



FROM LINEWORKER TO CEO A NEW CHAPTER FOR SCENIC RIVERS



Jason Knapp, CEO of Scenic Rivers Energy Cooperative

Former Director of Operations Jason Knapp has been hired as Scenic Rivers Energy Cooperative’s next Chief Executive Officer, effective May 1, 2026. After an extensive search process, the SREC Board of Directors has officially filled the role left vacant by retiring CEO Steve Lucas. Lucas held the position of CEO for Scenic Rivers Energy Cooperative (SREC) just over fifteen and a half years.

Reflecting on their decision to hire Knapp, Board Chair

Sandra Davidson stated, “Jason has a proven track record of leadership and understands the complexities that the cooperative faces.” She continued on to state, “I am confident that with Jason at the helm, we are well-positioned to navigate the challenges ahead and seize the opportunities.”

Introducing CEO Knapp

Knapp is not a new face at SREC. He started his career at SREC as a journeyman lineworker, where he worked on the former construction crew, responsible for building and repairing overhead line. Knapp then transitioned into a lead lineman role and later area supervisor role until he accepted his most recent position as Director of Operations in 2017.

As Director of Operations, he has been responsible for all matters concerning the line department. He managed staff from linemen to vegetation management, operations assistants, and transportation and procurement. He oversaw budgets and maintenance programs while ensuring a safe work environment for all employees. Despite times of change and uncertainty, he has worked with all employees to improve work practices and boost as well as maintain employee morale. His deep understanding of current procedures and policies and time spent working with the outgoing CEO, senior management, and industry peers has provided him with a significant understanding and appreciation of the electric utility industry.

Outside of the cooperative, Knapp owns and maintains a hobby farm where he custom raises cattle and is a crop farmer. He and his wife, Katie have four children Finn, Archer, Lila, and Oliver, who keep them active traveling to school and sporting events.

Growth from Within

With Knapp’s promotion, Chad Olmstead, former Project Manager / GIS Coordinator will continue his former duties while also taking on the management of the operations department. As additional promotions create new opportunities, those positions will be filled from within—reflecting the cooperative’s ongoing investment in its team.

Former CEO Steve Lucas shared his confidence in the cooperative’s future, saying it’s rewarding to see years of thoughtful succession planning come to fruition. Throughout his tenure, he encouraged cross-training across all departments. These promotions are a reflection of that belief—proof that when we invest in our staff, we build a stronger team and ensure our members remain at the heart of everything we do.

Looking Ahead

Knapp states he is excited for what the future holds for the cooperative. He looks forward to working with the board of directors, senior management, and employees to continue to serve our members with the same reliable service you’ve come to know and expect from your local electric cooperative.

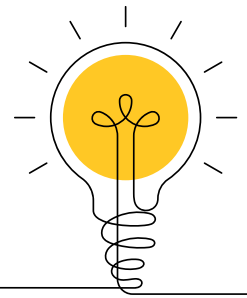
As we begin this next chapter together, one thing remains the same—we remain committed to being the area’s most reliable provider of energy and related services. Our cooperative will continue to strive to identify ways to improve the quality of life for our community.



Looking ahead, the future is bright. Pictured above is Scenic Rivers Energy Cooperative’s current senior management team (L to R): Tammy Stoney, Controller; Ron Jentz, Director of Member Energy Services; Jason Knapp, CEO; and Chad Olmstead, Operations Manager.

MAY IS ELECTRICAL SAFETY MONTH

RESPECT ELECTRICITY'S POTENTIAL WRATH



May is Electrical Safety Month. Electricity can be extremely dangerous but is often out of sight, out of mind. “While you can see, smell, or hear some electrical hazards — outlets that are warm to the touch or lights that constantly flicker, for example — many others are invisible and undetectable,” says Erin Hollinshead, executive director of Safe Electricity. “Always respect electricity and the potential danger that comes with its distribution and use.”

There are precautions you can take both inside and outside your home when it comes to possible electrical dangers. “When outside, always be aware of overhead power line locations and never come within 10 feet of a line — for example, while trimming trees or carrying a tall ladder or other far-reaching object,” she advises. “Also, if you see a downed power line near your home or in your travels, always assume it is live (energized) and **NEVER** go near one.”

A few other electrical safety tips:

- **Cell phones make strange bedfellows:** Do not sleep or lounge in bed with a cell phone or other device that is charging. This can cause burns to your skin or it can cause the soft bedding materials to ignite.
- **Charging devices and water don't mix:** Do not use a plugged-in (charging) cell phone near water. Take a break from your phone while bathing, swimming or sitting in a hot tub. Deaths have occurred when a plugged-in cell phone has fallen into water. **DO NOT** use plugged-in items near water.
- **Do not overload outlets or circuits.** While it can be tempting to plug in several items in one outlet or on one circuit, drawing too much power can damage your electronics or your home's wiring, or cause more serious problems such as a fire. If too much current is drawn, usually a circuit breaker would trip or fuses would blow, but this is never guaranteed.
- **Do not use portable heaters unattended or around small children or pets.** Do not place flammable items near a space heater.
- **Test your GFCI buttons once a month:** Put a reminder in your phone or mark it on your calendar each month. GFCIs help prevent ground faults that can shock or injure you, but they can't do their job if they are not working properly.
- **Do not ignore odd electrical symptoms in your home.** If your lights flicker often, if your outlets are warm to the touch or appear discolored, or if you smell odors like something is overheating but can't determine where the odors are coming from, there may be problems with your home's electrical system. There might also be a problem if your circuits or fuses need to be tripped or changed often. If you notice any of these symptoms or other unusual electrical oddities in your home, consult a qualified electrician.
- **Make sure your home is protected with AFCIs, which stands for arc fault circuit interrupters.** When there is an arc fault, it means that an electrical source in your home is malfunctioning. When that happens, an arc (intense heat or light) can be discharged. Because of that, AFCIs are required by National Electric Code since they help prevent home fires. Have a professional electrician assess your home to make sure AFCIs are installed, especially if your home is older.
- **Include electrical sources when baby- or childproofing your home.** There are many electrical components that toddlers and children can tamper with, such as exposed outlets, dangling cords, and accessible power strips or surge protectors. Be aware of potential electrical dangers throughout the home by getting down on the floor and seeing what is at eye level or within reach. Tamper-resistant outlets became required by the NEC (National Electric Code) in 2008; many homes built before then do not have them.





YOUTH LEADERSHIP CONFERENCE

JULY 14-16 | UW-STOUT



A BY-TEENS, FOR-TEENS EVENT

Join other Wisconsin high school students at a fun, fast-paced event spread over three days at the UW-Stout campus in Menominee, Wisc. Students will develop leadership skills, learn about cooperatives, experience campus life, and make new lifelong friends.

Who can join on the fun?

Sophomores, juniors, and seniors in the 2026-2027 school year and whose parent(s) or guardian(s) are members of Scenic Rivers Energy Cooperative. All costs (ie. event fees, transportation, and meals) are paid for by SREC through Federated Youth funds.



How do I apply?

Students wishing to add a little fun to their summer are encouraged to visit sre.coop/youth-leadership to learn more and apply. Students may also call 800-236-2141 or e-mail Ashley at aeng@srec.net.

Applications are accepted until June 11, 2026.

OUT & ABOUT AT NORTH CRAWFORD CAREER DAY

Students in grades 7-12 from several local schools spent a day in March learning about a variety of career paths from local experts. Two Scenic Rivers Energy Cooperative crew members hosted one of the breakout sessions where they shared information about their careers in electric power distribution.

Throughout the day, our team led seven breakout sessions. Each session featured a hands-on look at the protective gear our crews use when working near power lines, examples of equipment from our electrical system, and an insider's look at the day-to-day operations of our lineworkers.

We're proud to join this event and uphold Cooperative Principle #5: Education, Training, and Information. Investing in our local youth is one way we continue our commitment to our members and the communities we serve.



Phil Schneider, area supervisor in Crawford County, and Hunter Fortney, journey lineworker (not pictured), explain careers in electrical power distribution at Career Day hosted at North Crawford School District.



ENERGY EFFICIENCY TIP OF THE MONTH

As temperatures start to rise, many homeowners focus on staying cool. Don't forget about the small gaps around windows and doors. While air sealing is often associated with keeping cold air out during winter, it's just as important during summer. Tiny cracks and worn weatherstripping allow cool, conditioned air to escape and hot, humid air to seep indoors. This forces your air conditioner to work harder than necessary and increases energy costs. Take a few minutes to check for drafts, replace weatherstripping and seal leaks. A tighter home keeps you more comfortable and helps manage energy use.

Source: energy.gov

MEMBER PHOTO OF THE MONTH



"Monarchs in Asters" is this month's featured photo from Deb Warren, a member in Ferryville, Wisc.





Jason Knapp, CEO

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Offices will be closed for Memorial Day on May 25, 2026.