

Steve Lucas, CEO

POWER ON: October is National Co-op Month

As an electric cooperative, our top priority is always to provide reliable, affordable energy to you, the consumer-members we serve.

Because we are a co-op, our mission is to enrich the lives of our members and serve the long-term interests of our local communities—and this mission has never been more critical than in recent months. One of the seven principles that guides all co-ops is “concern for community.” To me, this principle is the essential DNA of Scenic Rivers Energy Cooperative and it sets us apart from other electric utilities.

October is National Co-op Month, and electric cooperatives across the country are highlighting the many ways we “Power On.” Keeping this theme in mind, I recognize the essential role we play in serving a special community like ours.

Who would have fathomed in March, that the COVID-19 virus would amount to a test of our community and our nation? The changing circumstances due to the pandemic have created both challenges and opportunities. Over the past several months, we’ve all been challenged to operate differently, and Scenic Rivers has stepped up to help our members and strengthen the safety net for our more vulnerable neighbors.

As an essential service, and to ensure reliability of your power supply, we modified our operations to safeguard business continuity. Our line crews and other employees began modified work protocols to maintain separation. Some staff worked remotely. In the office, we limited and modified meetings and gatherings to allow for safe separation. We also adjusted our walk-in office availability and in-person service

calls to ensure the health and safety of our employees and our valued members. In addition, we hosted our annual meeting virtually in order to keep our members safe. For the health and safety of everyone, we think these measures were and continue to be the prudent course of action for the times.

We know that many of our members have been impacted by COVID-19. At the April board meeting, your directors took action by postponing our anticipated rate adjustments. Further, the board recently voted to retire \$1.5 million in capital credits. Members will begin receiving their capital credit payments in October. Lastly, the Operation Round-up Committee will award over \$45,000 in funds to area charities. (More on this in our November issue)

And while we certainly missed visiting with you in person, we found new ways to stay connected. We have increased our virtual presence via our Facebook page and we launched a new website (www.sre.coop) which is chocked full of tips and resources for our members. Additionally, you will soon receive a Scenic Rivers 2021 Calendar, which features member-submitted photos from around our service territory. We want you to know that we value your membership and during Co-op Month, we celebrate you.

I tell you about all of these efforts not to boast about Scenic Rivers, but to explain how much we care about this community—because we live here too.

We’ve seen other local businesses rising to meet similar challenges during this time, because that’s what communities do. While the challenges caused by COVID-19 have been daunting, I’m heartened to see how everyone is pulling together.

In 1938, Scenic Rivers was founded by the community to serve the community, and that’s what we’ll continue to do—Power On.



Member Appreciation Celebrations Canceled

Due to continuing public safety concerns regarding COVID-19, SREC’s annual Member Appreciation Celebrations have been canceled for this year. We will instead mark October Co-op Month by distributing a SREC 2021 member calendar, featuring winning photos from our 2021 Member Photo Contest, to ALL SREC members.

We look forward to the time when we can gather safely to celebrate October Co-op Month once again.



DEER HUNTING SAFETY TIPS

Use these safety tips to help you enjoy your time outdoors and return safely to family and friends.

As you join the nearly 600,000 hunters who head to Wisconsin's woods, fields, and marshes for the state's annual nine-day gun deer season every year, remember that safety is your No. 1 priority during the hunt.



Incidents resulting in serious injury during hunting season can happen when you're hunting on the ground as well as from a tree stand. According to the Wisconsin Department of Natural Resources (DNR), tree stand falls are outpacing gun-related injuries and deaths for hunters.

Part of the problem is that less than half of Wisconsin deer hunters who use tree stands take advantage of a fall-restraint harness. Used properly, these manufacturer-certified safety restraints can save you from a long drop and injuries like head trauma, broken bones, and spinal cord injuries. More than half of hunter injuries from tree stand falls are injuries to the spine. Suspension trauma is also a risk during a fall if you are hanging in a harness with no way to descend or climb. It can be hours or even days before help comes. Being suspended and vertically immobilized for a long time can lead to serious injury or even death.

In 2018, the number of hunting incidents related to guns as recorded by the Wisconsin DNR was below the 10-year average, but they do happen, so it's wise to review gun safety before every hunt. The largest contributing factors to gun incidents are loading a firearm and the shooter stumbling or falling. Although children ages 12 to 17 represent the largest group of shooters, 53% of hunting incidents were caused by adults last year.

Hunter education is available through the Wisconsin DNR. To hunt legally in Wisconsin, you must complete a course approved by the DNR and the International Hunter Education Association-USA before you'll be granted a hunting license. This requirement is mandatory for anyone born on or after January 1, 1973.

Rules of Firearm Safety

Knowing the basic rules of firearm safety is essential.

- Treat every firearm as if it is loaded
- Always point the muzzle in a safe direction
- Be certain of your target and what's beyond it
- Keep your gear in good working order
- Inspect your clothing and other equipment for signs of wear and tear
- Transport guns safely

Tree Stand Safety

- Climb and hunt sober
- Always check the condition of your tree before you climb
- Test the hardware
- Get a full-body fall restraint harness
- Attach an extra foot strap to your fall-restraint harness
- Exercise caution when climbing or descending and when climbing in and out of your tree stand or platform
- Use a short tether
- Use a haul line
- Have a recovery and escape plan
- Make sure you can communicate

Courtesy of Froedtert & the Medical College of Wisconsin

EXPERIENCING AN OUTAGE? THIS IS HOW WE RESTORE POWER:

A phone ringing in the middle of the night may catch you off guard, but it's a familiar sound to our linemen. Navigating major outages from emergency situations, like natural disasters, can often be challenging. There may be obstacles linemen don't typically encounter like flooded roadways or downed trees that put a halt to our restoration process. Overall, our goal is to get as many members back in power in the shortest amount of time.

STEP 1

First, our crews assess the damage on our system and check the Dairyland substations. This is where the high-voltage transmission lines feed into our system and from there, we distribute power to our members. One substation may feed power to nearly 1,200 meters. If we repair the problem in the substation, we could potentially get 1,200 meters back in service.

STEP 2

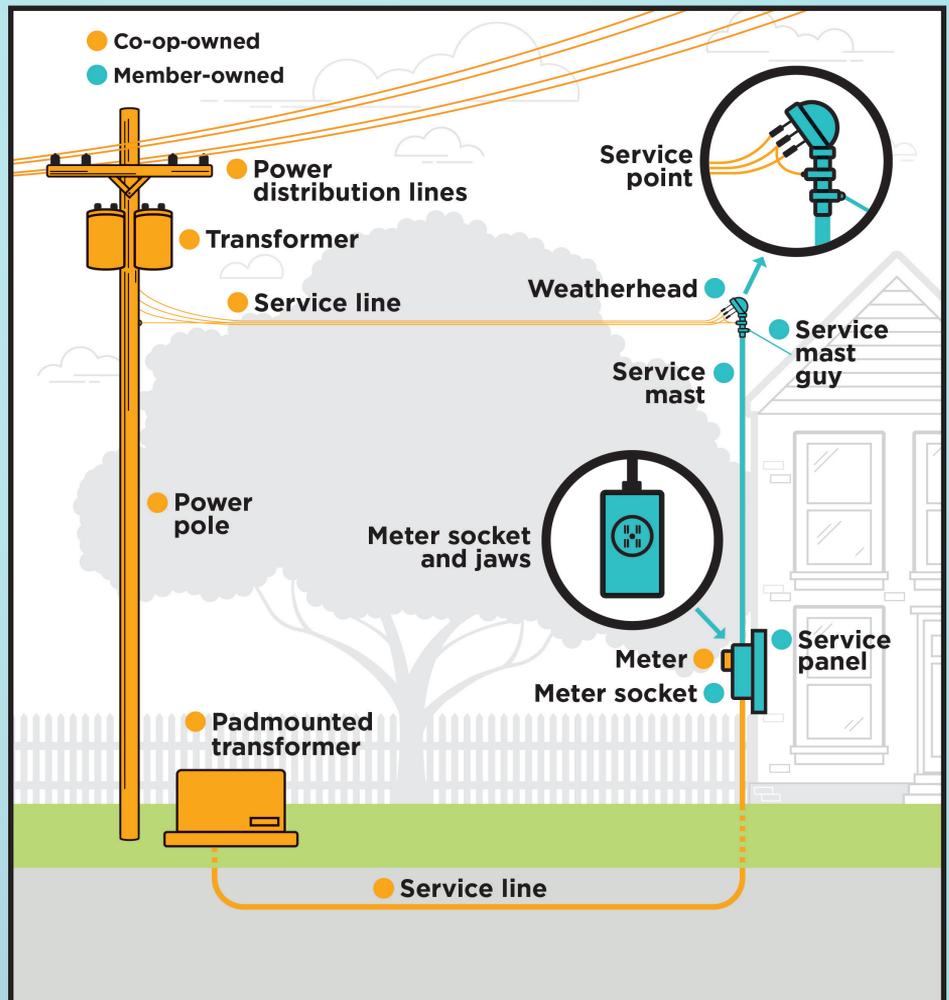
Next, crews follow our distribution lines as they carry power away from the substation to many members. Power lines are like spider webs that leave the substation. Instead of everyone having their own power line from the substation to their home or business, members share power lines. Power travels along the distribution lines to get to members living in the same area.

STEP 3

After distribution lines have been checked over, crews work towards individual services. The image below shows what the co-op owns and fixes (yellow) and what equipment is member-owned (blue). Should something that is member owned be damaged from a storm, it is the member's responsibility to get it repaired. We often find that when we try to restore individual services, damage on the member-owned equipment must be repaired first before we can turn their power on. State law requires the hiring of a licensed electrician for these repairs.

"I AM STILL WITHOUT POWER AND YOUR TRUCKS KEEP DRIVING BY MY HOUSE. WHY WON'T YOU STOP TO TURN MY POWER ON?"

Most of the time, crews learn that the problem is down the line from your home. They may need to repair equipment that is a few miles away from your home in order to restore your power. We realize everyone wants to be the next one to have power restored, but when we spend two hours restoring power for one member, we could have spent those two hours restoring power to 200 members. By following our restoration process, we can restore many members at once.





MEMBER PHOTO OF THE MONTH

October's winning photo in SREC's 2020 Member Photo Contest is "Quality Time Together" by Karen Hlavacek of Argyle. All members will receive a 2021 calendar, featuring winners of our 2021 Member Photo Contest, in celebration of Co-op Month.

Daylight Saving Time Ends November 1

Don't forget to turn your clocks back one hour.



Energy Efficiency Tip of the Month

The average household owns 24 electronic products, which account for roughly 12% of home energy use. When shopping for electronics, consider purchasing ENERGY STAR®-certified products, which can be 70% more efficient than conventional models. —Source: www.energystar.gov



CENRIC RIVERS ENERGY COOPERATIVE

Your Touchstone Energy® Cooperative 

Steve Lucas, CEO

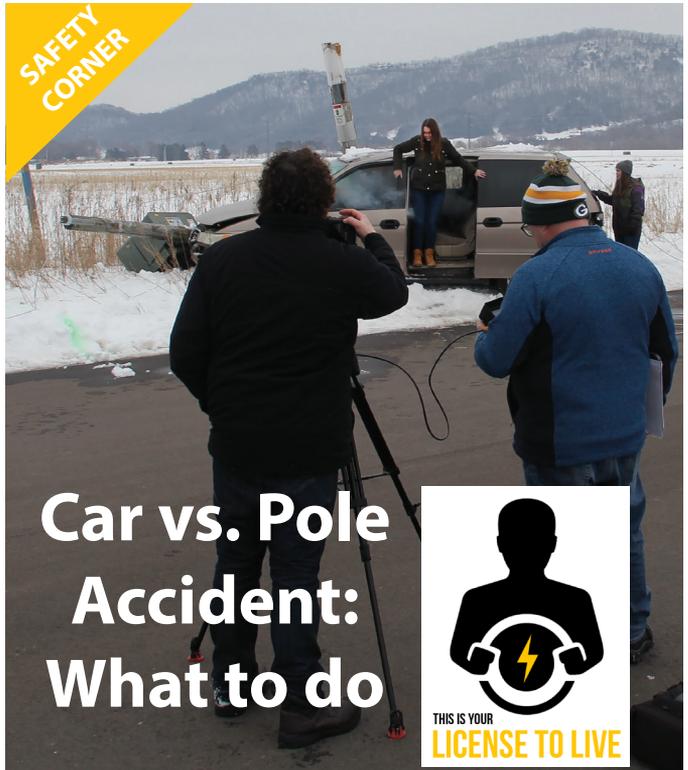
231 N. Sheridan St.
Lancaster, WI 53813
lancaster@srec.net

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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Car vs. Pole Accident: What to do



Watch a new video titled "This is Your License to Live" at safeelectricity.org/license-to-live/ recounting a real accident and showing what to do if involved in an accident knocking power lines to the ground.

- **STAY IN YOUR** vehicle and call 911
- **ONLY** get out of the vehicle if it is on fire
- **IF** you must get out, jump from the vehicle with both feet together, and shuffle your feet on the ground as you move away from the scene
- **ALWAYS** assume all wires and equipment are electrified

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