

PRO-VISIONS

PRO COOPERATIVE MEMBER NEWSLETTER

QUARTER 3

APRIL 2022





A NOTE FROM PRO'S CEO: TERRY PANBECKER

Spring has arrived! It's crazy to think that we're already in the heart of planting season. As we continue the fast track of spring planting, remember to be safe and take caution. At Pro Cooperative, it is our goal every day to make sure all of our staff goes home safely, and we want the same for you, the producer. There are a lot of exciting happenings here at Pro Cooperative lately. We have two new location managers in Terril and Graettinger - we are happy to welcome Todd and Mike to their new positions. We are growing our team so if you know someone who is wanting a career change, send them to Pro Cooperative's website: procooperative.com. We have open positions in the agronomy department for interns as well!



The new Agronomy Center in Rolfe had a very successful Open House March 8th. Pictured above is Admin Asst. Jamie Wolcott in Rolfe during the event.

I want to say a big thank you to all those that attended our open house in Rolfe for the new Agronomy Center! We held this event on March 8th and it was a great success! If you missed the event and would still like a tour, be sure to reach out to your agronomist or call the Agronomy Center at 712-848-2022. We are in full swing of the spring agronomy season, and I am happy to report that our new Agronomy Center is being used to its full potential in terms of treating seed and providing bulk loads of chemistry for producers.

This summer we have a full calendar of events! In this issue of PRO-VISIONS, we announce and explain some of the events. Be sure to join us at the Pro Cooperative Cornhole Tournament in Pocahontas as well as the Open House for Terril's 24-Hour pumping station and Cornhole Tournament at the location! Also, when we hosted the townhall meetings last summer, it was very well received so we are going to be doing them again this summer! We will be hosting these events in Graettinger, Bradgate, Pocahontas, and Manson in mid-July so be sure to stop over to learn about the progress Pro has made this past year and discuss the future of our cooperative! Thank you for continuing to be a valued and important member and customer of Pro Cooperative. Until next time, Terry Panbecker.

PRO'S NEW LOCATION MANAGER: TERRIL - TODD NISSEN



In the middle of January, Pro's Todd Nissen assumed his new role as Terril's Location Manager! Nissen is no stranger to the Terril location as he has been in the agronomy and grain operations of the facility for 26 years. "When I started at the Terril facility as an agronomy custom applicator, it was owned by Farmers Cooperative. At the time of when I started here, I was raising cattle and was looking for benefits and extra income to help support my livestock business". Nissen attended Iowa Lakes Community College where he graduated with a degree in Agricultural Business. Following his college graduation, he wanted to join one of his friends working at the Terril facility and that is where it all started! "I have really enjoyed growing and learning throughout my 26 years, and I am excited to help continue growing this location and Pro as a company!"

The Harris Lake-Park native explains this position will continue to challenge him to develop and grow his leadership and other industry related skills. "I started at the Terril location as an applicator in the agronomy department and have worked my way up to be location manager. The staff and the producers in the area have been so supportive. I have had amazing teachers and leaders throughout my time here and I hope to continue to have that footprint on this location."



When asked what he is most excited for in his new position as location manager of Terril, Nissen shares "My goal is to continue staying true to who we are as a location and as a company. Pro Cooperative is a very strong company, and the number one goal has always been to serve the producers and I will continue to pursue that initiative!" A few of the assets that will help the Terril location and the team achieve that goal is utilizing the new facility upgrades.

These include the new 24/7 fuel pumping station, new agronomy sprayer and tanker and the remodels happening to the grain side of the location. Outside of work, Nissen enjoys coaching his girls' basketball team and spending time as a family at other sporting events. We are so excited to congratulate Todd on his new position as the Terril Location Manager! Congrats, Todd!



PRO'S NEW LOCATION MANAGER: GRAETTINGER - MIKE RUTTER

Earlier this spring, Pro Cooperative welcomed Mike Rutter to the Pro family! Following his high school graduation, he attended Iowa Lakes Community College for Broadcasting. Although he did not pursue a career in broadcasting or media production, he will take those key skills learned at school into his profession at Pro Cooperative. "I am a leader who listens. There are many ways to complete one task. I will be the first to admit that I don't know all the answers - I am willing to have a conversation and then work alongside my teammates to complete the task". Two of his goals that he has in his new role at Pro Cooperative is expanding the footprint the company has within this location and to grow and expand the scope of leadership with the current team in Graettinger. "My goal is to grow this location's footprint within the company. We have very young and extremely driven, talented individuals here at Pro's Graettinger location and I want to continue learning and I hope they can learn something from me also."

Rutter comes to Pro Cooperative with an extensive management background. Minus his most recent job before joining Pro, for the past 30 years, Rutter had been in a managerial role in the food service industry. "I worked in Michigan and Minnesota as a Hospitality/ Food and Beverage manager for many large hotels and restaurants. I managed hundreds of bar, kitchen, and wait staff during my time in the food industry". Rutter moved to Graettinger following many years in Bloomington, MN when an opportunity arose in the Graettinger area, and he moved himself and his family back to Iowa.



As stated by Rutter when asked about his connection to agriculture, "I grew up on a beef farm near Marcus, IA. Now, I jokingly say that I am a farm kid stuck in the city, but I have always wanted to get back to my rural roots." Rutter showed Maine Anjou beef cattle in 4-H. He goes on to share that he remembers walking the bean fields and bailing numerous bales in the nice, steamy summers. "Those experiences have helped me grow into the person I am today. I have a deep appreciation and understanding of the root of agriculture. I am very excited to be back to Iowa and back to production agriculture." Rutter enjoys attending his three daughter's ball games, trapshooting contests, and taekwondo practices. On the weekends he is most likely riding his Harley Davidson motorcycle with his wife. Pro is excited to welcome Mike to the Pro Cooperative Team!



PRO'S PERSPECTIVE: THE STORY OF PRO'S ESTHERVILLE LOCATION

Pro Cooperative has a strong history - grounded in the support of local producers and farmers across Pro's twenty-two locations. In this feature of Pro's Perspective, a quick glimpse of the history of Pro's Estherville location is explored. Pro Cooperative's Estherville bulk fuel location has been a staple to the community of Estherville for many decades. Prior to Houseman Oil merging with Pro Cooperative, the staff at the location had been building many relationships with the community of Estherville; at the cornerstone of the operation is the Houseman family.

Following World War II, Loyd (Bunny) Houseman moved to Estherville and purchased a bulk oil and gasoline facility. This operation has been a family business since the beginning in 1946. Bob Houseman, Loyd's middle son and current Pro Cooperative employee shares, "My dad was a visionary back when he started this business! He knew what this community needed after the war, so he started delivering bulk fuel with the Sinclair franchise. Even from a young age, my brothers and I would assist dad in the day-to-day operations, and this is where our passion for delivering bulk fuel and servicing the amazing customers around the Estherville area started".



Loyd (Bunny) Houseman in front of his new fuel delivery truck in the early 1950's



Original bulk plant office and a Houseman Oil delivery truck



Loyd Houseman's mission was customer service and building relationships. As explained by Bob, his dad, Loyd, had a unique but effective marketing strategy to gain new customers when he first started out. "When dad first started this business, he started from scratch with customers. His thinking was if he built relationships with farmers, his target demographic, and to go to the countryside in a 30-mile radius of Estherville asking for a partnership, it would eventually play-out. Dad was a people person and that strategy worked in his favor." Through word-of-mouth advertisement and a verbal commitment, he would bring out a bulk tank for a customer's storage needs and the farmers would commit to purchasing all their bulk fuel from Houseman Oil! The tanks that they started with back in the 40's and 50's held about 300 gallons. These tanks were filled by a bulk delivery truck that could hold 1000 gallons. In comparison, most tanks on farms today are 500 or 1,000 gallons and the bulk trucks that Pro Cooperative delivers fuel with are 6,000 gallons!

Throughout the years, Houseman Oil had nine different departments that made up their business including: propane delivery, a Cenex branded Ampride convenience store, the bulk fuel facility, a cardrol for fueling vehicles, and an auto service center. A few of the departments had a short time of production at their company, but in 1971, Houseman Oil purchased a full-service auto station to the west of the bulk facility. This facility had two service bays for a mechanic to work on cars. This facility also had a fueling station for automobiles on the property. "A neat feature about the service-center was on the far south side of the property and connected to our building was a pizza restaurant! Every day after school, I would come to work for dad, and I would stop at the pizza shop to grab a snack!" Today, this property is referred to as the riverside fueling station as the auto service station has since closed. Also, during this time, Houseman Oil built a cardrol fueling station which is located on the backside of the auto service center.



Fast forward a few decades to March of 2017, Pro Cooperative and Houseman Oil made an agreement to come together and become one company under the name of Pro Cooperative. This union took place to help give both companies a better footprint in the trade territory around Estherville and northwestern and northcentral Iowa. Overall, it was a smooth transition and has been a great partnership.

From the beginning, the Houseman Oil Company of Estherville has been extremely successful. Loyd Houseman, the owner, and manager of the company wanted to retire so two of his sons - Rick and Bob, made the transition to partners and owners of the company in 1989. Rick and Bob continued the legacy their father had built. At the time the two sons took over, the two main divisions of Houseman Oil were the bulk fuel and cardrol business; both were flourishing and growing as they still are today.



Bob Houseman holds a drawing depicting the different department's of Houseman Oil



Opening week of the auto service center on HWY 9



Pictured to the right is Rick, Denny, Bob and Loyd Houseman



Pro's Teresa Olson and Jean Watters showing excitement! Sinclair announced Estherville's location to be 1st in the state of Iowa and 5th in the USA in Sinclair DinoPay app usage!

Today, the Sinclair cardrol fueling station and bulk fuel delivery service is still thriving! In addition, this location is ranked #1 in the state of Iowa and 5th in the USA for the usage of an app program called DinoPay. If you would like to learn more about how to save \$.10 or more per gallon, be sure to call the Estherville location. Pro Cooperative is very thankful for the Estherville team and the valued customers around Estherville.

AGRONOMY UPDATES

THANK YOU!

Pro Cooperative would like to say thank you to all that attended the open house in Rolfe in March! We had a great attendance. If you would like a tour of the facility, be sure to give our Rolfe location a call at 515-890-5430 or the Agronomy Center's office 712-848-2022.



SUMMER INTERNSHIPS

Pro Cooperative has a variety of exciting internship opportunities to gain hands on experience that will relate the classroom to the field! As an intern you will have your own project, present your results to business leaders, and the opportunity to have a real impact on our business. Along the way, there will be a lot of chances to network, connect with our senior leaders, and start building your career in the agricultural industry!



The Agronomy Department is now hiring high school seniors or college students for agronomy sales and crop scouting internships. If you know someone that wants to grow their knowledge and skills in the agronomy industry or cooperative world, be sure to refer them to Pro Cooperative's website: www.procooperative.com

ENERGY UPDATES



2022 SUMMER DUST CONTROL

Spring and summer will be here before we know it! That means dust season will also be here shortly. Pro Coop can help you manage the dust on the gravel roads.



Serving you in these counties:

- Buena Vista
- Calhoun
- Cherokee
- Clay
- Dickinson
- Emmet
- Humboldt
- Palo Alto
- Pocahontas
- Sac
- Webster

Call any Pro Cooperative location or print out our Dust Control order form from Pro's website to place your 2022 dust control order!

Our effective dust control application can be sprayed on gravel roads in most counties of our trade area. The biodegradable and eco-friendly product is typically applied twice in a year. Be sure to call any of Pro's locations or print out the order form from Pro Cooperative's website and return to a Pro Cooperative location to reserve your space for the 2022 dust season.

Questions: 712-335-3575 www.procooperative.com

FEED UPDATES

PRO COOPERATIVE IS HIRING - COME JOIN OUR FEED TEAM!

Positions hiring for:

- Feed Mill Operator I in Ayrshire
- Feed Mill Operator II in Ayrshire
- Feed Delivery Driver in Ayrshire
- Feed Delivery Driver in Rolfe



- *Paid Holidays & PTO
- *401(k) - Traditional and Roth Retirement
- *Long/Short Term Disability

- *Defined Retirement Pension Plan
- *Health, Dental & Vision Insurance
- *Clothing Allowance

Please visit procooperative.com to learn more and to apply!



GRAIN UPDATES

PRO COOPERATIVE'S 2022 MARKET OUTLOOK MEETING

Join us for an afternoon filled with marketing updates featuring Matt Campbell, Risk Management Consultant at StoneX Financial Inc. and Erik Triggs, Risk Manager with Energy RMS. ***Please note the location change!***
For more information, call Kris or Jamie at 712-335-3060.

**August 30, 2022 - Iowa Lakes Community College, Emmetsburg, IA
3200 College Dr. Emmetsburg, IA 50536 - 4 PM - 6:30 PM**

A meal and refreshments will be served at the conclusion of the meeting



TERRIL FUEL PUMP UPDATE



The construction crew has been hard at work laying the footing and getting the first layer of rock down. Right around Easter, the cement was poured at the entrances to the new facility. This project started fall of 2021 but progress paused due to winter arriving and the ground freezing. This addition to the Terril location will have an easy in and out access from N14 highway for the farming community and the general public to utilize. The project is projected to be completed early summer.

JOIN US!

PRO COOPERATIVE'S TOWN HALL MEETINGS - SUMMER 2022

Be sure to attend one of Pro's town hall meetings to discuss the progression of our cooperative!! All are welcome!

- Graettinger - July 11th at the Hillcrest Golf and Country Club – 3pm
- Bradgate - July 12th at the Bradgate Community Center – 3pm
- Pocahontas – July 13th at the Pocahontas Conservation Center – 3pm
- Manson - July 14th at the Manson Area Community Center – 3pm

Refreshments will be served at each meeting



MEET US IN TERRIL!



-PRO COOPERATIVE'S 24/7 FUEL PUMP STATION OPEN HOUSE-

Tuesday, June 28, 2022 · 5 PM - 7 PM

Pro Cooperative is excited to showcase the brand new 24/7 fuel station in Terril! Join us for a cornhole tournament to celebrate the fueling station's open house at Pro Cooperative's Terril location. Pro invites you to this family friendly evening to commemorate the new addition to Pro's Terril facility and to play a friendly game of cornhole!

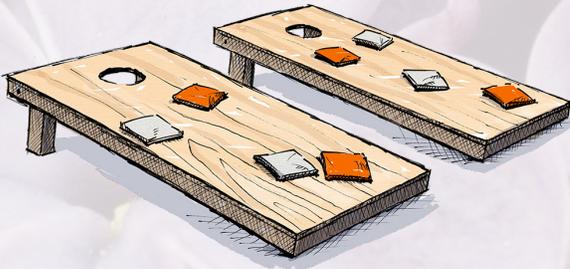
Dinner will be provided!

At least one participant per team needs to be a Pro Cooperative Class A or B member to enter in the tournament. Prizes will be awarded to the top two teams. In case of rain on June 28th, we will reschedule the event to Wednesday June 29th. Teams should sign up with Jeri at the Terril elevator by June 24th.

MEET US IN POCAHONTAS!

-PRO COOPERATIVE'S SUMMER CORNHOLE TOURNAMENT-

Thursday, June 30, 2022 · 5 PM - 7 PM



Pro Cooperative is excited to host a fun evening for all! Join us for Pro's first annual customer appreciation cornhole tournament at Pocahontas's Expo Center Building by the Pocahontas County Fairgrounds. Pro invites you to this free and exciting evening to socialize with friends and fellow Pro Cooperative customers and to play a friendly game of cornhole! **Dinner will be provided!**

At least one participant per team needs to be a Pro Cooperative Class A or B member to enter in the tournament. Prizes will be awarded to the top two teams. In case of rain on June 30th, we will move the event inside the Expo Center at the Pocahontas Fairgrounds. Teams should sign up with Brit at the Pocahontas Elevator prior to June 24th

RECORD GRAIN RECEIPTS!



Congratulations to Pro's Gilmore City location! Pictured above is Gilmore City's 2021 harvest team.



Congratulations to Pro's Rutland location! Pictured above is Rutland's 2021 harvest team.



Congratulations to Pro's Pocahontas location! Pictured above is the Pocahontas 2021 harvest team.



Congratulations to Pro's Rolfe location! Pictured above is the Rolfe 2021 harvest team.



Congratulations to Pro's Terril location! Pictured above is the Terril 2021 harvest team.

PRO HELPS THE LOCAL COMMUNITIES



Pro's Dan Wallace accepted Pro Cooperative's silent auction donation to the Sam Foth McKinley Benefit. The benefit was held on March 19th in Humboldt to help pay for her family's medical bills

Pro Cooperative donated to the PAC school's Physical Education program to help sponsor the bowling class. Accepting the donation from Pro's Gracie Vatthauer is the PAC PE teacher, Payton Hjerleid



PRO HELPS THE LOCAL COMMUNITIES



In February, Pro Cooperative presented a donation to the Pocahontas County Extension and Outreach. The donation will help pay for Pocahontas County 4-Her's national and local dues, general county fair fees, amongst other necessary purchases for the 4-Her's activities.

Pro Cooperative partners with numerous other organizations in our area. One of our partners we work closely with is Iowa Lakes Community College Farm near Emmetsburg. Gracie Vathauer and Dana Gee presented a donation to the students at the college in early March. This donation helps with day-to-day operations at the ILCC Farm



Pro Cooperative supports numerous county 4-H programs in the trade area. In mid March, Pro donated to the Palo Alto 4-H Foundation to help fund county activities for the youth. On behalf of the Palo Alto 4-H Foundation, Kim Hoffman accepted the donation from Pro's Gracie Vathauer.

Pro Cooperative supports local law enforcement and first responders. In early February, The Pocahontas Police Department's Chief Alex Leu accepted a donation from Pro's Gracie Vathauer. This donation will be used to purchase new safety equipment and emergency supplies for the City's officers



Pro Cooperative supports local first responders. In mid March, Pro presented a donation to the Pocahontas Fire Department to help upgrade their safety equipment on their fire apparatus. The donation will go towards updating all their flashlights to LED flashlights. The Fire Department of Pocahontas and Fire Chief Jim Malecek accepted the donation from Pro's Gracie Vathauer.



PO BOX 189
17 3rd AVE NE
POCAHONTAS, IA 50574



LOCATIONS

Ayrshire	515-884-8410	Manson	515-890-5409	Rolfe	515-890-5430
Bradgate	515-375-6523	Milford	712-338-2223	Rolfe Heartland ..	515-890-5473
Estherville	712-362-3857	Pioneer	515-373-6513	Rolfe Auto	515-890-5463
Gilmore City	515-373-6174	Pocahontas	712-335-3575	Ruthven	515-884-8430
Graettinger	515-884-8298	Pocahontas HQ ..	712-335-3060	Rutland	515-332-1491
Havelock	515-890-5402	Pocahontas Auto ..	712-335-3611	Terril	515-884-8452
Laurens	515-890-5460	Plover	515-890-5420	Wallingford	515-884-8462