

Business of the Month

Reding Electric

Owners: Jerry & Marla Reding and David & Kirsten Reding

Jerry and Marla married in 1984 and have three children: Kayla (Schumacher) born in 1987, Cindy (Shimp) born in 1988, and David born in 1991. Reding Electric was started in June, 1981 as Jerry believed that there was more potential to owning his own business rather than working for someone. He graduated from Northwest Iowa in 1980 with an Electro Specialist degree and his son David graduated in 2014 with an Industrial and commercial wiring degree from Northwest Iowa. Marla has been the right hand “man” for Reding Electric, going to and helping at sites with Jerry. Their daughter Cindy has been in charge of bookwork for Reding Electric for 3 years now, so you really can say this is a Family business!

Reding electric has two full time employees; Greg Post has been working for them for 2 years now and Adam Hamilton has been working for them for 1 year. Reding Electric has customers all over--from Corwith to the Minnesota border, Garner to Wesley and further. From farmers to small house wirings, they can do it all!

This was a cute story I had to share when I asked Jerry for his most memorable moment!

Jerry-“My most memorable moment was when David, not even tall enough to reach the door, would wait in the driveway and go to the door the tools were in and stay there till we’d set them on the ground and he’d play with them, pretty consistent!”

Where do you think the company is headed in the next 5 years?

Jerry- “Probably get more out of the workers we have because they will be more educated.” “Possibly phasing out plumbing and heating.”

What are your day-to-day responsibilities?

Jerry-“Mine is making sure the more technical material is here and all the basics are ordered”

David-“Ordering and oversee of the crew”

What are the biggest issues for running this business?

Jerry & David-“Currently getting material...lining it up so it fits in...the high end electrical equipment...a lot of advance planning and convincing the farmers and customers if you wait any longer it won't be wired.” “The major thing waiting on the utility company.”

If you had one piece of advice to someone just starting out, what would it be?

Jerry-“Highest quality work you can do and specialize in that work.”

Anything you would like to tell your customers?

Jerry-“Thanks, we appreciate all of them, without them we wouldn't be here.”