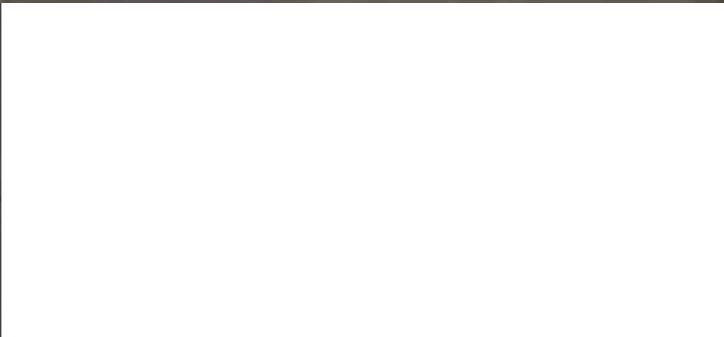


Since 1940

WISCONSIN ENERGY *Cooperative* March 2021 NEWS

84th ANNUAL MEETING
Saturday, April 10
1625 Hwy 61, Lancaster
(the former Shopko parking lot)



NOTICE OF ANNUAL MEETING

Scenic Rivers Energy Cooperative

April 10, 2021

1625 HWY 61
LANCASTER, WISCONSIN

The 84th Annual Meeting of the members of the Scenic Rivers Energy Cooperative will be held at 1625 Hwy 61 in the City of Lancaster, Wisconsin, beginning at 10:30 a.m. on Saturday, the 10th of April 2021, to take action upon the following matters:

1. Determination of quorum.
2. Approval of minutes of 2020 annual meeting.
3. Election of three (3) directors, they being the directors to represent Districts 3, 4 and 8.
4. Unfinished business.
5. New business.
6. Adjournment.

Dated this 11th day of March, 2021.



Chuck Simmons, Chairman

HOW TO ATTEND THE HYBRID 2021 ANNUAL MEETING

Pursuant to our bylaws, we are required to hold our annual meeting during the first six months of each calendar year. 2021 is continuing to provide us with challenges, but SREC is determined to continue with the business of the cooperative. In order to accommodate state health regulations and conduct our business meeting, we will be hosting a hybrid annual meeting as outlined below.

This year, we will provide members with two options in which to attend the 84th annual meeting.

- **Members may attend in person.** The in-person site will be at 1625 Hwy 61 in Lancaster (the former Shopko parking lot) and will be entirely outside, under an open-air tent. A PA system will be used so that members can sit or stand socially distant from others while listening to the meeting. Please note that there will be no shared meal or gift handed out to attendees. Masks will be required of all attendees. Registration on site will begin at 10:00 a.m. and the meeting will begin promptly at 10:30 a.m. Students applying for a scholarship must attend the meeting in person to ensure uniformity and consistency in the awarding of these scholarships.
- **Members may attend virtually.** Using the same technology as last year's virtual meeting, members will need to pre-register at www.sre.coop/annualmeeting2021. Be sure to have your billing account number handy when you register. Upon registering, you will receive an email with a link to the April 10 meeting. Save your email with the link! On the morning of April 10, log in to attend the meeting using the link provided. Documents, visual presentations, and all meeting information will be available to the members attending our meeting virtually. Please note that scholarship applicants cannot attend the meeting virtually, but must attend in person.

Our annual meeting will include elections of board members, the audit committee and treasurer's report, addresses from our CEO and chairman, the awarding of scholarships, and drawing of door prizes. Students who have applied for our annual scholarships will need to attend the annual meeting in person. Upon registering in person at the meeting site, students will be entered into the scholarship drawing.

Please note that voting for directors will only be by absentee signed (mail) ballots or ballots cast in person at the meeting. Voting on other matters will only be in person at the meeting; we will not be equipped this year to provide an online voting option. Please also note that scholarship applicants cannot attend the meeting virtually, but must attend in person.

We hope that you will join us for our hybrid annual meeting. Give us a call at 800-236-2141 x554 to speak with Judy Mims regarding the annual meeting. If you have questions about scholarships, please contact Carrie Olmstead at x556.

Cover photo taken by SREC member
Jennifer Nondorf of Blanchardville.



RULES OF ORDER FOR OFFICIAL BUSINESS MEETING

1. The meeting will be conducted in accordance with the current edition of Robert's Rules of Order Newly Revised and under the following special Rules of Order.
2. Members wishing to speak are to give their names and the districts or towns in which they are members and will be recognized by raising their hands.
3. Only members will be allowed to speak for two minutes on each issue and for one time only, except that an additional two minutes may be granted with the approval of the membership.
4. Voting for directors shall only be by absentee signed ballots or ballots cast in person at the meeting. Voting on other matters shall only be in person at the meeting. An online voting option will not be provided. Voting on all matters other than election of directors shall be by unanimous consent or by show of hands.
5. In the interest of time, tellers may begin counting the absentee signed ballots prior to when balloting is closed.
6. Any member wishing to reserve the right to present an advisory resolution at the annual meeting shall deliver a copy of the proposed resolution to the Cooperative at least five (5) business days prior to the meeting, that is, not later than close of business on April 1, 2021, so as to allow consideration of the proposed resolution and determination of what information should be presented to the membership for an informed decision on the issue.
7. No signs or handouts will be permitted within the place of the meeting, except such handouts as required for the official conduct of the Annual Meeting. No handouts made available outside of the building will use the name of the Cooperative, its letterhead or logo to imply that the Cooperative supports or opposes any candidate for director or any resolution or any position on any issue.
8. No demonstrations shall be held within the place of the meeting.
9. The Cooperative reserves the right to limit in person attendance if and to the extent it is necessary to comply with any state or local regulations or orders governing large meetings.

VISION STATEMENT

Scenic Rivers Energy Cooperative is committed to being the area's most reliable provider of energy and related services. Our cooperative will strive to identify ways to improve the quality of life for our community.

MISSION STATEMENT

Scenic Rivers Energy Cooperative strives to be a reliable and innovative provider of energy and related services. Our cooperative will proudly serve our customers by:

- Encouraging member involvement.
- Promoting appropriate growth for our cooperative and community.
- Serving as a strong advocate for effective policy at all levels of government.
- Educating the community, especially youth, about cooperatives.

ANNUAL MEETING PROGRAM

April 10, 2021

10:00 a.m.

- Registration Begins

10:30 a.m.

- Meeting called to order
- Determination of Quorum
- Minutes of the last Annual Meeting
- Election of Directors
- Audit Committee Report
- Treasurer's Report
- CEO Report
- Unfinished Business
- New Business
- Election Results
- Scholarship Winners
- Prize Drawings
- Adjournment

Scholarship Drawing

Winners must be present to win.

Prize Drawing

This is for members who mailed in their ballots. They do not need to be present either on site or virtually to win. The winners will have their certificate applied directly to their electric bill.

- Six (6) \$50.00 certificates

Prize Drawing

To enter, members must be present to win either on site or virtually. The winners will have their certificate applied directly to their electric bill.

- One (1) \$100.00 certificate
- Three (3) \$50.00 certificates
- Ten (10) \$25.00 certificates

CHAIRMAN'S REPORT

Chuck Simmons



Chuck Simmons,
Chairman

The Year of COVID

The past year has been one that we will never forget. Because of COVID-19 the co-op has had to make many adjustments over the last year and will continue to make adjustments for the foreseeable future. These adjustments include the way the board of directors functions. Our board meets monthly but has only met in person once since February 2020. All of our other meetings have been virtual.

Meetings in our network of cooperative organizations, in which our board participates, have also been switched to a virtual format. That includes our statewide service organization, Wisconsin Electric Cooperative Association (WECA), and our national organization, the National Rural Electric Cooperative Association (NRECA), for which I serve on the board of directors.

Management has kept a close watch on employees, making sure they remain safe. Our in-house office personnel are wearing masks, maintaining social distance by only working in their individual offices, and keeping the lobbies closed to the public. Our line crews are also wearing masks, only one person per vehicle, and are encouraged not to interact with members when out on a service call.

We all miss the face-to-face, in-person contact—with each other and with our members—but our priority right now is keeping everyone safe, and that means we all have to keep some distance.

Despite these challenges, there was much in 2020 that we can be thankful for.

Despite these challenges, there was much in 2020 that we can be thankful for.

We, like other employers, have had staff members contract the COVID virus. When that happens they are quarantined and not allowed to come back to work until they have negative COVID tests.

However, we are very fortunate that even though we have had employees who have contracted the virus, no one was in grave danger from it.

Scenic Rivers has also been fortunate in that the weather has not caused us many problems with outages. The up side to this is that we were able to do lots of maintenance work in the field that helps to keep our system operating at peak performance.

Finally, I cannot say enough about the employees. They have done everything that management has asked of them during this most unusual year. As for the board, we are anxious to get back to meeting in person but are also grateful that technology has enabled us to safely continue doing our job of representing our members' interests.

The annual meeting will again be different from what we are accustomed to. Last year the meeting was virtual, and this year it will be a hybrid of both in-person and virtual. We look forward to the day when we can meet fully in person again, but in the meantime we're grateful that we can carry on with an annual meeting, even if it looks a little different.

Speaking for myself and the rest of the board, we are extremely proud of the employees and management for the way they stepped up in the handling of this most unusual year.

YEARS OF SERVICE RECOGNITION

Jim Wolf – 30 years
Andy Kilcoyne – 20 years
Matt Ritchie – 20 years
Amanda Downing – 15 years
Joe Ihm – 15 years

Jason Knapp – 15 years
Mark Cullen – 10 years
Julie Ostby – 10 years
Jake Freiburger – 5 years
Travis Klein – 5 years
Dan Welsh – 5 years

2021 RETIREMENT

Barb Murphy
Gays Mills Office
31 years



CEO'S REPORT

Steve Lucas



Steve Lucas, CEO

“Everyone has a plan until they get punched in the mouth.”

So says Michael Tyson, also known as “Iron Mike,” a former professional boxer who at the height of his career reined as the undisputed world heavyweight champion.

As such, he’s known for his fierce jabs and hooks, not for his poetic prose. Still, I think there’s something pretty profound about one of his most well-known quotes, which I used to open this column. At the very least, Tyson’s words turned out to be spot-on accurate and most definitely relevant to the events of the past year.

COVID-19 has punched us all in the mouth, disrupting all of our carefully laid plans and upending life as we know it.

At Scenic Rivers Energy Cooperative, we’re all about planning. Our goal of providing you with safe, reliable, affordable electric service requires constant preparation. Our yearly maintenance and construction work plan ensures our infrastructure continues to work safely and efficiently.

We’ve done what we always do, something folks in rural America are good at: We’ve adapted to the hits and carried on.

We regularly evaluate work processes and procedures to ensure we’re operating as smoothly as possible. We keep a constant eye on legislative and regulatory happenings that could affect the cost of your power and work with our legislators to make sure they understand

how any decisions they make would affect our members. We also constantly review our emergency plans to ensure that we’re prepared for any manner of unforeseen circumstances, whether it be a catastrophic weather event, an attempted cybersecurity breach, or yes, even a pandemic.

Because we’re always in planning mode, we didn’t have to start from scratch once reports of this new, deadly strain of virus from the other side of the globe started dominating the news cycles. As the virus made its way across the ocean and into our own country, we were ready with a plan and in fact had already taken steps that initially seemed extreme but later became modus operandi for every business.

That was in March 2020. It is now March 2021, and even though there’s an end in sight, COVID-19 is still a threat and we’re still very much operating in emergency mode. This pandemic—with its unforeseen length and ferocity—has indeed been a very big punch in the mouth.

However hard the punch though, the pandemic certainly hasn’t knocked us out. We’ve done what we always do, something folks in rural America are good at: We’ve adapted to the hits and carried on.

To continue to safely provide uninterrupted service, we mobilized our workforce differently, setting up our employees to work safely from home as their job duties allow. We arranged office flow to limit personal contact and stepped up sanitation procedures to ensure the safety of those employees whose work absolutely requires them to be in the office. To reduce physical contact, with each other and with members, we had each lineman working in his own truck, in his own section of the system. Staff members continued to stay in contact with each other, but we utilized technology to hold our meetings remotely. Even our board of directors turned to virtual meetings.

To protect our members, we closed our lobbies to the public at the height of the pandemic and still maintain social distancing and constant sanitizing of the public areas now that they’re open again.

We postponed our 2020 annual meeting, hoping for a safer time to gather, but when it was clear that time wasn’t going to come for a while we held our first-ever virtual annual meeting. This year, we’ve made the necessary accommodations to ensure we can safely fulfill our legal requirement to hold an annual meeting by changing the location to one that has room for social distancing and better airflow, and by limiting the meeting to business-only to keep contact to a minimum.

Probably the most disappointing COVID-caused change we had to make last year was canceling the Member Appreciation Celebrations we host each October. We look forward to this opportunity to visit with our members in person and celebrate October Co-op Month. But there was just no way to hold these events safely in 2020.

Despite all the changes we made and safety measures we put in place, we haven’t been totally spared. We’ve had 62 percent of our workforce affected by COVID in one way or another, which took a toll on our SREC family. At times our staff backup plan was tested mightily due to COVID-necessitated quarantines.

Through it all, we kept doing what we do. We maintained our system. We responded to outages. We handled billing. We answered member questions. We did all that needs to be done to keep the lights on, and we did it while keeping our employees and members as safe as possible.

Like everyone else, we got punched in the mouth by COVID. But we’re still standing tall.

A handwritten signature in black ink, appearing to read "Stephen T. Lucas".

SCENIC RIVERS ENERGY COOPERATIVE 2020 FINANCIAL STATEMENTS

Unaudited COMPARATIVE BALANCE SHEET

	<u>12-31-19</u>	<u>12-31-20</u>
Total Utility Plant	\$ 80,508,115	\$ 83,923,140
Less Reserve for Depreciation	<u>20,485,359</u>	<u>21,930,633</u>
Utility Plant—Less Reserve	\$ 60,022,756	\$ 61,992,507
Inv. In Associated Organizations	\$ 14,420,170	\$ 14,259,993
Other Investments	<u>10,671,343</u>	<u>8,390,131</u>
Total Investments	\$ 25,091,513	\$ 22,650,124
Account Receivables	\$ 2,909,100	\$ 2,389,373
Materials & Supplies	440,165	452,235
Other Current Assets	<u>604,221</u>	<u>417,657</u>
Total Current Assets	\$ 3,953,486	\$ 3,259,265
TOTAL ASSETS	<u>\$ 89,067,755</u>	<u>\$ 87,901,896</u>
Long Term Debt-RUS	\$ 39,703,123	\$ 37,759,401
Long Term Debt-CFC & Co Bank	1,875,803	2,210,527
Current & Accrued Liabilities	4,026,861	3,436,866
Consumer Deposits	<u>234,117</u>	<u>234,976</u>
	\$ 45,839,904	\$ 43,641,770
Patrons Capital & Oper. Margins	\$ 39,541,103	\$ 40,673,377
Other Margins & Equities	<u>3,686,748</u>	<u>3,586,749</u>
	\$ 43,227,851	\$ 44,260,126
TOTAL LIABILITIES & EQUITY	<u>\$ 89,067,755</u>	<u>\$ 87,901,896</u>

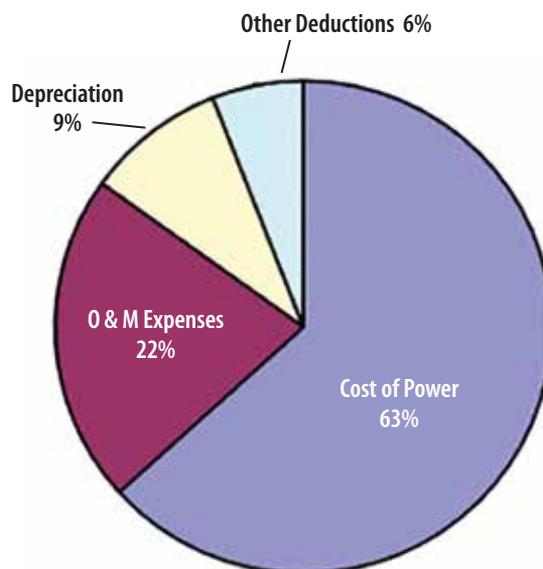
Unaudited COMPARATIVE OPERATING STATEMENT

	<u>12-31-19</u>	<u>12-31-20</u>
Operating Revenues	\$ 30,225,020	\$ 29,873,727
Cost of Power	\$ 18,880,644	\$ 18,353,108
Operations and Maintenance	3,561,283	3,915,680
Consumer Accounts	307,738	295,429
Consumer Service & Information	301,125	261,667
Sales Expense	175,456	68,455
General & Administrative	<u>1,886,261</u>	<u>1,722,598</u>
Total Operations & Maintenance Expense	\$ 25,112,507	\$ 24,616,937
Depreciation	\$ 2,572,086	\$ 2,646,653
Taxes	435,955	367,147
Interest	1,367,643	1,359,051
Other Deductions	<u>870</u>	<u>2,566</u>
Total Cost of Electric Service	\$ 29,489,061	\$ 28,992,354
Operating Margins	\$ 735,959	\$ 881,373
Non-operating Margins	599,882	508,853
Income (Loss) from Equity Investments	80	(937)
Dairyland & Other Capital Credits	<u>1,367,793</u>	<u>1,254,178</u>
Total Margins	<u>\$ 2,703,714</u>	<u>\$ 2,643,467</u>

HIGHLIGHTS

	2018	2019	2020
Members served	11,466	11,509	11,597
Miles of distribution line	3,501	3,512	3,528
Number of substations	23	23	23
Connected meters	14,175	14,274	14,329
Density – meters per mile of line	4.00	4.05	4.06
kWh sold	229,391,642	227,164,846	222,661,228
Total energy sales	\$29,919,474	\$30,053,887	\$29,731,734
Avg. kWh usage per member, per month	1,667	1,645	1,600
Avg. bill per member, per month	217.45	217.61	213.65
Full-time employees	38	36	36
Capital Credits returned to date (including estate settlements)	\$34,284,056	\$35,490,570	\$36,817,729
Service area	Grant, Lafayette and Crawford counties; part of Green, Iowa, Richland, Vernon in Wisconsin; Jo Davies and Stephenson in Illinois		
Board meeting day	Usually the last Thursday of the month		
Number of director districts	Nine		

2020 EXPENSES



DAIRYLAND POWER REPORT

Sandra Davidson



Sandra Davidson

Dairyland: Safe and Sustainable

In 2020, Dairyland adapted swiftly to tackle the unprecedented challenges of COVID-19. While focused on providing critical electricity for Dairyland's 24 member cooperatives, they closely monitored the pandemic and took measures to keep employees, members and communities safe. Dairyland employees—whether working onsite, in the field, or remotely—are committed to safety, 24/7 reliability and affordability for Scenic River members.

In the midst of the pandemic, Dairyland had a smooth leadership transition in July 2020 when Brent Ridge became president and CEO.

The world changed in many ways during 2020. Dairyland's six **Strategic Priorities** support their overarching goal of **SUSTAINABILITY**. Dairyland's leadership team and the board of directors continue to address ongoing changes in the energy industry known as the "Four Ds": Decarbonization, Deregulation, Digitalization, and Decentralization. To be sustainable, Dairyland must address these challenges and create long-term value for Dairyland's members.

Without a **Culture of Safety**, nothing is sustainable, and safety remains the highest priority at Dairyland. Dairyland is implementing human performance tools to strengthen and maintain a culture of safety as they strive for an operational goal of "zero incidents."

One thing that hasn't changed is the value of our Cooperative Principles and relationships. Dairyland has demonstrated commitment to transparent governance and strong relationships with members. Dairyland staff are focused on improving communities and the quality of life in Dairyland's four-state region. As a cooperative, Dairyland makes positive impacts in its local communities and by supporting organizations that assist those facing economic challenges.

Aligned with the updated Mission, Vision and Core Values, Dairyland's **People 1st** culture is member-focused, clarifies employee roles and goals, and is enhancing communication throughout the organization.

Asset Reliability & Diversification are a priority as Dairyland transitions its energy resources to a lower carbon future. In 2020, Dairyland's Board of Directors approved a goal of 50% reduction in carbon dioxide intensity rate by 2030. The Sustainable Generation Plan provides a framework for energy diversification, considering the economic impact on members, technological feasibility, social implications, and environmental responsibility.

In January 2021, the Tatanka Ridge Wind Farm (Deuel County, S.D.) began operation. Dairyland has a power purchase agreement (PPA) to receive renewable wind energy from a 52-megawatt (MW) portion of the wind farm. Dairyland also has a PPA with Ranger Solar for a future addition of 149 MW from the Badger State Solar Facility.

The retirement of Dairyland's coal-fired Genoa Station #3 (G-3) is scheduled for June 1, 2021. Employees remain focused on safe and reliable operation of the unit. Throughout this past year, Dairyland's power plant availability has been in the top quartile for performance.

Natural gas will serve as the bridge to a low-carbon future, supporting renewable energy investments while giving new technologies time to advance.

Dairyland has a long history of recycling coal-combustion byproducts (CCB). In 2020, they achieved a significant sustainability milestone by recycling 100 percent of the fly ash captured by precipitators at G-3 and the John P. Madgett Station (Alma, Wis.). Another beneficial reuse effort underway is participation in a pilot agricultural project with UW-Extension to test the effectiveness of CCB as fertilizer.

Financial and Competitive Strength is critical to sustainability. Dairyland balances building financial strength with ensuring competitive rates and sound operations.

The board approved Dairyland's 2021 budget which will result in an estimated 2.6% decrease in the average wholesale rate for Dairyland's member cooperatives on May 1. The 2021 budget supports the priorities outlined in Dairyland's strategic business plan to serve SREC. A new wholesale rate design will also provide additional flexibility for member cooperatives beginning in May 2021.

Financially, Dairyland had strong margins in 2020 due to a favorable regional energy market, a reduction in budgeted operational/divisional costs, and other factors. As a result, Dairyland provided \$6 million of rate credits to members in 2020, reduced future expenses, and is evaluating business development opportunities. In addition, Dairyland increased its cash retirement of capital credits to 5 percent (versus 2 percent) resulting in 2020 cash retirements of \$11.5 million and had three power cost adjustments (PCA) credits totaling \$2.8 million.

Dairyland has credit ratings of "A3" with a stable outlook from Moody's and "A+" also with a stable outlook from Standard and Poor's. Dairyland's board and leadership team balance building financial strength with competitive rates and sound operations. Management of costs and risks, and modernizing processes to enhance efficiency will remain key areas of focus.

Growth and Innovation will foster sustainable business and long-term competitive rates for members. Dairyland and its members are also implementing strategies to support electric vehicle growth through the creation of CHARGE EV, LLC.

Dairyland staff work with members to support economic development opportunities that will help communities grow by adding businesses and jobs. Securing economic development projects are important for the entire Dairyland system.

By seeking innovative solutions and implementing effective project management to achieve its strategic priorities, Dairyland will remain sustainable, adaptable, and competitive as the energy industry transforms.

Dairyland has demonstrated its agility and commitment to safety, while reliably providing critical power throughout this unexpected pandemic journey. As your representative on the Dairyland Board of Directors, I am confident that Dairyland will continue to provide our cooperative with reliable, affordable, and sustainable power today and for future generations.

MEET YOUR DIRECTOR CANDIDATES

DISTRICT 4

Ellen Conley

12270 Roger Hollow Road
Fennimore, WI 53809



My husband, Dennis, and I own our farm of 240 acres with 170 tillable acres in the Mt. Ida Township, city of Fennimore, and have been married almost 41 years. We have been SREC members for 37 years. We have two children, Emilee (John) Scheid and Josh; our youngest daughter, Lacey, died in 1985. We have three beautiful grandchildren who live 4 ½ hours away in Minnesota: Elizabeth, 13; Stephen 11; and Sarah, 8.

Our family hosted the Grant County Dairy Breakfast in 1994 and then in 1996 we were selected as the WGLR Farm Family of the Year. We now raise Holstein steers and cash crops; we no longer milk cows due to a barn fire in 2012. I enjoy lawn and calf care, fieldwork, our kitties, bookkeeping for the farm, life, family, and garage sales.

I have served as president of the Grant County Chapter of Wisconsin Right to Life for 13 years (1998–2011) and was secretary a couple years before that. We enjoy going to mass at the local Catholic Church and served on the council from 2003–2006. I am a member of the Homemakers-Oak Hill Climbers and served as president for three years, and I still help organize the annual Have A Heart Quilting Bee which is held in Grant County every February. We are Fennimore FFA Alumni members (received an honorary degree in 1999) and members of A.C.R.E (Action Committee for Rural Electrification).

I will always be “plugged in” to hear your concerns and comments so we can make the cooperative even stronger. I take the role of representing District 4 as a director very seriously, and will give SREC, its members, and employees the respect they deserve for their hard work. I was elected for assistant secretary/treasurer nine years ago by our board of directors, and felt honored by their trust and support.

Your “megawatts” of support, both past and future, for allowing me to represent the co-op as your director on the board, are very much appreciated. I have learned a lot the past 18 years and am still learning every day! I am proud to be part of this team, which we call family. Our cooperative members are our business! I miss seeing you all! God bless!

Thank you!

Peggy Schmitt

18283 Doyle Road
Blue River, WI 53518



My husband, Larry, and I have lived on our Blue River tree farm since 1976 and have been members of the electric co-op ever since then. While raising our five children, we also focused on serving our community through our parish, the Blue River fire department, and 4-H. In 1979, I began working with National Catholic Society of Foresters, a not-for-profit life insurance and financial services company. For the past 13 years, I have held a position on their board of directors, serving as the board chair for the past seven years.

Community service took a new turn for me in 2008 when a friend and I founded Riverway Communities of Hope (RCoH). RCoH is a non-profit entity that provides funding so that rural youth can get mental health and substance abuse treatment that their families might not be able to afford. Since we started providing this assistance, Riverway Communities of Hope has paid for appointments (or transportation to treatment) 1,791 times for a total expenditure of \$165,526. We have assisted youth in 20 different school districts in Southwest Wisconsin. I am co-founder, a volunteer, the grant writer, and the treasurer for RCoH.

Current involvement with RCoH, and my service on the board of a community-based and member-owned insurance company, have provided me with extensive board experience. My board experience includes serving on board committees for governance, bylaws, finance and investments, and member involvement.

If elected to the Scenic Rivers board, I will serve the community in a new way. I will bring to this board the knowledge, skills, and experience I have gained in previous corporate and volunteer opportunities.

Thank you for being an active member of your cooperative. I appreciate the opportunity to run for a seat on the board of directors and I thank you for your vote of support.”

How to Register for the Annual Meeting



- Visit www.sre.coop/annualmeeting2021;
- Register for the virtual meeting by noon on Friday, April 9;
- Join the meeting via the email link no later than 10:30 a.m. on Saturday April 10;
- Qualify for door prizes from the comfort and safety of your home;
- Participate in your co-op by attending the Annual Meeting virtually and receive a \$5 bill credit.

DISTRICT 3



Chuck Simmons

63476 Lohmann Lane
Eastman, WI 54626

Chuck Simmons and his wife, Marlene, live in Eastman Township, Crawford County. Members of Scenic Rivers Energy Cooperative since 1999, Chuck and Marlene have been married for 48 years and soon to be 49 in May. They have three children, Emily (Brian) Joachim, Ben (Dana) Simmons, and Brian (Katie) Simmons. They have been blessed with nine grandchildren ranging in age from 5 to 18 years. They are members of St. Wenceslaus Parish in Eastman, where Chuck serves on the endowment committee. He is also a board member of Crossing Rivers Health foundation. Chuck has been a member of the Knights of Columbus for the past 40-plus years in various council positions and chairman of the statewide committee on Helping People with Intellectual Disabilities. He graduated from the University of Wisconsin-Platteville with a Bachelor of Science degree in education. After 28 years as an agent and district sales manager for American Family Insurance, he retired on December 31, 2013.

“Since retirement I’ve found that I have more time to devote to my duties as a director and board chairman of Scenic Rivers Energy,” Chuck said. He has completed a course of study through National Rural Electric Cooperative Association (NRECA) and is recognized as a Credentialed Cooperative Director. He has also received Board Leadership Certification and Director Gold Certification. In 2018 Chuck was elected to the NRECA board of Directors to represent cooperatives in Wisconsin.

“I would be honored to serve Scenic Rivers Energy Cooperative as your District 3 Director for the next three years and ask for your support and vote,” he said.

DISTRICT 8

Steve Carpenter

10548 Palmer Road
Darlington, WI



Steve Carpenter and his wife, Lisa, along with their four children, Cody (Carrie Jo), Colton (Danielle), Carson (Alyvia), and Cora; and their three wonderful grandchildren, Chloe, Cash, and Wrenley, own and operate Redrock View Farms in Darlington Township. They currently milk 500 cows and operate 1,700 acres of crop ground. A lifelong member of SREC, Steve says the co-op has been very helpful during the expansions to their farming operations. He has also worked with Focus on Energy and plans to continue working with that program. Being selected as the WGLR Farm Family of the year in 2017 and the Tri-State Farm Family of the year in 2020, shows that family and community involvement are very important to Steve.

Steve believes that SREC needs to promote economic development in ways to manage rising energy costs and to meet the growing demand for electricity while protecting the environment. He has been involved in some renewable energy projects and believes in the need to look for cost-effective and environmentally sound ways to produce alternative electricity.

“The key for success of any cooperative or business is people and service,” Steve said. “The cooperative needs to be able to meet the needs of its members at a competitive price and provide service from good employees. In the past nine years, serving as a director for our cooperative, I have learned a lot about the operations of SREC. I look forward to continuing to work with my fellow directors for the continued success of your cooperative as we work through the future challenges we will face. If re-elected, I will continue to work hard to represent District 8. Thank you for your support and vote.”

NON-DISCRIMINATION STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted

or funded by USDA (not all bases apply to all programs).

Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202)720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800)877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027,

found online at <https://www.usda.gov/oascr/how-to-file-a-program-discrimination-complaint> and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: program.intake@usda.gov

Scenic Rivers Energy Cooperative is an equal opportunity provider and employer.

MINUTES OF THE ANNUAL MEETING

Scenic Rivers Energy Cooperative • Held on May 23, 2020

The 83rd annual meeting of the Scenic Rivers Energy Cooperative (SREC) was held on Saturday, May 23rd via the internet due to the Covid-19 pandemic. Chairman Simmons called the meeting to order at 9:00 a.m.

Attorney Niles Berman from Wheeler, Van Sickle & Anderson, S.C. proceeded with the business portion of the meeting. It was determined that there was a quorum, as 158 members were online at the time the meeting was called to order. 180 members had registered in advance. 196 or more signed absentee ballots were cast in each of the three districts, as well.

Attorney Berman stated the Notice of Annual Meeting was printed in the annual report and posted at each SREC office. We received notarized proof of mailing from *Wisconsin Energy Cooperative News (WECN)* that the March 2020 issue of the *WECN* magazine contained a printed notice of the annual meeting. An additional postcard was mailed to each member on May 4, 2020, with the updated notice of annual meeting, and Dairyland Power Cooperative also provided a proof of that mailing.

The 2020 meeting rules of order were posted. Attorney Berman allowed members time to read and review the proposed rules of order. The members were asked to vote to approve the meeting rules of order, and the rules of order were approved unanimously.

Attorney Berman asked the membership to approve the previous annual meeting minutes held on April 13, 2019, as printed in the annual report on page 18 and posted during the meeting. The membership unanimously approved the minutes as printed and posted.

On behalf of the Audit Committee, Chairman Simmons reported on the fiscal year 2019 Audit Committee Meeting held on March 26, 2020.

Chief Financial Officer Dawn Meade presented the treasurer's report that highlighted key points of interest in 2019 for SREC.

CEO Lucas presented his annual report on the state of the cooperative. He announced that the membership will not be seeing a rate adjustment this year due to the current situation and the cooperative staff will find other ways to cut costs. However, a rate adjustment is expected next year. He reviewed frequently asked questions and indicated that the cooperative is meeting this crisis head-on, keeping safety in mind and the lights on.

Attorney Berman explained that there was no unfinished business from the previous annual meeting. There was also no new business other than the election.

Attorney Berman then announced the results of the director elections, indicating that incumbents Marcus Saegrove (District 1), Delbert Reuter (District 5), and Jack Larson (District 9) were re-elected, by the following votes:

District 1

Marcus Saegrove received 219 votes.

John Vehrer received 1 vote.

Jennifer Longmire received 1 vote.

District 5

Delbert Reuter received 287 votes.

Moe Wiest received 1 vote.

District 9

Jack Larson received 195 votes.

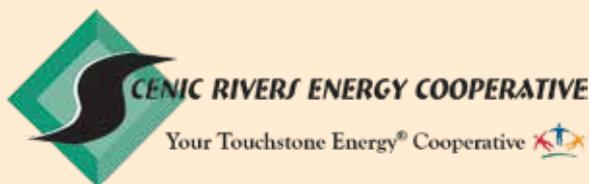
Tom Burriss received 1 vote.

Chairman Chuck Simmons announced the winners of the \$100, \$50, and \$25 door prizes.

Judy Mims announced the 52 recipients of the \$1,000.00 scholarships.

All registered members who were present at the Annual Meeting will receive a \$5.00 credit on their July bill.

Chairman Simmons asked for any further business—hearing none, the meeting was adjourned at 9:33 a.m.



Steve Lucas, CEO

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Gays Mills, WI 54631
gaysmills@srec.net

608-723-2121 • 800-236-2141 • www.srec.coop

Board of Directors

Chuck Simmons, Chairman
Donald Schaefer, Vice Chairman
Sandra Davidson, Secretary-Treasurer
Ellen Conley, Asst. Secretary-Treasurer
Larry Butson, Director
Steve Carpenter, Director
Delbert Reuter, Director
Jack Larson, Director
Marcus Saegrove, Director

SREC OFFERS COLLEGE SCHOLARSHIPS

College scholarships will be awarded through a drawing at the 2021 Scenic Rivers Energy Cooperative 84th Annual Meeting on Saturday, April 10, 2021. At the time of the annual meeting, to be eligible to receive a scholarship, the applicant must be either:



- a. a senior in high school;
 - b. a senior in a home-schooled program;
 - c. a non-traditional student entering their freshman year in a post-secondary accredited program
- After successful completion of their first semester (Fall 2021) of post-secondary school or college AND receiving credit for at least 12 credits at a minimum “C” average, a \$1,000 check will be made out to the student and the school for the second semester tuition. If the student fails to meet these qualifications, the scholarship will be awarded to the alternate if they have met all the same requirements.

Qualifications:

1. Only dependents of members or members of Scenic Rivers Energy Cooperative will be eligible to receive scholarship money. (Dependents of employees and directors are eligible as long as they are members of SREC.)
2. The application can be mailed or emailed to the addresses below and needs to be received **on or before April 5, 2021**, to qualify:

Mailing Address: Scenic Rivers Energy Cooperative
Attn: 2021 Scholarships
231 N. Sheridan St.
Lancaster, WI 53813
Email Address: csolmstead@srec.net

SREC will mail or email each student a letter to verify receipt of the application. If you do not hear from SREC by April 5, 2021, please call to verify SREC received your application.

3. The student **must** be present at the SREC Annual Meeting held on April 10, 2021, to win.
4. The student must receive at least 12 college credits at a minimum “C” average during their first semester (Fall 2021) of post-secondary school or college.
5. Simply fill out the application form and return it to the address stated above. Applications can be picked up at any of the SREC three offices: Lancaster, Darlington, or Gays Mills or on our website @ www.sre.coop

If you have questions regarding the 2021 Scenic Rivers Energy Cooperative Scholarship, please contact Carrie Olmstead at 608-723-2121 or 800-236-2141 ext. 556.

**SCHOLARSHIP
APPLICATION**

Name _____ Phone No. _____

Address _____

City _____ State _____ ZIP Code _____

Parent Name (or legal guardian) _____

Address _____

(if different from student)

Cooperative Billing Account Number _____

Name of High School _____

Email Address _____

**Deadline:
April 5,
2021**

DIRECTOR DISTRICTS



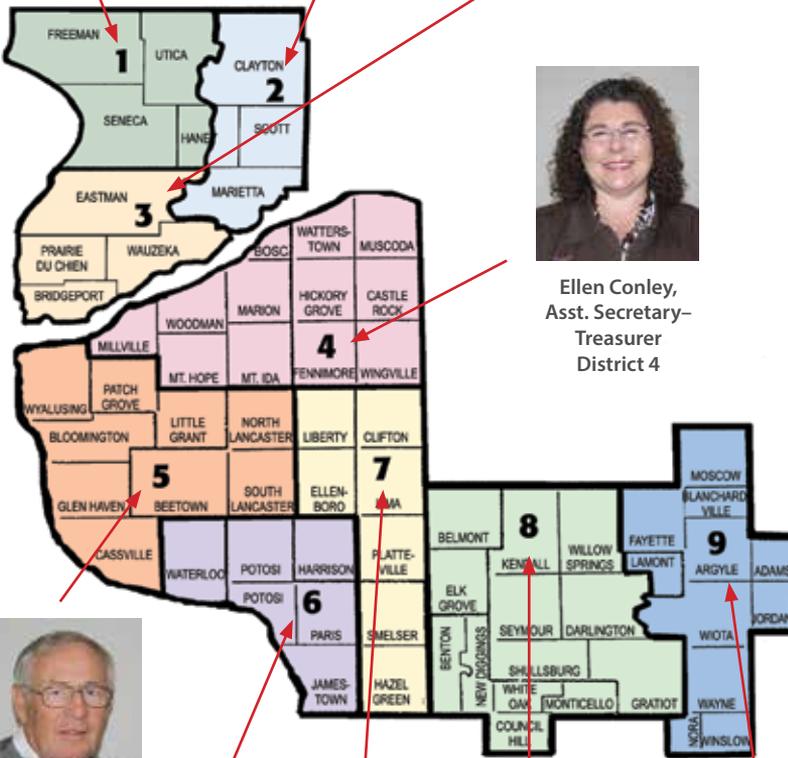
Marcus Saegrove
District 1



Sandra Davidson,
Secretary-Treasurer
District 2



Chuck Simmons,
Chairman
District 3



Ellen Conley,
Asst. Secretary-
Treasurer
District 4



Delbert Reuter
District 5



Don Schaefer,
Vice Chairman
District 6



Larry Butson
District 7



Steve Carpenter
District 8



Jack Larson
District 9

VOTING INSTRUCTIONS

For Districts 3, 4, and 8

As a member of Scenic Rivers Energy Cooperative, you have the opportunity to elect a director for your district to represent your interests on the Board of Directors. The ballot will be sent to your billing address with the names of all candidates. For the ballot to be counted, please follow the step-by-step instructions below. If you mail in your ballot, you will automatically be entered in a drawing to win a \$50 credit on your energy bill! The drawing will take place during our annual meeting and you do not have to be present to win.

Mail-in Ballot Instructions:

- 1) Mark which candidate you want to represent your district.
- 2) Place the ballot inside the "Mail Ballot Envelope".
(Please do not include your electric bill payment in this envelope since it will not be opened until April 10th.)
- 3) Seal the envelope.
- 4) Then insert that small envelope inside the return envelope with the Coop's address.
- 5) Seal the envelope.
- 6) On the outside of the envelope, **SIGN** your name on the line stating "Member Signature" located at the upper left hand corner of the envelope.

Ballots are only counted if you SIGN your outer envelope!

- 7) All ballots must be mailed or delivered so that the Cooperative office has received them by 4 p.m. on Friday, April 9, 2021.

Advance authorization must be given for non-individual members of the cooperative, such as churches, schools, cooperatives, governmental bodies or corporations, to vote at the annual meeting. Please contact our office if you did not receive/return an authorization notice.

Thank you for taking interest in the activities of your cooperative.