

WATT'S HAPPENING

SCENIC RIVERS ENERGY COOPERATIVE

LANCASTER, DARLINGTON AND GAYS MILLS, WISCONSIN

Cooperatives See the Future

Dramatic changes are transforming all aspects of the energy industry. Interest in renewable energy is at an all-time high, and ultimately consumers want greater control over their energy use and payment methods. The prevalence of smart-phone apps and “smart” technology for the home is increasing, and consumers and businesses are showing greater interest in electric vehicles. There’s no denying it: electric utilities will have to make changes to the way they provide energy to accommodate these trends. Luckily, Scenic Rivers Energy Cooperative is uniquely positioned to meet these changing energy needs because we are a cooperative.

Co-ops are community-led.

October is National Co-op Month, which is the perfect time to highlight the many ways electric cooperatives are unique.

Cooperatives are locally governed, looking out for the long-term needs of their consumer-members.

Steve Lucas, CEO of Scenic Rivers Energy Cooperative explains that, “Electric cooperatives belong to the communities they serve. This heightened community focus allows us to quickly adapt to evolving consumer expectations. Our closeness to the community ensures a better response to these needs because we are led by the people that we serve.”

Co-ops are a catalyst for good.

Electric co-ops, like Scenic Rivers Energy Cooperative, are a catalyst for good in their communities. Co-ops engage their consumer-members to do things that might otherwise be impossible or difficult, like more than 75 years ago when electric co-ops brought power to areas where other utilities did not find it economically feasible. Today, it means providing community solar, youth programs, multiple bill pay options, etc.

Cooperatives exist to meet a need that was previously unmet in the community, and they are ever striving to

Member Appreciation Celebrations

October 16th: Lancaster
231 North Sheridan Street

October 17th: Gays Mills
15985 State Hwy 131

October 18th: Darlington
300 Barth Drive

Each celebration will be held from 4 to 7 p.m.

Celebrations will feature:

- A dinner of Shredded Beef Sandwiches, Cheesy Potatoes, Baked Beans, Chips, Fresh Cheese Curds, Frosted Brownies and beverages.
- Browse through displays to learn what kinds of services SREC offers.
- Learn how Focus on Energy can help you manage your energy costs.
- Hot Line Demonstrations
- Door Prizes and Giveaways
- Blood Pressure checks and flu shots (if available)



continued. . . **Cooperatives** **See the Future**

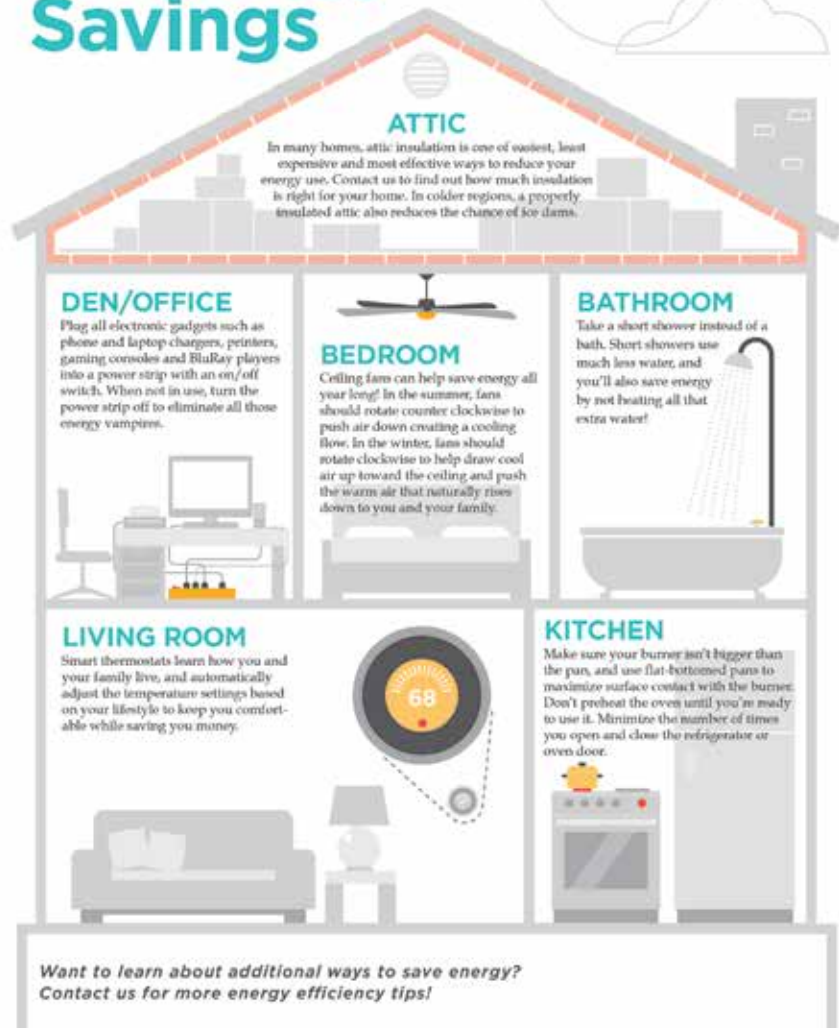
anticipate and plan for the future needs of their consumer-members.

Electric cooperatives often partner with local groups to bring economic opportunity to their local community. It is this facilitation role that is often the most valuable strength of the co-op. Right here in our three-county service territory, we partner with economic development programs in each county.

The co-op business model is unique. It is pragmatic, mission-oriented and puts people first. Co-ops strive to be a trusted voice in their communities. Co-ops have earned that trust because, while not perfect, they always have their members' best interest at heart and are determined to enrich the lives of those living and working in the communities they serve--now and in the future.

Anne Prince writes on consumer and cooperative affairs for the National Rural Electric Cooperative Association, the national trade association representing more than 900 local electric cooperatives. From growing suburbs to remote farming communities, electric co-ops serve as engines of economic development for 42 million Americans across 56 percent of the nation's landscape. ■

A Full House of Energy Savings



Energy Efficiency Tip of the Month

Cooler temps are just around the corner! Is your home's heating system ready? Remember to replace furnace filters once a month or as recommended. If you heat your home with warm-air registers, baseboard heaters or radiators, remember to clean them regularly to increase efficiency.

Source: energy.gov



Top Three Co-op Priorities for the Final Version of the Farm Bill

The House and Senate each passed versions of the Farm Bill earlier this summer and are seeking to reach a compromise on the legislation in the fall.

NRECA is urging lawmakers on the Farm Bill conference committee, tasked with coming up with the final version of the bill, to consider electric co-ops' priorities.

"We are encouraging Congress to pass a final Farm Bill that supports several key policy issues for electric co-ops and their member-consumers in rural America," said NRECA CEO Jim Matheson.

Here are the top priorities for co-ops:

Remove Senate changes to Rural Electrification Act loan program

The House Farm Bill retains existing escrow accounts for co-op loan repayments and treatment of deposits into those accounts. The Senate-passed version eliminates the escrow or "cushion of credit" program that allows greater financial flexibility to co-ops and benefits the government by having funds pre-deposited toward loan payments.

"Cooperatives depend on the USDA's electric loan program and its escrow treatment to serve the most rural, hardest-to-serve areas of the country," said Matheson.

Promote true high-speed broadband for rural areas

The House version provides for significant financial investment in broadband development by electric co-ops and other providers in rural areas that have either no internet service or substandard service.

The Senate Farm Bill increases funds for rural broadband but provides only limited support for projects in areas with existing but inadequate service.

"Deployment of rural broadband is essential to keeping rural communities competitive," said Matheson. "NRECA is working to ensure co-op member-consumers get high-speed internet service on par with the rest of the country."

Include funds for rural economic development and innovation

Co-ops use the Rural Economic Development Loan and Grant Program (REDLG) to finance economic development projects, such as refurbishing a library or buying emergency response vehicles. Both bills reauthorize and improve the program through 2021. NRECA supports the Senate provision, which also provides \$5 million for the program each year.

Cathy Cash writes on consumer and cooperative affairs for the National Rural Electric Cooperative Association, the national trade association representing more than 900 local electric cooperatives. From growing suburbs to remote farming communities, electric co-ops serve as engines of economic development for 42 million Americans across 56 percent of the nation's landscape. ■

OCTOBER IS NATIONAL CYBERSECURITY AWARENESS MONTH

We all share responsibility for our organization's online safety and security, and YOU are our first line of defense.

Think Before You Click

- Always hover over a link first to be sure it is safe.
- Report suspicious emails or emails from an unknown sender to your spam filter and delete them from your inbox.



Lockdown Your Log-in

- Create long and unique passwords. Use familiar phrases or song lyrics you'll remember.
- When possible, use 2-factor authentication as a second layer of defense.
- Change passwords regularly and do not share them.



Watch for Red Flags to Identify Potential Phish Attacks

- Phishing attempts seek to steal or compromise data and will often mimic a known sender.



Look for red flags:

1. the email is unexpected;
2. there is a sense of urgency conveyed;
3. there is an offer that seems too good to be true; and/or
4. there are typos and misspellings.

Want more tips to improve your cyber hygiene?
Visit www.staysafeonline.org

Recipes

I (Heidi Pierce) love this *Buttery Pumpkin Cookie* recipe. They are great cookies to make in the Fall or for Thanksgiving! You cannot just eat one of these delicious cookies!

Buttery Pumpkin Cookies

- 2 c. Butter
- 2 c. Sugar
- 2 Eggs
- 2 tsp. Vanilla Extract
- 1-15 oz can Pumpkin
- 4 c. Flour
- 2 tsp. Baking Powder
- 2 tsp. Soda
- 2 tsp. Pumpkin Pie Spice
- 1 tsp. Salt



In mixing bowl, combine butter and sugar. Then add eggs and vanilla. Next, add in the pumpkin. Lastly, add in the remaining dry ingredients. Bake at 350 for 13 minutes.

Icing

- ½ c. Butter
- ½ c. Brown Sugar
- 2-3/4 c. Powdered Sugar
- 3 tbsp. Milk
- 1 tsp. Vanilla Extract

In saucepan, melt butter and brown sugar until smooth. Remove from heat and mix in powdered sugar, milk and vanilla. Frost cookies right away because it will set up and be harder to spread.

Thank you Rita Kruser (Cuba City) for sharing your *Winnie the Pooh Pork Roast* recipe! "We call this pork at its best!"

Winnie the Pooh Pork Roast

- 5 lbs Pork Loin Roast, boned, rolled-sliced
- ½ c. Apple Juice
- ¼ c. Vegetable Oil
- 6 tbsp Dijon Mustard
- 2 tbsp each of Soy Sauce, Lemon Juice, Minced Onion, Melted Butter
- ½ tsp each of Celery Seed, Salt, Pepper



Mix marinade. Pour over roast and marinate for 24 hours. Roast at 350 for 2-1/2 hours. Baste several times the last 30 minutes. Serves 6-8. (Note: leave marinade with roast when baking as this is for basting.)

Vegetation Management

Zielie's Tree Service, Inc. will be trimming on the Beetown Substation in Grant County.

DJB Inspections will be inspecting underground cabinets and transformers on the Argyle, Lamont and Gratiot Substations in Lafayette County.

All pole testing for 2018 has been completed. Our crews will continue to stake and change out rejected poles located in Grant and Crawford County.

It is important for SREC to maintain its rights-of-way for the following reasons:

- Accessibility for field crews, vehicles and equipment
- Fire prevention
- Reliable electric service
- Quality service with the reduction of outages and blinks
- Safety for workers and the public
- Meeting state and federal code requirements

On a daily basis, SREC employees and contractors are working throughout the area, at times on your property, to operate and maintain the electric system and our rights-of-ways. We appreciate your cooperation. If you have questions, please contact Jay at jgardner@srec.net or call 800-236-2141, ext. 566.

WATT'S HAPPENING

Watt's Happening is published monthly as an information service to the member-owners of Scenic Rivers Energy Cooperative.

Any questions or comments can be directed to *Watt's Happening*, c/o Heidi Pierce, Editor, Scenic Rivers Energy Cooperative, 231 North Sheridan, Lancaster, WI 53813 or telephone (608) 723-2121 or toll free 800-236-2141.

www.sre.coop

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Heidi Pierce Editor

Our board of directors consists of Chuck Simmons, Don Schaefer, Sandra Davidson, Ellen Conley, Jack Larson, Larry Butson, Delbert Reuter, Steve Carpenter and Marcus Saegrove.



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