



From Here to There

By Michael Wade,
President and CEO

Approximately 60 percent of the electric energy our members consume comes from coal-fired generation plants. Coal generation has been the foundation of a reliable, safe, and affordable power supply. These plants have been retrofitted with the necessary environmental controls to reduce particulates as well as sulfur dioxide, nitrogen oxide, and mercury. In short, they have been the bedrock of electric generation in Wisconsin for many years, but their days are now numbered.

The Environmental Protection Agency (EPA) has just issued a new proposal that would require the power sector to cut carbon emissions (CO₂) by 30 percent below 2005 levels by the year 2030. Although it may sound like a long time into the future, 2030 is a relatively short

time away. In addition to CO₂, particle matter, including nitrogen oxides and sulfur oxides, will be reduced by more than 25 percent. This is the first time that the EPA has mandated cuts in CO₂ emissions from existing power plants.

We were recently notified by our power supplier, Alliant Energy, that our cost of wholesale electric energy would be increasing in 2014. As Alliant experiences natural gas volatility, increased coal transportation costs, and the expense of adding emission controls to meet regulatory requirements, we will share the burden of those expenditures. You will notice these increased costs beginning in your summer electric bills. Although this is not the news I like to give, I am afraid it is the reality of the new age of increased regulation.

There is no doubt that we stare at a future of rising electricity costs. As always, CWEC will continue to work with our statewide association, Cooperative Network, and our national association, the National Rural Electric Cooperative Association (NRECA), to advocate on your behalf and represent rural interests. As we develop our message to the EPA, we will again ask for your support and will seek your help in reaching out to our elected officials to make sure the voice of rural America is still heard. ■

NRECA Legislative Conference

Four people from Central Wisconsin Electric Cooperative recently attended the 2014 NRECA Legislative Conference in Washington, D.C., which ran from May 4–6. Cooperative leaders from across the country visited Capitol Hill to talk to the nation's policymakers about legislative issues affecting cooperatives and co-op members.

Representing CWEC in Washington, D.C., were Leonard Oppor and Tom Smith, CWEC directors; Mike Wade, CWEC president and CEO; Patty Mork, CWEC employee; and Tom's wife, Anne Smith, and granddaughter, Ashlyn Doran. ■



Left: CWEC Director Leonard Oppor heading to a legislative meeting. Above: CWEC Director Tom Smith, along with his wife, Anne, and their granddaughter, Ashlyn Doran, ready for a big day of meetings.



CWEC Teaches Electrical Safety to Fourth Graders

Every year employees from the Central Wisconsin Electric Cooperative visit grade schools throughout our service area to put on electrical safety demonstrations for the students. Recently Mark Forseth, CWEC vice president of marketing, presented the program to fourth-grade classes with the help of four CWEC linemen: John Bestul, in Iola-Scandinavia to Mrs. Bonikowske and Mrs. Wester’s classes; Allen Thulien, in Tigerton to Ms. Block’s class; Richard Lashua, in Birnamwood to Mr. Ebert and Ms. Brewer’s classes; and Chris Tuszke, in Bowler to Ms. Fuller’s class.

The interactive display demonstrates how important it is to treat electricity with respect. Students saw firsthand what happens to a kite when it comes in contact with a power line during a hot line demonstration. They discussed the dangers when contact is made with power lines and electrical equipment, farm electrical hazards, and how to safely emerge from a vehicle following accidental contact causing power lines to fall on or near the vehicle.

Birnamwood—
Richard Lashua, CWEC lineman, demonstrates what happens when a tree branch touches a live wire.



Tigerton—Allen Thulien, CWEC lineman, explains and demonstrates what happens when something you are carrying touches a live wire.



Iola-Scandinavia—
John Bestul, CWEC lineman, and Mark Forseth, CWEC VP of marketing, explain and demonstrate what happens when you come in contact with a live wire.



“Our main area of focus is to inform and instruct students about potential hazards that are around us every day, and how to recognize and react to these situations,” said Forseth. “This display is well designed to create a fun, but serious, experience students will remember for a long time.”

This is one of the many community programs Central Wisconsin Electric Cooperative is involved in to enhance our rural lifestyle. A few other programs are:

- Small business economic development assistance
- Low-income electric assistance
- Scholarships and charitable donations through the Operation Roundup program
- Rebates for energy conservation
- Annual Toys for Tots campaign
- No-cost energy audits for co-op members
- MainStreet Messenger medical alert phone system



Bowler—Chris Tuszke, CWEC lineman, along with Mark Forseth, CWEC VP of marketing, explain and demonstrate the dangers of contacting a live wire as Ms. Fuller looks on.

For more information about the electrical safety demonstrations or any of the programs listed above, please contact the co-op at 1-800-377-2932 or visit us at www.cwecoop.com. ■

Bowler Fifth-Grade Students Plant Trees

On Tuesday, May 6, Ms. Liethen's fifth-grade class, along with Mark Forseth and Brenda Mazemke, board member Ron Onesti, and Greg Lancaster of Lancaster & Associates, talked about trees and their importance, and then students learned how to properly plant flowering crab apple trees. The trees were planted near the ball field by the Bowler school.

The students played a couple games in their classroom, which were geared toward learning about trees, before they went outside to plant a flowering crab apple tree and a Red Sunset Maple tree. Lancaster showed the kids how big to dig the holes and how to properly plant the trees so the roots are close enough to the top of the surface to absorb the water and oxygen needed for the trees to survive. After

they planted the trees properly, the students put mulch around the trees and watered them.

For more information about this

program or any others offered by Central Wisconsin Electric Cooperative, please call 1-800-377-2932 or visit www.cwecoop.com. ■



Dates to Remember in July

Mid-Wisconsin Rodeo

July 3-5 • Manaw

Manawa. For more information call 920-596-2005 or visit www.manawarodeo.org.

Iola-Scandinavia Fireworks Celebration

Thursday, July 3

Kick off your 4th of July celebration in Iola. Softball and Baseball games begin at 4:30 pm. Food, refreshments, and music. Fireworks start at dusk. Rain date Saturday, July 5. Taylor Field, Iola. For more information visit www.ischamber.com.

Fourth of July Tigerton Block Party

Friday, July 4 • 11 a.m.–6 p.m.

Food, silent auction, music, refreshments, vendors, fireworks at dusk. Community Park, corner of Beech & Pine, Tigerton. For more information call Tigerton Mainstreet at 715-535-2110.

CWEC Office Closed

Friday, July 4

Independence Day Holiday

Rosholt Fireworks

Saturday, July 5

Rosholt Fair Grounds. For more information visit www.rosholtvillage.com.

Iola Old Car Show & Swap Meet

July 10-13

Midwest's largest Old Car Show. Great food and camping available. Daily admission \$8, weekend \$15. Age 10 and under free. Sunday is free admission. For more information call 715-445-4000 or visit www.iolaoldcarshow.com

Art on the Track (Art & Craft Fair)

Saturday, July 12 • 9:30 a.m.–3 p.m.

Iola-Scandinavia track, behind elementary school, Iola. For more information call 715-445-2411 ask for Johnathan Turba.

Iola Thursday Night on Main

Thursday, July 17

Downtown Iola. Live music, food, raffle tickets, and more. Thriving Thursday's Farmer Market, Farmer's Market area, Iola. For more information visit www.ischamber.com.

22nd Annual Rosholt Thresheree Antique & Farm Tractor Pull

July 18-20

Friday night truck pull, Saturday antique and farm tractor pull, Sunday horse pull and antique farm demonstrations. Rosholt Fair Grounds, Rosholt. For more information call 715-310-3877.

Iola Thursday Night on Main

Thursday, July 24

Downtown Iola. Live music, food, raffle tickets, and more Thriving Thursday's Farmer Market and consignment auction at the Farmer's Market, area Iola. For more information visit www.ischamber.org.

Iola Lioness Brat Fry

Saturday, July 26 • 10 a.m.–2:30 p.m.

Iola Sentry Foods, Iola.

47th Annual Symco Thresheree & National Antique Tractor Pull

July 25-27

Tractor pull Saturday, parade at 11:30 Sunday, Symco. For more information call Gary Knutz 920-757-6995.

Iola Thursday Night on Main

Thursday, July 31

Downtown Iola. Live music, food, raffle tickets, and more Thriving Thursday's Farmer Market and consignment auction at the Farmer's Market, area Iola. For more information visit www.ischamber.org.

To submit your community events email brenda.mazemke@cwecoop.com or call Brenda at 715-677-2211



Summer Fun and Electrical Safety for Children

“Children often do not understand the danger of electricity and electrical equipment. In their innocent and imaginative minds, what can be potentially dangerous may go unnoticed, or even appear enticing and fun,” Safe Electricity Director Molly Hall said. “Take an opportunity to point out overhead power lines and any other electrical equipment to children and explain what they are.”

Safe Electricity recommends teaching children to follow these rules:

- Never climb trees near power lines. Even if the power lines aren't touching the tree, they could touch when more weight is added to the branch.
- Kites and model airplanes should only be flown during good weather conditions in large open areas like an open park or a wide field. They should stay away from overhead power lines or other electrical equipment such as substations. If a kite gets stuck in a tree that's near power lines, don't climb up to get it. Electricity can travel down kite strings or wires. Contact your electric cooperative for assistance.
- Never climb a utility pole or tower. The electricity carried through this equipment is extremely high voltage and could kill you.
- Don't play on or around pad-mounted electrical equipment. These are often green metal “box” transformers on cement pads.
- Never go into an electric substation for any reason—even on a dare. Electric substations contain high-voltage equipment; even raising your hand inside one can cause an arc that may result in an electric shock. Never attempt to retrieve a pet, ball, or any toy from these areas. Call your electric cooperative instead.



- Immediately seek shelter if lightning or thunder is present while playing outdoors.

Be careful using electrical appliances outdoors, even if plugged into GFCI-equipped outlets. Never touch an electrical appliance while in a pool or hot tub, and keep all electrical appliances at least 10 feet away from pools, ponds, and wet surfaces. Teach your kids that it is never safe to swim in a pool or lake when a storm is brewing. Also keep in mind that you should never use appliances with extension cords that are frayed or damaged, and always be sure the ground prong is intact.

“Water often attracts kids, but water and electricity never mix,” warned Hall. “Teach older children to exercise caution before plugging in a radio, CD player, or any electrical gadget outdoors, and never leave any electrical appliances outside.” When you are done using a radio, CD player, or any other electrical gadget outdoors, bring it inside with you. If it rains, the electrical device could get wet and cause an electrical shock when used later.

“Summer showers bring more than tempting puddles for kids to splash in; they can also leave electric hazards behind,” Hall added. “Flooded areas are never safe spots to wade or play in. They may be in contact with energized electrical equipment or fallen power lines.”

Make sure all of your family members know to stay away from downed power lines and wires, and tell children to report any fallen or dangling wires to an adult. Downed power lines are extremely dangerous for children as well as adults. Always assume that any power line is fully charged and stay far away. Call Central Wisconsin Electric Cooperative immediately if you or your child encounters a downed power line, and include this number with other posted emergency phone numbers. ■

Independence Day Celebration

Central Wisconsin Electric Cooperative will be closed on Friday, July 4, 2014, in recognition of the Independence Day holiday. From everyone at CWEC, we wish you a safe and enjoyable 4th of July holiday.



Central Wisconsin Electric Cooperative

Your Touchstone Energy® Partner 

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