

# Q&A

## WITH CEO LUCAS

Outgoing CEO Steve Lucas answers questions about his experience at Scenic Rivers Energy Cooperative for the past 15+ years as he prepares to retire in June.



### What changes have you seen in the cooperative industry over your tenure?

I started working at a co-op as summer help in 1983, and in a lot of ways the business is the same today as it was then — our main goal is to keep the lights on. But the biggest changes I've seen haven't been in the operations end of the business, it's in the office. Back when I started you never saw a computer. Now on my desk alone I have a desktop computer, a laptop computer, an iPad, and a phone that I can send messages or read reports on. The amount of information that we have at our disposal would've been unfathomable in 1983.

### What were your initial goals when you came to SREC?

When I took the job, I'd already been working at co-ops more than 25 years, but I knew no two co-ops are the same. My initial goal was to allow myself the time to get the lay of the land, to get to know not only the employees and board of directors but also the members of the co-op. I knew that by knowing those things it would help us develop and define our way of doing things, not my way, but "our" way.

### What were some of the biggest challenges you encountered?

One of the biggest challenges I've faced is trying to find every way possible to control costs and increase efficiencies. If anything I did improved just those things it helped keep our rates as affordable as possible. The other major challenges that we faced were out of our control. I never did find a way to control the weather. And unfortunately, I was never able to control the accidents that happen in this industry.

### What are you most proud of?

I'm proud of my team at the co-op. The way that they come to work every day and how they always put the members first. I take great pride in how they make the hard look easy.

### What are your future hopes for SREC?

My hope is that the board and the employees at the co-op continue to build upon the things that we have been working on while I've been here. I truly believe that I have been surrounded by the best group of people in this business. I am sure that they will not only handle every challenge that comes before them, but they will excel at finding every solution that will benefit the members of the co-op.

### What are you most looking forward to in retirement?

It sounds strange to say it this way, but I'm looking forward to having time. For the last 15+ years, I've lived by the calendar, and it seems like every day is jam-packed. Between the emails, conference calls, and meetings, there never seems to be enough hours in the day. So I'm looking forward to slowing down a little bit, and spending time with my grandkids.

### Anything else you'd like to share?

First, I would like to say thank you to the members of the co-op. So many of you have had kind words for me and kind words about me. Your kindness was truly a blessing. And to those members that communicate with me when they weren't happy, I want to thank you also. I took everything that you said to me seriously and I always tried to look at things from your point of view. And lastly, I'd like to thank the board and the employees of the co-op. You all made the good days great, and the bad days bearable, for that I am forever grateful.

*Thank you, Steve, for your unwavering dedication and support to Scenic Rivers Energy Cooperative. We wish you a retirement full of relaxation and days filled doing all the things you enjoy.*

*Sincerely,  
The SREC Board of Directors & Employees*

# CONGRATULATIONS

## 2026 SCHOLARSHIP RECIPIENTS

The Scenic Rivers Energy Cooperative Board of Directors were proud to award forty-one \$1,000 scholarships at our Annual Meeting in April to these students.

Scholarships are uniquely funded by unclaimed capital credits. These unclaimed refunds, which would otherwise become dormant property, now find purpose in supporting our members and their youth. These funds are put into an account held in trust by Federated Youth Foundation and have no effect on members' bills. Additionally, Dairyland Power Cooperative sponsored one of this year's scholarships, allowing us to make a positive impact on an additional student's schooling.



**Iris Adams**



Cassville High School

Pursuing Radiologic Tech. at Northeast Iowa Cmty. College

**Damian Bauer**



Potosi High School

Pursuing Civil Engineering at Kirkwood Cmty. College

**Carter Burbach**



Kickapoo High School

Undecided at Winona State University

**Kameryn Corley**



Shullsburg High School

Pursuing Psychology at UW-Madison

**Ellen Cornett**



Platteville High School

Pursuing Political Science at UW-Madison

**Breylyn Culver**



Kickapoo High School

Pursuing Nursing at Southwest Tech.

**Cayden DeMuth**



Southwestern High School

Pursuing Ag. Power & Equipment Tech. at Southwest Tech.

**Piper DePauw**



Darlington High School

Pursuing Exercise and Sports Science at UW-La Crosse

**Jack Draka**



Homeschooled

Pursuing Bible Study at Pensacola Christian College

**Madison Droessler**



Cuba City High School

Pursuing Criminal Justice at Southwest Tech.

**Keely Everson**



Fennimore High School

Pursuing Ag. Business Management at Southwest Tech.

**Lauren Gustafson**



Cuba City High School

Pursuing Accounting at UW-Whitewater

**Molli Hooker**



Wauzeka-Steuben High School

Pursuing Environmental Science at UW-Madison

**Zoe Joos**



Cuba City High School

Pursuing Nursing at Northwest Iowa Cmty. College

**Jude Kinney**



Fennimore High School

Pursuing Health Science at Luther College



**Jackson Konichek**



Seneca High School

Pursuing Building Trades-Carpentry at Southwest Tech.

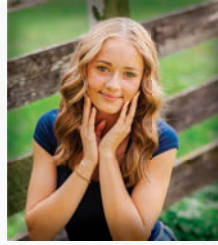
**Lacey Langmeier**



Potosi High School

Pursuing Mortuary Science at Western Tech.

**Grace Laufenberg**



Cassville High School

Pursuing Nursing at Southwest Tech.

**Samantha McDermott**



Platteville High School

Pursuing Biology at UW-Platteville

**Ashley McDonald**



Belmont High School

Pursuing Ag Business & Animal Science at UW-Platteville

**Asiah McDonald**



Lancaster High School

Pursuing Occupational Therapy at Western Tech.

**Macy Mitchell**



Wauzeka-Steuben High School

Pursuing Nursing at Southwest Tech.

**Elli Moen**



Iowa-Grant High School

Pursuing Nursing at University of Iowa

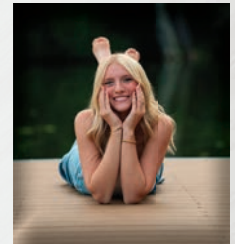
**Rhiannon Nelson-Hahn**



Fennimore High School

Pursuing Secondary Ed. in Mathematics at UW-Platteville

**Abilene Parkins**



Lancaster High School

Pursuing Elementary Ed. with Minor in Special Ed. at Winona State

**Nathan Peterson**



Platteville High School

Pursuing Data Science at UW-Platteville

**Mazin Plumb**



Platteville High School

Pursuing Diesel Equipment Tech. at Madison Area Tech.

**Kalia Reichmann**



Southwestern High School

Pursuing Biology for Pre-Dentistry at UW-Platteville

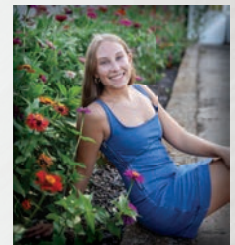
**Connor Robbins**



Potosi High School

Pursuing Culinary Arts at Kirkwood Cmty. College

**Kienna Roberts**



Platteville High School

Pursuing Early Childhood Education at Western Tech.

**Adelaide Schauff**



Cuba City High School

Pursuing Radiology at Iowa Central Cmty. College

**Elle Schneider**



Prairie du Chien High School

Pursuing Radiology Tech. at Northeast Iowa Cmty. College

**Kathryn Snyder**



Homeschooled High School

Pursuing Marketing at UW-Platteville

**Payton Stietz**



Black Hawk High School

Pursuing Ag. Business Management at Southwest Tech.

**Emma Udelhoven**



Wauzeka-Steuben High School

Pursuing Medical Lab Technician at Western Tech.

**Libby Vogt**



**River Ridge High School**

Pursuing Animal Science at Iowa State University

**Lyla Wagner**



**Argyle High School**

Pursuing Animal Science at UW-Platteville

**Madelyn Wehrle**



**River Ridge High School**

Pursuing Surgical Technology at Southwest Tech.

**Ava Whalen**



**Darlington High School**

Pursuing Diagnostic Med. Sonography at Edgewood University

**No photos available:**

**Austin Schulte**

**Darlington High School**

**Jorey Zimpel**

**Boscobel High School**

*We wish all graduating seniors the best of luck as they begin this next chapter. Guided by Cooperative Principle #5, Education, Training, and Information - we are proud to support area youth and invest in the next generation.*



## MEMBER PHOTO CONTEST

*This year's theme is*  
**Candid Moments**

Our annual photo contest is underway, and this year we are searching for photos that showcase the moments that make each day a little bit brighter. Whether it's children splashing in puddles, a farmer working in the field, animals grazing, or the beauty in the landscape, show us what makes you smile. Members are encouraged to submit photos that showcase all four seasons.

### Photo Contest Criteria:

- Taken in the SREC service area
- Horizontal (landscape) orientation
- May be in color or black and white
- High resolution (at least 300 dpi)

Members of all ages and abilities are encouraged to participate at no cost. Entries are due October 30, 2026. Winning photos will be featured in SREC publications.

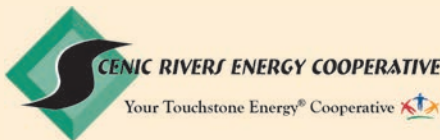
For more details, visit [www.sre.coop/photo-contest](http://www.sre.coop/photo-contest).

*Pictured above: "Loving on the cows", is this month's featured photo from Chris Swan, a member in Fennimore, Wisc.*

## THANK YOU, FARMERS



To the hard-working farmers and their families, thank you for your continued dedication and tireless hours to caring for your herd and feeding our communities.



### Jason Knapp, CEO

206 County Road K  
Lancaster, WI 53813  
800-236-2141 • 608-723-2121  
E-mail: [srec@srec.net](mailto:srec@srec.net)  
Website: [www.sre.coop](http://www.sre.coop)



*This institution is an equal opportunity employer and provider  
SREC offices will be closed Thursday, July 2 for Independence Day.*