



Steve Lucas, CEO

## PROTECTING YOUR IDENTITY

Way back when I was a college student, our student IDs contained our Social Security numbers. Printed right there on the card—in big visible numbers for the whole world to see—was the nine-digit key to a student's personal identity. It's hard to believe that was actually the practice back then, but the world was a very different place in the early 1980s. The first commercial mobile phone had just hit the market, but cell phones were hardly ubiquitous. We still relied on land-line phones that had to remain connected to a wall—cordless phones weren't even a thing yet.

At that time, travel along the Information Superhighway ranged somewhere between nonexistent and very slow. We did have computers, but they were big bulky machines that sometimes took up the better part of a room. They were used for coding and word processing, not for connecting. The internet was in its developmental stages and wouldn't become widely available until the 1990s.

Without all the digital connectivity that we have today, there wasn't much danger in having a Social Security number displayed on a student ID card. Back then, probably the most common form of identity theft was practiced by underage drinkers using a fake ID to get into a bar. Credit theft was a concern, but it usually happened when a credit card was physically lost or stolen and ended up in unscrupulous hands.



## MEMBER PHOTO OF THE MONTH

The winning picture for August in SREC's 2017 Member Photo Contest is from Richard and Rhonda Wiedenbeck of Lancaster.

You can still enter the 2018 Member Photo Contest—photo submissions will be accepted through August 21. See page 18 for more information, or visit [www.sre.coop](http://www.sre.coop).



Today, life is much different. With just a little digital savvy and some personal data, a thief can do all kinds of damage. Today most people know to keep their Social Security cards tucked away safely out of sight, but one can hardly complete a commercial transaction anymore without swiping a debit or credit card into a machine that reads the data and takes it... well... that's the concern. We can't always be sure where it's going, or how easy it might be for someone else to gain access to it.

These days it seems we are regularly hearing about some major business falling victim to a security breach that puts some of its customers' data in jeopardy. Hackers have become very sophisticated, so all businesses have to stay on their toes to keep their customers' information safe and secure.

**At Scenic Rivers Energy Cooperative, we take your data privacy very seriously.**

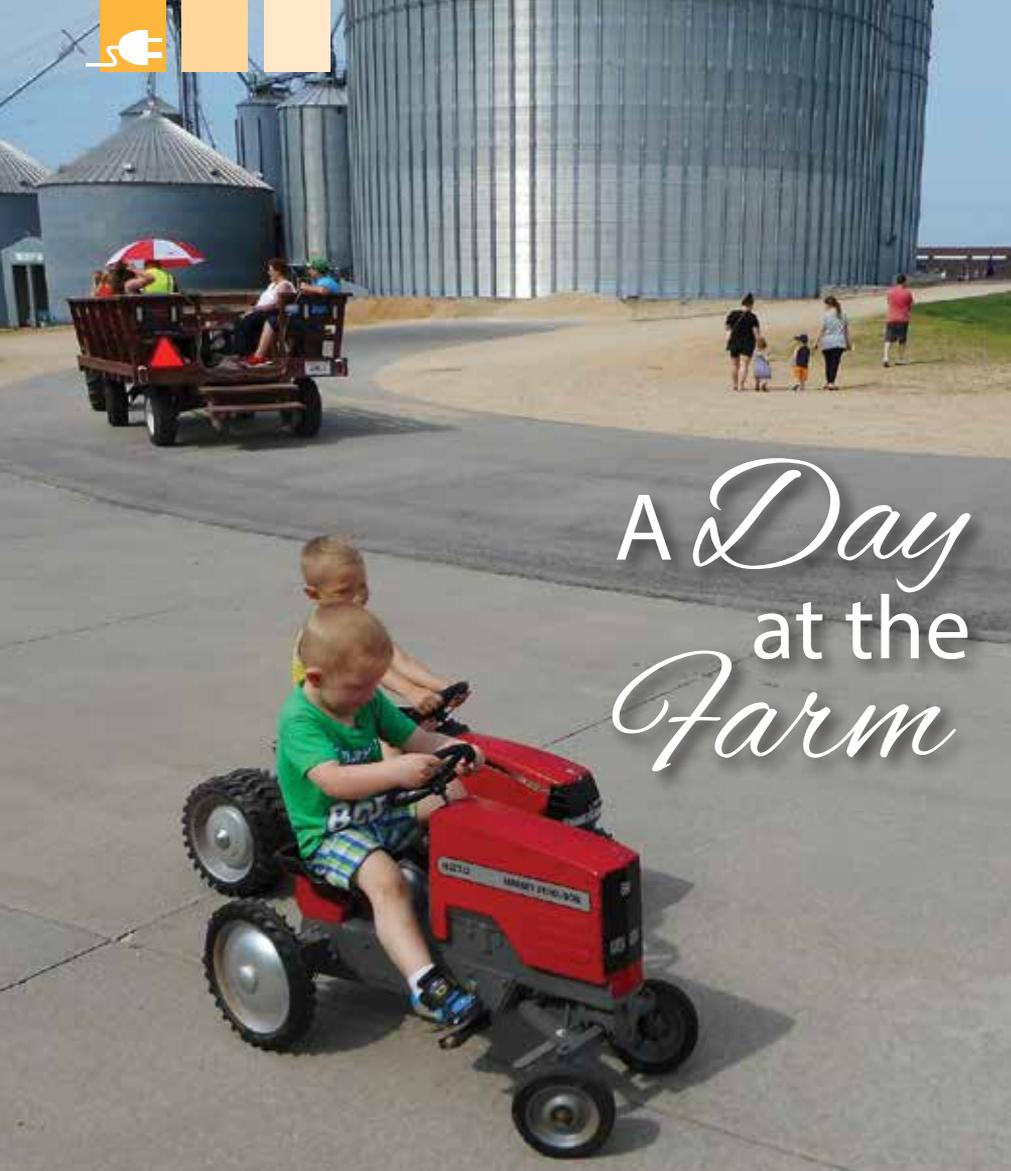
We want all of our members to know that at Scenic Rivers Energy Cooperative, we take your data privacy very seriously. First of all, we follow all policies and procedures required of us through federal consumer-protection regulations such as the Dodd-Frank Act and the Red Flags Rule. We do not store any credit card information on our computer servers or anywhere else in our office, for that matter. All such information is run through Verifone, a service providing technology for secure electronic payment transactions.

We also keep up-to-date with the latest anti-virus software. Just this year we completed a major upgrade on all of our personal computers as well as our server. Our equipment and software are monitored by an outside firm for possible cyber attacks.

We also have security procedures in place regarding our personal interactions with members. For example, if a member should call in seeking information about an account, we will verify the caller's identity before giving out any information. We also require permission before discussing an account with a third party. These steps might present a slight inconvenience or delay in response in some cases, but they're highly important in preventing data theft.

## Member Appreciation Days

Please mark your calendars for our Member Appreciation Days during October Co-op Month. We'll host a meal for all of our members at each of our office locations: October 16 in Lancaster, October 17 in Gays Mills, and October 18 in Lafayette. We hope you'll make plans to join us for a meal and a chance to visit with your co-op's staff and directors and learn a little more about the services available to you as members of SREC.



# A Day at the Farm

**A**griculture advocates planted seeds of awareness they hope will perennially bloom with consumers at a Day on the Farm event June 16 near Platteville.

Actually, they had kids plant seeds, pretend to milk a cow, and learn where their food comes from at an ag tourism event that brought city and country people to the Digman Construction facility on College Farm Road.

“The idea behind it came out of a strategic planning process of the chamber board, where we wanted to put a spotlight on our ag industry,” said Kathy Kopp, executive director of the Platteville Regional Chamber, which organized the event. “It is a tremendous opportunity for families to come out to an actual farm and experience what it’s like. It is a fun bonding day for families.”

This was the third year for the event.

Kopp attributes part of the success to holding it on the day before Father’s Day, when families can spend time together seeing what goes on at a farm.

One thing they saw is how food is grown from the ground up.

Gary Munson, a retired grade school teacher from Platteville and member of the Platteville Main Street Sustainability Committee, had a booth encouraging regenerative gardening.

“It all starts with soil. It’s important to me that people understand even as consumers” that healthy soil leads to healthy plants that produce healthy food for healthy people, Munson said.

It comes down to the biology of the soil, he said.

The keys to regenerative gardening are increasing organic matter by composting leaves, food scraps, and grass clippings; growing a variety of flowers

Nicolas and Noah Bray, of Fennimore, rode pedal tractors at Day on the Farm.

and vegetables; using cover crops to add nutrients and reduce erosion; and disrupting the soil as little as possible to encourage bacterial and fungal growth.

Bob Digman, one of the hosts of the event and a Chamber board member, said he wants people to understand that food comes from a farm, not a grocery store.

“Most city people are so far away from farm life anymore because there aren’t a lot of farm people anymore,” Digman said.

Matt and Kara Schultz, of suburban Allentown, Pennsylvania, were visiting the area and heard about the Day on the Farm from a friend.

“It’s so neat,” Matt Schultz said. “We don’t get a chance to get up close like this.”

Their children, Jenna and Tommy, stopped by a cow birthing simulator.

“What we’re trying to show kids and the public is proper birthing technique, and things to watch for when a cow is starting to calve,” said Jamie Horsfall, of Southwest Wisconsin Technical College in Fennimore.

It might look like you need to start pulling the calf, but sometimes vital nutrients are still being passed to the calf through the umbilical cord. And once “you start pulling, there’s a certain amount of time to get that calf out,” Horsfall said.

When a calf is born, “what I like to do is grab a piece of straw and put it into its nose to initiate the calf to take its first breath. It’s like a reflex,” he said.

A petting zoo, games, and a box filled with kernel corn instead of sand were among the activities for children. Dog agility and high-voltage electricity safety demonstrations, a session on pet care, and a youth dance performance by Dance Elite were among the presentations.

“It’s just something fun to do,” said J D Fishnick, of Montfort, who brought his 2 ½-year-old twins to the Day on the Farm. “They’re young, so they don’t have a chance to see this very much.”

Admission, parking, and most activities were free.

“There’s just not a lot of stuff for kids to do that doesn’t cost money” at most events for families, said Chad Digman, one of the hosts.

Samples included popcorn, cheese, and smoothies.

Grant County Dairy Promoters uses money from a dairy checkoff to promote dairy products.

“We encourage them to continue to consume dairy products, and maybe they feel a little bit more connected” to farms because of the event, said Renee Clark, president of the promotion group and member of the Chamber ag tourism committee.

For Clark, who grew up on a dairy

farm, seeing how food is produced has been part of everyday life. “But a lot of people have never been on a farm,” she said.

“It is just as much a learning experience (for some adults) as for a child,” said Whitney Wies, of Platteville. Her husband was raised on a farm, but she wasn’t, so she appreciated the opportunity to come with her family to “experience a different lifestyle and one that produces so much for the community.”

Patty McGowan, office manager at Premier Cooperative in Mineral Point, told the audience that the feed mill makes feed for dairy cows and pigs.

But they also carry food for cats,

dogs, fish, and on a recent special order, a monkey.

Some were surprised when she said the average cow drinks 27 to 30 gallons of water a day, and eats 100 pounds of feed.

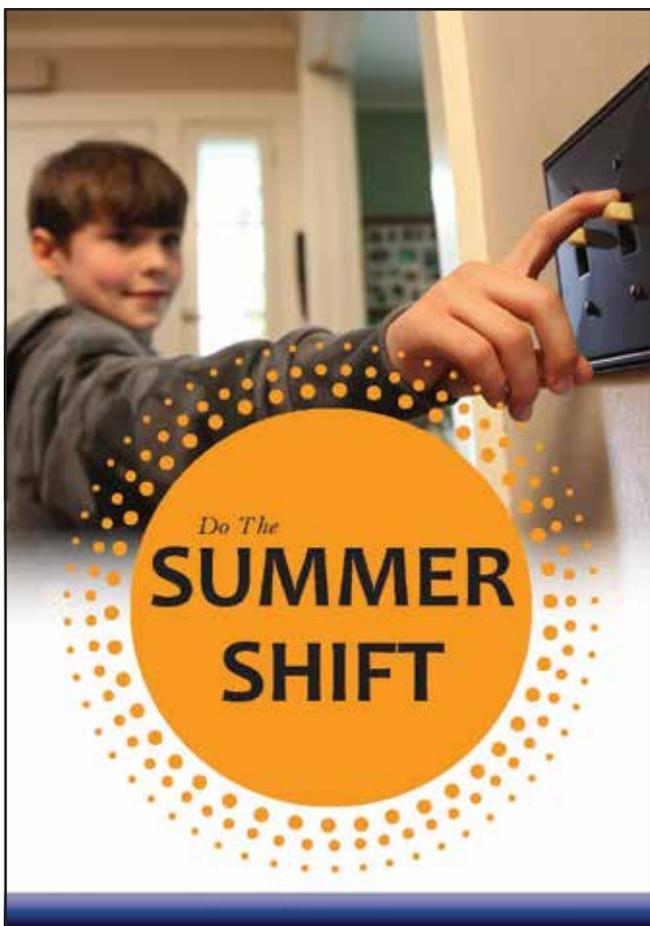
“We use a lot of technology to make sure the feed we are sending to farms is safe,” she said. About 400 tons a day of bulk feed are delivered directly to farms, and another 25 to 30 tons of feed are bagged each day.

“We’re just hoping people understand where food comes from. What we do has to be safe,” McGowan said, “because it all goes back to the food chain.”—*Mary Glindinning*



1. Aubrey Digman, of Platteville, planted a seed at a booth at the Day on the Farm.
2. Jenna Schultz investigated a cow birth simulator at the Day on the Farm near Platteville, while her brother Tommy reacted. They and their parents were visiting from suburban Allentown, Pennsylvania, and heard about the event.
3. Sami McDermott, of Platteville, painted a pallet board sign at a fundraiser for the Platteville FFA at the Day on the Farm event.
4. Dennis Helbing, of Platteville, rode a bicycle to power a blender and make smoothies made of milk, yogurt, bananas, and peanut butter, while Renee Clark, president of the Grant County Dairy Promoters, cheered him on at the Day on the Farm.





By shifting flexible electricity use to the hours before 11 a.m. or after 7 p.m. during June, July, and August, you help SREC keep rates affordable by “shifting” the demand for electricity to times of the day when electricity costs less to purchase. Here are a couple ideas:

- Utilize natural daylight between 11 a.m. and 7 p.m.
- Turn off lights when you exit a room.

## THE DAY THE LIGHTS CAME ON...

We want to hear your stories

Do you remember the day electricity was first served to your home or farm? Do you remember what life was like before the lights came on, or do you recall stories from your parents or grandparents about those early, dark days? If so, we would like to hear from you!

If you would like to share your memories about life before electricity and how it changed when your home or farm was first energized, please call our office, 608-723-2121, and ask for Heidi.



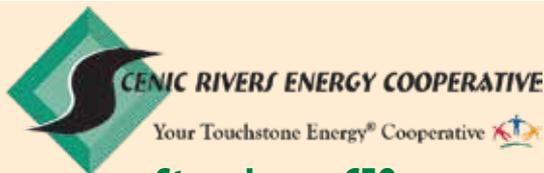
## LAST CHANCE

to enter SREC's 2018 Member Photo Contest

Hey photographers, you've still got a little time left to enter your pictures in SREC's 2018 Member Photo Contest! Photos capturing the scenic beauty of rural Wisconsin can be submitted through **August 21**. Winning photos will appear in SREC's 2019 calendar. Photos may also be used in future newsletters or co-op publications.



Contest details and downloadable forms can be found on our website, [www.sre.coop](http://www.sre.coop).



**Steve Lucas, CEO**

231 N. Sheridan St.  
Lancaster, WI 53813  
[lancaster@srec.net](mailto:lancaster@srec.net)

300 Barth Drive  
P.O. Box 127  
Darlington, WI 53530  
[darlington@srec.net](mailto:darlington@srec.net)

15985 St. Hwy. 131  
P.O. Box 158  
Gays Mills, WI 54631  
[gaysmills@srec.net](mailto:gaysmills@srec.net)

608-723-2121 • 800-236-2141 • [www.sre.coop](http://www.sre.coop)

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