A black and white photograph of the Wisconsin State Capitol building. The building features a large central dome topped with a spire. In the foreground, a group of people, mostly men in suits, are walking away from the camera towards the building. The scene is set outdoors with trees on the left and a paved area in the foreground.

1994 WISCONSIN
RURAL ELECTRIC
COOPERATIVES
HANDBOOK

distributed at the
NRECA
LEGISLATIVE PLANNING
CONFERENCE

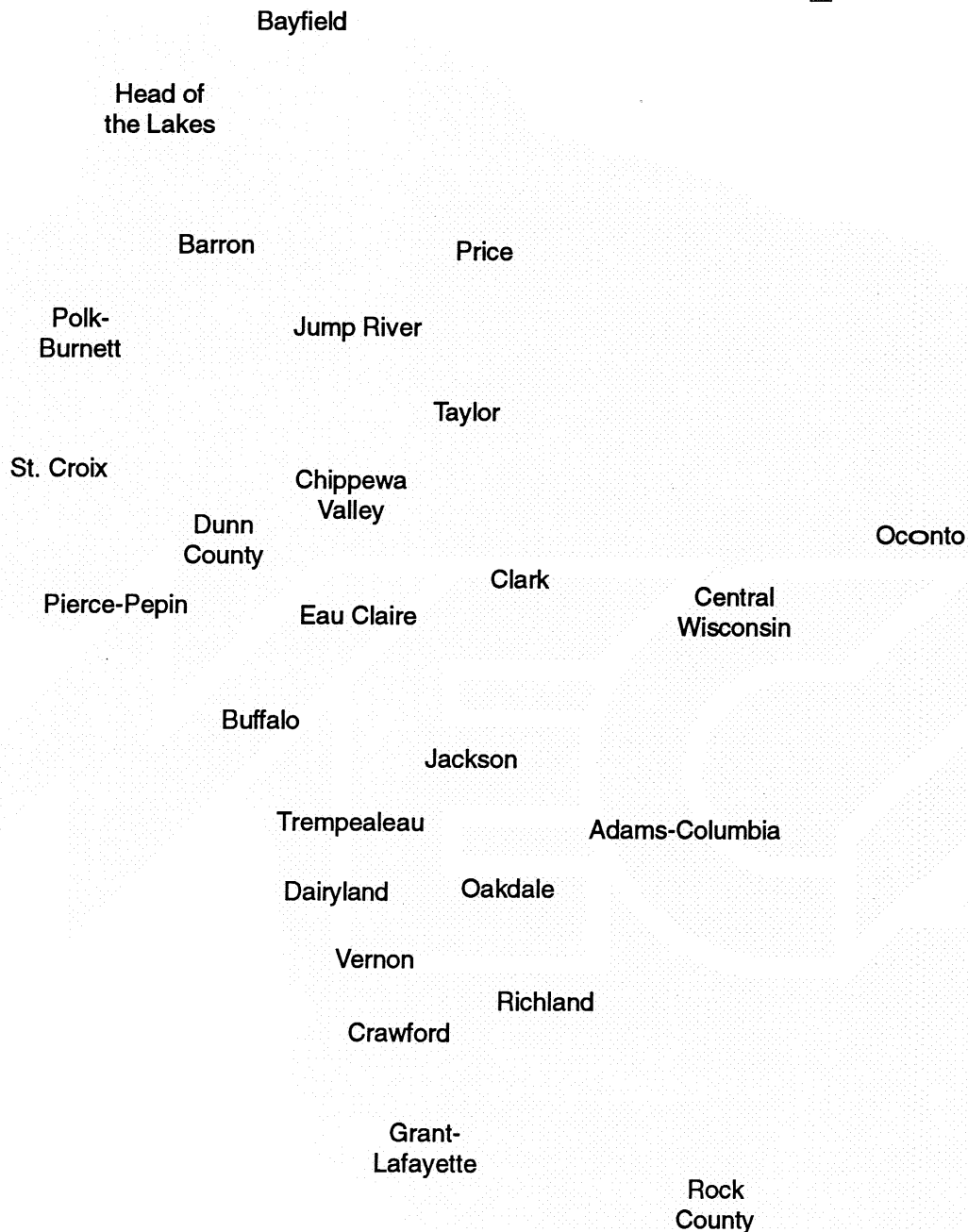
1994 Wisconsin Rural Electric Cooperatives Handbook

Distributed at the NRECA Legislative Planning Conference, May 1994

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Annual Report to the Membership April 1994



**Wisconsin Electric
Cooperative Association**

Wisconsin Electric Cooperative Association Annual Report

presented at the
23rd Annual Meeting
April 13 & 14, 1994

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WECA General Manager's Report

prepared by Leroy Rose, general manager

WECA Is a Cooperative of Cooperatives

Cooperation among cooperatives. It's the sixth cooperative principle. In a sense it's the "practice-what-you-preach" principle.

We believe the Wisconsin Electric Cooperative Association (WECA) is a shining example of that principle at work.

Just like any other cooperative, WECA was formed to provide members with services that would otherwise be difficult or too costly to provide on an individual basis.

Members of Wisconsin's electric cooperatives own and control this association. They elect representatives to serve on their local cooperative boards, and the individual boards of most of WECA's 25 member cooperatives, in turn, each elect one director to serve on the WECA board. (In a few cases, the full co-op membership elects the person to serve as WECA director.)

This annual report presents an "at-a-glance" summary of the many activities conducted by WECA during 1993.

The main function of the WECA board is to set policy and oversee the various activities of the association.

The primary purpose of WECA is to provide services that are best supplied to all of our member cooperatives by working together in a unified and coordinated effort.

WECA serves as the voice of all electric cooperatives in the state. It is an information link and a support organization.

The main services offered through your statewide include education and communication programs, legislative and governmental relations, member and public relations programs, and job training and safety programs.

This annual report presents an "at-a-glance" summary of the many activities conducted by WECA during 1993. It

also features a financial report and our management flow chart.

Because WECA is an extension of each local electric cooperative's staff, it is important we utilize the dollars you invest in this association wisely. We want you to see that we use your investment in the most prudent and productive manner possible.

My pledge, as always, is that your WECA staff will continue to learn and improve, and continue to progress in our steadfast commitment to deliver quality service to you.

Thank you for your support in 1993. We stand ready to serve you into the future.

WISCONSIN ELECTRIC COOPERATIVE ASSOCIATION

Balance sheet

December 31, 1993 and 1992

—ASSETS—	1993	1992
<u>CURRENT ASSETS</u>		
Cash and Investments	\$236,513	\$184,215
Accounts Receivable	35,177	52,576
Prepaid Travel and Other Expenses	<u>4,842</u>	<u>6,647</u>
Total Current Assets	<u>276,532</u>	<u>243,438</u>
 <u>OTHER ASSETS</u>		
Investments in Associated Organization—Federated	3,480	3,480
Investments in Associated Organization—RESCO	<u>3,000</u>	<u>3,333</u>
Total Other Assets	<u>6,480</u>	<u>6,813</u>
 <u>FIXED ASSETS</u>		
Land	24,997	24,997
Site Improvements	3,940	3,940
Office Building	198,520	196,703
Furniture and Equipment	60,872	61,446
Company Vehicles	90,812	64,313
Computer Equipment	67,155	70,749
Word Processing Equipment	<u>5,145</u>	<u>5,145</u>
Total Fixed Assets	<u>451,441</u>	<u>427,293</u>
Less: Accumulated Depreciation		
Site Improvements	3,940	3,940
Office Building	64,310	58,000
Furniture and Equipment	46,114	50,754
Company Vehicles	52,842	43,029
Computer Equipment	46,922	48,710
Word Processing Equipment	<u>5,145</u>	<u>5,145</u>
Total Accumulated Depreciation	<u>219,273</u>	<u>209,578</u>
Net Fixed Assets	<u>232,168</u>	<u>217,715</u>
 <u>DEFERRED ASSETS</u>		
Unamortized Prior Service Costs	<u>32,247</u>	<u>-0-</u>
 TOTAL ASSETS	 <u>\$547,427</u>	 <u>\$467,966</u>
 —LIABILITIES AND MEMBERS' EQUITY—		
<u>CURRENT LIABILITIES</u>		
Accounts Payable	\$13,906	\$18,092
Accrued Salaries, Payroll Taxes and Fringes	24,369	24,940
Other Accrued Liabilities	<u>9,487</u>	<u>9,765</u>
Total Current Liabilities	<u>47,762</u>	<u>52,797</u>
 <u>LONG TERM LIABILITIES</u>		
Prior Service Pension Costs - NRECA	<u>40,309</u>	<u>-0-</u>
 TOTAL LIABILITIES	 <u>88,071</u>	 <u>52,797</u>
 <u>MEMBERS' EQUITY</u>		
Undistributed Capital—Statewide Services	36,338	36,338
Patronage Capital—Allocated	<u>371,272</u>	<u>342,818</u>
Total Patronage Capital	407,610	379,156
Patronage Capital—Current-Year Margins	<u>51,746</u>	<u>36,013</u>
Total Members' Equity	<u>459,356</u>	<u>415,169</u>
 TOTAL LIABILITIES AND MEMBERS' EQUITY	 <u>\$547,427</u>	 <u>\$467,966</u>

Board President's Report

prepared by Louis Dux

Annual Meeting Theme Is Accurate and Appropriate

The theme of the 1994 WECA Annual Meeting is "We're All in This Together." This is indeed an appropriate and timely message to remember as electric cooperatives enter a time of incredible challenges.

Let's take a close look at this theme and examine just what it means.

WE are all in this together.

I believe WE includes the member cooperatives of WECA—all of the managers, directors, and employees of every electric cooperative in the state. WE also includes all of the people served by those cooperatives.

The most important thing to understand is that WE refers to people. The power of people is incredible. That was proven in the 1930s when this program started. That needs to be proven over and over each and every day. People are the most important asset of any

We need each other and we must be able to count on each other no matter what challenge we face.

A Personal Message from the Board President:

This annual meeting completes my duties with WECA. My term on the board of directors has expired at Clark Electric Cooperative and also with the WECA board.

It has truly been a pleasure to serve you. I leave with a sense of accomplishment and a feeling of pride for being part of this valuable and necessary organization. I did my very best.

Thanks to the WECA directors for their confidence in me and their support. Thanks to the employees of WECA for their tireless efforts and their dedication to the association. And, finally, thanks to all the people who make electric cooperatives work. They all stand as testaments to the power of people.

Louis Dux

cooperative. Showing them that they are a necessary and valuable part of WE is vital to our future.

We are ALL in this together.

ALL simply means everybody—WECA, Dairyland Power Cooperative, and all the distribution cooperatives. We cannot be divided. We need each other and we must be able to count on each other no matter what challenge we face.

We will disagree. Each cooperative will have different wants and needs. Each cooperative will maintain its own identity. That's fine and good.

We must also accept our differences and take strength from our diversity. Cooperatives must share ideas and information and support the efforts of each other. We must always remember that ALL of us have the word cooperative in our

names and our identity begins with that word.

*We are all in **THIS** together.*

THIS is the utility industry. THIS is the cooperative family.

To survive in the electric utility industry and be a productive member of the co-op family, we must prepare for increased competition from other companies. As a member of the family, we must understand and accept our responsibilities.

Our responsibilities include maintaining a supply of safe, reliable, and affordable electricity; keeping lines of communication flowing; constantly educating ourselves to be up-to-date and well informed; and proudly promoting electric cooperatives as progressive players in the utility industry.

*We are all in this **TOGETHER.***

This is the key word—TOGETHER. There is strength, security, and survival in working TOGETHER.

WECA is a tie that binds us TOGETHER. Our

statewide organization works to provide necessary education programs. WECA provides a monthly communication link to all members. WECA provides a voice in the Legislature for all electric cooperatives.

WE ARE ALL IN THIS TOGETHER!

I encourage you to think hard about what this little phrase truly means. I urge you to take action to assure that you are part of WE, that you are involved with ALL of us, that you confront the challenges of THIS, and that you join TOGETHER to continue the mission of electric cooperatives.

Legislative and Governmental Affairs Report

prepared by Kathleen Burns

Complicated Issues, Cantankerous Opponents Highlight Year

The past year was a successful one for the electric cooperatives for legislation passed both in Washington and in Madison. The issues were complicated and the opponents cantankerous, but the strength and depth of our rural program once again served us well.

It seems that even when legislators are against us on a specific issue, they are for us in philosophy and mission.

WECA supported adoption of state preemption over local ordinances.

One highlight of the debate was when one of the opponents of the bill complimented electric cooperatives as the agents that brought modernization to rural Wisconsin. It seems that even when legislators are against us on a specific issue, they are for us in philosophy and mission.

WECA has been working on a handful of smaller,

but no less important, bills. One bill we supported makes it a misdemeanor to pose as a utility employee in order to gain access to a home or to "bilk" money for fake services. Several cooperative members in recent years have been victims of this kind of crime.

One bill we opposed allows the Public Service Commission to deny a permit for a generating plant on the basis of air quality, even after the

Here at home, the last year's state budget included four provisions that we monitored, and all four went the way we wanted. The provisions we monitored were hydropower relicensing, stray-voltage research, shared-revenue payments, and wastewater monitoring fees.

Another major piece of legislation WECA worked on throughout the year was "pesticide preemption." We lobbied hard on the bill from our hosting of an information seminar in April to final passage in October. The pesticide bill, legislators said, was the biggest, most contentious bill of the session.

Bill Activity Summary

Bill #	Subject	Current status	WECA Position	Win
SB 44	State Budget hydropower relicensing stray voltage research shared revenue payments wastewater discharge fees	signed into law	oppose support, amend support oppose this version	• • • •
SB4 AB 18	Wastewater Discharge Fees	signed into law	support Finance Committee version	•
SB 359 AB 607	Pesticide Pre-emption	signed into law	support	•
AB 138	Block Grant Matching Funds	passed Assembly	support	
SB 92	State Energy Conservation	passed Senate, passed Assembly	monitor	
AB 701 SB 499	Energy Resources Policies	passed Senate, passed Assembly	monitor	
SB 158	Tree Trimming	passed Senate	support	
SB 420 AB 838	Impersonating a Utility Employee	passed Senate, passed Assembly	support	•

Department of Natural Resources (the department that monitors air emissions) gives the permit its approval.

And in Washington, D. C., the old reliable Rural Electrification Administration is being reconfigured and renamed due to measures adopted to reduce taxpayer subsidies and to increase efficiency in the Department of Agriculture.

Loans and grants for economic development and distance learning will come through the Rural Development Administration. Insured and guaranteed loans for electric and telephone cooperatives will now be the function of the Rural Utilities Service.

The interest rates on these utility loans have been raised, and, for most cooperatives, will be at the same rate municipal utilities pay for money. The new Rural Utilities Service will also be able to provide loans for rural sewer and water projects. These program changes amounted to a budget reduction of 43 percent in the REA program.



In 1993, more than 60 persons representing 23 Wisconsin cooperatives traveled to Washington, D.C., to present information in personal visits with representatives and senators. These face-to-face annual visits have always been very effective and have made NRECA and WECA among the strongest grass-roots organizations in the nation.

In the bill that reformed REC loans was a small provision that would have protected electric cooperative service territory from hostile takeover by municipal utilities. We went to Washington in October to explain the need for territorial protection to our congressional delegation, but a procedural motion in the Senate prevented that provision from passing. In 1994, WECA and the National Rural Electric Cooperative Association (NRECA) will continue to work on territorial protection legislation.

This year, the WECA Legislative Committee

revised its goal statement to be more proactive. The goal of the committee now reads:

“The goal of the legislative committee is to identify legislative and agency issues (at both the state and federal levels) that may have an effect on our member cooperatives, and to monitor and act on legislative bills, agency rules, and administrative proposals for the benefit of our cooperatives.

“To achieve that goal, the committee works to maintain a positive relationship with state and federal decision makers. Activities under this

This year the WECA Legislative Committee revised its goal statement to be more proactive.

committee also include those undertaken to maintain a strong working relationship with the National Rural Electric Cooperative Association and other national and state organizations to maintain a strong rural electric program in the state and nation.”

WECA had a very good year in 1993, yet we are left with many of the same battles and the same need to explain our program’s existence in a time of increasing competition in the electric utility industry.

Competitive pressures will be increasing in the months and years ahead, and our legislative chores will be heavy. Because of our strong base of support, the quality of our members, and the value of our program, we can face these tasks optimistically.

Education and Member Services Report

prepared by Paul Hermanson

Ideals of Cooperatives Stressed in Education Programs

During the all-employee education programs held in 1993, an informal poll was taken asking how many people in the audience knew the six basic principles of cooperation. The response was not surprising, but certainly a cause for concern. Of the approximately 250 employees polled, fewer than 25 knew the principles. Actually, the people who raised their hands said they thought they knew at least a couple of the principles.

When so few employees know or care about the basics of cooperatives, how can we expect cooperative members to know or care?

In several department reports within this annual report there are references to change and increased competition in the utility industry. We must remember that as electric cooperatives we really have two battles to fight. We must establish and

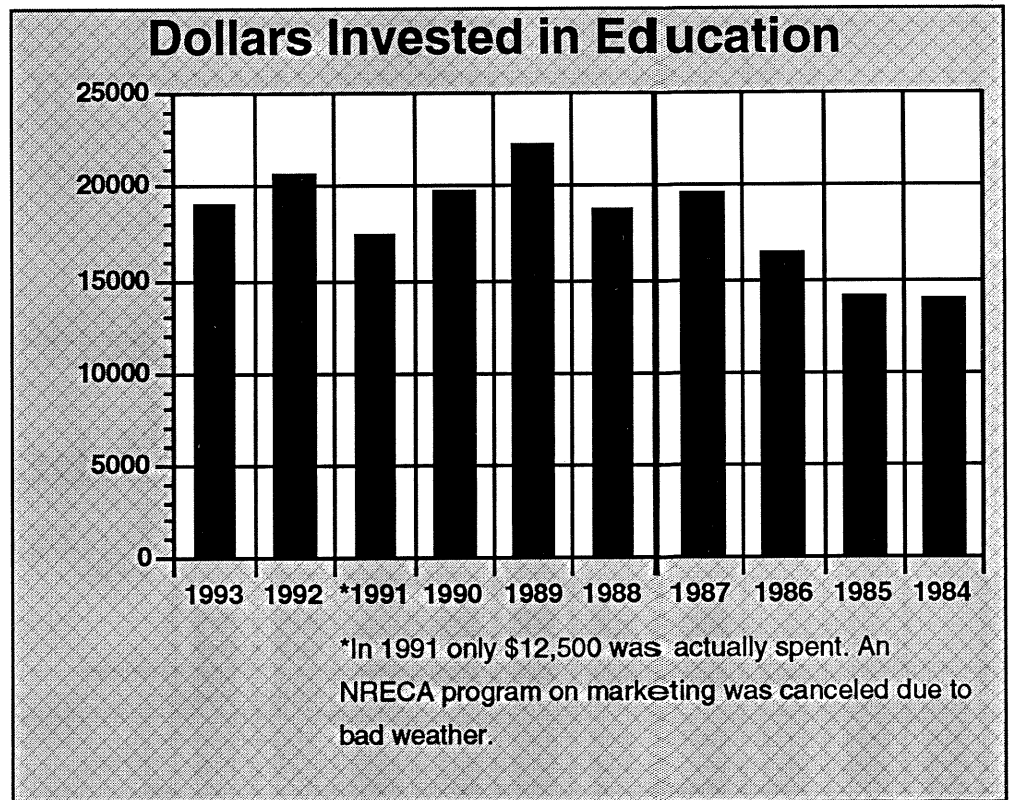
maintain a position of strength in the industry, and, just as important, we must advocate and communicate the ideals and philosophies of cooperatives.

We are taking steps to reach those goals.

A survey of managers and directors indicated that education is important; however, the results of

When so few employees know or care about the basics of cooperatives, how can we expect cooperative members to know or care?

the survey also indicated that 27 percent of the managers and 14 percent of the directors did not attend any education programs in 1993. A lack of time was cited as the main reason for not attending any programs. We are working to address that issue. Perhaps more programs will have to be offered on evenings or weekends, or by way of satellite programs, or



as correspondence courses.

Cost of education programs was cited as a concern by both managers and directors. The graph on the previous page shows that the dollars invested in edu-



National Youth Tour participants Jacob Hutter and Brittny Johnson practice the finer points of debate in front of the nation's Capitol. Three students from Wisconsin participated in the tour, where they learned more about our government and electric cooperatives.

cation have not changed significantly in the past 10 years. The dollars spent have gone from a low of \$14,000 in 1984 to a high of \$22,300 in 1989. On average, \$17,675 is spent on education programs each year.

The budget to provide education programs has risen about 15 percent over the past 10 years, while the cost to offer education programs has increased by considerably more. Costs for programs offered through the National Rural Electric Cooperative Association (NRECA) have increased by 40 percent (\$3,000 for a two day program in 1984 compared to \$4,200 for a two-day program in 1993) and have increased by 100 percent for courses offered through the UW (\$500 per day in 1984 compared to \$1,000 per day in 1993).

WECA is working to develop more "in-house" programs as a way to provide as many programs as possible and still stay within budget parameters. We are currently developing an annual director and employee orientation course. We have also

contacted the Wisconsin Federation of Cooperatives and Dairyland Power Cooperative to discuss ways of better working together to provide education and promotion programs.

Both managers and directors indicated they want more programs related to current issues and topics. The WECA Education and Promotion Committee responded to that request by looking at more custom-designed courses as opposed to the basic "canned" courses from NRECA and the University of Wisconsin Center for Cooperatives.

WECA began working with NRECA and the Center for Cooperatives to design courses specifically for Wisconsin's electric cooperatives. The first such program was held in January 1994.

The survey indicated more information should be sent out prior to the education programs. This is being done.

In the area of youth programs, 1993 was again a successful year. Approximately 250 students participated in the Youth

Leadership Congress (YLC). The YLC continues to be an excellent education and public relations tool.

The membership survey showed that both managers and directors perceived a "high need" for the YLC and gave the program a high grade for effectiveness.

There was also some interest expressed in promoting the NRECA National Youth Tour more. More evaluation and discussion of this program is scheduled for 1994.

In the areas of communication and promotion, the Communication and R.E.C. News Committee revamped its goals to focus more attention on promoting RECs, with specific emphasis on promoting cooperatives to the general public.

The members of the committee noted that now perhaps more than ever cooperatives need to communicate with members and non-members alike to promote the benefits of membership. They discussed changing the goals to reflect this

attitude in light of increasing threats to cooperative territory and the way reaction to these threats relates to improved communication and promotion.

WECA's role in the increased promotion programs was described as "providing tools for the toolbox" that member cooperatives can use as needed.

Ways in which WECA is working to provide better tools include:

- increased promotion of the Film and Video Library,
- developing information for a proactive news media campaign,
- maintaining the R.E.C. News as a strong advocate for electric cooperatives,
- producing videotapes and other promotional material for use by cooperatives, schools, and community organizations,
- holding the annual Communications Conference to help improve the skills of cooperative personnel, and
- providing annual meeting services to member cooperatives.

This review of the past year includes many plans

WECA's role in the increased promotion programs was described as "providing tools for the toolbox" that member cooperatives can use as needed.

made for dealing with the future. The electric industry, and perhaps electric cooperatives, will not look the same in five years.

The purpose of education, promotion, and communication programs provided through WECA is to help ensure that electric cooperatives are informed of, and involved in, the changes that are coming.

Job Training and Safety Report

prepared by Charles Parr

A Safe Workplace Is the Goal of JT&S

WECA's Job Training and Safety Department stresses safety for all cooperative personnel. To accomplish this, the department assists member cooperatives by conducting staff meetings and developing methods and support for job training and safety.

WECA conducts 10 safety meetings a year at each of the 25 cooperatives. These meetings include training about O.S.H.A. training requirements (e.g., bloodborne pathogens, hazardous communications and hearing conservation, etc.).

WECA's JT&S department also coordinates extension programs and field inspections, and it conducts the inspections for the national safety accreditation program. In December, we held a training session for "First Observers." These people will assist our department in conducting Safety Accreditation inspections. They are also aware

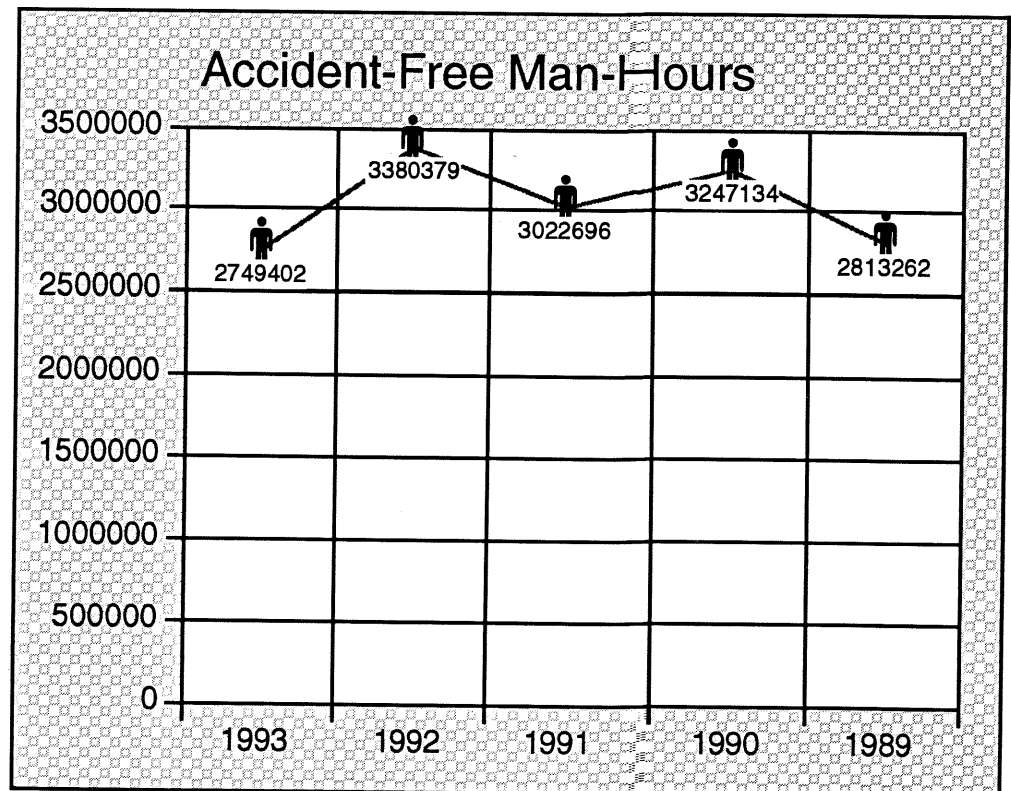
of what is expected of each cooperative to receive National Safety Accreditation.

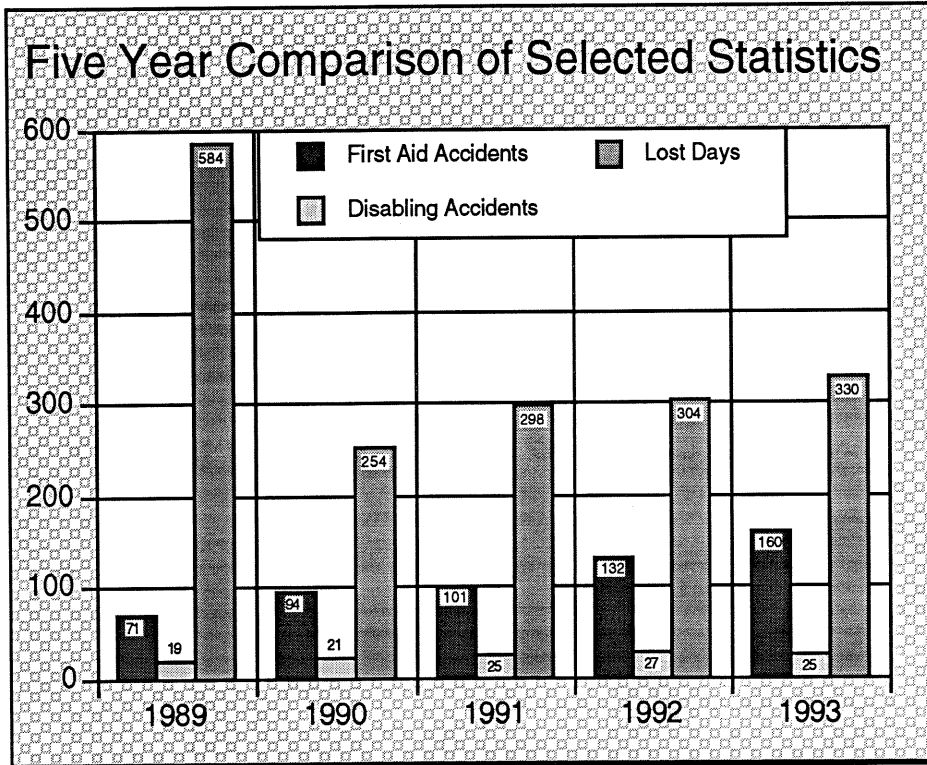
The purpose of NRECA's Safety Accreditation Program is to instill in directors, managers, and employees an increasing awareness of the importance of safety in their system operations; to increase their desire to operate safely; to advise them in the method and

procedures of promoting safe practices; and to recognize rural electric systems that not only agree to these practices, but make them an integral part of their operations.

In 1993, three Wisconsin electric cooperatives were awarded Certificates of Excellence for the Safety Accreditation Program from the National Rural Electric Safety Accreditation Committee. Those

In this ever changing world, we do our best to offer education and information to maintain a safe and productive work place.





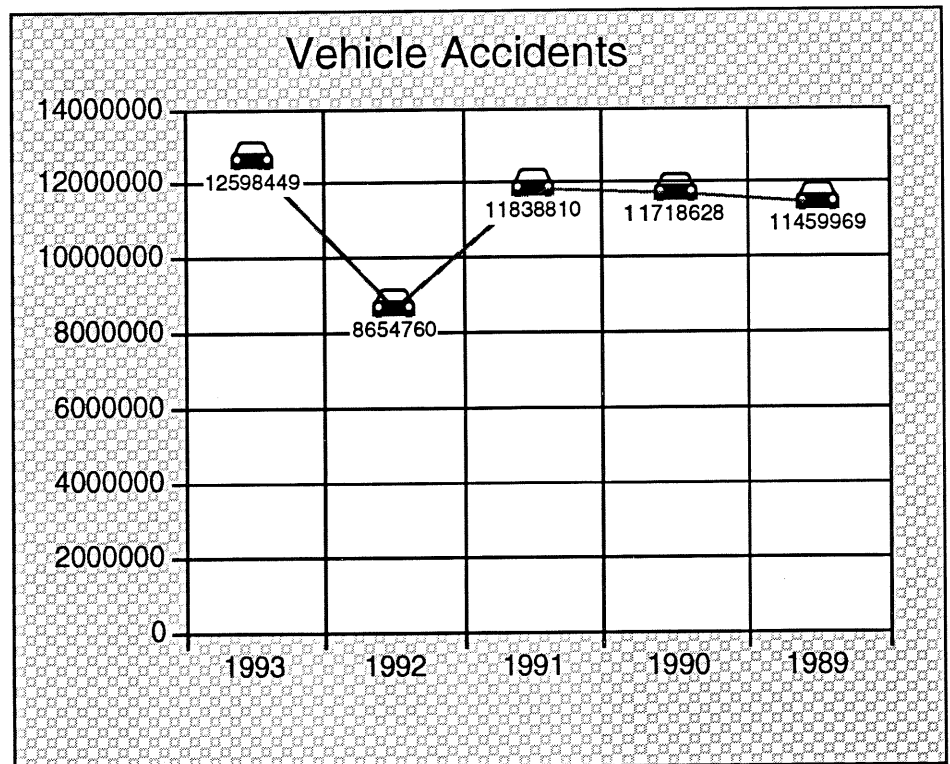
tice Graduation was held in conjunction with the 1994 Superintendents' Conference. The apprenticeship program was introduced in 1945 and has graduated more than 570 lineperson apprentices. In 1993, 39 apprentices graduated, with six graduates from electric cooperatives. To date, 375 of these apprentices have been from electric cooperatives and 197 have been from municipal and other utilities.

electric cooperatives are Eau Claire, Rock County, and Taylor.

The third U.D. Elbow Make-Up Rodeo will be held the week of April 18, 1994, in conjunction with the annual Distribution School. The rodeo has proved to be a great learning tool for the attendees. Not only do they learn new techniques for safe installation of underground elbow connections, but they also observe the use of many new tools and equipment.

The Lineworker Appren-

Note: Numbers on the chart below represent the total of each co-op's cumulative miles driven since its last accident.



Following are some 1993 Job Training & Safety statistical highlights:

- 817 employees worked a total of 1,615,462 man-hours at 26 electric cooperatives.
- 25 disabling accidents accounted for 330 lost days.
- 12 electric cooperatives reported no disabling injury accidents.

Buffalo Electric Cooperative has the most outstanding record, with 578,063 accident-free man-hours (no disabling accidents and seven first-aid accidents). Other cooperatives with a high rate of accident-free man-hours are Price, with 351,177 accident-free man-hours; Crawford, with 307,170 accident-free man-hours; Polk-Burnett, with 297,696 accident-free man-hours; Bayfield, with 130,773 accident-free man-hours; and Oakdale, with 124,750.

In 1993, the electric cooperatives had one disabling injury accident for every 64,618 man-hours worked, as compared to one accident for every 62,225 man-hours worked in 1992. One out of every 32.68 employees

experienced a disabling accident in 1993, as compared to one out of every 33.0 employees in 1992.

Also reported in 1993 were 22 vehicle accidents as compared to 27 in 1992. Cooperative employees drove a total of 476 vehicles 6,687,374 miles. The accident rate for 1993 was 3.29 per million miles driven, compared to 4.14 for 1992.

The mission of the WECA Job Training and Safety program remains the same, "In this ever-changing world, we do our best to offer education and information to maintain a safe and productive work place."

Wisconsin R.E.C. News Report

prepared by Perry Baird, editor

A New Face for an Old Friend

The motion was made by Mr. E. R. Finner that we give it a try, and seconded by Mr. John E. Olson. Motion carried.

That simple passage from the 1940 Wisconsin Electric Cooperative minutes book describes, almost matter-of-factly, how board members agreed to begin a newspaper for members of Wisconsin's electric co-ops.

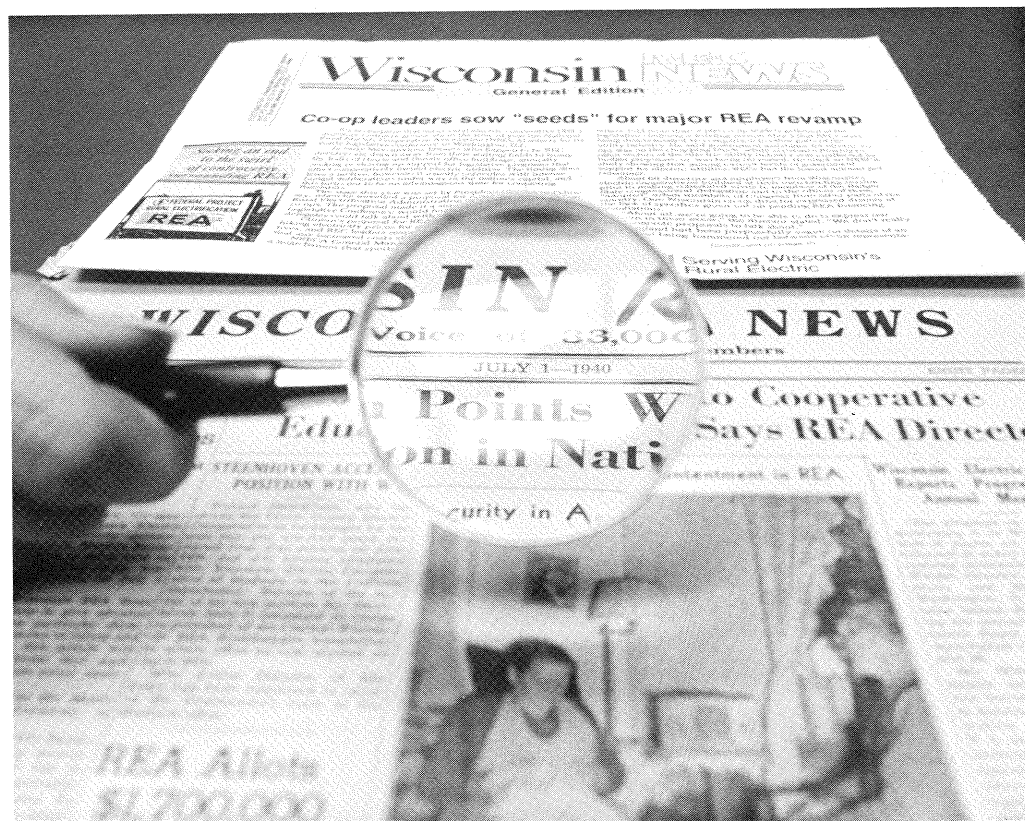
Wisconsin REA News became the first publication of its kind in the nation, created to counter anti-cooperative news media campaigns by for-profit utilities and their business and government allies.

Leaders such as Finner, a Trempealeau Electric Co-op director, and Olson, from Barron Electric, recognized that communication with the various co-op memberships on a statewide basis was vital to the long-term interests of the rural electrification program in Wisconsin.

After all, a broad, grassroots membership gave rise to rural electric cooperatives, and that local force was correctly seen as the source of continued strength for the rural electrification movement. The cooperative newspaper was to become the principal communications link the fledgling RECs and the statewide association had with electric co-op members across Wisconsin.

This past year saw the traditional functions of the statewide publication reaffirmed and a dramatic step proposed to help sustain its role as a valuable communications tool.

As much as it was a weapon against propaganda, the REA News also educated the membership on the opportunities and benefits that go along with membership in a cooperatively owned electric utility. This past year saw those traditional functions of the statewide publication reaffirmed and a dramatic step proposed to help sustain its role as a valuable communications tool.



As with other departments of the Wisconsin Electric Cooperative Association (WECA), operations of the *Wisconsin R.E.C. News* Department are monitored by a committee composed of co-op directors and managers. During 1993, the Communications and *R.E.C. News* Committee recommended a revision in its stated goals and objectives—a rewording that reflected a new series of attitudes and expectations among WECA member co-ops.

For example, where the old goals and objectives stated that the committee was to oversee “producing and distributing a monthly newspaper,” the new language—adopted last November—referred to “producing an attractive, informative, and pro-cooperative monthly news publication.” The wording-change authorization, as it turned out, tracked closely with an even bigger decision made by the WECA Board of Directors.

Last November 12, a majority of board members endorsed a plan to change the format of the *R.E.C. News* from a news-

Co-ops take center (page) stage

At the heart of each issue of *Wisconsin R.E.C. News*—literally and figuratively—is the section devoted to local co-op information. Material for these “center pages” is prepared each month by personnel at the electric co-ops. Currently, 23 separate co-op editions containing these individualized sections are being printed each month.

As the most local information contained in *R.E.C. News*, these center pages draw a great deal of attention from readers. Because of their importance, the center sections are the focus of several programs the *R.E.C. News* staff has developed to help maintain quality content and appearance.

Since 1966, for instance, the communications efforts of employees at individual co-ops have been recognized through an awards program conducted by the *R.E.C. News*. Each year, awards are given in four key information categories, plus one award for overall excellence. The N. F. Leifer Award, named in honor of the former Vernon Electric Co-op manager, goes to that co-op that has exhibited exceptional communications skill through its center section of *R.E.C. News*. The “category” awards go to those co-ops showing strength in a particular information area.

Two judges independently evaluate samples of each co-op’s center pages. The 1993 winners (for information contained on the previous year’s center pages) were:

N.F. Leifer Award	Oakdale
Reporting of Co-op Operations	Jump River
Honorable Mention	Chippewa Valley
Energy Information	Buffalo
Honorable Mention	Oconto
Human Interest	Oakdale
Honorable Mention	Grant-Lafayette
Photography	Oakdale
Honorable Mention	Grant-Lafayette

Judges for the 1993 awards were Jody Garlock, editor of the *Iowa R.E.C. News*, and Pete Maiken, director of publications at Beloit College (and former editor of the *Chicago Times Sunday Magazine*).

We continue to be encouraged by the attention that local editors are devoting to their *R.E.C. News* work and the progress they’ve collectively made in developing their journalistic skills.

paper to a magazine, an alteration to take effect with the May 1994 issue. The subject of switching to a magazine had been actively discussed since the spring of 1993 and

through consideration of the 1994 WECA budget last fall. The last time there was a detailed examination of changing the 54-year-old newspaper’s format was in

1989, and the suggestion won the support of only a handful of WECA member co-ops at that time.

Why the turnaround? According to statements made by numerous directors and managers during last fall's considerations, the new attitude toward the publication's appearance seemed to stem from changes being observed in the electric utility environment. Heightened competition among all types of utilities, along with co-op memberships that are becoming less and less rural, and therefore less in tune with basic "cooperative" ideals, were cited as factors by many who supported changing the appearance of *R.E.C. News*. Mentioned as advantages to a magazine format were greater visibility, improved readability, and an opportunity to promote a more polished image of electric co-ops.

In a survey taken at last October's WECA district meetings, a majority of Wisconsin's electric co-op directors and managers who responded (and more than half of the state's directors and managers did) indicated

satisfaction with all current components of *R.E.C. News* content. The Communications and *R.E.C. News* Committee understood that what goes on the pages of a publication is at least as important as the visual appeal of the printed matter. That's why during their examination of the magazine format the committee members emphasized that compelling, informative, and readable content remains a key to effective communication through *R.E.C. News*. The newspaper has long been regarded as one of the best-written statewide REC publications in the nation, and the three staff members responsible for developing the publication's content—Perry Baird, Linda Hilton, and Mary Erickson—are confident that that characteristic will be maintained under the new format.

Members should continue to receive the *R.E.C. News* around the first of each month, and the inaugural magazine issue should be in their hands within the next three weeks. We've been working over the past several months with co-

op employees who are responsible for preparing information for the local co-op pages. They have the new deadlines and style specifications, and are enthusiastic about helping implement the conversion.

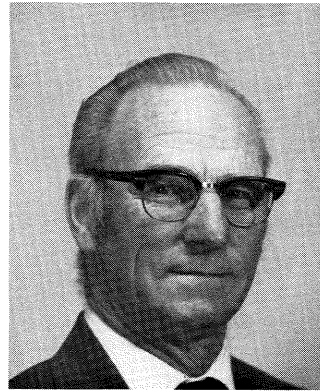
As the new production methods are phased in and editorial "repackaging" is accomplished for the changeover to a magazine, it will be more important than ever for us to hear suggestions from electric cooperative leaders on how we might continue to enhance our efforts. Please don't hesitate to give us your ideas and recommendations for subjects to be covered on the pages of your cooperative magazine.

The new attitude toward the publication's appearance seemed to stem from changes being observed in the electric utility environment.

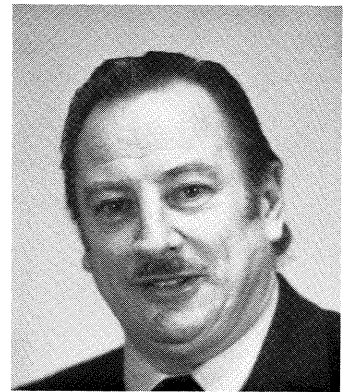
WECA Board of Directors



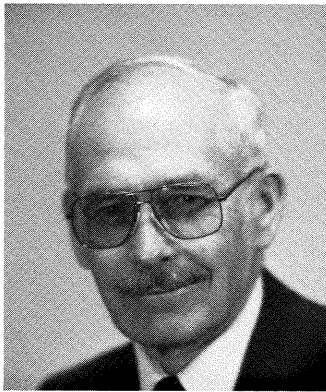
KARL WENZEL
ADAMS-COLUMBIA



CHRIS CARLSON
BARRON



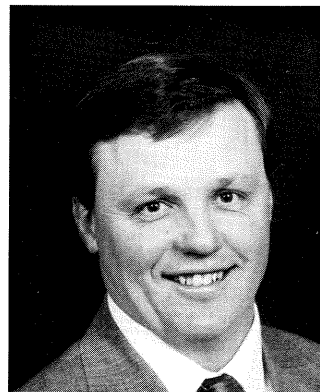
BOB KRETZSCHMAR
BAYFIELD



LOUIS DUX
CLARK



DON WALTERS
CRAWFORD



ED HARTUNG
DUNN COUNTY



MARVIN BARNESON
EAU CLAIRE



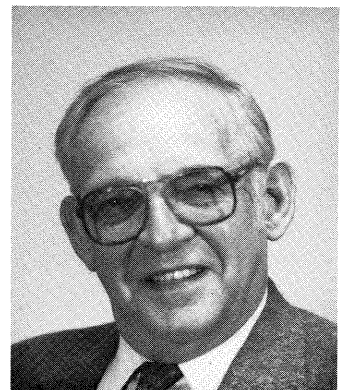
ED SHIE
OAKDALE



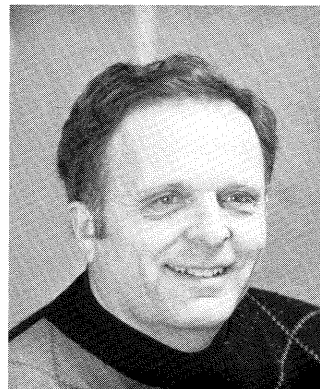
DAN KANACK
OCONTO



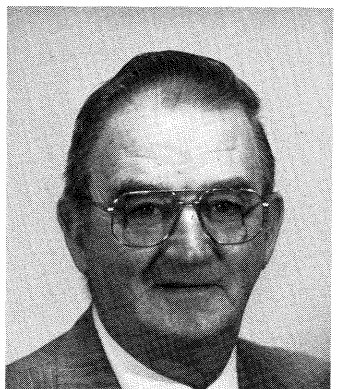
EUGENE MEIER
PIERCE-PEPIN



RODGER GRAVESEN
POLK-BURNETT



MERTON VAUGHN
TAYLOR



IRVIN ROMSKOG
TREMPEALEAU

WECA Board of Directors



JOHN STETTLER
BUFFALO



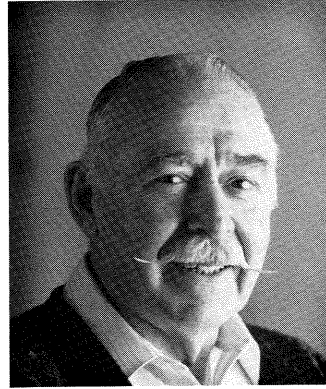
HARVEY GROSSKOPF
CENTRAL WISCONSIN



HAROLD FLATER
CHIPPEWA VALLEY



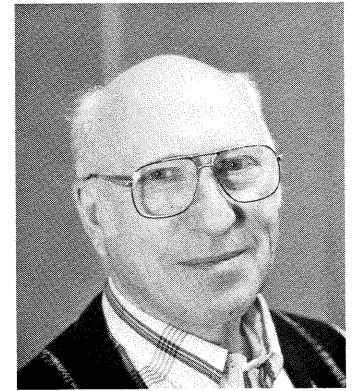
MORRIS SMITH
GRANT-LAFAYETTE



GEORGE VOKOVICH
HEAD OF THE LAKES



RICHARD BOPP
JACKSON



ALLEN BEADLES
JUMP RIVER



FRED LOSBY
PRICE



GILMAN MOE
RICHLAND



HOWARD TRESCHER
ROCK COUNTY



WILLIAM HOFFMAN
ST. CROIX



JIM GOODMAN
VERNON

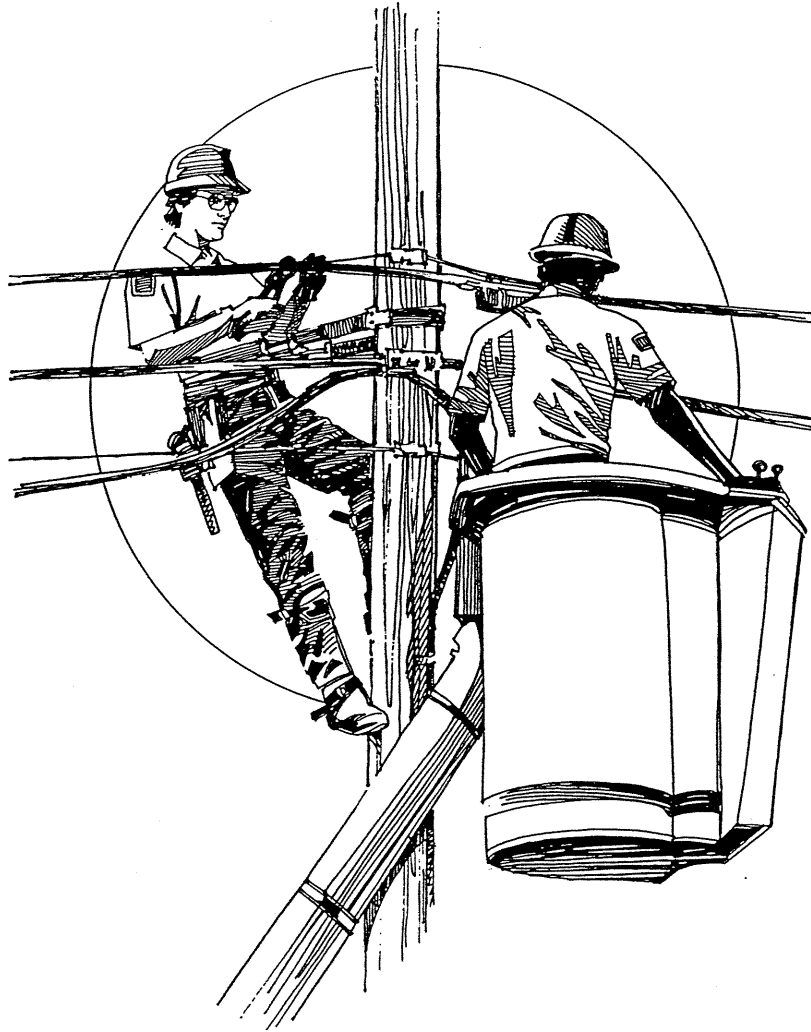


JOHN ROBERTS
DAIRYLAND

WECA Management Flow Chart



Section 1













Introduction to WECA

Rural Electric
Cooperatives
in Wisconsin

APPROXIMATE SERVICE AREAS

KEY

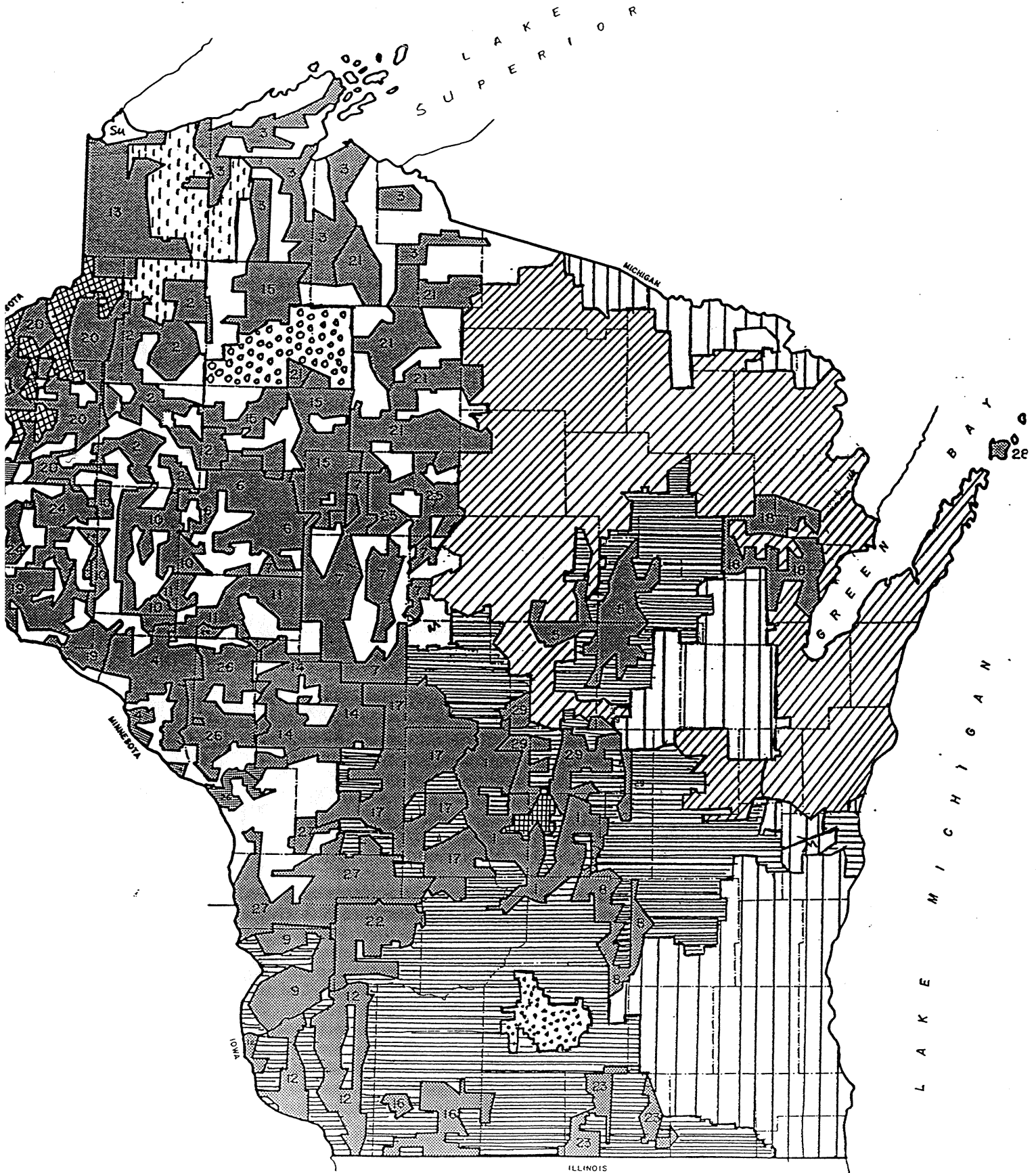
	Wisconsin Electric Cooperatives (numbered at right)	1., 8., & 29.	Adams-Columbia Electric Cooperative
	Northern States Power Co.	2.	Barron Electric Cooperative
	Wisconsin Public Service Corp.	3.	Bayfield Electric Cooperative
	Wisconsin Electric Power Co.	4.	Buffalo Electric Cooperative
	Wisconsin Power and Light Co.	5.	Central Wisconsin Electric Cooperative
	Madison Gas and Electric Co.	6.	Chippewa Valley Electric Cooperative
	Dahlberg Light and Power Co.	7.	Clark Electric Cooperative
	North Central Power Co.	9.	Crawford Electric Cooperative
	Northwestern Wisconsin Electric	10.	Dunn County Electric Cooperative
	Pioneer Power and Light Co.	11.	Eau Claire Electric Cooperative
		12. & 16.	Grant-Lafayette Electric Cooperative
		13.	Head-of-the-Lakes Electric Cooperative
		14.	Jackson Electric Cooperative
		15.	Jump River Electric Cooperative
		17.	Oakdale Electric Cooperative
		18.	Oconto Electric Cooperative
		19.	Pierce-Pepin Electric Cooperative
		20.	Polk-Burnett Electric Cooperative
		21.	Price Electric Cooperative
		22.	Richland Electric Cooperative
		23.	Rock County Electric Cooperative
		24.	St. Croix Electric Cooperative
		25.	Taylor Electric Cooperative
		26.	Trempealeau Electric Cooperative
		27.	Vernon Electric Cooperative
		28.	Washington Island Electric Cooperative

Taken from a Public Service Commission map of September, 1993.

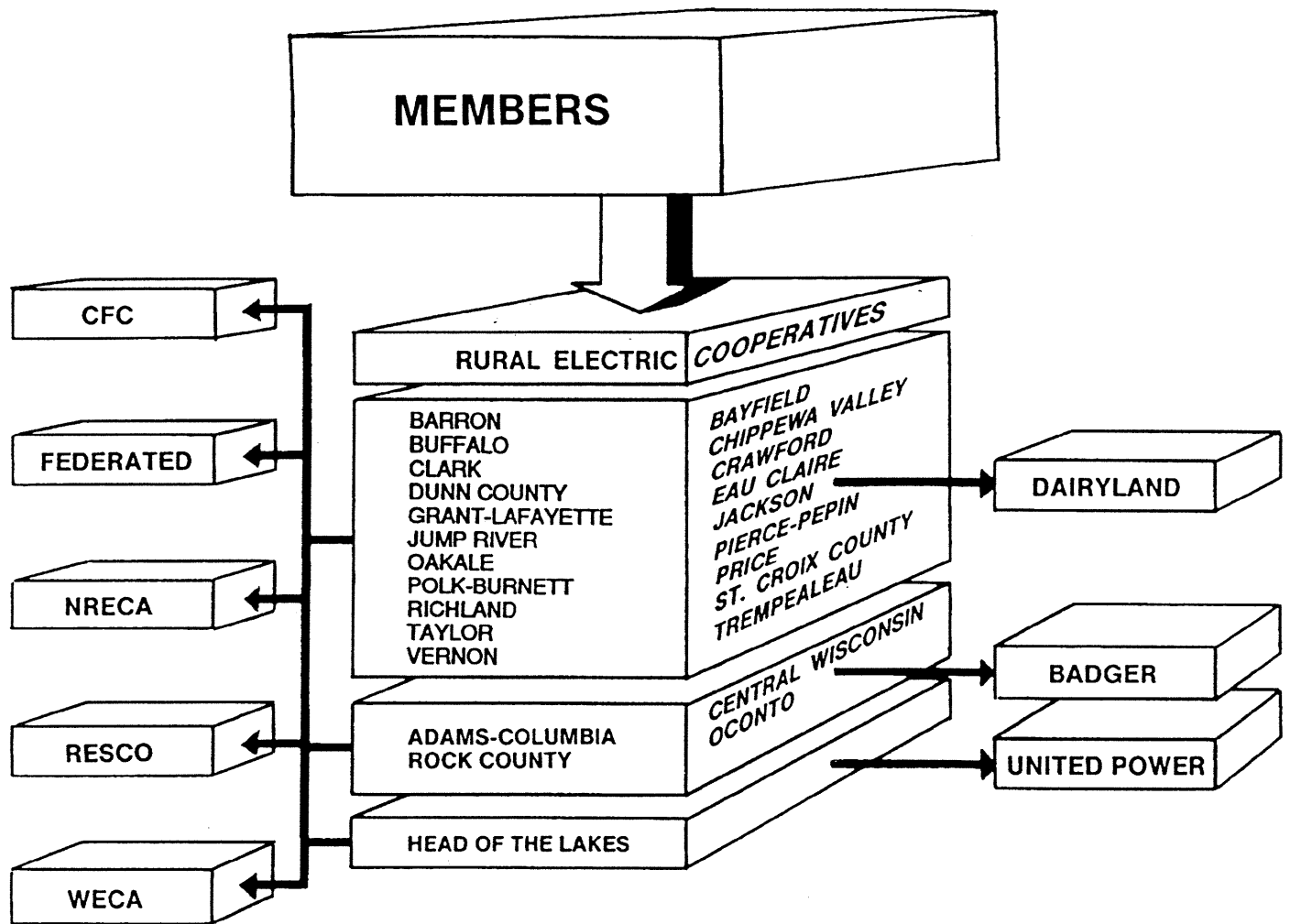
All areas approximate.

Municipal utility service areas not shown (except for Superior and Marshfield).

APPROXIMATE SERVICE AREAS
ELECTRIC COOPERATIVES OF WISCONSIN



LOCAL OWNERSHIP — LOCAL CONTROL



The members are the owners of electric cooperatives, and they exercise control of the organization through directors they elect to serve on the co-op boards. In similar fashion, rural electric cooperative (REC) members own and control other, broader co-op organizations that serve their local co-op. Control typically comes through representatives on these other co-op boards, which are elected by their local boards. The primary function of all these co-op boards is to employ a manager, set policies, and direct, or maintain control of, the co-op's functions.

The chart above represents member control through the local rural electric cooperatives right down to the organizations that serve them. Dairyland Power Cooperative supplies the power to 20 of Wisconsin's RECs, while Badger Power Cooperative negotiates for power for four others, and one co-op receives its power through United Power Association.

Organizations serving rural electric cooperatives, as noted on the chart, are described below.

National Rural Utilities Cooperative Finance Corporation (CFC) provides supplemental financing for constructing and maintaining rural electric systems.

Federated Rural Insurance is a major insurance carrier for RECs.

National Rural Electric Cooperative Association (NRECA) in Washington, D.C., is the national organization for RECs, furnishing safety programs, management training, public information, national legislative research and representation, advertising, and member information.

Rural Electric Supply Cooperative (RESCO) is a multi-state cooperative selling hardware—transformers, poles, cable, etc.—to RECs.

Wisconsin Electric Cooperative Association (WECA) is the statewide service organization for RECs, performing services that can best be provided by all co-ops working together through one organization. These include job training and safety, legislative and government relations, education and training, representation with state and national organizations, youth activities, publication of a periodical for member-owners, maintenance of a film and video library, and a broad range of other services.

People are the heart of the rural electric program, and it is through the people—the member-consumers, the owners—that the rural electric program flourishes.

Wisconsin Electric Cooperative Association

Wisconsin Electric Cooperative Association (WECA) is a statewide organization established to serve the needs of Wisconsin's rural electric distribution (retail) and generation and transmission (wholesale) cooperatives. The Association currently represents 25 distribution cooperatives and one G&T cooperative. Together, these cooperatives provide electric service for more than 160,000 members representing more than half a million people.

The statewide association is similar to its member cooperatives in that it is nonprofit, member owned, and controlled by a board of directors elected by the members.

WECA was formed in 1936, soon after the formation of the Rural Electrification Administration (REA). Its purpose, then and now, is to function solely for the benefit of its member cooperatives and the members they serve.

The Association's Board of Directors, its group of policymakers, is elected by delegates from WECA's 26 member systems at the Association's annual meeting. The board is comprised of 26 members, one from each of the member cooperatives, all of whom are elected for one-year terms. Each year these directors elect officers from among their own ranks.

Further control of the Association's services is maintained through several committees composed of directors, managers, and key employees from within the member systems, who are appointed to specific areas of operation.

The responsibility for execution of the organization's services and work is delegated by the board to a general manager and a staff employed by him.

WECA operations include three major departments: Statewide Services, *REC News*, and Job Training and Safety.

Statewide Services

The Statewide Services Department is responsible for representing the electric cooperatives of Wisconsin on matters concerning state and national legislation, and covers educational programs, information, communications, energy

utilization, youth activities, and member services.

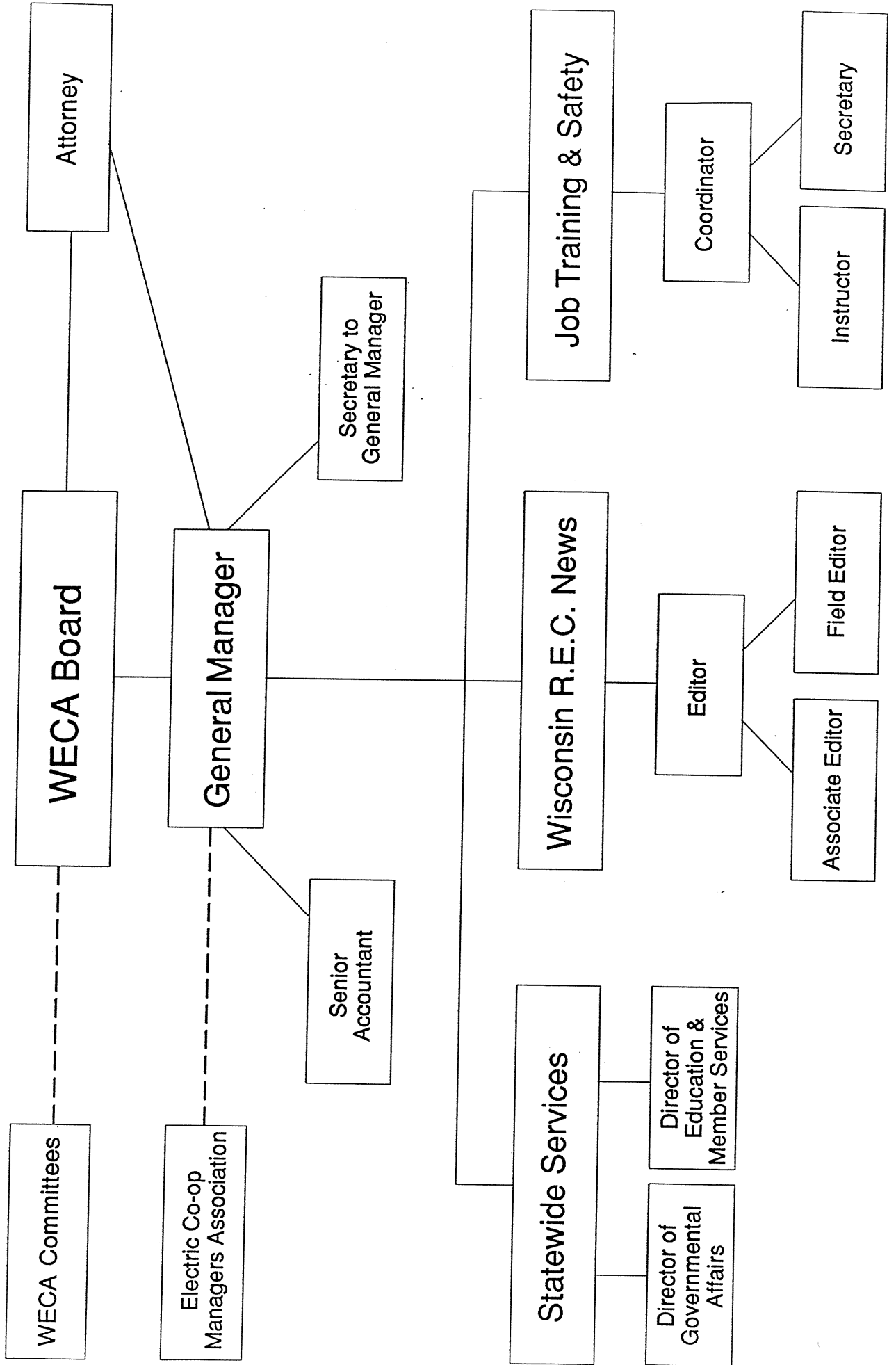
R.E.C. News

The *R.E.C. News* is published monthly and sent to members of electric cooperatives in Wisconsin. Currently serving more than 140,000 subscribers, it brings co-op members news about their cooperative and information about new developments, money saving ideas, more efficient use of energy, and other information of interest.

Job Training and Safety

WECA's Job Training and Safety Department has one coordinator/instructor, one instructor, and one secretary serving 26 distribution cooperatives. (Training and safety services are provided to Washington Island Electric Cooperative, although it is not a member of the association.) Instructors conduct regular programs on how to do the job better and safer. Each month, linemen and operating personnel of the electric cooperatives receive instructions and training through this program. Success of the program may be noted in the very low ratio of accidents in relation to man-hours worked compared with other areas and with other industries.

Wisconsin Electric Cooperative Association Organizational Chart



Adams-Columbia Electric Cooperative

401 East Lake Street
P. O. Box 70
Friendship, WI 53934-0070

Office Hours: 7:30 a.m. - 4:00 p.m.
Telephone: (608) 339-3346
Fax No.: (608) 339-7756

STAFF AND CONSULTANTS

General Manager	Jon Steinhaus
Assistant General Manager/Mgr. Member Services.....	Allan Klaus
Manager - Office Services	Joe McDonald
Manager - Operations	Charles Spargo
Area Manager - Pardeeville	Jon Ebert
Area Manager - Wautoma	Don Vroman
Manager - Planning & Procurement	Robert Robicheau
Manager - Transportation & Safety	Ken Miller
Manager - Environmental & Regulatory Affairs	Rober Luce
Manager - Line Survey & Maintenance	Gerald Andler
Attorney	Wheeler, Van Sickle & Anderson, S.C. Madison, WI

OFFICERS AND DIRECTORS

	Telephone
Kendal Nichols, president 630 Highway I, Wisconsin Dells, WI 53965	(608) 586-4243
Lawrence Becker, secretary W2657 14th Rd, Montello, WI 53949	(608) 297-2640
Raymond Tolley, treasurer and DPC director 1192 Cottonville Ave, Friendship, WI 53934	(608) 564-7077
Eugene Larsen, vice president E12828 Co. U, Baraboo, WI 53913	(608) 356-9479
Robert Semrow R1, Box 127, Coloma, WI 54930	(715) 228-4574
Melvin Steinke 10951 Grant Street, Wisconsin Rapids, WI 54494 ...	(715) 423-3123
Karl Wenzel N9118 Hwy 22, Pardeeville, WI 53954	(608) 429-3183
Brian Wysocki R1, Box 576, Plainfield, WI 54966	(715) 335-4000
Clarence York 1368 Co. Z, Arkdale, WI 54613	(608) 564-7186
William Prouty PO Box 41, Briggsville, WI 53920	(608) 981-2269

ADAMS-COLUMBIA REC DATA

Year Adams-Marquette was energized 1939
Year Columbus-Rural Electric was energized 1937
Year Waushare Rural Electric was energized 1943
Date of organization of merged systems April 15, 1987
Date merger was effective May 1, 1987
Date of organization of merge with Waushara May 11, 1991
Date merger with Waushara was effective January 1, 1992
Full-time employees 83
Consumers served 27,677
Miles of distribution line 4,396.50
Annual meeting month April
Board meeting day last Thursday of month

Service area - operating in Adams, Columbia, Dane, Dodge, Green Lake,
Jefferson, Marquette, Sauk, Waupaca, Waushara and Wood counties

Bayfield Electric Cooperative

P. O. Box 68
Iron River, WI 54847-0068

Office Hours: 7:30 a.m. - 4:30 p.m.
Telephone: (715) 372-4287
Fax No.: (715) 372-4318

STAFF AND CONSULTANTS

General Manager	Carl Melchiors
Accountant	Paul Haugen
Office Manager	Patti LaManna
Line Foreman-Iron River	Philip Beeksma
Line Foreman-Mellen	Kenneth Tanula
Member Services Director	Shane Wyzlic
Labor Attorney	Gregory Gill
	Appleton, WI
General Counsel	Thomas R. Casper
	Washburn, WI

OFFICERS AND DIRECTORS

Robert Kretzschmar, president, WECA & NRECA director	Telephone
RI, Box 53, Mellen, WI 54546	(715) 274-6373
Fred J. Jaedike, vice president	
HC60, Box 3430, Cable, WI 54821.....	(715) 794-2157
Arthur Riemer, secretary and DPC director	
RI, Box 19, Marengo, WI 54855	(715) 278-3227
Juan Ponce	
RI, Box 365, Hurley, WI 54534	(715) 561-3163
Barry Radloff, treasurer	
RI, Box 261, Cable, WI 54821	(715) 798-3634
Robert Hokenson	
RI, Box 131, Bayfield, WI 54814	(715) 779-5503
Joseph P. Turcin	
RI, Box 14, Drummond, WI 54832	(715) 739-6790
George Zepczyk	
RI, Box 318, Ashland, WI 54806	(715) 746-2402
Isadore C. Sznaider	
RI, Box 272, Brule, WI 54820	(715) 372-8475

BAYFIELD REC DATA

Date system was energized	January 31, 1945
Full-time employees	19
Consumers served	6,450
Miles of distribution line	1,651
Month of annual meeting	June
Board meeting day	last Friday of month

Service area - Ashland, Bayfield, Douglas, Iron, Sawyer and Vilas counties in Wisconsin; Gogebic County in Michigan

Buffalo Electric Cooperative

1225 S. Main
P. O. Box 248
Alma, WI 54610-0248

Office Hours: 8:00 a.m. - 4:30 p.m.
Telephone: (608) 685-4440
(608) 685-4431
FAX #: (608) 685-4450

STAFF AND CONSULTANTS

Manager	Dean Baldwin
Office Manager	Sheila Abts
Member Services Director	Peter Mueller
Line Superintendent	Curtis Youngbauer
Engineer	Forster Electrical Engineering, Inc., Oregon, WI
Attorney	Wheeler, Van Sickle & Anderson, S.C. Madison, WI

OFFICERS AND DIRECTORS

	Telephone
James Hagen, president, S924 Hagen Road, Nelson, WI 54756-8508	(715) 946-3516
Lee Wieland, secretary and DPC director W010 STH 95, Arcadia, WI 54612	(608) 323-3089
John Stettler, vice president, WECA director S2490 Schaffner Valley, Fountain City, WI 54629	(608) 687-8430
William Engel S2579 Schlawin Road, Cochrane, WI 54622	(608) 248-2374
Judith Whelan PO Box 87, STH 10, Mondovi, WI 54755	(715) 926-3313
Merlyn Ruff S1596 Spring Creek Road, Alma, WI 54610	(608) 685-3835
Allyn Wick W0541 STH 121 Mondovi, WI 54755	(715) 946-3183
Richard Dierauer W1498A R Dierauer Rd., Alma, WI 54610.....	(608) 685-3665
Gene Weiss W0988 French Valley Rd., Alma, WI 54610	(715) 946-3856

BUFFALO REC DATA

Date system was energized	January 29, 1937
Full-time employees	15
Consumers served	3,669
Miles of distribution line	995.29
Month of annual meeting	March or April
Board meeting day	last Wednesday of month

Municipals served - Buffalo City, Modena, Gilmantown (all retail)

Service area - most of Buffalo County, parts of Pepin and Trempealeau counties

Central Wisconsin Electric Cooperative

150 Depot Street
P. O. Box 255
Iola, WI 54945-0255

Office Hours: 7:30 a.m. - 4:30 p.m.
Telephone: (715) 445-2211
Fax No.: (715) 445-4333

STAFF AND CONSULTANTS

Manager	D. J. Van Deest
Assistant Manager	Cass Reynolds
Office Supervisor	Tony Cisewski
Line Superintendent	Denis Walter
Attorney	Omholt & Meagher Iola, WI

OFFICERS AND DIRECTORS

	Telephone
Earl Olsen, president 4490 Hwy 61, Iola, WI 54945	(715) 445-2422
Lowell Grant, vice president E1438 Nelson Rd, Iola, WI 54945	(715) 445-2541
Harvey Grosskopf, secretary-treasurer, WECA director N7891 Henning Creek Rd, Bowler, WI 54416	(715) 793-4249
Robert Felts W1470 State Rd 29, Bowler, WI 54416	(715) 535-2603
Norman Sannes E360 Cty Hwy V, Scandinavia, WI 54977	(715) 467-2429
Alvin Kriesel R1, Wittenberg, WI 54499	(715) 253-2316
Ernest Skupniewicz 3405 N. Hwy Y, Stevens Point, WI 54481	(715) 344-9215
Gordon Zietlow E2753 Cty. C, Iola, WI 54945	(715) 445-3148
Peter Rombalski 1591 S. Cty Rd C & Y, Rosholt, WI 54473	(715) 341-4571

CENTRAL WISCONSIN REC DATA

Date system was energized	October 3, 1939
Full-time employees	30
Consumers served	6,281
Miles of distribution line	1,242
Miles of transmission line	8
Annual meeting month	April
Board meeting day	last Tuesday of month

Service area - parts of Waupaca, Shawano, Marathon and Portage counties

Central Wisconsin Electric Cooperative is the result of a consolidation of Waupaca Electric Cooperative and Marathon-Portage Electric Cooperative in 1948. Tigerton Electric Company was purchased in 1971 and merged in 1972.

Chippewa Valley Electric Cooperative

317 S. 8th Street
P. O. Box 575
Cornell, WI 54732-0575

Office Hours: 7:30 a.m. - 4:00 p.m.
Telephone: (715) 239-6800
Fax No.: (715) 239-6160

STAFF AND CONSULTANTS

Manager	Ray Guthman
Office Manager	Todd Howard
Members Services Advisor	Cathy Moussette
Line Superintendent	Ricky Olson
Attorney	Gerald Sazama
	Chippewa Falls, WI

OFFICERS AND DIRECTORS

	Telephone
George A. Webb, president and DPC director	
R1, Box 182, Bloomer, WI 54724	(715) 568-5114
Charles Bathke, vice president	
R3, Box 222 A, Bloomer, WI 54724	(715) 288-6453
Harold Flater, WECA director	
N270 Cty. E., Holcombe, WI 54745	(715) 595-6244
Harold DeBruin, secretary-treasurer	
R1, Box 98, Boyd, WI 54726	(715) 667-3358
Arthur "Butch" Sime	
R1, Box 67, Cornell, WI 54723	(715) 239-6680
Clyde Shipman	
R1 10215 Cty M, New Auburn, WI 54757	(715) 967-2246
Jack Anderson	
R2, Box 192, Cornell, WI 54732	(715) 239-6839

CHIPPEWA VALLEY REC DATA

Date system was energized	March 17, 1938
Full-time employees	19
Consumers served	5,500
Miles of distribution line	1,079
Month of annual meeting	February
Board meeting day	not specified

Service area - most of Chippewa County, parts of Dunn, Rusk, Barron and Taylor counties

Clark Electric Cooperative

124 N. Main Street
P. O. Box 190
Greenwood, WI 54437-0190

Office Hours: 8:00 a.m - 5:00 p.m.
Telephone: (715) 267-6188
Fax No.: (715) 267-7355

STAFF AND CONSULTANTS

Manager.....	Richard M. Adler
Sales & Member Services Manager	Martin Matousek
Line Superintendent	Harry Johnson
Assistant Line Superintendent	Robert Moseley
Office Manager	Donna Abel
Attorney	Bruce Sautebin Greenwood, WI

OFFICERS AND DIRECTORS

	Telephone
Ralph Woik, secretary-treasurer N14434 Fairground Ave, Owen, WI 54460	(715) 229-2589
Stanley Schultz H3586 Johnson Rd., Colby, WI 54421	(715) 223-3065
Robert Will, vice-president N13072 Meridan Ave., Colby, WI 54421	(715) 223-4731
John Reinart N2214 Pray Ave., Neillsville, WI 54456	(715) 743-3941
Richard Eibergen, president, WECA director N5548 Co. Hwy K, Granton, WI 54436	(715) 238-7617
Ronald Baxter N23, Hwy. DD, Owen, WI 54460	(715) 229-2496
Leroy Fravert, Jr. N10606 Cardinal Ave., Loyal, WI 54446	(715) 267-6795
Henry Janezich W9001 Blue Jay Rd, Willard, WI 54493	(715) 267-6739
Gerald Smith W8155 Cty Hwy. B, Neillsville, WI 54456	(715) 267-2140

CLARK REC DATA

Date system was energized	March 22, 1938
Full-time employees	31
Consumers served	7,170
Miles of distribution line	1,773
Month of annual meeting	March
Board meeting day	between 1st & 10th of month

Service Area - most of Clark County, parts of Taylor, Marathon, Jackson, Wood and Chippewa counties

Crawford Electric Cooperative

P. O. Box 158
Gays Mills, WI 54631-0158

Office Hours: 8:00 a.m.- 4:30 p.m.
Telephone: (608) 735-4313
Fax No.: (608) 735-4805

STAFF AND CONSULTANTS

Manager	Alan Kopan
Office Manager	Scott Shaffer
Line Superintendent	Richard Lee
Member Services Advisor	Ed Lund
Attorney	Tom Peterson
	Prairie du Chien, WI

OFFICERS AND DIRECTORS

	Telephone
Don Walters, president & WECA Director RFD 1, Box 460, Prairie du Chien, WI 53821	(608) 326-8509
Dean Roth, secretary-treasurer 2554 Plainview Rd, Boscobel, WI 53805	(608) 476-2248
Joseph Hartley R.R.1, Box 261, Eastman, WI 54626	(608) 734-3110
Leslie Leirmo R.R.1, Ferryville, WI 54628	(608) 648-2714
Walter Roth, Jr. R.R.2, Box 94, Gays Mills, WI 54631	(608) 872-2338
Sandra Davidson R.R.1, Box 1348, Readstown, WI 54652	(608) 624-5778
Richard Folbrecht W2670 Hwy. 60, Wauzeka, WI 53826	(608) 875-6848
Raymond Martin, vice-president N111 Walker Road, Wauzeka, WI 53826	(608) 874-4185
Tim Olson RFD 1, Soldiers Grove, WI 54655	(608) 735-4721

CRAWFORD REC DATA

Date system was energized	September 16, 1939
Full-time employees	12
Consumers served	2,788
Miles of distribution line	841
Annual meeting month	March
Board meeting day	third Monday of month

Service area - Crawford County, parts of Vernon and Richland counties

Dunn County Electric Cooperative

N5745 600th Street
P. O. Box 220
Menomonie, WI 54751-0220

Office Hours: 8:00 a.m. - 4:30 p.m.
Telephone: (715) 232-6240
1/800-924-0630
FAX Number: (715) 232-6244

STAFF AND CONSULTANTS

Manager	Jacob T. Lee
Office Manager	James R. Hathaway, CPA
Operations Manager	Peter Diedrich
Line Superintendent	David Grutt
Energy Specialist	Jerry Hendrickson
Attorney	William H. Thedinga Menomonie, WI

OFFICERS AND DIRECTORS

	Telephone
Stanley Anderson, president Box 196, Downing, WI 54734	(715) 643-5325
Charles Harschlip, vice president R4, Mondovi WI 54755	(715) 875-4468
Jerry Albricht, secretary-treasurer R2, Colfax, WI 54730	(715) 962-3932
Geri Wolfe, ass't sec./tres. R4, Box 4034, Colfax, WI 54730	(715) 962-3809
Wayne Weber R4, Menomonie, WI 54751	(715) 664-8547
Elton John Christopherson R2, Box 2134, Elk Mound, WI 54739	(715) 879-5109
Glen Anderson R2, Box 147, New Auburn, WI 54757	(715) 658-1416
Eugene Howe R1, Menomonie, WI 54751	(715) 772-4221
Ed Hartung, WECA director R5, Menomonie, WI 54751	(715) 235-6052

DUNN COUNTY REC DATA

Date system was energized	June 24, 1938
Full-time employees	22
Consumers served	6,536
Miles of distribution line	1,589
Annual meeting month	March
Board meeting day	fourth Monday of month

Service area - most of Dunn County, parts of Chippewa, Barron, Pierce, Pepin and St. Croix counties

Eau Claire Electric Cooperative

Elco Park
P. O. Box 368
Fall Creek, WI 54742-0368

Office Hours: 7:30 a.m. - 4:00 p.m.
Telephone: (715) 832-1603
Fax No.: (715) 832-2055

STAFF AND CONSULTANTS

General Manager	John W. Luehrsen
Office Manager	Lynn E. Thompson, CPA
Line Superintendent	Noble Larson
Member Service Manager	Robert Lipke
General Counsel	John D. Hibbard Eau Claire, WI
Labor Attorney	James Ward, Weld, Riley, Premm & Ricci, Eau Claire, WI
Auditor	W.J. Bauman & Associates

OFFICERS AND DIRECTORS

	Telephone
John Roberts, president & DPC director R3, Box 130, Cadott, WI 54727	(715) 289-3866
Marvin Barneson, vice president, WECA director S13550 Cty. U, Strum, WI 54770	(715) 878-4322
Clement Falch, secretary-treasurer 1081 Cty. K, Chippewa Falls, WI 54729	(715) 723-5139
David Myren, assistant secretary-treasurer E5425 Cty. V., Eleva, WI 54738	(715) 878-4222
Kenneth Gruber R4, Box 244, Mondovi, WI 54755	(715) 875-4440
Darlene Baglien R1, Box 241, Fall Creek, WI 54742	(715) 877-2909
Lamoine Myers 323 Miller Rd., Eau Claire, WI 54703	(715) 874-5262
Clarence Boettcher R1, Box 192A, Fairchild, WI 54741	(715) 597-2036
Eldor Henning 7820 Mueller Rd., Fall Creek, WI 54742	(715) 878-4126

EAU CLAIRE REC DATA

Date system was energized	March 3, 1939
Full-time employees	31
Consumers served	7,863
Miles of distribution line	1,361.37
Annual meeting month	June
Board meeting day	usually last Wednesday of month

Service area - most of Eau Claire County, Chippewa, Dunn, Pepin,
Buffalo, Trempealeau and Jackson counties

Grant-Lafayette Electric Cooperative

231 N. Sheridan Street
Lancaster, WI 53813-1398

Office Hours: 7:30 a.m. - 4:30 p.m.
Telephone: (608) 723-2121
Fax No.: (608) 723-2688

STAFF AND CONSULTANTS

Manager.....	Richard Kolb
Line Superintendent	Bill Axtell
Office Supervisor	Ann Pagel
Director of Operations	Robert M. Vosberg
Attorney	James B. Halferty Lancaster, WI

OFFICERS AND DIRECTORS

	Telephone
Dale Bevan, president 1877 Cty. A & D, Platteville, WI 53818	(608) 348-8203
Gerald Koeller, DPC director 6724 Reynolds Ridge Rd., Potosi, WI 53820.....	(608) 723-4926
William Biba R2, Muscoda, WI 53573	(608) 943-6470
Leonard Mulrooney, assistant secretary-treasurer Mt. Hope, WI 53816	(608) 988-4378
Ronald Oyen 8762 Lovers Lane, Lancaster, WI 53813	(608) 723-7280
William Slaats, vice president 2243 CTH Z, Cuba City, WI 53807	(608) 744-2289
Morris Smith, WECA director 9688 Hwy. 81 E, Darlington, WI 53530	(608) 776-2654
Dean Thoreson, second vice president 2800 Cisserville, South Wayne, WI 53587	(608) 439-5508
Maurice Wamsley, secretary-treasurer 6682 Camel Ridge Rd., Cassville, WI 53806	(608) 794-2297

GRANT-LAFAYETTE REC DATA

Date system was energized	June 15, 1938
Full-time employees	33
Consumers served	7,371
Miles of distribution line	2,317
Annual meeting month	March
Board meeting date	last Thursday of month

Service area - Grant County, Lafayette County and parts of Green and Iowa counties

Head of the Lakes Electric Cooperative

R2, Box 563
Superior, WI 54880

Office Hours: 8:00 a.m. - 4:30 p.m.
Telephone: (715) 399-2212
Fax No.: (715) 399-8484

STAFF AND CONSULTANTS

General Manager Janet Dalbec
Assistant General Manager Raymond J. Nettleton
Member Services Director Duane Johnson
Office Manager Tony Ernst
Attorney Welby & Maki, Ledin &
Bic S.C., Superior, WI

OFFICERS AND DIRECTORS

Matt Verdoljak, president R1, Box 464
Superior, WI 54880
George Vokovich, vice president, WECA director R2, Box 475
Superior, WI 54880
Darrill C. Erickson, secretary-treasurer 1615 County Rd. 146
Holyoke, MN 55749
Donald Peterson R2, Box 583
Superior, WI 54880
Richard L. Johnson Box 4
Foxboro, WI 54836
Ervin G. Bergman Box 115
Wascott, WI 54890
Gustav Frye Box 175
Wascott, WI 54890
Leon Schorr R1, Box 117A
Superior, WI 54880
Wilmar Busse 34393 Mc Graw Lake Rd.
Danbury, WI 54830

HEAD OF THE LAKES REC DATA

Date system was energized May 29, 1937
Full-time employees 20
Consumers served 4,093
Miles of distribution line 915
Annual meeting month April
Board meeting day 7 p.m., fourth Thursday

Service area - Douglas County, parts of Burnett and Wausburn counties, Wisconsin;
parts of Pine and Carlton counties in Minnesota.

Jackson Electric Cooperative

119 Harrison Street
P. O. Box 546
Black River Falls, WI 54615-0546

Office Hours: 8:00 a.m. - 4:30 p.m.
Telephone: (715) 284-5385
Fax No.: (715) 284-7143

STAFF AND CONSULTANTS

Manager	Michael D. Anderson
Staff Assistant	Edwin Dugan
Office Manager	Terry Wozney
Line Superintendent	Gary Onstad
Member Services Director	Steve Meyer
Engineer	Power System Engineering Madison, WI
Attorney	Gerald Laabs Black River Falls, WI

OFFICE AND DIRECTORS

	Telephone
Thomas J. Peasley, president R4, Box 281, Black River Falls, WI 54615	(715) 284-2288
Irvin Schnick, vice president & DPC director R2, Box 137, Hixton, WI 54635	(715) 984-2262
Dan Smrekar, secretary-treasurer Box 387, Millston, WI 54643	(715) 284-9891
Richard Bopp, WECA director W13398 E. Bopp Rd., Alma Center, WI 54611	(715) 964-8464
Bernard Scheffer N4580 US Hwy. 12, Humbird, WI 54746	(715) 334-3402
Robert Kling W15503 Kelly Rd., Taylor, WI 54659	(715) 662-4654
Philip Thomas R2, Box 168, Black River Falls, WI 54615	(715) 284-5647
Gary L. Woods R2, Box 40, Melrose, WI 54642	(608) 488-3723
George Schlegel R2, Box 111, Black River Falls, WI 54615	(715) 284-2875

JACKSON REC DATA

Date system was energized	December 1, 1938
Full-time employees	21
Consumers served	4,699
Miles of distribution line	1,180
Annual meeting month	March
Board meeting date	last Wednesday of month

Service area - most of Jackson County, parts of Monroe, La Crosse, Clark,
Trempealeau, Eau Claire counties

Jump River Electric Cooperative

1102 West Ninth Street, North
 P. O. Box 99
 Ladysmith, WI 54848-0099

Office Hours: 8:00 a.m. - 4:30 p.m.
 Telephone: (715) 532-5524
 Fax No.: (715) 532-3065

Branch Office
 820 West First Street
 P. O. Box 689
 Hayward, WI 54843

Office Hours: 8:00 a.m. - 4:30 p.m.
 Telephone: (715) 634-4575
 Fax No.: (715) 634-3947

STAFF AND CONSULTANTS

General Manager	Don Lemke
Office Manager	Lori Larsen
Line Superintendent - Ladysmith	Bernie Rydlund
- Hayward	Dave Voight
- Hannibal	Rodger Wright
Sales Manager	Charlie Thorpe
Member Services	Dave Kroening
Attorney	Weiler & Buslee
	Ladysmith, WI
	Wheeler, Van Sickle & Anderson, S.C.
	Madison, WI

OFFICES AND DIRECTORS

	Telephone
Melvin Pederson, president R9, Box 9209, Hayward, WI 54843	(715) 462-3285
John Kmosena, vice president N7246 Highway 27, Ladysmith, WI 54848	(715) 532-6582
Irene Holly, secretary-treasurer W10903 Pinnow Rd., Bruce, WI 54819.....	(715) 868-8255
Allen Beadles, WECA director N9150 Smith Dr., Sheldon, WI 54766	(715) 668-5533
Kingman Loomis, DPC director R5, Box 5149, Hayward, WI 54834	(715) 634-4350
Frank Novotny, Jr. W17076 Highway 194, Sheldon, WI 54766	(715) 452-5756
John Donner R7, Box 37, Hayward, WI 54843	(715) 462-3515
Marge Raether W16976 Miller Ave., Gilman, WI 54433	(715) 447-8532
Charles Kagigebi R5, Box 5244, Hayward, WI 54843	(715) 634-4022

JUMP RIVER REC DATA

Date system was energized	January, 1940
Full-time employees	26
Consumers served	6,920
Miles of distribution line	1,478
Annual meeting month	October
Board meeting day	last Tuesday of month
Service area - most of Rusk County, parts of Sawyer, Taylor, Chippewa, Barron, Price counties	

Oakdale Electric Cooperative

P. O. Box 128
Oakdale, WI 54649-0128

Office Hours: 8:00 a.m. - 4:30 p.m.
Telephone: (608) 372-4131
Fax No.: (608) 372-5173

STAFF AND CONSULTANTS

General Manager	Eugene Edgerton
Administrative Assistant	Alice M. Dahle
Office Manager	Bruce W. Ardelt
Member Services Advisor	Gary Robison
Line Superintendent	Daniel Hoag, Jr.
Engineering Superintendent	Terry Tiber
Engineer	Power System Engineering Madison, WI
Attorney	Wheeler, Van Sickle, & Anderson, S.C. Madison, WI

OFFICERS AND DIRECTORS

Ronald Churchill, president	Telephone
E5912 Cty. F. Reedsburg, WI 53959	(608) 524-4930
Roland Kelley, vice president and DPC director	
R4, Box 380, Tomah, WI 54660	(608) 372-4565
Edwin D. Shie, secretary, WECA director	
R3, Box 181A, Tomah, WI 54660	(608) 372-2962
Edward Urban, treasurer	
9850 Hoffman Rd., Pittsville 54466	(715) 884-2253
Roy Nelson	
N11305 Cty. H. Camp Douglas, WI 54618	(608) 427-3279
Art Preston	
N898 Lucht Rd., Mauston, WI 53948	(608) 985-7121
Howard Zastoupil	
R5, Box 144, Tomah, WI 54660	(608) 372-5787

OAKDALE REC DATA

Date system was energized	July 14, 1937
Full-time employees	48
Consumers served	10,087
Miles of distribution line	2,290
Annual meeting month	April
Board meeting day	last week of month

Service area - most of Monroe and Juneau counties, parts of Jackson, Sauk and Wood counties

The Oakdale Credit Union, housed in the headquarters building, provides financial assistance for members and employees. Collen Woggon is the manager.

The Oakdale Post Office is also housed in the cooperative headquarters building.

Oconto Electric Cooperative

7479 REA Road
Oconto Falls, WI 54154

Office Hours: 7:30 a.m. - 5:00 p.m.
Telephone: (414) 846-2816
Fax No.: (414) 846-4327

STAFF AND CONSULTANTS

General Manager	Kent Lyng
Director of Operations & Engineering	Mike Marquardt
Director of Finance & Administration (Act Mgr)	Linda Ziegler
Director of Public Relations	Janet Gallagher
Staff Assistant	Bauman & Associates
CPA Auditor	Power System Engineering
Engineering Consultant	Madison, Wisconsin
Attorney	Wheeler, Van Sickle & Anderson, Madison, WI

OFFICERS AND DIRECTORS

	Telephone
Arnold Anderson, chairman 7396 St. Aubin Ln, Oconto Falls, WI 54154	(414) 846-2325
Douglas Allen 5587 Allen Rd, Little Suamico, WI 54141	(414) 826-5259
Tony Wagner R2, Box 282, Cecil, WI 54111	(715) 745-6496
Tom Malingowski 6307 Chestnut St., Oconto Falls, WI 54154	(414) 846-3143
Adolph Block 6017 Hwy. V, Gillett, WI 54124	(414) 855-2056
Alvin Tachick, treasurer W9944 Hwy 64, Pound, WI 54161	(414) 897-2517
Dan Kanack, WECA director, vice chairman 9151 Gravel Ln, Lena, WI 54139	(414) 829-6151
Arlyn Bitters 6509 Sprise Rd, Lena, WI 54139	(414) 834-3445
Ken Dittman, secretary 13298 Bloom Road, Gillett, WI 54124	(414) 842-2025

OCONTO REC DATA

Year system was energized	1937
Full-time employees	32
Consumers served	7,073
Miles of distribution line	1,153
Miles of transmission line	59.2
Annual meeting month	May
Board meeting day	fourth Monday of month

Service area - most of Oconto County, parts of Menominee, Marinette and Shawano counties

Oconto Electric Cooperative operates the Stiles 1000 kW hydroelectric power generating plant at Stiles, WI

Pierce-Pepin Electric Cooperative

W7725 U.S. Hwy. 10
P. O. Box 420
Ellsworth, WI 54011-0420

Office Hours: 8:00 a.m. - 4:30 p.m.
Telephone: (715) 273-4355
Fax No.: (715) 273-4476

STAFF AND CONSULTANTS

General Manager	Steven J. Healy
Line Superintendent	Gerald L. DeWolfe
Director of Member Services	Kenneth A. Peterson
Office Coordinator	Jeri A. Williams
Engineer	Power System Engineering
Attorney	Bye, Krueger, & Goff, S.C. Wheeler, Van Sickle & Anderson, S.C.

OFFICERS AND DIRECTORS

	Telephone
Roger C. Wiff, president N8384 510th St., Spring Valley, WI 54767	(715) 684-2002
Ronald F. Foley, vice president W4548 Co. Rd. G, Ellsworth, WI 54011	(715) 273-5508
Gerald K. Anderson, secretary/treasurer W8409 480th Ave., Ellsworth, WI 54011	(715) 792-2232
Donald E. Lundstrom, DPC director N5184 510th St., Ellsworth, WI 50411	(715) 273-3301
Earl L. Anderson R1, Box 106A, Stockholm, WI 54769	(715) 442-3208
Ronald H. Nelson W8128 690th Ave, River Falls, WI 54022	(715) 425-1421
Eugene Meier, WECA director W11251 U.S. Hwy. 10, Prescott, WI 54021	(715) 262-5613
Wayne M. Anderson N3540 Cty. Rd. K, Hager City, WI 54014	(715) 792-2458
Dale Freier W5412 290th Ave., Bay City, WI 54723	(715) 594-3780

PIERCE-PEPIN REC DATA

Date system was energized	June 13, 1938
Full-time employees	31
Consumers served	5,349
Miles of distribution line	1,018
Annual meeting month	March
Board meeting day	first Thursday of month

Service area - most of Pierce County, parts of Pepin, St. Croix and
Buffalo counties