



Steve Lucas, CEO

A message from the CEO 2020 ANNUAL MEETING RECAP



“In preparing for battle, I have always found that plans are useless, but planning is indispensable.”—Dwight D. Eisenhower.

While we haven't been preparing for battle here at Scenic Rivers, we most definitely have been making plans. In early March we began discussing how the co-op should meet the challenges that were being laid out in front of us. We developed a plan that would keep the lights on, maintain our impeccable safety record, and assist our membership without missing a beat. Specifically, we needed to find a safe way to conduct our annual meeting. After consulting with the board, area health professionals, and our legal team, we announced that the 2020 Annual Meeting would be held virtually on May 23.

I invite those who can to visit our website where you can watch the annual meeting and read the accompanying documents that were shared with attendees. Many of the documents were shared in our 2019 Annual Report published in our March 2020 edition of this magazine. The lists of scholarship winners, election results, and door prizes winners are printed on the following pages as well. Unfortunately, there are no photos to share as we couldn't gather to eat and visit as we have for the previous 82 meetings. We certainly hope and plan to return to our traditional format in 2021.

During my segment of the annual meeting, I shared a little bit about how your co-op has responded to the pandemic. What follows is a summary of and the highlights of my report—the information that I want all our members to have. We ask that our members who may be struggling to pay their bills to please work with us. Call the office and let us work with you to ensure you do not fall further behind. We encourage our members to sign up for SmartHub. This free, online payment option gives members usage information and much more. Knowing when you use the most power in your household can potentially help you to lower your usage and also your total bill.

I announced that we are adding more information to your bill beginning with your July statement. You will see a line indicating “Demand.” As a distribution co-op, we are billed based on demand from our G&T, Dairyland Power Cooperative, every month. Please note that we are not charging our residential members a demand charge. It is our goal to give you more information and knowledge that will allow you to see exactly when your energy is used. Commercial accounts already see this information and we are now adding this for our residential members.

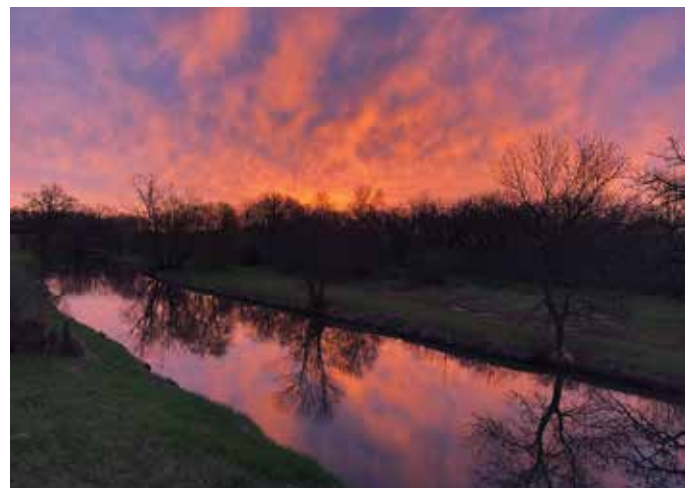
Next, while I could not take questions from the audience during the annual meeting, I did take time to address some of the more frequently asked questions. Concerns and questions about the trimming of trees and the clearing of brush in our right-of-way areas; the mix of renewables—use of solar, wind, and water in the power mix; and whether or not there will be a

rate increase were addressed.

You may recall that at our 2019 Annual Meeting I shared that our cooperative was undergoing a rate study. The study was completed and the indications were clear—we needed to adjust our rates. The board of directors discussed the reports, delved into the numbers, and with the help of the consultants and staff, approved a recommendation that would adjust our rates to more accurately reflect the real costs of providing power to our members. In February, the board gave the final approval and I had planned to announce the rate adjustment at our originally scheduled annual meeting on April 4. That was not to be.

As the pandemic affected us all and continues to affect us to varying degrees, the board of directors again took action. While we cannot delay a rate adjustment forever, we can delay it for the remainder of 2020. The staff worked and will continue to work to find ways to further cut expenses, tightening our belts in a multitude of ways that will be acceptable for a short period of time, in order to postpone the rate adjustments until 2021. Therefore, there will be no rate adjustment this year.

I encourage all our members to call the office should you have a question or concern about your co-op. It is our job to help you and to answer your questions as quickly as possible. We are very grateful to live where we do and we want to assist our members in meeting the challenges we are facing at the current time. We missed seeing our members this year, but we take safety very seriously, now and every day. We are proud to be your co-op—watching out for our friends and neighbors and meeting this crisis head-on.



MEMBER PHOTO OF THE MONTH

July's winning photo in SREC's 2020 Member Photo Contest, entitled “Sunrise on the Peconica,” was taken by Maureen Prestbroten of Blandchardville. Our 2021 Member Photo Contest is underway; visit www.sre.coop for details and entry forms.



Hey 2020 graduating high school seniors, check this out...

2020 WECA ESSAY CONTEST



Due to the cancelation of the Youth Leadership Congress caused by the Covid-19 pandemic, WECA is offering a unique scholarship opportunity. The scholarship that is generally exclusive to those who attend YLC is being extended to any high school or college freshman student whose primary residence receives electric service from a Wisconsin electric cooperative. Scholarships are awarded as follows to the authors of the top three essays:

- 1st place – \$1,000
- 2nd place – \$500
- 3rd place – \$250

Scholarships are paid to winning students upon presentation of proof of registration at any accredited college, university, or technical school in any state.

CONTEST RULES

Choose one of the two questions below:

- Electric cooperatives offer various opportunities to young people, such as scholarships, job shadowing, electrical safety programs, and sponsorships. What are some innovative ways your electric cooperative can connect with young people, especially with children and teens?
 - We've grown accustomed to having electricity on demand in the world we live in such as clicking a remote control to turn on a TV, using a computer, playing video games, or charging our cell phones. Describe the impact on your life and community in a world without electricity.
1. Students are encouraged to use personal experiences to demonstrate their understanding of the value of cooperation in their lives.
 2. Knowledge of the subject, originality, grammar, spelling, and neatness will be factors used in judging essays.
 3. A panel of three judges will judge essays. Only essays postmarked by the due date will be eligible to win.
 4. Essays must be a minimum of 600 words and not more than 1,200 words (Approximately two to four typewritten pages).
 5. Essays must be typed, double-spaced, and on white letter-sized paper. Essays will be copied for distribution to the judges, so please be sure your essay will copy clearly.
 6. Students may win a WECA essay scholarship only once. If a student is awarded a scholarship the first year they enter, he or she may not enter the contest again.
 7. Scholarships must be claimed within two years of receiving your notification of scholarship selection.
 8. DO NOT PUT YOUR NAME ON THE ESSAY. Be sure to use an Essay Contest Form.

2020 WECA YOUTH ESSAY CONTEST ENTRY FORM

NAME: _____

Please do NOT put your name on the essay. Put your name on this form ONLY

ADDRESS: _____ PHONE: _____

PARENT / GUARDIAN NAMES: _____

SPONSORING ELECTRIC COOPERATIVE: _____

EDUCATION INSTITUTION: _____ High School College Freshman

YEAR IN SCHOOL (As of September 1, 2020): _____ BIRTHDATE: _____

SIGNATURE: _____

Mail this form, along with your essay, to:

WECA Essay Contest
WECA
222 W. Washington Ave, Suite 680
Madison, WI 53703-2719

Essays must be postmarked no later than August 26, 2020

Congratulations

2020 Scholarship Winners

The SREC Board of Directors is happy to announce the following students have been awarded scholarships in the amount of \$1,000 each. These scholarships are funded by unclaimed capital credits through the Federated Youth Foundation. We were unable to gather for a group photo as in past years, but we want to congratulate these students and their families, who are members of SREC.

Argyle Schools

Travis Dammen
Cole Makos

Belmont Schools

Ashley Knebel
Kolton Westemier

Benton Schools

Caleb O'Neill

Black Hawk Schools

Cody Blosch

Boscobel Schools

Mitchell Davis
Treena Knowles

Cassville Schools

Logan Churchill

Cuba City Schools

Jacob Carey
Kaleb Pfohl

Darlington Schools

Marissa Gould
Ryley Lancaster
Thomas Wessel

Fennimore Schools

Mariah Kopp
Isabela Cauffman Moreno
Claire Punke

Highland Schools

Hannah Kroll

Iowa Grant Schools

Allison Bickford
Preston DiVall
Ethan Kuhls

Kickapoo Schools

Madison Burbach

Lancaster Schools

Kennedy Handel
Jacob Stelpflug
Dustin Wolf

Madison East

Benjamin Terranova

North Crawford Schools

Hallie Toedter

Platteville Schools

Courtney Budden
Nick Cullen
Austin Jentz
Sara Langmeier
Tyler McClain

Potosi Schools

Nicholas Edge
Megan Roesch
Ben Udelhofen

Prairie du Chien Schools

Jenna Holler
Dylan Poetter
Conner Smith
Elizabeth Tesar

River Ridge Schools

Gracie Hamann
Tova Lindberg
Connor Mumm
Ernest Nichols
Madeline Ryman

Seneca Schools

Kolton Chambers
Lucas Kilburg

Shullsburg Schools

Reagan Russell
Zachary Woodworth

Southwestern Schools

Troy Leibfried
Tanner Middendorf

Wauzeka-Steuben Schools

Carter Lomas
Jacob Reichmann



2020 ANNUAL MEETING ELECTION RESULTS

During the annual meeting, held May 23 via an online platform, Attorney Niles Berman announced the results of the director elections, indicating that incumbents Marcus Saegrove (District 1), Delbert Reuter (District 5), and Jack Larson (District 9) were re-elected. The full tally of the ballots received are as follows:

District 1

- Marcus Saegrove received 219 votes.
- John Vehrer received 1 vote.
- Jennifer Longmire received 1 vote.

District 5

- Delbert Reuter received 287 votes.
- Moe Wiest received 1 vote.

District 9

- Jack Larson received 195 votes.
- Tom Burris received 1 vote.

Energy Efficiency Tip of the Month

Spending more time at home? Try an online energy audit to assess the overall efficiency of your home. Visit www.energystar.gov, then enter "home energy yardstick" in the search box to get started.



ANNUAL MEETING DOOR PRIZE WINNERS

While the May 23 annual meeting was conducted very differently, door prizes were still drawn and winners were announced during the live event. Prizes will appear on the July bill statements.

The \$100 winner is:

1. Andrew W Nahas

The three \$50 winners are:

1. Steven M. Koeller
2. Josh Blackbourn
3. Dennis Ball

The ten \$25 winners are:

1. Ronald Olson
2. Andrew Shea
3. Kirk Hamann
4. Tonya Knapp
5. Kimberly Martens
6. Matthew Hefel
7. Jodi McDermott
8. David Gould
9. Eric Wolf
10. Kvigne Boma Farms LLC

And, lastly, the **six winners of the \$50 certificate for mail in ballots**, who did not need not be present, are:

1. Eva M. Penniston
2. Jeremey E Landon
3. Schlafli Farm LLC
4. Victoria L Stauffacher
5. Linda A. Lyons
6. Tom J. Errthum



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231 N. Sheridan St.
Lancaster, WI 53813
lancaster@srec.net

300 Barth Drive
P.O. Box 127
Darlington, WI 53530
darlington@srec.net

15985 St. Hwy. 131
Gays Mills, WI 54631
gaysmills@srec.net

608-723-2121 • 800-236-2141 • www.sre.coop

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