



## WHAT A JOURNEY IT HAS BEEN

Steve Lucas, CEO

**T**hey say time flies when you're having fun. As we start the new year, I find myself reflecting on the past fifteen years at Scenic Rivers Energy Cooperative — and it truly feels like they've passed in the blink of an eye. What a journey it has been.

Most days, I simply saw myself as another employee, dedicated to providing our members with safe, reliable electricity at a reasonable rate. As we faced obstacles like a global pandemic, rising inflation, supply chain restraints, and changing federal regulations, I saw firsthand how our team rose to the challenges and adapted. We've improved internal processes and policies to keep up with the changing times, upgraded equipment and technology to improve outage response times, and streamlined our billing system to better serve our members.

Because our employees live here too, they share the same desire for affordable, dependable service. As I look ahead to retirement later this year, I feel great pride in all that we've accomplished together. I do not doubt that the cooperative is ready to continue to serve you, our members, with the same positive service you've come to know and expect from your local electric cooperative.

Fifteen years may have passed in the blink of an eye, but this journey will stay with me forever. Thank you for trusting me to serve you.

Happy New Year to you and your families. May 2026 be full of new possibilities.

*- Steve Lucas*







## CONGRATULATIONS PHOTO CONTEST WINNERS

After careful consideration and anonymous voting by Scenic Rivers Energy Cooperative employees, twelve photos were selected to be featured in our 2026 monthly publications.

Please join us in congratulating the members whose photos will be featured throughout the year in this publication and in our newsletter, *Light Notes*.

### ADDITIONAL FAVORITES



**Top Row (L to R):** Alaina Cook, Prairie du Chien, WI; Jacob Lindholm, Platteville, WI; Chris Swan, Fennimore, WI. **Second Row (L to R):** Leann Rodgers, Readstown, WI; Deb Warren, Ferryville, WI; Britney Slack, Boscobel, WI. **Third Row (L to R):** Dick & Rhonda Wiedenbeck, Lancaster, WI; Rachel Mumm, Platteville, WI; Ellen Procalamos, Ferryville, WI. **Fourth Row (L to R):** Alaina Cook, Prairie du Chien, WI; Kimberly Garrison, Darlington, WI; Craig Grau, Livingston, WI.

### 2025 WINNERS

#### January (pictured above)

Jacob Lindholm, Lancaster, WI

#### February

Deb Warren, Ferryville, WI

#### March

Elyssa/Vernon Vondra, Lancaster, WI

#### April

Leann Rodgers, Readstown, WI

#### May

Deb Warren, Ferryville, WI

#### June

Chris Swan, Fennimore, WI

#### July

Alaina Cook, Prairie du Chien, WI

#### August

Craig Grau, Livingston, WI

#### September

Pete Morris, Mt. Hope, WI

#### October

Jacob Lindholm, Mt. Hope, WI

#### November

Rachel Mumm, Platteville, WI

#### December

Dick/Ronda Wiedenbeck, Lancaster, WI

*Want to see your photos in next year's lineup? Grab your camera and capture the beauty that surrounds us in everyday life. More details at [sre.coop/photo-contest](http://sre.coop/photo-contest).*



# RING IN THE NEW YEAR WITH THESE RESOLUTIONS

## ✓ Update Contact Information

If your phone number or e-mail address has recently changed, give us a call or fill out the form on the back of your bill. Keeping your account information up-to-date will ensure we can reach you to discuss your account and notify you of planned outages or appointments.

Not sure what contact information is on file? Look at your electric bill – right above the remittance stub – to see the primary phone number and e-mail address. Note, only the primary phone number will show, but multiple phone numbers can be added to an account!

Contact information on file:  
Phone: (608) 723-2131  
Email: [srec@srec.net](mailto:srec@srec.net)

**Update contact information on back of bill!**

KEEP: Please do not staple payments.

Account Number: 90000000  
Total Due: \$198.00  
Autopay on: Oct 25, 2020

☐ Check to enroll in or update ACH payments.  
(See back for details)

☐ Check to update member information.  
(See back for details)

Scenic Rivers Energy Cooperative  
206 County Road K,  
Lancaster, WI 53813-9512

ANY MEMBER  
121 AFFILIATE RD  
ASTORIA, WI 53009-0000

## ✓ Add us as a Contact

With spammers everywhere, it's easy to ignore calls from phone numbers you don't recognize, but sometimes it's a friendly representative from your local electric cooperative trying to reach you. Save our numbers so you know the next time we're trying to reach you:

- **(608) 723-2121.** This number will appear for all calls coming from any of our local offices.
- **(800) 236-2141.** This number will appear for all automated calls, typically used to let you know of a planned outage affecting your location.

If we are unable to reach you, we will leave a message letting you know why we are calling so you can call us back on either number when it is convenient for you.

## ✓ Set up a SmartHub Account

Access your electric account anytime, anywhere with a SmartHub account. Benefits include:

- Pay your bill online
- Monitor your usage
- Manage your account
- Set up recurring payments



Visit [sre.coop/smarthub](http://sre.coop/smarthub) to sign up today! Be sure to have your account number handy.

## ✓ Enroll in AutoPay

Sign up for auto-pay today! Simplify your finances, avoid late fees, and enjoy peace of mind. Payments are pulled from a checking or savings account on the 20th of the month for the amount due. Fill out the form on the back of your electric bill or sign up through SmartHub.

## ✓ Enroll in Paperless Billing

Paperless billing is convenient, secure and environmentally friendly. Sign up today through your SmartHub app. Once set up, members will receive an e-mail or text notification when their bill is ready for viewing each month.

## ✓ Joint Membership – Is it right for you?

Did you know? SREC members can have a single or joint membership. A joint membership has two names listed on the account. A joint membership allows both people to inquire about account information or make changes to the service. Members who would like to add a joint member to their account will be required to have a new membership form signed by both the member and the new joint member.

Call our office or e-mail us at [srec@srec.net](mailto:srec@srec.net) for the form. There is no fee for this change.

Join your fellow members and start the New Year with these simple resolutions.  
Call us at 800-236-2141. We look forward to serving you in the new year!





## ENERGY EFFICIENCY TIP OF THE MONTH

Winter weather can cause your home heating system to work overtime. Check for air leaks and drafts around doors and windows, then seal them with weatherstripping or caulk. Close fireplace dampers when not in use, and consider installing insulating curtains to help keep warm air inside. You can also save energy by lowering your thermostat a few degrees. Even small adjustments like these can reduce heating costs and improve comfort during the coldest months.



## Save the Date

### Scenic Rivers Energy Cooperative Annual Meeting

April 11, 2026, at 9:30 a.m.  
Youth and Ag Building  
Lancaster, WI



### Steve Lucas, CEO

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Lancaster, WI 53813

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*This institution is an equal opportunity employer and provider*