluations (existing homes)
- Touchstone Energy Home Program (new homes)
- Water Heaters – electric
- Commercial & Industrial Equipment
- Agricultural Equipment



*For more information contact  
Oakdale Electric Cooperative at 608-372-4131  
or click on [www.oakdalerec.com](http://www.oakdalerec.com).*

### And, don't forget our partnership through Focus on Energy. There are incentives available there, too.

- Home Energy Assessments (existing homes)
- New Home Certification
- Heating & Cooling
- Renewable Energy
- Solar Electric (PV)
- Geothermal Heat Pumps
- Smart Thermostats
- Free Products for the asking!
- Lighting
- Showerheads
- Faucet Aerators
- Local Retail Discounts
- Commercial & Industrial Equipment
- Agricultural Equipment




### Chris Tackmann, General Manager

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608-372-4131 • 800-241-2468  
[info@oakdalerec.com](mailto:info@oakdalerec.com)

### Deana Protz, Editor



**Oakdale Electric  
Cooperative**

Your Touchstone Energy® Partner 

Office Hours: Monday–Friday, 7:30 a.m.–4:00 p.m.  
24-Hour Emergency Power Restoration: 800-927-6151  
Toll-free Online Bill Payment 866-392-4307

Diggers Hotline: For underground cable locates and power line clearance information, call 800-242-8511.