ROUGHRIDER
ELECTRIC COOPERATIVE
Your Touchstone Energy® Cooperative

NOVEMBER 2026

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The Erickson family who is Sierra's inspiration behind West Prairie Wellness in Beulah.

Rooted in family, wellness and community

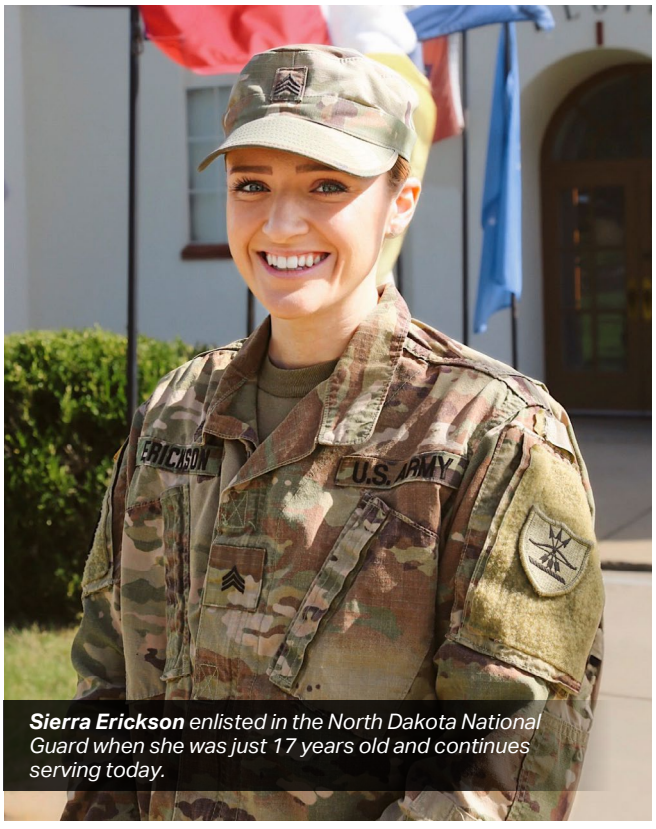
BY SAMANTHA VANGSNESS

Family, community, military service and business ownership all play important roles in Sierra Erickson's life. While each demands time and attention, they are connected by a shared commitment to hard work and serving others.

From working on the ranch with her husband, Trever, to driving their three children to activities, her days are anything but slow. Including her duties as a National Guard member and being a rural business owner of West Prairie Wellness, Sierra's schedule reflects a life built around family, service and a willingness to take on the next challenge.

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***Sierra Erickson** enlisted in the North Dakota National Guard when she was just 17 years old and continues serving today.*



The Ericksons ranch in Beulah.

Serving her country

Sierra enlisted in the N.D. National Guard when she was 17 years old with a desire to challenge herself and take a different path.

"I had to have my parents sign off on it," Sierra says. "Then, my junior year summer, I went the whole summer for basic training, came home, did senior year and then left for a whole summer again before college."

After training, she studied diesel mechanics, then returned to North Dakota while figuring out her next step. She was offered a job with the N.D. National Guard, and was eventually deployed to the Middle East for 10 months. After deployment, Sierra returned to Beulah and was offered a cybersecurity position through the National Guard, which she worked until the summer of 2026.

Today, Sierra is entering a new chapter. While she remains committed to serving in the National Guard part time, including monthly drills and annual training, she is stepping away from active duty to focus more on her family, ranch and business ventures.

"I'm transitioning out of that to solely focus on the ranch, the store and my family, which is my main priority now," Sierra says.

That commitment to family was a driving force behind the opening of West Prairie Wellness. What began as a desire to better serve her community, while creating balance in her own life, has grown into a business focused on helping others prioritize their health and well-being.

Serving her community

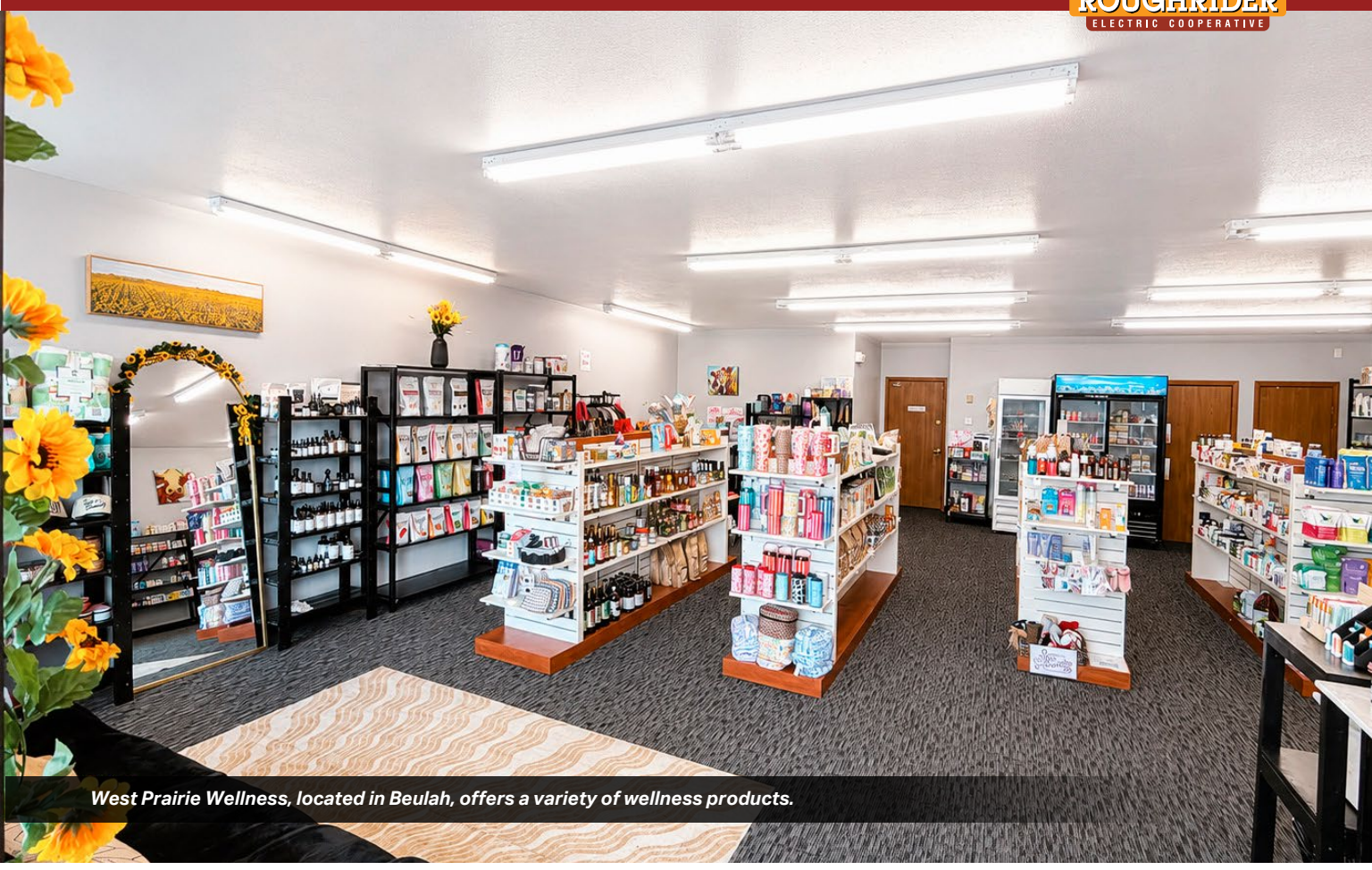
Sierra is passionate about health and wellness, which inspired her to dive deeper into the products and ingredients she and her family were consuming.

"I started going down the rabbit hole of red dyes, magnesium instead of melatonin and all these different, cleaner versions," Sierra says. "That's where it started."

From her research, she realized these options were limited in rural areas and saw an opportunity to bring more options to rural residents. Sierra began to order and try these products with her family and became more passionate about cleaner products. She knew this was something she wanted to share with others.

Sierra's father-in-law owns building space in Beulah and let her know about a space for rent, and Trever encouraged her to rent the building and open her business. After some renovating and remodeling with help from her family, she was ready to open the doors in early 2026.

Some of the products West Prairie Wellness



West Prairie Wellness, located in Beulah, offers a variety of wellness products.

carries include supplements, protein powders, low-toxic kitchen, home and cleaning products, and much more.

Sierra's favorite products are from the brands Just Ingredients and Clean Simple Eats. She loves the variety of products each brand offers.

"Almost everything that I bring into the store, I had it at my house or tried it before bringing it in," Sierra says.

People's favorite products have been from lines such as Just Ingredients, Clean Simple Eats and Mary Ruth's. Sierra is excited to bring additional options to her rural community, and the community has been happy she opened her store.

"Oh, I'm so glad I don't have to drive" is one of the remarks she receives. She notes she has a few customers who come once a week to grab what they need, rather than having to travel elsewhere.

"I do appreciate that they're thinking of me," Sierra says. "It makes me feel good that they'll think of me."

As Sierra transitions from active-duty work to a traditional National Guard schedule, she is looking forward to giving more of her time to the priorities closest to home: her family, the ranch and West Prairie Wellness.

The future of the store includes adding online ordering and shipping, upgrading the store's shelving and continuing to make wellness products more accessible to people in her rural community.

For Sierra, West Prairie Wellness is not just a business, it is about giving neighbors more choices closer to home. ■

WEST PRAIRIE
WELLNESS
REAL FOOD • CLEAN INGREDIENTS • ROOTED IN WELLNESS

MANAGER'S MESSAGE:
The season of giving



Jason Bentz
Co-General Manager/ CEO

As the holiday season approaches, we're reminded this truly is the season of giving. It's a time for gratitude, generosity and looking out for one another. At Roughrider Electric Cooperative, that's something we take to heart year-round.

You've probably heard us talk about our concern for community. It's not just a nice phrase. It's one of the core principles that makes electric cooperatives like ours different from other utilities. We're not just here to keep the lights on, although we're always working hard to keep power flowing. We're also here to make life better for the people we serve – our members, our neighbors and our friends.

Over the years, we've faced challenges together, and our co-op family has stepped up every time. We've come together to support those in need, to keep our community strong and to build something better for the future. That spirit of generosity is never more evident than during the holiday season.

Our Operation Round Up program is one example. Thanks to the generosity of members like you who round up their electric bills to the nearest dollar, we're able to provide real help to local organizations who are helping our communities. Every little bit adds up and it makes a big difference.

We're also proud to support local students through the Youth Tour program, where we send some of our community's brightest young people to Washington, D.C., to see democracy in action and dream big about their futures. The most meaningful giving is investing in tomorrow's leaders.

At Roughrider Electric, we believe concern for community is more than a value. It's the heart of who we are. And during this season of giving, we're especially grateful to be part of such a caring, generous community. From all of us at Roughrider Electric, we wish you and your loved ones a joyful, safe and bright holiday season. ■



MESSAGE FROM OPERATIONS:

Post-storm aerial patrol



Shawn Olson

Chief of Staff/ Operations Manager

Earlier this year, Roughrider Electric Cooperative's service area was hit by a damaging storm in the Beulah area. After a strong storm, one of our top priorities is determining the condition of our electrical system and identifying any damage that could affect reliability for our members.

For our transmission system, aerial patrols provide a fast and effective way to inspect large sections of line and identify problems that may not be easily seen from the ground.

Following the June storm, Roughrider Electric used a helicopter to patrol 144 miles of 69-kilovolt transmission line. This would have taken crews and contractors about a week to patrol by traditional means. By using a helicopter, the 144 miles of line was patrolled in four hours. This allowed for significant time savings, enabling our engineering and operations departments to quickly respond with a restoration plan.

During the aerial patrol, our lineworkers identified broken poles and floaters along the transmission line. Floaters can occur when equipment or line components are damaged or displaced. Finding these issues from the air allows crews to locate and address potential problems before they disrupt members' electric service.

Aerial patrols also provide an alternative perspective. From the air, inspectors can see long stretches of transmission line at once, making it easier to identify damaged structures, leaning or broken poles, conductor issues and other issues.

After a major storm, time is critical. The sooner Roughrider Electric can inspect its system, the sooner a plan can be developed to identify needed repairs and begin restoration efforts. While aerial patrol is not a replacement for detailed ground inspections and ongoing maintenance, it provides a valuable overview of the system and helps crews assess damage more efficiently.

By combining aerial patrols with traditional inspection methods, Roughrider Electric can restore electric service safely, make informed decisions and get power back to members as quickly as possible. ■



MESSAGE FROM MEMBER SERVICES:

Youth opportunities now available



Larissa Eslinger
Manager of Member Services

High school students! Are you ready for a bright year ahead? As a proud member of our community, Roughrider Electric Cooperative is committed to supporting our local schools and empowering the next generation. As the school year progresses, we want to remind you of what Roughrider Electric offers to students.

Youth Tour

Applications are now being accepted for the Electric Cooperative Youth Tour in Washington, D.C. The Youth Tour is more than a trip. It's a leadership experience that can shape the future.

Selected high school students, including one student from Roughrider Electric, spend a week in Washington, D.C., gaining firsthand insight into government, cooperative history and civic engagement. Students gain a personal understanding of American history and their role as a citizen by meeting their representative and senators.

While student groups are organized at the state level, they all come together for Youth Day, when they get to meet each other and hear featured speakers who provide insight into the important roles of electric cooperatives in their communities.

This isn't just a trip. Many alumni credit the Youth Tour as a turning point in their academic and professional journeys, developing confidence, networking skills and a deeper understanding of their role as citizens. The application deadline is Jan. 19, 2027.

High school scholarships

Roughrider Electric is proud to invest in the future of our communities by supporting the next generation of rural leaders. Through our scholarship program, we help eligible high school seniors pursue their educational and career goals while strengthening the communities we serve.

We are excited to continue our expanded scholarship program, offering even more opportunities for graduating seniors to receive financial assistance as they take the next step in their journey. Available scholarships include:

- Multiple $1,000 scholarships for students attending high schools within Roughrider Electric's service area.
- One $1,000 scholarship for a student attending high school outside the service area.
- One $2,500 scholarship sponsored by Basin Electric Power Cooperative.
- One $500 scholarship for students pursuing a lineworker career path provided by 3C Construction.
- One $500 scholarship for students pursuing a mechanic career path provided by West Dakota Diesel and Hydraulics.
- Three $1,000 luck-of-the-draw scholarships awarded through a drawing held at Roughrider Electric's annual meeting in June.

The application deadline for scholarships is Feb. 1, 2027.

For more information on these opportunities, visit our website. We are excited to continue to support and grow members of our communities. ■



SAFETY STARTS WITH ME:

Aim for hunting safely



Micheal Steier
Journeyman Lineworker

As hunting season begins, Roughrider Electric Cooperative reminds you to be aware of overhead power lines, utility poles and other electrical equipment while hunting.

Here are some safety tips to keep in mind as you enjoy the outdoors:

- Keep clear of electrical equipment, including pad-mounted transformers (the large green boxes), substations and meter boxes. Never hang signs or place hunting decoys on electrical equipment, including utility poles.
- Never shoot at or near power lines or insulators. Damaging this equipment can cause an outage, disrupt electric service and create a serious safety hazard.
- Do not place deer stands on power poles or climb utility poles. Energized lines and equipment can conduct electricity to anyone who has contact with them, causing shock or electrocution.
- Do not attach signs, trail cameras, ropes, straps or other objects to utility poles or equipment. These items can obstruct line crews and create serious hazards during maintenance or emergency repairs.

Safety is everyone's responsibility during hunting season. If you notice damaged cooperative equipment or a hazardous condition, stay clear and call our office immediately. We wish everyone a safe and memorable season. ■



***Michael Steier** and **Treyton** hunt during the fall season.*

Roughrider Electric board meeting highlights **Aug. 28**

The meeting of the board of directors of Roughrider Electric Cooperative was held on Aug. 28 at the cooperative's Dickinson office. The meeting was called to order at 9 a.m. MT. A quorum was present. Also attending were co-General Managers/CEOs Jason Bentz and Travis Kupper, CFO Alex Craigmile, Operations Manager Shawn Olson, Legal Counsel Jennifer Grosz and Board Liaison Connie Hill. West Dakota Diesel and Hydraulics President Pam Geiger and Innovative Energy Alliance President Chuck Wald attended a portion of the meeting. Business Manager Michaela Perbix attended a portion of the meeting.

Consent agenda: The consent agenda was approved as presented.

Strategic items: Bentz and Kupper presented the co-general managers' report, which reviewed power supplier updates, a North Dakota electric cooperative manager meeting, supply change updates and other items. Several additional Basin Electric Power Cooperative reports and board documents were available for review.

Department reports: Craigmile provided a financial report that included a review of the financials, highlighting items in the executive summary. Olson provided an operations report that included recent federal visits, 2027 budgeting and crew updates. Olson also provided a chief of staff update. Perbix provided a member services report, which included youth programs, community meetings and cooperative initiatives. Chief Information Officer Charlie Dunbar provided a written report, which included firewall updates. Grosz provided an update on legal projects.

Action items: The board reviewed and approved National Rural Utilities Cooperative Finance Corporation district meeting ballots and delegates and Form 990.

Discussion: No other items were discussed.

Executive session: The board entered an executive session during the meeting.

The meeting concluded with adjournment. Secretary Troy Sailer certified the accuracy of the minutes.

Next meeting date: The next meeting is at 12:30 p.m. CT on Nov. 20 in Hazen. ■



ROUGHRIDER ELECTRIC COOPERATIVE
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roughriderelectric.com

HAZEN OFFICE
701-748-2293 or 800-748-5533
800 Highway Dr., Hazen, ND 58545
7 a.m. – 3:30 p.m. CT 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 Fourth Ave. E.
Dickinson, ND 58602
7 a.m. – 4 p.m. MT Monday-Friday

Payments may be deposited in the deposit box west of Roughrider Electric's main office entrance or the west and south locations of Family Fare supermarkets.

OFFICERS AND DIRECTORS

Greg Steckler, President, Dunn Center	548-8122
Roger Kudrna, Vice President, Dickinson	483-8377
Troy Sailer, Secretary, Golden Valley	948-2427
Bruce Darcy, Treasurer, Golden Valley	983-4222
Jesse Flath, Hazen	880-0386
Darell Herman, Beulah	873-4371
Arnold Kainz, Dickinson	483-8207
Dan Price, Hensler	794-3779
Callen Schoch, New England	290-3836

MANAGEMENT

Travis Kupper	Co-GM/CEO
Jason Bentz	Co-GM/CEO

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