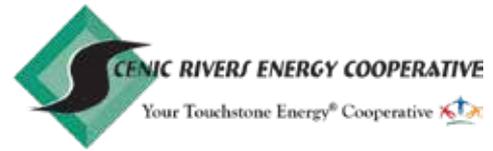




Steve Lucas, CEO

BY THE COMMUNITY, FOR THE COMMUNITY

October is National Co-op Month –
Come Celebrate with us!



When you think of October, pumpkins, Halloween, and beautiful fall foliage naturally come to mind. But October is notable for another reason—it's National Co-op Month! This is the time of year when cooperatives across the country, including Scenic Rivers Energy Cooperative (SREC), celebrate who we are and more importantly, the members we serve.

Cooperatives are different than other types of businesses. When the market declines to offer a product or service, or does so at a very high price, co-ops intervene to fill the need.

Similar to how SREC was built by members who came together to bring electricity to our community, cooperatives are conveners for the common good. Your electric co-op

Since 1971, the SREC board has retired over \$12 million in capital credits...

exists to provide safe, reliable, and affordable energy to you, the members of the co-op. Equally important is our mission to enrich the lives of the members we serve.

As a co-op, we are well-suited to meet the

needs of the community because we are locally governed. SREC's leadership team and employees live right here in the community. Our board of directors, who helps set long-term priorities for the co-op, lives locally on co-op lines. These board members have been elected to the position by neighbors like you.

The board of directors has financial responsibilities to the co-op, which they take very seriously. This year, as they have for over a decade, the directors voted to retire nearly \$1 million in capital credits. Since 1971, the SREC board has retired over \$12 million in capital credits, which have been returned to our members via direct bill credits. You can expect your bill credit on your October bill statements. In this way, we ensure our Members' Economic Participation, which is a core principle that guides our day-to-day operations.

We know our members (that's you!) have a valuable perspective. That's why we are continually seeking your input. Whether through community events or the annual meeting, we want to hear from you.

Another feature that sets our co-op apart from a traditional utility is another one of our core principles, "Con-

cern for Community." We partner with local organizations like the Crawford, Grant and Lafayette County Fairs, local fire and rescue squads, food banks and holiday food drives as well as many other worthy programs. We participate in the Electric Cooperative Youth Tour, where we take our community's brightest young people to Washington, D.C., for a weeklong immersion to experience democracy in action.

Ultimately, the larger community benefits from these programs because of you and your neighbors. You empower the co-op through your membership and through your participation in and support of these programs.

We hope you will think of SREC as more than your energy provider, but instead as a local business that supports this community and powers economic development and prosperity for the people.

We will continue to learn from our members and about their priorities so that we can better serve you—because your electric co-op was built *by* the community, *for* the community.



MEMBER PHOTO OF THE MONTH

Nathan Elderkin of Soldiers Grove took the October picture in SREC's 2019 Member Photo Contest. He described this photo as "Little round planet in a big universe."

Save Big at the FOCUS ON ENERGY® Lighting Pop-Up Shop!



Member Appreciation Events – October 8, 9, and 10 – 4–7 p.m.
Scenic Rivers Energy Co-op: Lancaster, Gays Mills, Darlington



Want FREE lightbulbs? Bring up to 12 of your incandescent or halogen bulbs and exchange them for ENERGY STAR® certified LEDs!

Screw-in lightbulbs only—no tube lighting. You can exchange for up to 12 standard 60W equivalent LEDs.

Enjoy exclusive deals on a variety of ENERGY STAR certified LEDs and other equipment:

LED STARTER KIT

\$10

- 10-Pack of A19
60W(4), 75W(3), 100W(3)
- 3-Way Bulb
- Desk Lamp

\$10 Multipacks



6-Pack
Candle
4W Usage = 40W Output



6-Pack
BR30 Recessed Can
8W Usage = 65W Output



6-Pack
Globe
8W Usage = 60W Output

Selection is subject to change. Purchase limits may apply. See event attendant for details.

focusonenergy.com | 800.762.7077

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

©2019 Focus on Energy



WISCONSIN



focus on energy®
Partnering with Wisconsin utilities

MEMBER APPRECIATION CELEBRATION

October 8 – Lancaster Office, 231 N. Sheridan St., Lancaster

October 9 – Gays Mills Office, 15985 State Highway 131, Gays Mills

October 10 – Darlington Office, 300 Barth Drive, Darlington

4 to 7 p.m. at each location

- Catered meal includes hamburgers, brats, baked beans, cheesy potatoes, cheese curds, drinks, and desserts.
- County Nurses will provide flu shots and blood pressure checks as available.
**Flu shots are free with your Medicare card.*
- Focus on Energy will be onsite with a lighting showcase and sales.
- Door prizes, including bill credits and gift cards, will be drawn for attendees.
- Bucket rides will be offered by our linemen as weather permits.
- 2020 calendars, featuring our winning member photos, will be available on a first come, first serve basis.



Want FREE lightbulbs? Bring up to 12 of your incandescent or halogen bulbs and exchange them for ENERGY STAR® certified LEDs!

See the promotion on the facing page for more details!





Stay safe on the journey to and from school



With the new school year in full swing, help ensure children get to and from school safely by taking care when sharing the road with school buses. If you're driving behind a bus, allow a greater following distance than if you were driving behind a car. It will give you more time to stop once the yellow lights start flashing. It is illegal in all 50 states to pass a school bus that is stopped to load or unload children.

- Never pass a bus from behind—or from either direction if you're on an undivided road—if it is stopped to load or unload children.
- If the yellow or red lights are flashing and the stop arm is extended, traffic must stop.
- The area 10 feet around a school bus is the most dangerous for children; stop far enough back to allow them space to safely enter and exit the bus.

Source: National Safety Council; Safe Electricity

BEWARE of dangers above. Your LIFE depends on it.



Look up and look out for power lines.

Learn more at:



Energy Efficiency Tip of the Month

Heating requires more energy than any other system in your home, typically making up about 42 percent of your energy bill. With proper equipment maintenance and upgrades like additional insulation and air sealing, you can save about 30 percent on your energy bill.—Source: *energy.gov*



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

This institution is an equal opportunity employer and provider

Board of Directors

- Chuck Simmons, Chairman
- Donald Schaefer, Vice Chairman
- Sandra Davidson, Secretary–Treasurer
- Ellen Conley, Asst. Secretary–Treasurer
- Larry Butson, Director
- Steve Carpenter, Director
- Delbert Reuter, Director
- Jack Larson, Director
- Marcus Saegrove, Director