

Electric Line Newsletter

IT'S A MATTER OF (CO-OP!) PRINCIPLES

ACE Hardware, State Farm, REI, Land O'Lakes and Central Wisconsin Electric Cooperative (CWEC) 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, CWEC was created out of necessity—to meet a need that would have been otherwise unmet in our community. So in 1948, Marathon-Portage Electric Cooperative and Waupaca Electric Cooperative merged to form CWEC so everyone in our community could benefit. 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

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

October is
National Co-op Month!

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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. CWEC's leadership team and employees live right here in the community. Our board of directors, who helps 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 first-hand perspective on members' priorities, thereby enabling us to make more informed decisions on long-term investments, such as community solar programs, equipment and technology upgrades, electric vehicle 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 CWEC. 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

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BREAKFAST IS ON US!



**Central Wisconsin Electric Cooperative
MEMBER APPRECIATION BREAKFAST**

Saturday, October 30, 2021; 8-11 a.m.

**Main Office in Rosholt
10401 Lystul Road**

**Door
Prizes**



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for all and being fair when engaging with our members. The cooperative way is a values-based business model.

CWEC 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. And by the way, that sums up the seventh co-op principle, “concern for community.”



**Careers in Energy Week
October 18-22**

LET'S GET TO WORK.
THE ENERGY SECTOR OFFERS MORE
THAN 100 CAREER SPECIALTIES.

- Accountants
- Engineers
- Mechanics
- Safety Managers
- Communications Professionals
- Environmental Stewardship Managers
- And many more!



PASSWORD DOS AND DON'TS

A strong password can make all the difference in protecting your personal information. Follow these tips for stronger passwords.

DO:

- Change the manufacturer's Wi-Fi password on your router.
- Use two-factor authentication.
- Use unique phrases (like lyrics to your favorite song) to remember passwords.

DON'T:

- Don't use common words or numbers like "password" or "1234."
- Don't use personal details like your date of birth in a password.
- Don't use the same password for multiple accounts.

**October is
Cybersecurity
Awareness Month.**

Do Your Part. #BeCyberSmart