



A FINAL FAREWELL

By Jerry Sorenson, General Manager

After almost 32 years at Riverland Energy Cooperative, I am announcing my retirement. It has been a great journey. The changes I have seen in almost 32 years is staggering. I am honored to have served a small role in it and I am grateful for the opportunity to have served all of you.

Our world in the electric utility industry is in the midst of change. Riverland Energy has always been a leader in the industry and is in an outstanding position to meet those changes. That will not change no matter who is in charge.

We are seeing certain sectors of our industry focusing mainly on public relations and losing sight of our main focus, which is the delivery of energy at the lowest possible cost. I have concerns with this. We must never lose sight of the fact that the members are owners.

Current environmental and social concepts today, while good in theory,

fail to recognize the costs that are passed on to the members. Members of all economic sectors have to pick up these costs, which hit the poor harder than any other sector. Cooperatives mainly serve the rural poor and not what Wall Street Banks think. I have always made Main Street my focus.

I leave this position at the end of this month, with the most rewarding experience of having a great group of employees, colleagues, and members to work with. I will miss the opportunities to meet the members in person, be it the annual meeting, district meeting, or just in the office or out in the community. I will miss the employees and my colleagues in the cooperative world. There is something special about being part of an electric cooperative and working with



people who are drawn to serve. It will be strange to not pull into the office to see what the day has in store, but I look forward to exploring what retirement has to offer.

At the time of this writing, the next general manager has not been selected. That is the hard part about editorial deadlines...the article is due before an announcement is made.

From my family to yours, I want to thank you for letting me serve you. It has been an honor.

All the best, Jerry Sorenson



REBATE PAPERWORK DUE DECEMBER 31

Riverland Energy Cooperative has rebates available for members who purchase items that promote energy efficiency and conservation. ENERGY STAR rated appliances, appliance recycling, central air conditioners, heat pumps, and various types of lighting are included on the 2022 forms. Agricultural and commercial rebates are also available.



Important details:

- Only items that were purchased and installed between Jan. 1, 2022, and Dec. 31, 2022, are eligible.
- Rebates are only available while funds last. Once the funds allocated for 2022 rebates are depleted, rebates will not be issued.
- Appliances must have the ENERGY STAR logo on the appliance. Send the logo in along with your form.

Rebate forms are available at www.riverlandenergy.com or at any of our offices. Please review the rebate form prior to making purchases to ensure your item meets the rebate requirements for energy efficiency.

MAKE A DIFFERENCE AS A DIRECTOR

Are you interested in serving as a board director for your cooperative? A director's responsibility consists of having the ability and knowledge to set policies and approve programs that are the basis for operating your cooperative. A director must have the time to attend monthly board meetings, other special meetings, and educational seminars. Also, new directors are strongly encouraged to obtain their Credentialed Cooperative Director certificate within the first term of service.

Requirements:

- Be a cooperative member residing in one of the districts open for election (2023: Districts 1, 6, and 7)
- Have an account in good standing
- Must be elected at the District Committee Meeting, or by petition

If you are interested in being a director, contact us for more information.

Nominating Committee

The 2023 nominating committee will meet in February at the district committee meeting to select candidates for the director elections coming up at the annual meeting in March.

To be part of the nominating committee, you have to be nominated by those in your district and serve on the committee for four-year terms. This year ballots will be mailed to those in districts 2, 5, and 9 to elect representatives to serve on the nominating committee and attend our district committee meeting in February. If you reside in other districts, and are interested in being on the district committee, give Jordan or Beth a call at 800-411-9115 and they can help you with the process.

The district committee/nominating

committee elections are as follows:

- 2023: District 2, 5 & 9
- 2024: Districts 1, 6 & 7
- 2025: No election
- 2026: Districts 3, 4 & 8

The upcoming director elections will be held as part of Riverland Energy's Annual Meeting on Saturday, March 26, at the Arcadia High School in Arcadia. If you are interested in serving on the board of directors and are not part of the nominating committee, contact our office.

The elections to serve on the board of directors that take place at the Annual Meeting are as follows:

- 2023: District 1, 6 & 7
- 2024: No election
- 2025: District 3, 4, & 8
- 2026: District 2, 5, & 9

NEED HELP WITH HEATING COSTS? Energy Assistance Available for Qualifying Members

The Energy Assistance Program (EAP) is a federally funded program through the U.S. Department of Health and Human Services, which helps low-income renters and homeowners with heating assistance, crisis prevention, energy-related repairs, energy conservation, emergency assistance, and referrals to other programs and services. Members can see if they qualify for energy assistance through the county where they reside. To apply, contact your county's provider at the number below:

Trempealeau County:

Trempealeau County Social Services: 715-538-2311
Western Wisconsin E.O.C.: 715-985-2391

Buffalo County:

Buffalo County Human Services:
608-685-4412

La Crosse County:

La Crosse County Human Services:
608-785-5582
Salvation Army: 608-782-6126
Energy Services, Inc.: (800) 246-6394
or homeownerhelp.wi.gov



MEMBERS HELPING MEMBERS

Members can help family, friends, neighbors, or even strangers stay current on their electric bill. If you would like to help a member by paying \$50, \$100, \$200 or any amount desired towards their electric bill, please send a check with the member's name, address, and phone number. If you have any questions, please contact our billing department at 800-411-9115 for more details.



YOUTH AMBASSADOR LEADERSHIP PROGRAM BEGINS

Riverland Energy’s Youth Ambassador Program began on October 26 at Riverland headquarters in Arcadia. The students, who are high school juniors, learned about the cooperative business model, engaged in a teamwork activity, and formed a co-op. They were also treated to lunch and learned what was ahead as a youth ambassador.

The youth ambassadors were also there for the unveiling of the first Level 2 electric vehicle charging station in Trempealeau County. They got to see a Ford Lightning electric truck, and learn about electric vehicles and electric vehicle chargers.

We’re looking forward to a great year ahead!



2022-23 Youth Ambassadors, front row l-r: Alyson Turner, Zoe Danzinger, Josie Alesch, Gerardo Cballos-Lopez. Second row, l-r: Whitney Ottum, Savannah Foust, Hailey Van eijl, Vivian Kulig, Sophia Skoyen, Rayna McCardle, Briana Ruiz. Back row, l-r: Walter Berns, Keegan Stiehl, Cainnin Mann, Madox Stewart, Grady Meier, Colton Fedie. Missing from photo: Samantha Berg, Peyton Snyder, Roland Goeldner, Claire Goeldner, Gracie Rombalski.



LEVEL 2 EV CHARGERS INSTALLED AT RIVERLAND OFFICES

Electric vehicle drivers can now charge their cars at the Riverland Energy Cooperative offices in Arcadia and Holmen. The charger in Arcadia is the first Level 2 charger in Trempealeau County.

“We’re happy to be able to provide a charger in this area. We are located off of Highway 93, which is a highly traveled road between La Crosse and Eau Claire,” said General Manager Jerry Sorenson.

A Level 2 charging station provides about 20 to 25 miles of battery charge for every hour the vehicle is plugged in.

“We don’t expect people to fully charge

their EVs at our Riverland Energy locations, but they can top of their charge with enough power to get back home after a trip to a meeting, or running errands,” said Sorenson.

It is available to the general public and users can pay with their credit card or through the ZEF Energy App on their phone. Riverland Energy also offers incentives for charging EVs at home, including a \$400 charger rebate.

Riverland Energy joined with over 30 electric cooperatives to help promote electric vehicle adoption. Visit charge.coop and plugshare.com to find a charging station.



CHARGING OPTIONS FOR ELECTRIC VEHICLES



Electric vehicle (EV) owners have multiple options for charging their vehicle. There are three common EV charging levels: Level One, Level Two, and DC Fast Charge.

LEVEL 1 CHARGING

Level 1 is the most basic charging level. If you choose this option, your EV will typically include an adapter that plugs into a standard 120-volt outlet. This is the easiest and cheapest charging solution, but it will take much longer to charge your EV.

LEVEL 2 CHARGING

Level 2 is about three to five times faster than Level 1, but this level of charging often requires separate purchases and installation. The EV is plugged into a 240-volt outlet, which is used for larger appliances like a clothes dryer, or it has to be hardwired. Most homes do not include a 240-volt outlet in garages, so the outlet must be installed by a licensed professional. You typically see Level 2 charging stations at shopping malls, office buildings, and multifamily community spaces.

DC FAST CHARGING

Fast Charge stations are most often seen near high-traffic public areas, like gas stations, rather than in homes. This is the fastest charging level, with the ability to charge an EV to 80 percent in under 30 minutes. As EVs continue to become more popular, you can expect to see more DC Fast Charge stations throughout Wisconsin.

If you’re charging an EV at home, please contact us to learn about our available programs. EV charging creates additional energy demand. By letting us know about your EV charging levels, we can help ensure your home is prepared for the additional energy consumption, and you can take advantage of our rebates and load control program.

Jerry Sorenson, General Manager

608-323-3381 • 1-800-411-9115 • www.riverlandenergy.com

Beth Alesch, Editor



Riverland Energy Cooperative

Your Touchstone Energy® Partner 

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P.O. Box 277,
Arcadia, WI 54612

Holmen Office

1800 Granary St.
Holmen, WI 54636

Outages & Emergencies

Call 1-800-927-6206
24 hours a day

Office Hours

Arcadia: 7:30 a.m.–3:30 p.m.
Holmen: 7:30 a.m.–3:30 p.m.

Officers of the Board of Directors:

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