

IT'S A MATTER OF CO-OP PRINCIPLES



**Riverland Energy
Cooperative**

Your Touchstone Energy® Partner 



**Jerry Sorenson,
General Manager**

ACE Hardware, State Farm, REI, Land O'Lakes, and Riverland Energy all share something in common: We're all cooperatives.

We may be in different industries, but we all share a passion for serving our members and helping our communities to thrive. In fact, all cooperatives adhere to the same set of seven principles that reflect our core values of

honesty, transparency, equity, inclusiveness, and service to the greater community good. October is National Co-op Month, so this is the perfect time to reflect on these principles that have stood the test of time but also provide a framework for the future. Let's take a look at the first three cooperative principles.

Voluntary and Open Membership

Just like all co-ops, Riverland was created out of necessity—to meet a need that would have been otherwise unmet in our community. So in 1937, a group of neighbors banded together and organized our electric co-op so everyone in our community could benefit. For a modest membership fee to the co-op, any farmer could get electricity brought to his farm. Neighbors came together to tackle a problem that they all had but couldn't solve alone. They worked together for the benefit of the whole community, and the newly established electric lines helped power economic opportunity in our community.

While this history may be forgotten, key parts of that heritage remain—the focus on our mission and serving the greater good. In this, we include everyone to improve the quality of life and economic opportunity for the entire community. Membership is open to everyone in our service territory, regardless of race, religion, age, disability, gender identity, language, political perspective, or socioeconomic status.

Democratic Member Control

Our co-op is well suited to meet the needs of our members because we are locally governed. Each member gets a voice and a vote in how the co-op is run, and each voice and vote are equal. Riverland's leadership team and employees live right here in the community. Our board of directors, who help set long-term priorities for the co-op, also live locally on co-op lines. These board members have been elected by neighbors just like you. We know our members have a valuable perspective, and that's why we are continually seeking your input and encourage you to weigh in on important co-op issues and participate in co-op elections.

Our close connection to this community ensures we get a firsthand perspective on members' priorities, thereby enabling us to make more informed decisions on long-term investments, such as equipment and technology upgrades, electric vehicle program, solar programs, etc.

Members' Economic Participation

As a utility, our mission is to provide safe, reliable, and affordable energy to our members. But as a co-op, we are also motivated by service to the community, rather than profits. Members contribute equitably to, and democratically control, the capital of Riverland Energy. At least part of that capital remains the common property of the cooperative. Members allocate surpluses for co-op programs, initiatives, capital investments, and supporting other activities approved by the membership.

Because we are guided by seven cooperative principles, it's not just about dollars—it's about opportunity for all and being fair when engaging with our members. The cooperative way is a values-based business model.

Riverland is a reflection of our local community and its evolving needs. We view our role as a catalyst for good and making our corner of the world a better place.



**Community born.
Community led.
Focused on YOU.**

October is
National Co-op Month



Linemen receive pole-top and bucket rescue training at their recent safety meeting.



REGULAR TRAINING PART OF RIVERLAND'S COMMITMENT TO SAFETY

Safety first is more than a motto—it's the core of Riverland culture. All Riverland employees complete extensive safety training each year—ensuring all work is completed with a safety-based approach. Working with electricity, machinery, and technical devices requires regulated safety standards and protocols to be met.

Riverland ensures crews have the correct safety supplies to ensure safety protocols are met. Riverland also communicates with the National Rural Electric Cooperative Association (NRECA) and the Wisconsin Energy Cooperative Association (WECA) on safety standards. Employee safety training is a priority at Riverland Energy.

Each summer, Riverland plans pole-top rescue training for all Riverland line crews. The training ensures each one of their linemen are trained and prepared for a rescue situation in the field. This essential training reminds all employees that electricity is an asset to our lives but can be a danger when not handled properly.

"My reward each day is to know that Riverland has a good safety record and that all employees are working safe," said Operations Manager Tim Holtan.

All field and office-based employees complete CPR, first-aid, and blood borne pathogen training. While this training may seem intense for the average office-based employee, accidents can

occur at any time and preparation is key to ensuring the safest response.

"In the electric industry, you have to do everything you can to work safe," Holtan said.

Riverland also spends time educating members on electrical safety. In a normal year, Riverland visits local schools promoting electrical safety through "power town" demonstrations. Riverland crews also visit local fire stations and EMS units to educate first responders through a hot line demonstration.

"Safety is a commitment for life," stated Holtan. Riverland also promotes safety-themed print and radio messages throughout the year.

Call Now for New Electrical Service or Upgrade

If you need electrical service for a new home or a service upgrade for increased loads, such as crop-drying equipment, contact our operations department now. Unpredictable weather can cause delays in construction, so adequate lead time will help make sure that we're ready when you are.

Contact our operations department at 608-323-3381/800-411-9115.

Need a way to manage your account?

Create an account on SmartHub!

- Pay your bill
- Check your electric usage
- Set up recurring payments
- Change account information
- Report an outage



Download the FREE mobile app in the Apple App Store or Google Play Store

www.riverlandenergy.com

RIVERLAND ENERGY BOARD OF DIRECTORS TOUR THE SERVICE TERRITORY

Riverland Energy Cooperative members elect nine directors to represent their interests in the co-op's business operations. These directors establish policies and manage the business affairs of the cooperative. In order to help the board better understand the system and learn more about the businesses on our system, they travel throughout our service territory to tour some of the projects and businesses in the area.

Riverland Energy works with members to help them save money by showing them how to improve efficiency and reduce electric consumption. The co-op also offers rebates for those who make energy efficiency improvements.

The day included a tour of the Riverland Energy facility in Alma, a tour

of the JPM power plant, Prairie Moon solar garden tour, and a visit to the line crew to see firsthand how a pole is set.

The tour rotates each year to include Buffalo, La Crosse and Trempealeau counties.



l-r: Brad Soppa, training director-Alma at DPC; Director Cletus Foegen; Riverland employee Jim Huffman; Directors Dan Filla, Bea Zingsheim, Dennis Frame, Fran Fedie, Gary Dvoracek, David Anderson; Riverland General Manager Jerry Sorenson; and Directors Bryce Lisowski and David Paudler.

MY CO-OP



Check out our energy efficiency rebates for 2021

Deadline to submit rebates is Dec. 31

Riverland Energy Cooperative has many excellent residential rebates available for members who invest in certain energy-efficient products. Rebates include qualifying light bulbs, clothes washers, refrigerators, select electric water heaters, and both geothermal and air-to-air heat pumps.

Rebates are applied as a credit on your electric account. Programs are in place through December 31, 2021 or until funds, by incentive or in total, are depleted.

For qualifications, forms, and a complete list of our rebates please visit our web site at www.riverlandenergy.com.



ENERGY STAR Appliances & Recycling Rebates

Clothes Washer (Must be ENERGY STAR)	\$25
Clothes Dryer (Must be ENERGY STAR)	\$25
Dishwasher (Must be ENERGY STAR)	\$25
Dehumidifier (Must be ENERGY STAR)	\$25
Refrigerator (Must be ENERGY STAR)	\$25
Freezer (Must be ENERGY STAR)	\$25
Inductive Range	\$25
Heat Pump Clothes Dryer	\$50
Refrigerator/Freezer Recycling	\$25
Room A/C Unit Recycling	\$25

Electric Water Heater Rebates

75-99 gallons (Uniform Energy Factor .88 or greater)	\$150
Over 100 gallons (Uniform Energy Factor .88 or greater)	\$300
Heat Pump Water Heater (integrated)	\$300
Solar Storage w/Electric Auxiliary Tank 75-99 gal	\$150
Solar Storage w/Electric Auxiliary Tank 100+ gal	\$300

Lighting Rebates

Light Emitting Diode (LED) Bulb (5 lamp min.)	\$.50/bulb
Occupancy Sensor	\$5 each
LED Fixture	\$.50 per 800 lumens

HVAC

Heat Pump – Air Source & MiniSplit	\$250/ton
Heat Pump – Geothermal	\$500/ton
New Furnace w/Efficient ECM Blower Motor	\$35/each

Miscellaneous

Flow Restrictor – Faucet (1.5 GPM or less)	\$1
Flow Restrictor – Shower (2.5 GPM or less)	\$5
Electric Vehicle Charging Station	\$400
Smart Power Strip/Bar	\$5
Smart Electric Vehicle Charging Station with Integrated Metering	\$800

*Agricultural and commercial rebates are also offered.
Refer to our website for more detailed information.*



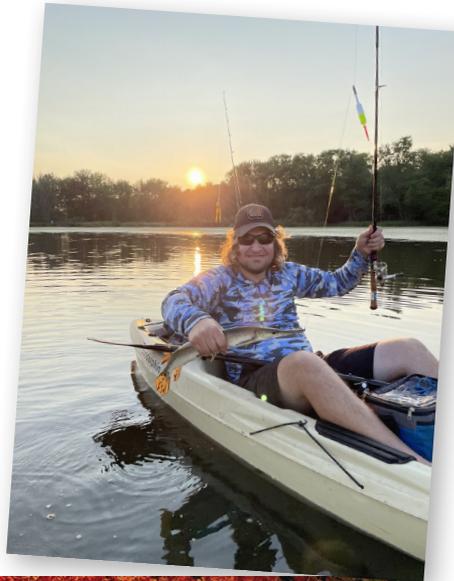
PHOTO CONTEST

Best of Summer

Congratulations to Nate S. for getting the most votes for our August photo contest.

Submit your best photo and encourage your friends to vote! The photo receiving most votes will win a \$25 electric bill credit and will be printed in our magazine, along with a few other favorites. By entering, you will also be entered into a drawing for a \$250 electric bill credit.

Our October theme is Best of Fall. Photos can be submitted through October 25. Go to our Facebook page or website to submit and vote.



Some of our other favorite photos submitted for the August contest:

Coppertone Babies – Rebecca W.

A paw-some summer on the river – Crystal G.

The beautiful views of Buffalo City – Kaitlyn V.



Jerry Sorenson, General Manager

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

Beth Alesch, Editor



**Riverland Energy
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Your Touchstone Energy® Partner 

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24 hours a day

Office Hours

Arcadia: 7:30 a.m.–4:00 p.m.
Holmen: 7:30 a.m.–4:00 p.m.

Officers of the Board of Directors:

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