

Steve Lucas, CEO

## PREPAY PROGRAM EMPOWERS MEMBERS

Pay your electric bill on your own schedule and without a security deposit

**W**ant to take the stress out of due dates and late fees? Now you can take charge of your electric bill with Scenic River's Prepay Billing Program. It allows members to control when and how often they purchase electricity.

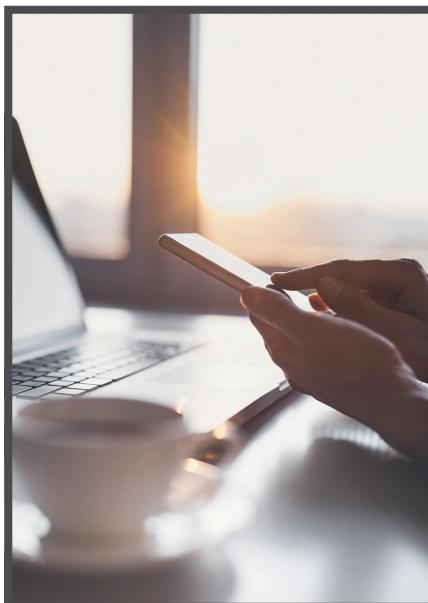
Prepaid billing is as simple as it sounds: Members pay for electricity and then use the electricity until the payment is depleted. A terrific analogy for prepaid billing is putting gas in your car. Say your car needs gas. You drive down to the station, pump in \$30 and go on your way. As you drive during the week, what happens? You monitor the gauge and make sure you have enough gas in your car. The more you drive, the quicker you will have to make a return trip to the gas station. Literally, by checking the gauge throughout the week, you could become more prudent with your gas use and make informed decisions on when and how much to use.

Now let's transfer that analogy to your account with Scenic Rivers Energy. You apply money to your electric account and your daily usage is subtracted from your balance each day. As you approach "empty," you will receive a notification that your balance is getting low and you should consider adding more money to your account.

If you run out, the power goes off just like your car stops when it runs out of gas. Over time you become more aware of how you are using electricity. You turn things off more often. You may change the setting on your thermostat so you don't cool or heat as much. You might cook outside to avoid using the oven or make sure your dishwasher is really full before running it. Industry studies show that consumers who participate in prepaid metering plans use as much as 10% less electricity than their counterparts. With the traditional billing, sometimes it comes as a shock. A whole month has passed and you question "How could I possibly have used so much electricity?" Prepaid billing is designed to ease—and hopefully eliminate—that shock.

Members are able to access their account information by logging into SmartHub via their computer or mobile app every day. Members receive notifications when their balance is low via email, text or both.

Our new Prepaid Billing program gives you more flexibility and control over the use of electricity. It allows you to control your budget and purchase electricity when it is convenient for you. The same rates and monthly charges apply. Contact SREC to learn more and sign up for Prepay Billing.



### Ready to Enroll?

Qualifications for the Prepaid Billing Program are as follows:

- Only single-phase services;
- Must have a SmartHub account set up;
- The agreement is for a minimum of one year;
- Account must be current in order to participate;
- Minimum \$30 starting balance; and
- Assistance funds are available for prepaid members with the same criteria as the traditional billing method.

To get started, contact SREC and ask to participate in the Prepaid Billing Program.



# FIRE UP THE GRILL

## with the Wisconsin Beef Council!



The Wisconsin Beef Council is proud to be part of “United We Steak,” a national summer grilling campaign from the Beef. It’s What’s for Dinner. brand. To extend the campaign across Wisconsin, WBC has partnered with retailers, including local meat processors. These local retailers are the fabric of local communities, serve as a market for beef farmers, and are a source of delicious, wholesome beef for consumers. By encouraging Wisconsinites to “Grill Like You Mean It”, WBC is creating a sense of pride amongst beef-loving communities throughout the state.

Thirty-one Wisconsin meat processors have agreed to participate in the campaign, intended to strengthen demand for beef. Those stores will have recipes and point-of-sale materials at the meat case to showcase the promotion and will be featured on the WBC website and social media pages. In addition, a map that incentivizes consumers to purchase beef will identify those participating processors. The widely followed Wisconsin Beef Council social media pages and consumer advertising efforts will further elevate and keep beef top-of-mind, and partnerships with a number of in-state bloggers will feature beef and provide new beef recipes to extend the message that beef is king of the grill in Wisconsin.

For more details on the campaign, go to [www.United-WeSteak.com/Wisconsin](http://www.United-WeSteak.com/Wisconsin).

### Wisconsin Food and Farm Support Fund Adds Beef Council to Partner List

Rural Mutual Insurance and Wisconsin Farm Bureau Federation announced that the Wisconsin Beef Council has joined them as a partner in raising awareness for the Wisconsin Food

### Beef Checkoff Introduces “United We Steak” Campaign



and Farm Support Fund.

Through this awareness, American Foods Group generously donated 5,000 pounds of ground beef to Feeding Wisconsin. The Wisconsin Food and Farm Support Fund stepped up and matched the donation with an additional 5,000 pounds of beef, bringing the total donation to 10,000 pounds. The ground beef will be distributed to food banks across the state. This donation will help neighbors in need during these challenging times, and also support Wisconsin’s cattle farmers, who are working hard every day to ensure that their high-quality, nutritious beef is readily available.

“Feeding Wisconsin and our network of food banks is grateful for the support of this growing partnership and the generous community giving that we’ve seen,” said Feeding Wisconsin Executive Director Stephanie Jung Dorfman. “At a time when we are seeing an increased demand for our services and our food banks are purchasing more food than ever before, these funds are enabling us to source great Wisconsin products to distribute to our friends and neighbors in need.”

To learn more, go to [ruralmutual.com/about/donationsorwfbf.com/wisconsin-food-and-farm-support-fund](http://ruralmutual.com/about/donationsorwfbf.com/wisconsin-food-and-farm-support-fund).

### Grill Like You Mean It, Wisconsin!

It’s always time to fire up the grill, and the Wisconsin Beef Council has just what you might be looking for. Whether you want a classic burger, a spice-rubbed steak with a side of grilled fruit, or any easy and delicious weeknight meal, the recipe collections on the Wisconsin Beef Council website will not disappoint. Head on over to [beeftips.com](http://beeftips.com) for all of your summer grilling inspiration!

# ELECTRICAL SAFETY

## with Willie Wiredhand

Willie Wiredhand is here to answer some common questions about your electric service and ways to stay safe around electricity!

### What should I do if I see a downed power line?

Call 911 right away and stay as far back as possible. Always assume a line is energized.

### But it's probably not energized if it's down, right? Couldn't I just drive around it or over it to get where I'm going?

There's no way to tell by looking or listening whether or not a line is energized. An energized line may or may not spark, arc, or make noise. Even if power is out in the area, the line could still be live. Don't take the risk—stay away!

### If my vehicle were to come in contact with a power line, should I get out of the car right away to prevent electrocution?

The safest option is to stay where you are. If there is a fire, gas leak or other immediate danger, exit your car by jumping out, keeping both feet together. Continue to hop until you are well away from the danger zone. Do not walk, as this could create a path to ground for the electricity, resulting in electrical shock or electrocution.

### How can I help someone who has been in an accident involving a downed power line?

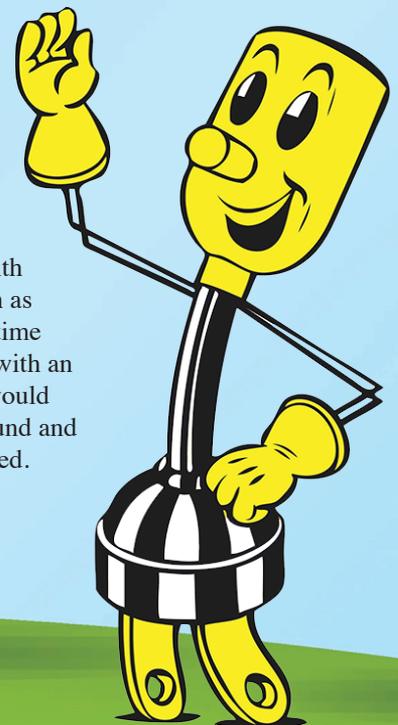
The best way to help is by keeping your distance and calling 911. Do not approach the scene! Encourage other bystanders to keep their distance as well. One wrong step could result in more injuries.

### During an outage, I saw SREC trucks drive right past my house. Why couldn't they just stop and reconnect my electric on the way through?

SREC's plan for restoring outages is to restore as many services as quickly and safely as possible. Sometimes the source of the outage is at the substation or somewhere further up the line. Crews work to restore larger-scale outages before working on individual properties. Additionally, crews sometimes need to cut off power in order to work safely on an outage.

### I understand that people need to stay back from an energized line...so how can birds sit on a wire without being electrocuted?

Birds can perch on an electrical line because there is no path to ground. If the bird were to make connection with another object (such as a pole) at the same time as being in contact with an electrified wire, it would create a path to ground and would be electrocuted.





## MEMBER PHOTO OF THE MONTH

September's winning photo in SREC's 2020 Member Photo Contest is "Hummingbird Among the Zinnias" by Vickie Wessel of Bloomington.

## Energy Efficiency Tip of the Month

Clothes dryers make up a large portion of your appliance energy consumption. Clean the lint filter after each cycle and scrub the filter with a toothbrush once a month to remove film and increase air circulation. —Source: *energy.gov*



*Labor Day* 

SREC's offices will be closed Monday, September 7, for Labor Day.

# CANCELED



## 2020 MEMBER APPRECIATION CELEBRATIONS CANCELED DUE TO CORONAVIRUS

Don't get us wrong—we still appreciate our members!

In fact, it's *because* we appreciate our members that the SREC board of directors has made the difficult decision to cancel the Member Appreciation Celebrations we typically host each October. We want to do everything possible to keep our members safe while the coronavirus is still a public health threat.

We look forward to the time when we can safely gather to celebrate October Co-op Month once again.

Stay safe, everyone!



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