



HULL COOP CHRONICLE

HULLCOOP.COM
SPRING 2019



DIRECTOR MUCH MORE THAN A TITLE

By Ed Westra, General Manager

Our opportunity to get together as a cooperative is coming up. The Hull Coop annual meeting is scheduled for Monday, March 18, at the Boyden-Hull School. Dinner for members and their spouses will be served from 5 to 7 p.m. with the annual meeting beginning at 7:30 in the auditorium.

Once again, your cooperative had a good year financially, and the details will be shared at the meeting. Margins on feed and agronomy inputs were down, while grain marketing margins and non-farm sales improved over the previous year. So, the diversity of your cooperative was a big plus this year. Overall expenses were up, especially fixed costs, but also in labor and truck expenses.

We would love to see more of our voting members attend the annual meeting. Normally, about 15% of those who are eligible to vote attend. Another 150 voters would take us to 50%. We believe your participation is important, as you have the opportunity to be informed about the business you own, and we have a good representation of the membership there to elect your new directors for the coming year. This ability of our patrons to participate in the operation of the business is what makes cooperatives unique.

DIRECTORS KEY TO CO-OP SUCCESS

I have spoken many times about cooperative operations in this newsletter, but not about the importance of good

board direction. Sadly, your cooperative recently lost an experienced and dedicated board member, Gary Van Sloten, who passed away in January after a short battle with cancer. Please remember Barb and family in this time of loss.

From my perspective, it's hard to overemphasize the importance of a good board member. In a series of articles published in *Rural Cooperatives* magazine in 2002, the qualifications and responsibilities of board members were discussed in detail. As you will be voting for new board members at this annual meeting, I thought it important to share some of the points made in the articles regarding the board's role.

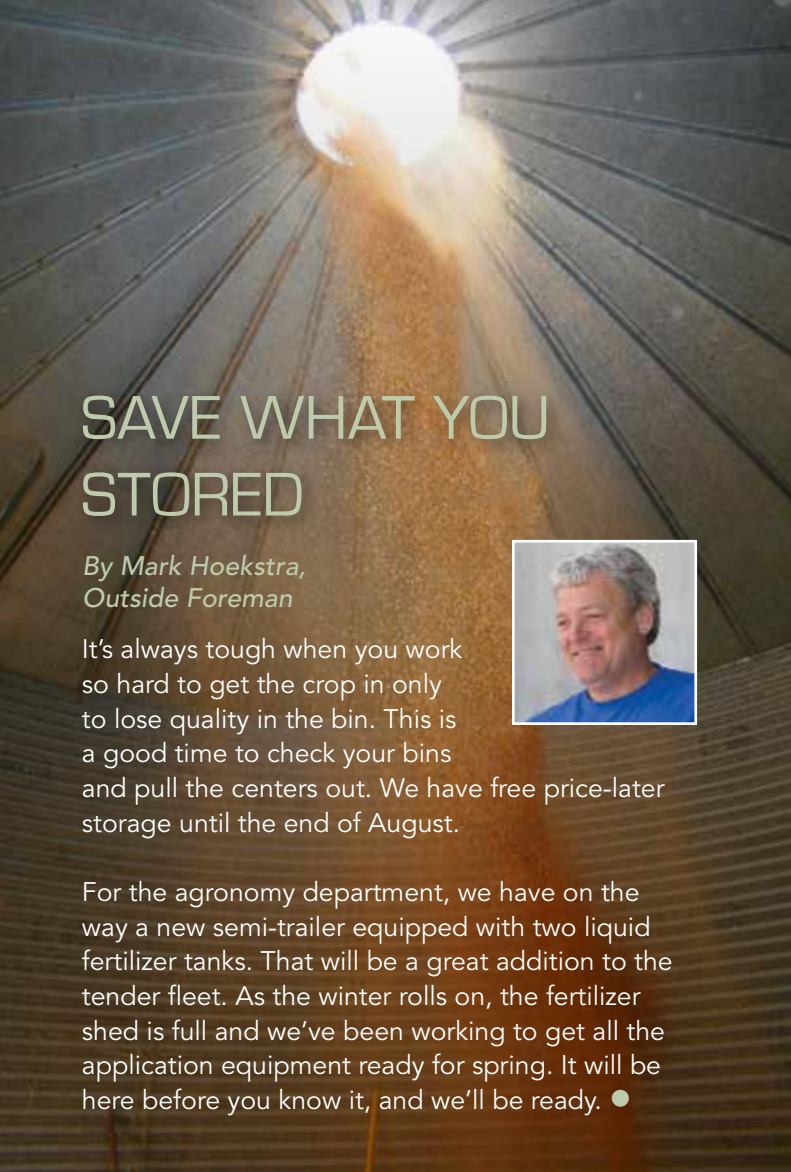
The board of directors:

1. Represents the cooperative members.
2. Establishes cooperative policies.
3. Hires and supervises management.
4. Is responsible for acquisition and preservation of cooperative assets.
5. Preserves the cooperative character of the organization.
6. Evaluates the cooperative's performance.
7. Informs the member/owners of the business of their cooperative.

A cooperative is a very special kind of corporation. The unique cooperative attributes help define its objectives

continued on next page





SAVE WHAT YOU STORED

By Mark Hoekstra,
Outside Foreman

It's always tough when you work so hard to get the crop in only to lose quality in the bin. This is a good time to check your bins and pull the centers out. We have free price-later storage until the end of August.



For the agronomy department, we have on the way a new semi-trailer equipped with two liquid fertilizer tanks. That will be a great addition to the tender fleet. As the winter rolls on, the fertilizer shed is full and we've been working to get all the application equipment ready for spring. It will be here before you know it, and we'll be ready. ●

MAKE IT EASY ON YOURSELF



By Mitch Nettinga,
Office Manager, CPA

For those of you who haven't yet taken advantage of this service, I'd like to remind you that we do have ACH, or automatic deposit, available for grain payments. This is a nice way to save yourself time and a trip to the bank while earning a little extra interest. With ACH, the money from your grain sale is in the bank the next business day.

Signing up for ACH is easy. Simply fill out a single sheet and return it to us with a voided check. The form is available on our website under the grain tab, or you can stop in and pick one up.

Also, you're not obligated to use the ACH service every time you sell grain. Just tell us whether you'd like to use ACH or receive a check when you call in to sell. Either way, you'll still get a copy of the payment stub and settlement sheet from each grain transaction.

If you're interested or have any questions, give me a call at 712-439-2831. ●

DIRECTOR MUCH MORE... *continued from page one*

for the members. The cooperative requires specialized income distribution and financing, and that imposes unusual decisions on the board of directors.

The board acts as a body. They receive their power from the cooperative members, with no special power given to an individual board member to act officially on his own. The board's responsibility involves standards of conduct, obedience to the co-op's statutes and requirements of members, as well as care and loyalty, business judgment, risk protection and a good working relationship with management.

Why would an individual serve as a board member? It's a worthy goal — both personally and professionally. You get to work with other board members and management as a team. You have the ability to serve others while being part of, and learning about, a large operating business. Finally, you work together to solve problems and help plan for the future.

I hope this illustrates the value of our board members and the importance of your participation in selecting new members at the annual meeting.

One note: Gary Van Sloten had one year left to serve on his term. According to the guidelines outlined in our cooperative by-laws, the board will appoint a replacement to complete Gary's term.

Thanks again for your loyalty and support of Hull Coop! I look forward to seeing you at our annual meeting. ●

ADVANCE PLANNING BOOSTS FEED EFFICIENCY



By Cory De Wit, Feed Department Manager

A little planning goes a long way.

That's true for most situations in life, and ordering feed is no exception. We like to receive feed orders a day ahead of when you need delivery. This helps us efficiently schedule our staff, plan routes and load trucks. It also enables us to better sequence our feed manufacturing so we can minimize system flushes between feed runs.

Our normal manufacturing and delivery days are Monday through Friday. We know unexpected situations arise that may require the occasional weekend delivery. However, there is an extra fee for deliveries on the weekend.

Recently, we added an email address for customers to place feed orders. If you prefer to email rather than call

us, you can send your information to feedorders@hullcoop.com. Our staff will reply to your email letting you know we received it.

We appreciate your business and your willingness to work with us. When

we're able to operate more efficiently, the benefits can be seen in the financial strength of the cooperative you own. ●



STOP IN FOR SPRING PROJECTS



By Eldon Van Den Top, Lumber Manager

It's hard to believe when you can't feel your fingers, but it's time to get your spring projects lined up. Whatever you have in mind, Brian and his drafting program can put it on paper. We can work up plans for homes, commercial and farm buildings — even she-sheds, if that's your thing.

If 2018 truly was the last year for your old roof, we can line up a crew and supply the high-quality CertainTeed roofing products you need to get the job done right.

Stop in and see what else we can do for your new home or remodel. ●

BROASTED CHICKEN A HIT!



Our new broasted chicken has been just as popular as expected since it was introduced. From our grab-and-go two-piece boxes that are perfect for lunch to a 14-piece feast for the family — complete with wedges, cheese balls or onion rings — we have you covered. You can always choose light or dark meat, too. If you haven't tried this delicious chicken, stop in today.

TILL WISELY IN WET CONDITIONS



By Josh Koch, Agronomist

Our wet conditions, extended harvest and early cold snap meant that a lot of ground wasn't worked this fall. It's too soon to tell what we'll see for winter moisture, but the chances are we'll still have some wet spots come spring.

The natural temptation is to tackle tillage as soon as possible. I just want to remind you that tillage when soil is too wet can cause more harm than good. Tillage under these conditions can cause compaction, which inhibits root growth, and produces large clods that result in poor seed-to-soil contact.

Spring rains also make your soil more vulnerable to erosion of valuable topsoil. And over-tillage does not help the situation.

This spring, try to keep tillage to a minimum until fields dry out a bit. Monitor your tile lines to get a good idea of what's going on with soil moisture levels beneath the surface layer. Don't sacrifice yields to get a couple days' jump on field work. ●

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FARM HARD REWARDS

Offer February 1, 2019 through April 30, 2019.

SAVE INSTANTLY WHEN YOU BUY TWO OR MORE FIRESTONE AG TIRES

\$25 off eligible Destination Farm & Destination Turf radial tires

\$100 off eligible radial and bias tires

\$200 off eligible AD2™ radial tires

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U.S. Terms and Conditions CONSUMER: Coupon code may be redeemed for \$25 off the purchase of any Destination Farm and Destination Turf Radial Tires; OR \$100 off eligible Radial and Bias Tires; OR \$200 off eligible AD2 Radial (excluding DF and DT) while supplies last. Coupon does not cover service installation fees. All eligible tires can be found online at FirestoneUSA.com. Dual twin nonbase meter.

GENTLE TOUCH FOR CUSTOM RIMS



By Brad Nielsen, Petroleum Manager

We're seeing a steady increase in high-priced custom rims and oversized tires in the shop. So, we determined it was time for a change. Our brand new Corghi

Artiglio 500 tire machine arrived in late January.

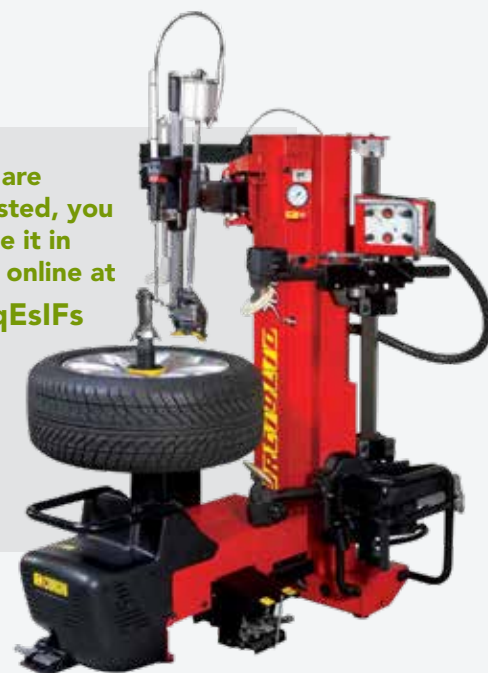
The new machine can handle tires from 12 to 32 inches. It is specifically designed to be gentle to custom rims. A great bonus is the fact that it is equipped with a tire lifter, which saves wear and tear on our technicians. No matter what your vehicle is riding on, we can handle it with care. ●



If you are interested, you can see it in action online at

youtu.be/ITL7lqEsIFs

Or, stop in and see the machine for yourself.



MEET YOUR BOARD CANDIDATES

ARVIN BOOTE

Living on a grain farm southeast of Hull where he's lived since he was four years old, Arvin's operation is made up of corn, soybeans, custom combining and an Isowean nursery. He and his partner in business and life, Lauri, have two married children and seven grandchildren.



Arvin stays busy off the farm, too. He's a Sunday school teacher and past elder, a director on the Sioux County Farm Bureau board, past member of the Inspiration Hills board, a volunteer and advocate of the "Brothers in Blue" prison ministry and a volunteer on Mission Trips and Habitat for Humanity.

Arvin values the cooperative model and does all his business through Hull Coop. "Financially sound, a down-to-earth operation and a great staff," says Arvin of Hull Coop.

MATT SCHELLING

A third-generation dairy farmer, Matt, his wife Cheryl and family live near Middleburg, Iowa. Their five children — ranging in age from 15-29 — and five grandchildren all live at home or nearby. They also raise corn and alfalfa to support their dairy operation and do custom square baling and windrowing.



Matt currently serves on the Midwest Dairy Association-Iowa Division board and has in the past served on the board of the Western Iowa Dairy Alliance, as well as the Memorial Funeral Home board.

About Hull Coop, Matt says he has always appreciated the way management takes care of their customers and employees, and he

welcomes anything he can to help the cooperative.

AARON SCHOLTEN

Aaron's farm operation is south of Boyden where he grows corn and beans, manages a nursery for raising and finishing pigs, and does custom round baling — all with his father Lee and brother Mikah.



He and his wife Dana have three children: Dawson, age 8; Adleigh, 4; and Makenna, 2. Dana is also a physical therapy assistant in Sheldon.

A long-time seed patron of Hull Coop, Aaron feels running for its board of directors would give him the opportunity to learn much more about the cooperative way of doing business.

DWAYNE VAN LEEUWEN

Following 18 years managing a dairy and raising hogs, growing corn and soybeans now rounds-out Dwayne's 36 years as a farmer. In 1983, Dwayne and wife Gayle moved to the family farm northeast of Hull. It's a fourth-generation operation begun by Dwayne's great grand-father and designated a Century Farm in 2011.



Before 1983, Dwayne worked for Eaton Corporation as a manufacturing engineer — first in Spencer, Iowa, then in Kearney, Nebraska. This proved helpful in Dwayne's role as a county and state 4-H Club judge for science and engineering projects. He served as a 4-H Club leader for 20 years.

Gayle is a secretary at First Reformed Church in Hull where Dwayne is vice president of Consistory. They have three adult children and eight grandchildren.

Dwayne appreciates the past Hull Coop boards and believes they've done a great job of improving and progressing the co-op association. "Farming is ever-changing, and I'd like to help drive continued positive change as a board director," he says.

MARLIN VAN VOORST

On four different parcels of land near Hull and Boyden, Marlin and sons, Keaton and Kade, raise corn and soybeans. The boys are two of four children and six grandchildren for Marlin and his wife Paula, who live in Hull.



Marlin also helps manage and facilitate the Van Voorst family farm. And the whole family, including his father Clarence, brother, sons, nephews and several key employees operate Van Voorst Concrete, founded by Clarence in 1962.

"I have a great working relationship with Hull Coop," says Marlin, "and, if I am called to serve, I am happy to do so as a member of the Board."

HANK VANDER WAAL

Hank farms southeast of Hull where he raises corn and feeds cattle. Three of Hank's seven children — Brian, Jonathan and Mark — work by his side in the farming operation. This has been Hank's focus since 2006 when he and wife Laurie moved to the area from British Columbia, Canada, where they were in the greenhouse business. Laurie now teaches pre-school in Rock Valley, Iowa.



A previous director on the Rock Valley Rural Water Board of Directors, Hank admits he will enjoy promoting and learning more about the cooperative business model if elected to serve. ●



Meet your board candidates on page 5.

Cast your vote at the annual meeting March 18 at Boyden-Hull School.



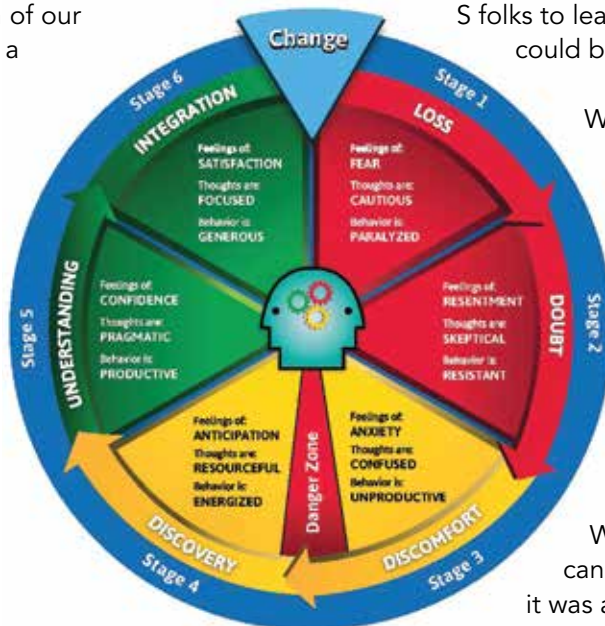
WIRED FOR CHANGE?

By Karen Luinstra, Human Resources and Safety Manager

Change is a given in every phase of our lives, and the workplace is no exception. Here at Hull Coop, we're always experiencing various levels of change, from regulations to new equipment to roller-coaster markets and, recently, the revision of our long-standing logo. We also have a significant number of employees approaching retirement age — a major change for our workplace.

Everyone handles changes differently, and to understand why you react to it in the ways that you do, it's helpful to know how you're wired as a human being. That's why we recently worked with the Land O'Lakes strategic talent and development group to administer and explain the DISC assessment to all our full-time employees.

The DISC assessment is a personality trait assessment tool centering around four different personality traits: Dominance (D), Influence (I), Steadiness (S) and Compliance (C).



After we all learned a little more about our personality characteristics, we had the chance to talk with people who fell into different personality categories. For example, I'm a D on the DISC assessment, so I had the chance to talk with C and S folks to learn how they perceived me and how I could better interact with them.

We also discussed the six stages of the change cycle and how people with our personality type tend to move through those stages. Change impacts everyone emotionally, and it takes time to adjust. The value of this exercise, I believe, is to help us understand that we deal with change differently and must respect those who don't deal with it in the same way we do.

While this was a helpful exercise that can be applied here at the cooperative, it was also information we can all use in the other aspects of our life outside of work. That's one of our goals — to provide educational opportunities to help Hull Coop employees continue to grow in all areas of their lives. ●