



Steve Lucas, CEO

A LOOK BACK

The year 2017 was a good one for your electric cooperative

As we begin a new year, I'd like to take a moment to reflect on the year that just passed, which was a very good one for Scenic Rivers Energy Cooperative. As we began the year, the community solar garden located at our Mt. Hope substation became operational. This 1.25-megawatt installation is owned and maintained by SoCore Energy, a solar developer out of Chicago. SoCore owns the facility, and Dairyland Power Cooperative, our wholesale power provider, purchases the power produced there, which is distributed to SREC members. We are thrilled to be able to offer this convenient, low-cost way for our members to participate in renewable energy. In fact, this could more accurately be described as a no-cost option for our members—we reap the benefits of this generation source without taking on the financial risk.

Speaking of finances, we had more good news in 2017 in that we did not have a rate increase. Not only that, but we received a share of the breach-of-contract settlement received by Dairyland from the federal government regarding the storage of nuclear waste that was generated at Dairyland's long-shuttered nuclear facility. We distributed this settlement among our members in the form of a credit on their bill in October. What a great way to celebrate October Co-op Month!

Of course, not all news in 2017 was good, at least not on the face of it. Our area experienced severe storms and flooding in July, causing widespread outages. The positive side of this was

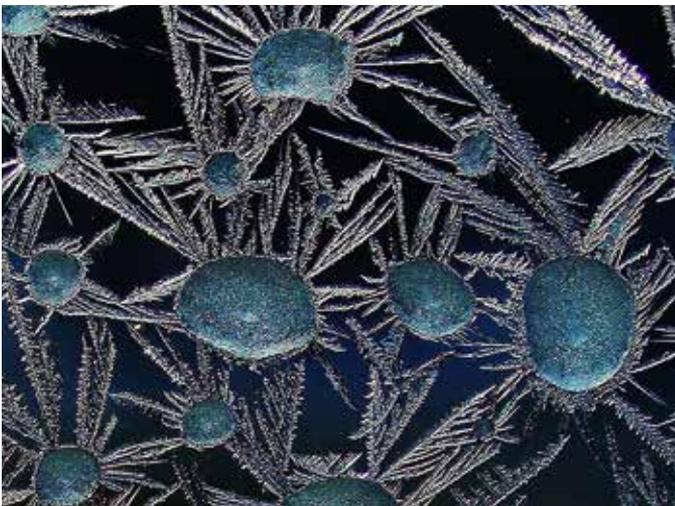
that we could depend on help from neighboring co-ops through the ROPE (Restoration of Power in an Emergency) program.

A couple of months later it was our turn to provide help. SREC was among 18 electric co-ops in Wisconsin that helped restore power in Florida after Hurricane Irma caused extensive damage to the territory of a fellow electric co-op. Four of our own operations personnel were among the 52-person contingent that traveled in a convoy to Florida in September to help restore power to members of Clay Electric Co-op.

Certainly these damaging storms were not positive highlights of 2017, but the outpouring of help provided by electric co-ops in each storm was uplifting and gave us even more reason to be proud of our co-op heritage. This experience exemplified the sixth cooperative principle—Cooperation Among Cooperatives.

Finally, SREC continues to seek ways to provide services that are valuable to our members. In 2017, we rolled out SmartHub, a free online means of managing your energy bill. Paying your bill and monitoring your usage through this easy-to-use service will help make your life a little less complicated—we hope you'll take advantage of it. Please turn to page 18 to learn how to get started with SmartHub.

What will 2018 bring? We can't say for sure, but we can guarantee that no matter what, we will continue to do our best to provide you with best possible service at the lowest possible cost. Happy New Year!



MEMBER PHOTO OF THE MONTH

Michael Bradley of Shullsburg's photo of ice crystals that form on the windows when the temperatures drop to near zero was the winning photo for January in SREC's 2017 Member Photo Contest.



Concern for Community – Scenic Rivers Energy Cooperative employees once again put the seventh cooperative principle—Concern for Community—in action when they collectively adopted a family through the Grant County Family Holiday Project. The mission of this project is to gather clothing, food, and gifts for families that might not otherwise receive any presents at Christmas.

SREC youth places third in statewide essay contest

Scenic Rivers Energy Cooperative is very proud to announce that Platteville High School senior Venkat Reddy, who represented SREC at the 2017 Youth Leadership Congress on the campus of UW-River Falls last summer, took third place in the statewide youth essay contest sponsored by the Wisconsin Electric Cooperative Association. The theme of this year's essay contest was "The Value of Cooperation." Reddy won a \$250 scholarship. Following is his winning essay:

Cooperative Principles in Action



By Venkat Reddy

No matter whom you are, where you come from, or what you do, you will have to socialize with others and cooperate with them. The seven cooperative principles will make their way into everyone's life at some point, whether unknowingly or not. Over the course of the three days I spent at UW-River Falls, I learned

about these seven cooperative principles and thought about ways that I had previously seen them used in action in my life. I thought back to my experiences I had working within the National Honor Society and doing volunteer work for my community. Both of these experiences perfectly correlated to one of the principles that cooperative businesses adhere to.

One of the seven cooperative principles is the idea of "Democratic Member Control," which means that cooperatives operate as organizations that are controlled by their members, who also directly participate in setting policies and making decisions for the cooperative. This principle reminds me strongly of the way the National Honor Society works, of which I am a member. The National Honor Society, or NHS, is a student organization that is committed to service to the community. The NHS, while having an adult mentor, is mainly led by its members, the students that make up the body. The students have to make decisions regarding the way the organization decides to help the community, and they also elect representatives and leaders to structure the organization. This system is extremely similar to how energy cooperatives structure their organizations, with the power ultimately coming from the members of the organization. The similarities between these two institutions are a prime example of a cooperative principle in action, in this case used to organize them so that they may work better more efficiently.

Another cooperative principle that is in action in the NHS is the principle of "Members' Economic Participation." The idea behind this principle is that all the members contribute equitably to the capital of the cooperative, and that in return, members can expect little to no compensation. However, members do get a say, through democratic means, how their

contributions are used for the cooperative. This is similar to how the NHS operates when it comes to planning events. Take, for example the night the NHS hosted a trivia game night. Every student member of the NHS had to contribute in some form to the game night, whether it is a food contribution or help working at the game night. All capital derived from that night was then added to the NHS's treasury, where it would be subject to every member's discretion on how that money would be used for future NHS endeavors. Without each member's contributions, the game night would not be possible. Without cooperation between the members, the goal of hosting a game night and raising capital would not be possible.

As stated earlier, energy cooperatives exist to serve their members, but also, their community. In fact, one of the seven energy cooperative principles is to have "Concern for Com-

...without cooperation, no large task requiring a group of people to work together would ever be accomplished.

munity." This means that cooperatives, along with their own responsibilities to their members, also work for the development of their communities through policies made by their

members. This relates to my own life experiences in that, while I have my own responsibilities to take care of, I also help around the community. One such thing that I helped with was moving furniture into a storage warehouse for the local university. Moving truckloads of heavy boxes of furniture by oneself would become tiresome and nigh impossible after about one hour—or even less time than that. But by getting involved with others, working together as a team, and cooperating to get the task done, myself and others were able to serve our community and accomplish so much more than any of us could have on our own.

As evidenced in this essay, the cooperative principles that all energy cooperatives adhere to are present in the lives that we lead. Whether we realize it or not, cooperative principles are in action around us all of the time. Also, while maybe not readily apparent, these principles prove one great truth: That without cooperation, no large task requiring a group of people to work together would ever be accomplished.

Making big change with small change

2017 Operation RoundUp grants awarded

Once again, Scenic Rivers Energy Cooperative members came together to support local organizations and non-profit groups through the co-op's Operation Round Up program. And they did it with just a little bit of pocket change each month.

Operation Round Up is a unique cooperative giving program for which members volunteer to have their power bills rounded up to the nearest dollar each month. The difference is placed in a special fund that's distributed among various community organizations that provide crucial help—such as food, clothing, shelter, medical care, and



emergency services—to people in need. In addition, Operation Round Up grants may be given to individuals who are facing extreme challenges, such as major medical needs or loss of property due to a house fire.

It's an easy, inexpensive way to support your community; the individual member contributions average just \$6 per year. That might not sound like much, but when one member's \$6 is combined with that of thousands of other SREC members, the resulting total is significant enough to make a big difference to a lot of worthy causes that benefit the entire community.

The Operation Round Up board met recently to determine recipients of funds collected in 2017 (listed at right).

SREC appreciates all members for their generous support of this worthwhile program.

2017 Operation Round Up Donation Recipients

Have A Heart

Alzheimer's Association

Wisconsin Badger Camp

Crawford Opportunity Center

Hodan Center

Southwest Opportunity Center

American Cancer Relay for Life
(Grant, Crawford, and Lafayette counties)

Inhealth Community Wellness Clinic

16 donations to food pantries

73 donations to Fire & Rescue units

Hospitals (Darlington, Lancaster, platteville, Prairie du Chien, Boscobel)

Grant County Cancer Coalition

United Way (Grant, Crawford, Lafayette counties)

Family Promise

Personal medical needs

RECYCLE THAT OLD REFRIGERATOR AND GET \$35!

Focus on Energy offers free recycling program— it's another advantage of co-op membership!

Do you have an old refrigerator or freezer taking up space in your basement or garage? You can start off the new year with a clean slate by getting rid of that old appliance—safely and responsibly—and getting \$35 for doing so!

That's because you're a member of Scenic Rivers Energy Cooperative, and your co-op partners with Focus on Energy, which offers a \$35 incentive and free pick-up of qualifying old refrigerators for all members of Focus on Energy. Just contact Focus on Energy at focusonenergy.com or 800-354-1898 to schedule a free pick-up.

To qualify for this free recycling program, you must meet the following eligibility requirements:

- Standard size refrigerators and freezers are eligible (10–30 cubic feet).
- Mini fridges are not eligible.
- Appliances must be in working condition.
- Two appliances may be recycled per household, per year. Participants will receive \$35 per qualifying appliance.
- Must be a resident of a single-family or multi-family residence of three or fewer units.

Call today and schedule your free pick-up! For more information, visit focusonenergy.com.





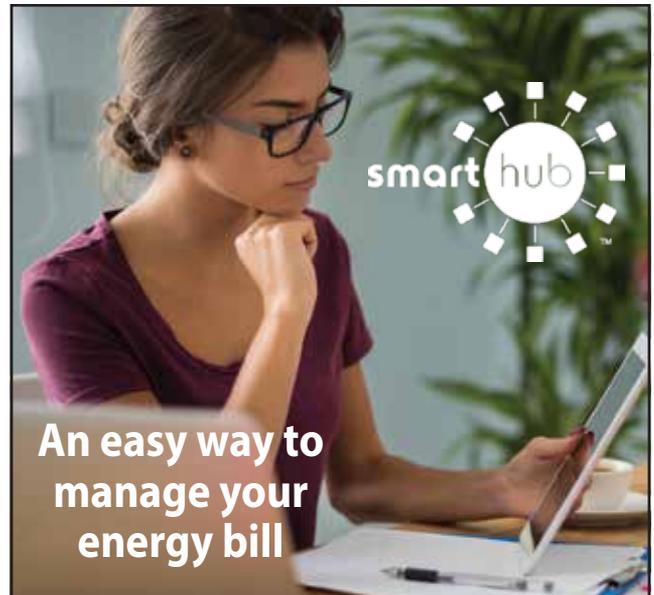
Welcome, 2018!

Start off your new year with a SREC 2018 Calendar, featuring winning photos of SREC's 2017 Member Photo Contest! Pick up your calendar at any of SREC's three offices, while supplies last!

SREC SEEKING FEATURE WRITER

SREC is seeking a qualified free-lance writer to tell members' stories for the local pages of the *Wisconsin Energy Cooperative News*. Successful applicant will also be required to take any photos necessary to accompany stories. This is a free-lance position only and will not lead to a permanent position at the co-op—writer will be paid per hour and compensated for mileage.

If interested, please contact Heidi at SREC, 608-723-2121 (ext. 554) or hpierce@srec.net. Please be prepared to provide writing samples.



An easy way to manage your energy bill

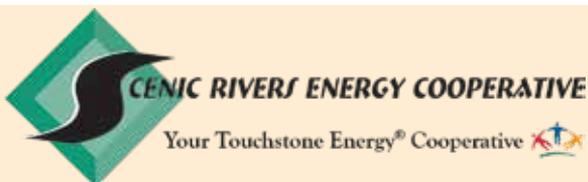
Scenic Rivers Energy Cooperative now offers a FREE service that will help you manage your energy bill, all from the convenience of your smartphone, tablet, or computer.

With SmartHub, you can:

- Pay your energy bill online
- View your billing history
- Check your energy usage at any time
- Monitor your daily usage
- Identify ways to lower your energy bill.

It's easy, too! All you need to do to get started is visit our website, www.sre.coop, click on the SmartHub logo under Links, and follow the directions to sign up for and log into your own account. For mobile access, download the free application in the Apple App Store or Android Marketplace.

Please note: The log-in and password used for Easy2Pay will not work with SmartHub. You must set up a new log-in and password.



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