



Jerry Sorenson,
General Manager

RATE ADJUSTMENT TO TAKE EFFECT IN MAY

Our board and staff work continuously to keep costs as low as possible, but as we analyze the costs to providing you electric service, along with financial projections for the next few years, the cooperative recognizes a need to adjust rates. To cover annual costs and to continue to maintain, grow, and improve the electric system into the future, we must adjust the rates our members pay. Effective May 1, 2020, all members will see a 3.0 percent increase across the board.

Much like the increasing cost of the goods we purchase for our homes and family, the cost of the cooperative's materials and supplies used for our operations and maintenance have also increased.

The rate increase will appear on members' bills in June for the May usage. The 3 percent increase includes the slightly higher energy charge (from \$.1173/kWh to \$.1208/kWh) and a \$.03 increase in the base service charge. The base service charge, currently \$1.15/day, will go to \$1.18. This base service

charge is common among electric utilities and helps utilities recover the fixed costs of the equipment, poles, wire, and transformers necessary to get power to members' accounts. All members pay this fee regardless of how much energy they use each month. The cost of these items has gone up considerably in recent years.

I encourage you to peruse our website or give our office a call for some energy usage tips. We also have a time-of-use program that allows our members who opt-in to the program to take advantage of new, lower cost energy on weekends, overnight, and during non-peak times of weekdays.

Please understand Riverland Energy's Board of Directors and its management have the responsibility of ensuring that the cooperative operates as efficiently as possible and maintains a sound financial position. We all take that responsibility very seriously and we will make every effort to ensure that we limit any increase to you, our valued members, and will keep the cooperative financially sound.



AFTER 41 YEARS, TIDQUIST HANGS UP HIS HARD HAT

Tom Tidquist, Riverland Energy Foreman, recently retired after 41 years of service. His career with the co-op began July 9, 1979, as an apprentice lineman. It wasn't long after that he became a lineman, then in 2016 a line foreman.

Tom has observed many changes in his four decades, especially in the safety equipment and technology. "We have so much equipment today that allows us to resolve power outages more quickly for

our members," he said. Tom also recalls that climbing was more prevalent than bucket truck use, and before cell phones, if you were on call, you had to be at home with a landline telephone.

One of Tom's highs include going out on outages during a storm. "Storms were always a challenge, but at the same time, it was a rush to go out an outage. They were exciting," he says. "It's always a good feeling getting the power back on for the members."

Tom taught electric safety programs for years for local fire departments, first responders, and other community groups. But his greatest passion was teaching kids electrical safety. Tom has been an integral part of the youth electrical safety program for decades. He has presented to thousands of kids over the years, helping them understand the dangers associated with electricity, how electricity works, and



what they can do if they find themselves in a dangerous situation.

"I strive for participation. I like when the kids get involved and ask questions. They really get into it," says Tom.

Tom has been a vital part of the co-op's daily operations for many years. His plans for retirement are to spend time with his six grandchildren and hopefully more, and continue hunting and fishing.

We wish him all the best!





THE COMMITMENT OF AN ELECTRIC LINEWORKER

Lineworker Appreciation Day is April 13

On April 13, along with other electric cooperatives, Riverland Energy will salute electrical lineworkers by observing National Lineworker Appreciation Day.

Lineworker Appreciation Day was created to show gratitude to the men and women who risk their lives daily to ensure reliable delivery of electricity. In 2015, the U.S. Bureau of Labor Statistics listed utility linework as one of the most dangerous jobs in the country.

Our lineworkers help maintain our power lines, routinely working in the harshest of conditions and 50-plus feet in the air to help keep our homes, businesses, and communities powered each day. These devoted employees face challenging situations on a daily basis that require technical expertise, intense focus, and thorough safety measures.

Lineworkers not only service their own communities, but others across the state and country. When disasters strike, lineworkers leave their families and homes to travel to neighboring cities and states, working long hours under dangerous conditions to help restore power.

To perform their jobs successfully, lineworkers depend on their years of training, experience, and each other to get the job done safely.

Equally important is their reliance on a strong support system at home. A lineworker's family understands and supports his commitment to the greater community during severe storms and power outages. This means in times of prolonged outages, the family and their lineworker may have minimal communication and not see each other for several days. Without strong family support and understanding, this challenging job would be all the more difficult.

Our lineworkers' around-the-clock commitment is very much appreciated. If you see our lineworkers out and about, please give them your thanks. And if you see their family members in the grocery store or around town, please offer them a thank you as well.



RIVERLAND ENERGY COOPERATIVE

APPLIANCE & ELECTRONICS RECYCLE DRIVE

Wednesday, May 27
Arcadia REC
N28988 State Rd 93
8:30 a.m. - 1:30 p.m.

Thursday, May 28
Alma REC
1225 S. Main St.
8:30 a.m. - 1:30 p.m.

Friday, May 29
Holmen REC
1800 Granary St.
8:30 a.m. - 1:30 p.m.

ACCEPTED ITEMS - FREE

Cable Boxes (FREE)
Cables & Cords (FREE)
Cameras & Camcorders (FREE)
Cassette Tapes (FREE)
Cell Phones/PDAs & Chargers (FREE)
Clocks (FREE)
Coffee Makers (FREE)
Desktop Computer Towers (FREE)
Docking Stations (FREE)
DVD/VHS/Blu-Ray Players (FREE)
DVD Disks & VHS Tapes (FREE)
External Drives (All types) (FREE)

Fans (FREE)
Fax Machines (FREE)
Hair Dryers (FREE)
Holiday Lights (FREE)
Ink & Toner Cartridges (FREE)
Laptops (FREE)
Land line Phones (FREE)
Monitors (FREE)
MP3 & iPod Players (FREE)
Projectors (FREE)
Radios (FREE)
Satellite Dishes & Receivers (FREE)

Scanners (FREE)
Servers (FREE)
Stereos & Speakers (FREE)
Toasters (FREE)
UPS & Jump Starters (FREE)
Vacuum Cleaners (FREE)
Video Game Consoles (FREE)

ACCEPTED ITEMS - FOR A FEE

Refrigerators (limit 2 per member)	* FREE (non-member pays \$15)
Freezers (limit 2 per member)	* FREE (non-member pays \$15)
Air Conditioners (limit 2 per member)	* FREE (non member pays \$15)
TV's- All Types (limit 3 per member)	\$20
Printers & Copiers	\$5
Monitors	\$5
Microwaves	\$2
Humidifiers	\$2
Washers	\$5
Dryers	\$5
Dishwashers	\$5
Stoves	\$5
Furnaces	\$5
Dehumidifiers	\$15

* Refrigerators, freezers, and air conditioners are only free to Riverland Energy members. All others will pay \$15. Bring a copy of your electric bill to qualify.

ITEMS NOT ACCEPTED

Bulbs
Capacitors
Gas Cylinders
Liquids
Medical Waste
Ballasts
Radioactive Waste
Smoke Detectors
Vape Pens

Recycling by:

Dynamic Lifecycle Innovations
Onalaska, WI
877-781-4030
www.dynamicrecycling.com



YOUTH AMBASSADORS TOUR POWER PLANT

Riverland Energy Cooperative took its youth ambassadors on its annual tour of the John P. Madget Power Generating Station in Alma on February 5. The students have the opportunity to view how their power is generated and brought to their homes.



5 STEPS FOR SAFE DIGGING

Working on an outdoor project? Always call 8-1-1 first, because you never know what's below. Here are five easy steps for safe digging:

Source: call811.com

1. NOTIFY

Call 8-1-1 or make a request online two to three days before you start.



2. WAIT

Wait two to three days for a response to your request. Affected utilities will send a locator to mark any underground utility lines.



3. CONFIRM

Confirm that all affected utilities have responded by comparing the markers to the list of utilities the 8-1-1 call center notified.



4. RESPECT

Respect the markers provided by the affected utilities. They are your guide for the duration of your project.



5. DIG CAREFULLY

If you can't avoid digging near the markers (within 18-24 inches on all sides, depending on state laws), consider moving your project.




Jerry Sorenson, General Manager

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Beth Alesch, Editor



**Riverland Energy
Cooperative**

Your Touchstone Energy® Partner 

District Office

1800 Granary St.
Holmen, WI 54636
1-800-411-9115

Outages & Emergencies

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

Office Hours

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

Officers of the Board of Directors:

David Paudler, Onalaska, President
Dan Filla, Arcadia, Vice-President
Dennis Frame, Osseo, Secretary/Treasurer