



Rural Development • Rural Business & Cooperative Development • Rural Energy for America Program

## Treasure Your Community by Shopping at Howdy's

Whether you are looking for hot dogs to grill or want to treat your family to a roast, you can get either, and more, at Howdy's in White-wood, South Dakota. Howdy's is a retail gro-cery and convenience store offering perishable items like meat, produce, and dairy, along with general merchandise items like cleaning supplies, paper products, health and beauty care products, and general service items. For additional convenience you can also fill up your gas tank.

The owners of WWP, Inc. (dba Howdy's), Howdy and Peg Hobernicht, made energy effi-ciency improvements to their business with a \$3,790 Rural Energy for America Program (REAP) grant provided by USDA Rural Devel-opment. The funding assisted with replacing old lighting with new, energy efficient LED lighting.



Pictured left to right are USDA Rural Development Coordinator Tim Potts, Howdy Hobernicht – Owner of Howdy's, and USDA Rural Development Rural Business and Cooperative Programs Director Dana Kleinsasser.

“LED is the way to go. It has long term benefits and we're glad we did it,” said Howdy Hobernicht. The overall electrical energy store use has been reduced by 53% since completion of the lighting upgrade.

Howdy's advertising slogan, “The big-box stores might be fine for some, but when you treasure your com-munity, you want to shop local. And in the Whitewood area, that means shopping at Howdy's.”

The Hobernichts shared that they are looking forward to the long operational life of the LED lighting and believe that making this upgrade will ultimately be a great start to increasing energy-efficiency and lowering the store's energy bills.

**Obligation Amount:** \$3,790 REAP

**Date of Obligation:** 05/29/2015

**Congressional District:** At Large, Senator Thune, Senator Rounds, and Congresswoman Noem

**Partners:** Howdy and Peg Hobernicht and USDA Rural Development

**Demographics:** Whitewood, SD

**Impact:** The overall electrical energy store use has been reduced by 53% since completion of the lighting upgrade.