



# POWER IN YOUR HANDS



Steve Lucas, CEO

Recently, one of our newer employees asked me what makes electric co-ops different than other types of utilities. This month, I thought I'd tell you of few of the things I told him. Because we're a co-op, we operate a little differently than other utilities. Scenic Rivers' decisions are made locally, by directors who also live right here in our

community. Everyone who pays to receive electricity from the co-op is a member. When you pay your electric bill each month, your money stays here—to pay for the electricity used, or to make improvements to our local system to strengthen service reliability. The money you pay the co-op doesn't line the pockets of shareholders five states away. We're a co-op, and we exist to provide a service to you, our local members.

You may notice that throughout the year, we schedule opportunities for you to attend co-op events, like our annual meeting traditionally held in April, so we can hear from you. We also offer a virtual option for those who can't join us in person. Our employees are here in Lancaster, Gays Mills, and Darlington to answer your calls and assist you with your needs.

Our success lies in your satisfaction, which is why we offer these opportunities to engage and listen to what you have to say.

Because you're part of an electric cooperative, you can count on our team to maintain local jobs, at-cost electricity, and first-class service, no matter what the economy—and supply-chain issues—throw at us.

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Scenic Rivers continues to keep costs as low as possible and keep more money in your pocket. We want to help you maximize the value you can get from our services and offerings. For example, we can help you save on energy bills through our rebates program and by offering you tips to lower your usage every day.

If you want to receive important information from Scenic Rivers such as power restoration updates and tree trimming crew alerts, please ensure that you update your phone numbers when you get new contact information. You can also stay in the know with Scenic Rivers by reading our monthly newsletter, *Light Notes*, and by following us on Facebook and Instagram.

Please know that you—the members of Scenic Rivers—are at the heart of everything we do. Co-ops adhere to seven guiding cooperative principles that reflect core values of honesty, transparency, equity, inclusiveness, and service.

We exist to serve you and provide the quality, reliable, friendly service you expect and deserve. While we've grown over the years, we're still driven by the same guiding principles to serve our community. We hope to see or hear from you soon. This co-op was created for you, the members. The power is in your hands.

## Energy Efficiency Tip of the Month

Did you know fall is the perfect time to schedule a tune-up for your heating system? Home heating accounts for a large portion of winter energy bills, and no matter what kind of system you have, you can save energy and money by regularly maintaining your equipment.

Combining proper equipment maintenance and upgrades with recommended insulation, air sealing, and thermostat settings can save about 30% on your energy bills.

Source: Dept. of Energy



## FROM THE ARCHIVES



This photo is of the 1940 Crawford Electric Cooperative Board of Directors. Can any of our members name any of these faces? If you can, please call Judy at 800-236-2141 x 554 with any information. Also, we're still hoping to learn more about last month's photo, of a mother and daughter in Lafayette County. Give Judy a call if you can help us! Also, thank you to Tina Dilley and Rhonda Wiedenbeck, who named some of the students in the July photo.



# YOUTH LEADERSHIP CONFERENCE IT'S ALL ABOUT THE FUN!

Summer is for traveling and the following students took advantage of the Youth Leadership Conference (YLC) and Youth Tour programs here at Scenic Rivers. Your co-op supports and promotes the education of our youth because we know that they will be the future members and leaders of our co-op and our communities. We want them to know what the cooperative's history is, the way we work, and why we are different. Plus, we like to have fun!

Pictured at right (l-r): Madalynn Oyen, Lillie Cooley, Gracie Sime, Cassie Cooley, Mallori Oyen, and Rita Achenbach.



**Lillie Cooley** of Potosi attended YLC just like her two older sisters did years ago. She indicated that "if you want to be a better leader you should attend this conference." Lillie had fun meeting new people and playing sand volleyball on campus. She also stated that she "learned a lot about the co-ops and that is was a fun opportunity."



Lillie took the chance to apply for the Youth Board and gave a candidate's speech, and while she wasn't elected, she represented our co-op with poise.



"I learned about co-ops, something I was previously oblivious about. I picked up some great leadership tips for my toolbox that I will use with my local projects," said **Gracie Sime** of Seneca. Gracie enjoyed the hypnotist and team-building activities, but said the etiquette dinner was also great. YLC is a great program, according to Gracie, for anyone and everyone. "You will meet a ton of people while learning and having fun."





Hailing from Fennimore is **Mallori Oyen**, who enjoyed the speakers and the people. Did you know that Gilbert Brown (Green Bay Packers Hall of Fame and Super Bowl Champion) was one of the featured speakers this year? He spoke on bullying, what it takes to become a professional football player, and much more. Mallori learned “more about herself, co-ops and how to make connections.” So, if you want to get out and have fun, YLC is a great idea.



**Rita Achenbach** from Eastman took time out from her many other activities to attend YLC and would recommend that “high schoolers who are leaders, or who want to be,” should attend this leadership conference. Rita loved making new friends and really enjoyed “The Grave Digger” (Gilbert Brown). She volunteered to be hypnotized and entertained us all with her half-awake ideas. “YLC is about more than just co-ops and leadership training—check it out!”



“I wish students thinking of attending YLC knew that it isn’t scary. You make a lot of friends, learn to use the dorm rooms and cafeteria and so much more,” said **Cassie Cooley** of Potosi. In fact, meeting new people and making friends is something Cassie is great at. As a member of District 3, Cassie was instrumental in building a shoe tower and creating a TikTok video about the Cooperative Principles, and she left the conference with a lot of new friends and memories.

**Madalynn (Maddie) Oyen** of Fennimore took her own advice and attended YLC for a second time. "It was fun the first time and it was hilarious the second time," said Maddie. She learned more from speaker Craig Hillier when he talked about becoming your best self, leading differently, and asking better questions. Ben Bella (pictured with the students at right) also spoke to the teens about safety in the workplace and behind the wheel, always an important message for teens.



Youth Board member **Connie Clark-Bailey** from Seneca attended YLC in 2022. She was elected to the Youth Board and traveled to Washington, D.C., where she visited historical sites, museums, and met with congressional members on Capitol Hill. Connie will be studying political science this fall at UW-



Milwaukee and this trip allowed her to "speak directly with legislators on issues." As a member of the Youth Board, Connie was surrounded by other successful people her age and she learned from them as well. The trip boosted her self-confidence and taught her many lessons. Through YLC Connie learned how to become a more engaged member of the cooperative by attending the annual meeting and WECA's Education and Lobby Days with other cooperative leaders in Madison. Connie's best advice to future YLC attendees: "Don't be afraid to be yourself!"



**Steve Lucas, CEO**

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