



# Electric Line Newsletter

## KNOW THE SIGNS OF A SCAM

It's no secret that consumers with a water, gas or electricity connection have long been targets for utility scams, but fraudsters have changed their tactics since the Covid-19 pandemic. As consumers became more reliant on technology for work, school and commerce, scammers noted these shifts and adapted their tactics to this changed environment.

Imposter scams are the number one type of fraud reported to the Federal Trade Commission. While scam artists may come to your door posing as a utility worker who works for the "power company," in today's more connected world, attempts are more likely to come through an electronic device, via email, phone or text.

### Common Types of Scams

A scammer may claim you are overdue on your electric bill and threaten to disconnect your service if you don't pay immediately. Whether this is done in-person, by phone, text or email, the scammers want to scare you into immediate payment so you don't have time to think clearly.

If this happens over the phone, simply hang up. If you're concerned about your bill, call us at 715-677-2211. Our phone number can also be found on your monthly bill and on our website, [www.cwecoop.com](http://www.cwecoop.com). If the scam is by email or text, delete it before taking any action. If you're unsure, you can always contact us at 715-677-2211, or use Smart Hub to check the status of your account.

Some scammers may falsely claim you have been *overcharged* on your bill and say they want to give a refund. It sounds easy. All you have to do is click or press a button to initiate the process. If you proceed, you will be prompted to provide banking or other personal information. Instead of money going into your bank account, the scammers can drain your account and use personal information such as a social security number for identity theft.

If this "refund" scam happens over the phone, just hang up and block the phone number to prevent future robocalls. If this scam attempt occurs via email (known as a "phishing" attempt) or by text ("smishing"), do not click any links. Instead, delete it, and if possible, block the sender. If you do overpay on your energy bill, CWEC will automatically apply the credit to your next billing cycle. When in doubt, contact us.

### Defend Yourself Against Scams

Be wary of calls or texts from unknown numbers. Be suspicious of an unknown person claiming to be a utility worker who requests banking or other personal information.

**Contact Us:**

PO Box 100  
10401 Lystul Road  
Rosholt, WI 54473  
[cwec@cwecoop.com](mailto:cwec@cwecoop.com)  
Phone: 715-677-2211  
Toll Free:  
800-377-2932  
Fax: 715-677-4333  
Office Hours: Monday thru



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Never let anyone into your home that you don't know unless you have a scheduled appointment or reported a problem. When we perform work on our members' property or come into your home, our employees are professionals and will always identify themselves.

We want to help protect our community against utility scams, and you can help create the first line of defense. Please report any potential scams to us so we can spread the word to prevent others in the community from falling victim.

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## NEW WAYS TO USE ELECTRICITY

If you listen carefully, you can hear a *quiet* transformation happening. Electric appliances and equipment are becoming more popular than ever among consumers.

Advancements in technology and battery power coupled with decreasing costs are winning over consumers looking for comparable utility and versatility. A bonus is that use of electric equipment is quieter and better for the environment.

Inside the home, consumers and homebuilders alike are turning to electric appliances to increase energy efficiency and savings. Whether a traditional electric stove or an induction stove top, both are significantly more efficient than a gas oven. That's because conventional residential cooking tops typically use gas or resistance heating elements to transfer energy with efficiencies of approximately 32% and 75% respectively (according to ENERGY STAR®). Electric induction stoves, which cook food without any flame, will reduce indoor air pollution and can bring water to a boil about twice as fast as a gas stove. Robotic vacuums are also gaining in popularity. *Fortune Business Insights* attributes the growth and popularity of robotic vacuums like Roomba to a larger market trend of smart home technology and automation (think Alexa directing a Roomba to vacuum).

More tools and equipment with small gas-powered motors are being replaced with electric ones that include plug-in batteries. In the past few years, technology in battery storage has advanced significantly. Hand-held tools with plug-in batteries can hold a charge longer and offer the user the same versatility



**CWEC will be closed on  
Monday, July 4,  
in recognition of the  
Independence Day holiday.**

**From everyone at CWEC, we  
wish you a safe and enjoyable  
Fourth of July holiday.**

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and similar functionality as gas-powered tools. For DIYers and those in the building trades, national brands such as Makita, Ryobi and Milwaukee offer electric versions of their most popular products like drills, saws, sanders and other tools. In addition to standard offerings, consumers can now purchase a wider array of specialty tools that plug-in such as power inverters, air inflaters and battery chargers.

Keith Dennis, an energy industry expert and president of the Beneficial Electrification League notes that, “A few years back, the list of new electric product categories that were making their way to the market was limited—electric scooters, lawn mowers, leaf blowers and vehicles.”

Today, the number of electric products available is exploding.

“There are electric bikes, school buses, pressure washers, utility terrain vehicles, backhoes—even airplanes and boats,” Dennis says. “With the expansion of batteries and advancements in technology, we are seeing almost anything that burns gasoline or diesel as having an electric replacement available on the market.”

A case in point is the increased use of electric-powered tools and equipment, with more national brands offering a wider selection including lawn mowers, leaf blowers, string trimmers and snow blowers. The quality of zero- or low-emissions lawn equipment is also improving.

Electric equipment also requires less maintenance, and often the biggest task is keeping them charged. In addition, electric equipment is quieter so if you want to listen to music or your favorite podcast while performing outdoor work, you can; something that wouldn’t be possible with gas-powered equipment. On the horizon, autonomous lawn mowers (similar to the robotic vacuum cleaners) will be seen dotting outdoor spaces.

Another benefit of using electric appliances or equipment is that by virtue of being plugged into the grid, the environmental performance of electric devices improves over time. In essence, electricity is becoming cleaner through increases in renewable energy generation, so equipment that uses electricity will have a diminishing environmental impact over time. Quite a hat trick—improving efficiency, quality of life *and* helping the environment.

