

Rural TV

DirectTV™ Direct Broadcast Satellite

1 Programming "uplinked" to satellites at national DirecTv broadcast center

2 Two digital satellites beam program to 18-inch dish

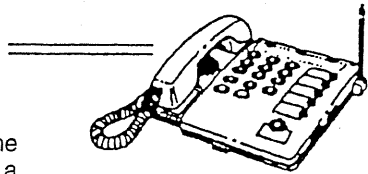
3 In-home system includes channel selector box and remote control

Service starts Spring '94.
Digital picture and sound. Dish/receiver costs start at \$700. High definition TV ready.

Here's how the Messenger service works:



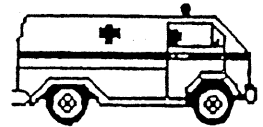
Pressing the button on the wireless pendant sends a signal to the Messenger telephone.



The Messenger is preprogrammed with the emergency number to the Cooperative Response Center.

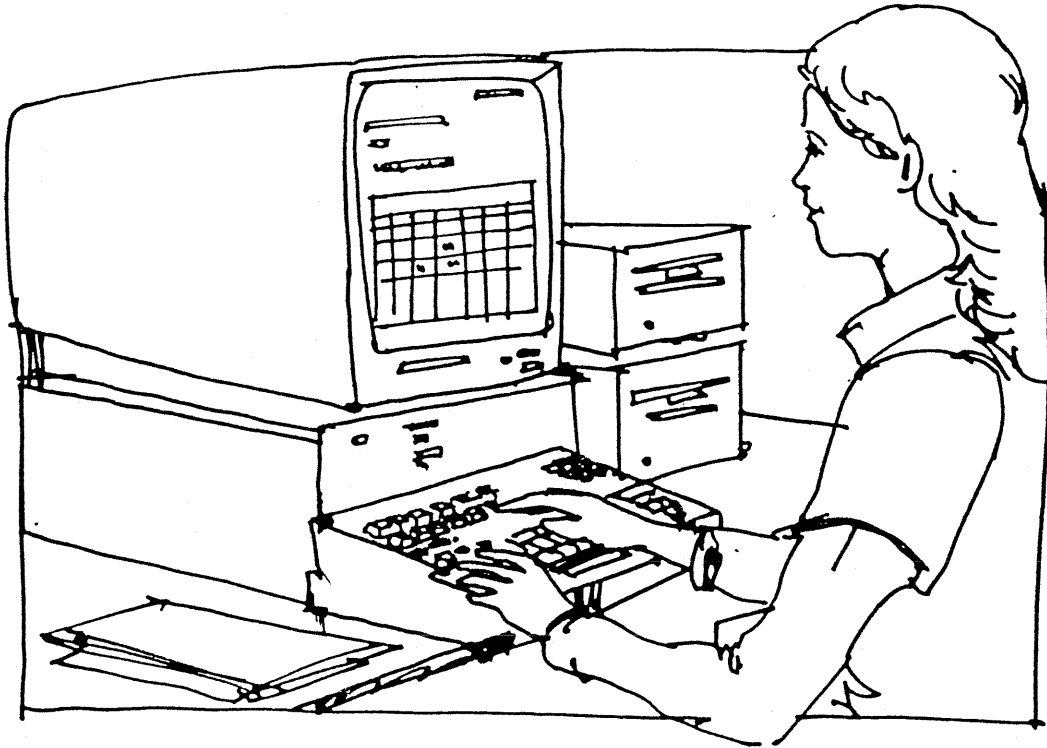


The signal is received by the Response Center, where critical information regarding your medical history, medications, and residence location is kept.



After confirming the type of emergency via the two-way voice speaker phone, qualified help is dispatched within seconds.

Section 6



Rural Electric Co-
operative Rates

Rate Comparison
Survey for 1993

1993 DATA SUMMARY

Total Revenue	\$ 185,294,895
Total Taxes Paid	4,168,843
Total Interest Paid	10,440,708
Total Miles Energized	39,437
Total Value of Plant	443,544,761
Total REA Debt	140,295,735
Total Other Long-Term Debt	66,951,378
Total Debt	207,247,113
Number of Members	171,151
kWH Purchased	2,651,756,672
kWH Sold	2,466,164,860
Total Plant Per Member	2,592
Total Revenue Per Member	1,083

REC Rates

A rural electric cooperative (REC) exists for the purpose of providing its consumer-members with reliable electric service at a reasonable cost. The rates paid by members for their electric service are established by each electric co-op's board of directors. The principles of co-op organization, however, require that certain guidelines be followed in setting rates.

Electric co-ops in Wisconsin and elsewhere are nonprofit corporations, and cooperative philosophy dictates that services must be provided to members based on what it actually costs to provide them the service. In keeping with co-op principles, this means that any money left over after an REC pays its expenses must be returned to the membership. The members own the cooperative; there are no investors expecting to reap a guaranteed rate of return. There is no profit motive because there is nothing that can be considered profit.

An REC board of directors sets the retail rates just high enough to ensure a level of revenue that will cover all expenses. These expenses include: all power and energy costs; the costs to maintain or build plant facilities, operate the system, and cover general administrative costs; and costs for interest on loans. In addition, revenues must provide sufficient net margins to cover repayment of the principal on Rural Electrification Administration (REA) and Cooperative Finance Corporation (CFC) loans and to establish adequate reserves.

Any money left after all these allocations are made goes back to the members. This return of margins can come in the form of cash refunds to the members (these payments are often called "capital credits" or "patronage refunds"). Sometimes the financial demands on a co-op may necessitate retaining margins to meet certain capital expenses. The electric utility business, after all, requires a substantial investment in materials and equipment to build and maintain electric systems. In situations where margins need to be retained, members may not be receiving cash refunds that particular year. However, the "patronage"—how much service each member paid for during that year—is recorded by the cooperative. In some future year when the co-op does have sufficient margins to return to members, the money is

paid back based on that previous year's patronage. This is commonly referred to as "rotating" the capital credit payments.

Setting rates

In establishing appropriate rates, the goal is to structure rates that track the costs of providing service. A logical beginning to properly pricing a product is to have some idea of what it costs to produce the product. In utility rate-making, that beginning is called, not surprisingly, a cost-of-service study.

The first step in preparing a cost-of-service study is to determine the amount of revenue the cooperative will need to meet its current and future goals. This is done by gathering all the relevant information for a 12-month test period. The test period reflects normal conditions and allows for adjustments to compensate for any significant variation in temperature, rainfall, storms, and consumption levels. In addition, co-ops consider adjustments for any known and measurable changes that have occurred or will occur in the future, such as allowing for increased wholesale power costs, cost-of-living increases for employees, and purchasing a new computer for office use. A cooperative's revenue requirement will vary according to its cost of doing business.

Wholesale Costs

In its basic form, a wholesale rate has two components: the demand component and the energy component. Demand-related costs are associated with the power producer's facilities. These costs would include interest expense, depreciation, property taxes, a portion of wages, and expenses of a fixed nature. On the other hand, variable expenses associated with production—such as fuel, operations, and maintenance expenses incurred in running the generating station—are related to the energy component.

More than 65 cents of the average distribution system's revenue dollar goes to purchase wholesale power. Because wholesale power represents its largest single cost item, it is important that the distribution system collect demand

and energy costs as closely as practical to the manner in which they are billed from their wholesale power supplier.

Factors affecting the cost of purchased power include the type of generation (hydroelectric, fossil-fired steam, nuclear, and cogeneration), the plant design (base load, cycling, or peaking unit), the age of the plant, and the costs associated with financing it.

Distribution System Costs

Among the expenses related to the electric distribution system that must be recovered through retail rates are the cooperative's general administrative expenses. Some of these are very stable and easily projected; others are more difficult. Another major cost element for distribution systems is the carrying charges for building and maintaining plant facilities. Carrying charges include interest on long-term debt, depreciation, property taxes, and margins. The rates must also produce sufficient revenue to provide for facility replacement as well as the additional materials and equipment necessary to connect new consumers.

Consumers Per Mile of Line

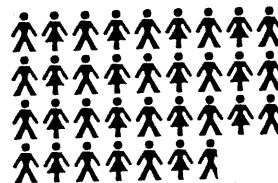
(National averages)

Electric co-ops



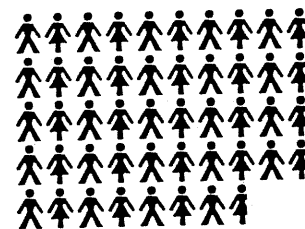
5.8

Investor-owned Utilities



34.9

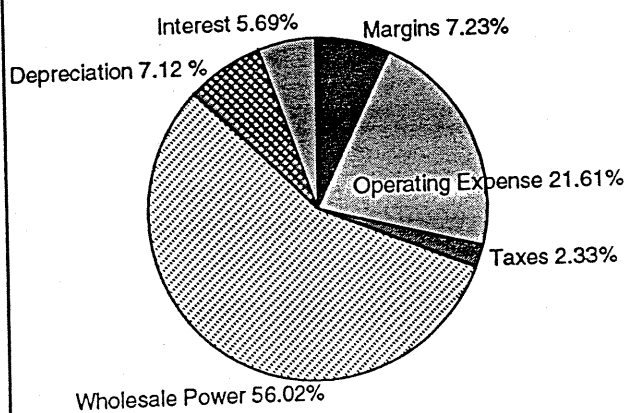
Publicly owned utilities



47.8

Source: NRECA Economics Division

Where Expense Dollars Go



Average based on 1993 statistics for Wisconsin

Cost Classification

Once the revenue forecast has been completed, the next step is to classify the cost by function. There are three primary categories used to classify the different types of expenses by the various consumer groupings:

Consumer-related costs are generally fixed in nature. They are normally recovered by the distribution system in a monthly facilities charge or consumer charge.

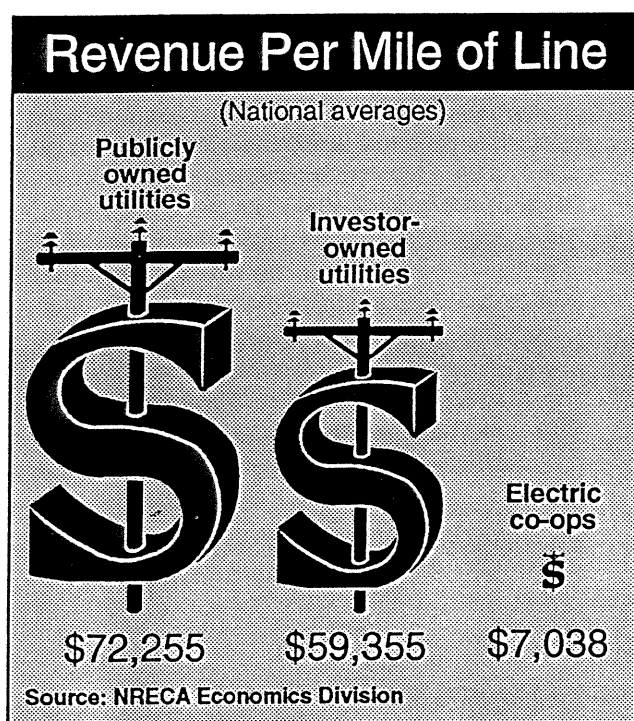
Demand-related costs have two components:

- the demand component of the purchased power; and
- the capacity component of the distribution system.

Energy-related costs reflect the energy component of purchased power, fuel adjustments, and line loss.

Rate Design

Once a cooperative completes its cost-of-service study, analyzes its competitive situation, and establishes its strategy, it can formulate its new rates with an eye toward stability, fairness, and acceptability. Traditionally, the role of rate design has been to produce sufficient income to cover the revenue requirement of the cooperative. Rate design has tended to be relatively simple. Often the rate design consisted of a minimum charge and either a single unit charge for all energy, or a unit charge for several hundred kilowatts, followed by a



lower unit charge for all remaining kilowatthours. In a world of relatively cheap power costs and growing consumption, this simple rate design approach accomplished the principal purpose of revenue sufficiency.

Rate comparisons

The figures in this section show that rates paid by members of rural electric cooperatives are consistently higher than for customers of other Wisconsin electric utilities. Several major factors

can be cited as the cause of this general rate disparity.

On the national average, for example, electric co-ops serve only 5.6 consumers per mile of line, compared to 34.8 per mile for investor-owned utilities and 47.7 per mile for publicly owned utilities. Because of this, electric co-ops receive on the average \$7,038 per mile of line from their consumers, compared to \$59,355 for investor-owned utilities and \$72,255 for publicly owned utilities. The consumer-per-mile figures also reflect on the required investment electric co-ops make in their distribution systems. The investment averages \$1,975 per customer compared to \$1,549 for each investor-owned utility customer and \$1,503 for publicly-owned utility customers.

On the national average, retail rates are higher in 77% of the co-ops when compared with adjoining or nearby non-REA-financed utilities.

This booklet contains statistical data of electric cooperatives for 1993. These state totals show that the electric cooperative picture is very much in line with what the national average shows. For example, the statewide average of consumers per mile works out to approximately 4.3 compared to the national average of 5.6. Revenue per mile of line for Wisconsin averages \$4,699 compared to the national average of \$7,038 per mile. Plant investment per consumer figures out to \$2,592, higher than the national average of \$1,975.

For a more complete view of electric cooperative financial operations, see Section 4 of this booklet.

Electric Cooperative Residential Service
As of December, 1993

Cooperative	500 KWH	1000 KWH	2000 KWH	4000 KWH
Adams-Columbia	39.21	66.43	120.86	229.72
Barron	45.30	76.60	136.60	256.60
Bayfield	54.50	96.50	180.50	348.50
Buffalo	44.25	79.25	149.25	289.25
Central Wisconsin	41.80	73.56	134.69	256.89
Chippewa Valley	47.36	84.47	158.69	307.13
Clark	43.94	75.98	140.06	268.02
Crawford	49.98	83.35	150.10	283.60
Dunn County	46.00	80.00	148.00	284.00
Eau Claire	48.95	85.91	159.82	307.74
Grant Lafayette	39.50	70.50	132.50	256.50
Head of the Lakes	59.50	102.00	187.00	347.00
Jackson	49.00	85.50	158.50	304.50
Jump River	53.37	93.74	174.48	335.96
Oakdale	45.00	79.00	147.00	283.00
Oconto	48.50	87.50	153.50	285.50
Pierce-Pepin	51.00	86.00	151.00	278.00
Polk Burnett	52.95	87.06	153.86	287.46
Price	49.30	85.30	157.30	301.30
Richland	48.65	86.80	163.10	299.70
Rock County	48.12	82.63	151.60	289.72
St. Croix	46.00	80.00	148.00	284.00
Taylor	49.50	84.50	154.50	294.50
Trempealeau	49.20	87.40	163.80	316.60
Vernon	48.31	83.12	146.74	273.98

Investor-Owned Utility Residential Service

Dahlberg Light & Power	36.00	77.00	149.00	293.00
Madison Gas&Electric(winter)	36.60	69.70	135.90	268.30
Madison Gas&Electric(summer)	42.02	80.60	157.70	311.90
Northern States Power (R-1)	37.32	71.14	138.78	274.06
Northwestern WI Electric	36.45	68.40	132.30	260.10
Superior Water, Light, & Power	34.25	64.20	127.10	250.90
Wisconsin Electric Power	37.95	72.40	141.30	279.10
Wisconsin Power & Light	36.53	69.07	134.14	264.28
Wisconsin Public Service	38.17	69.84	133.18	259.86

MAIL RATE REPORT
STATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

BARRON

BARRON

Charge \$14.00
 WH:
 1: First 1000 kwh 6.260 ¢
 1000 kwh 6.000 ¢

Power Cost Adjust.: none
 (per kwh)

CITY OF CUMBERLAND

Charge \$3.50
 WH:
 1: First 1000 kwh 6.120 ¢

Power Cost Adjust.: 0.190 ¢
 (per kwh)

CITY OF SPOONER

Charge \$2.50
 WH:
 1: First 1000 kwh 5.190 ¢

Power Cost Adjust.: -0.100 ¢
 (per kwh)

CITY OF BARRON

Fixed Charge \$2.50
 \$/KWH:
 ALL kwh 5.370 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

CITY OF RICE LAKE

Fixed Charge \$3.00
 \$/KWH:
 ALL kwh 4.710 ¢

Power Cost Adjust.: 0.010 ¢
 (per kwh)

N.S.P. WISCONSIN

Fixed Charge \$3.50
 \$/KWH:
 ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

BAYFIELD

BAYFIELD

Fixed Charge	\$12.50
\$/KWH:	
ALL kwh	8.400 ¢
Power Cost Adjust.:	0.000 ¢
(per kwh)	

HEAD OF THE LAKES ELEC. COOP

Fixed Charge	\$17.00
\$/KWH:	
ALL kwh	8.500 ¢
Power Cost Adjust.:	0.000 ¢
(per kwh)	

DAHLBERG LIGHT & POWER

Fixed Charge	\$5.00
\$/KWH:	
ALL kwh	6.650 ¢
Power Cost Adjust.:	0.550 ¢
(per kwh)	

N.S.P. WISCONSIN

Fixed Charge	\$3.50
\$/KWH:	
ALL kwh	6.764 ¢
Power Cost Adjust.:	0.000 ¢
(per kwh)	

DETAIL RATE REPORT
RATE SHEET - DECEMBER 1993

BUFFALO

GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

BUFFALO

Fixed Charge \$9.25
\$/KWH:

ALL kwh 7.000 ¢

Power Cost A 0.000 ¢
(per kwh)

N.S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:

ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

CHIPPEWA VALLEY

CHIPPEWA VALLEY

Fixed Charge \$10.25
\$/KWH:
ALL kwh 7.050 ¢

Power Cost Adjust.: 0.372 ¢
(per kwh)

CORNELL MUNICIPAL

Fixed Charge \$3.50
\$/KWH:
ALL kwh 5.150 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

CITY OF BLOOMER

Fixed Charge \$3.50
\$/KWH:
ALL kwh 4.520 ¢

Power Cost Adjust.: 0.140 ¢
(per kwh)

N.S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:
ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

TAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

CLARK

CLARK

Fixed Charge \$8.00
\$/KWH:
Step 1: First 120 kwh 9.500 ¢
120 6.250 ¢

Power Cost Adjust.: 0.158 ¢
(per kwh)

MARSHFIELD MUNICIPAL

Fixed Charge \$2.75
\$/KWH:
ALL kwh 4.970 ¢

Power Cost Adjust.: (per kwh) -1.090 ¢

S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:
ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

WISCONSIN POWER & LIGHT

Fixed Charge \$4.00
\$/KWH:
ALL kwh 6.507 ¢

Power Cost Adjust.: (per kwh) none

RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

CRAWFORD

CRAWFORD

Fixed Charge	\$10.00
\$/KWH:	
Step 1: First 400 kwh	8.500 ¢
> 400	6.850 ¢
Power Cost Adjust.:	-0.175 ¢
(per kwh)	

WISCONSIN POWER & LIGHT

Fixed Charge	\$4.00
\$/KWH:	
ALL kwh	6.507 ¢
Power Cost Adjust.:	none
(per kwh)	

TAIL RATE REPORT
RATE SHEET - DECEMBER 1993

DUNN

GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

JENN COUNTY

Fixed Charge \$12.00
\$/KWH:
ALL kwh 6.800 ¢

Power Cost Adjust.: none
 (per kwh)

N.S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:
ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

EAU CLAIRE

EAU CLAIRE

Fixed Charge \$12.00
\$/KWH:
ALL kwh 7.500 ¢

Power Cost Adjust.: -0.109 ¢
(per kwh)

N.S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:
ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

CADOTT WATER & ELECTRIC

Fixed Charge \$3.50
\$/KWH:
ALL kwh 5.420 ¢

Power Cost Adjust.: -0.380 ¢
(per kwh)

DETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

GRANT-LAFAYETTE

GRANT-LAFAYETTE

Fixed Charge \$8.50
\$/KWH:
ALL kwh 6.200 ¢

Power Cost Adjust.: none
(per kwh)

CITY OF ARGYLE

Fixed Charge \$3.00
\$/KWH:
ALL kwh 3.350 ¢

Power Cost Adjust.: -0.040 ¢
(per kwh)

CITY OF FENNIMORE

Fixed Charge \$3.00
\$/KWH:
ALL kwh 5.130 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

WISCONSIN POWER & LIGHT

Fixed Charge \$4.00
\$/KWH:
ALL kwh 6.507 ¢

Power Cost Adjust.: none
(per kwh)

RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

JACKSON

JACKSON

Fixed Charge \$11.00
\$/KWH:
Step 1: First 250 kwh 7.900 ¢
> 250 kwh 7.300 ¢

Power Cost Adjust.: none
(per kwh)

N.S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:
ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

CITY OF BLACK RIVER FALLS

Fixed Charge \$3.00
\$/KWH:
ALL kwh 4.300 ¢

Power Cost Adjust.: 1.390 ¢
(per kwh)

TAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

JUMP RIVER

JUMP RIVER

Fixed Charge \$13.00
\$/KWH:

ALL kwh 7.590 ¢

Power Cost Adjust.: 0.484 ¢
 (per kwh)

DAHLBERG LIGHT & POWER

Fixed Charge \$5.00
\$/KWH:

ALL kwh 6.650 ¢

Power Cost Adjust.: 0.550 ¢
 (per kwh)

NORTH CENTRAL POWER CO.

Fixed Charge \$5.00
\$/KWH:

ALL kwh 5.860 ¢

Power Cost Adjust.: 0.190 ¢
 (per kwh)

NORTHWESTERN WISC. ELEC. CO.

Fixed Charge \$4.50
\$/KWH:

ALL kwh 6.250 ¢

Power Cost Adjust.: 0.140 ¢
 (per kwh)

S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:

ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

OAKDALE

OAKDALE

Fixed Charge	\$8.00
\$/KWH:	
Step 1: First 200 kwh	8.300 ¢
> 200 kwh	6.800 ¢

Power Cost Adjust.: none
(per kwh)

N.S.P. WISCONSIN

Fixed Charge	\$3.50
\$/KWH:	
ALL kwh	6.764 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

WISCONSIN POWER & LIGHT

Fixed Charge	\$4.00
\$/KWH:	
ALL kwh	6.507 ¢

Power Cost Adjust.: none
(per kwh)

TAIL RATE REPORT
TE SHEET - DECEMBER 1993
NERAL SINGLE PHASE RURAL RESIDENTIAL RATES

PIERCE - PEPIN

PIERCE - PEPIN

Fixed Charge \$16.00
\$/KWH:
Step 1: First 1000 kwh 7.000 ¢
> 1000 6.500 ¢

Power Cost Adjust.: none
(per kwh)

CITY OF RIVER FALLS

Fixed Charge \$3.25
\$/KWH:
ALL kwh 6.100 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:
ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

POLK-BURNETT

POLK- BURNETT

Fixed Charge \$16.00
\$/KWH:
Step 1: First 600 kwh 7.390 ¢
> 600 6.680 ¢

Power Cost Adjust.: none
(per kwh)

N.S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:
ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
(per kwh)

NORTHWESTERN WISC. ELEC. CO.

Fixed Charge \$4.50
\$/KWH:
ALL kwh 6.250 ¢

Power Cost Adjust.: 0.140 ¢
(per kwh)

DETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

PRICE

RICE

Fixed Charge \$12.50
\$/KWH:
Step 1: First 100 kwh 8.000 ¢
> 100 7.200 ¢

Power Cost Adjust.: none
 (per kwh)

N.S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:
ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

WISCONSIN PUBLIC SERVICE

Fixed Charge \$6.50
\$/KWH:
ALL kwh 6.400 ¢

Power Cost Adjust.: -0.066 ¢
 (per kwh)

RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

RICHLAND

RICHLAND

Fixed Charge	\$10.50
\$/KWH:	
ALL kwh	7.400 ¢
Power Cost Adjust.:	0.150 ¢
(per kwh)	

RICHLAND CENTER MUNICIPAL

Fixed Charge	\$2.50
\$/KWH:	
ALL kwh	5.590 ¢
Power Cost Adjust.:	-0.060 ¢
(per kwh)	

WISCONSIN POWER & LIGHT

Fixed Charge	\$4.00
\$/KWH:	
ALL kwh	6.507 ¢
Power Cost Adjust.:	none
(per kwh)	

TAIL RATE REPORT
TE SHEET - DECEMBER 1993
NERAL SINGLE PHASE RURAL RESIDENTIAL RATES

ST. CROIX

ST. CROIX

Fixed Charge \$12.00
\$/KWH:

ALL kwh 6.800 ¢

Power Cost Adjust.: none
 (per kwh)

CITY OF NEW RICHMOND

Fixed Charge \$3.50
\$/KWH:

ALL kwh 5.160 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

CITY OF RIVER FALLS

Fixed Charge \$3.25
\$/KWH:

ALL kwh 6.100 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

N.S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:

ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

TAYLOR

TAYLOR

Fixed Charge \$14.50
\$ /KWH:

ALL kwh 7.000 ¢

Power Cost Adjust.: none
 (per kwh)

MEDFORD ELECTRIC UTILITY

Fixed Charge \$3.00
\$ /KWH:

ALL kwh 5.130 ¢

Power Cost Adjust.: (per kwh) 0.220 ¢

N.S.P. WISCONSIN

Fixed Charge \$3.50
\$ /KWH:

ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

TAIL RATE REPORT
TE SHEET - DECEMBER 1993
NERAL SINGLE PHASE RURAL RESIDENTIAL RATES

TREMPEALEAU

TREMPEALEAU

Fixed Charge \$11.00
\$/KWH:

ALL kwh 7.640 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

ARCADIA ELEC. UTILITY

Fixed Charge \$3.25
\$/KWH:

ALL kwh 5.550 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

S.P. WISCONSIN

Fixed Charge \$3.50
\$/KWH:

ALL kwh 6.764 ¢

Power Cost Adjust.: 0.000 ¢
 (per kwh)

WHITEHALL MUNICIPAL

Fixed Charge \$3.00
\$/KWH:

ALL kwh 5.370 ¢

Power Cost Adjust.: 0.190 ¢
 (per kwh)

RETAIL RATE REPORT
 RATE SHEET - DECEMBER 1993
 GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

VERNON

VERNON

Fixed Charge	\$9.50
\$/KWH:	
Step 1: First 500 kwh	7.600 ¢
Step 2: Next 500 kwh	6.800 ¢
> 1000	6.200 ¢

Power Cost Adjust.:	0.169 ¢
(per kwh)	

LA FARGE MUNICIPAL

Fixed Charge	\$3.25
\$/KWH:	
ALL kwh	6.310 ¢

Power Cost Adjust.:	0.660 ¢
(per kwh)	

CASHTON MUNICIPAL

Fixed Charge	\$3.50
\$/KWH:	
ALL kwh	5.060 ¢

Power Cost Adjust.:	-0.130 ¢
(per kwh)	
(per kwh)	

N.S.P. WISCONSIN

Fixed Charge	\$3.50
\$/KWH:	
ALL kwh	6.764 ¢

Power Cost Adjust.:	0.000 ¢
(per kwh)	

Continued on next page...

DETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES

VERNON

VIOLA MUNICIPAL

Fixed Charge	\$3.50
\$/KWH:	
ALL kwh	6.250 ¢
Power Cost Adjust.:	-0.450 ¢
(per kwh)	

WESTBY MUNICIPAL

Fixed Charge	\$2.75
\$/KWH:	
ALL kwh	5.750 ¢
Power Cost Adjust.:	0.460 ¢
(per kwh)	

VISCONSIN POWER & LIGHT

Fixed Charge	\$4.00
\$/KWH:	
ALL kwh	6.507 ¢
Power Cost Adjust.:	none
(per kwh)	

**RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES**

ADAMS-COLUMBIA

ADAMS-COLUMBIA		WISCONSIN POWER & LIGHT	
Fixed Charge	\$8.00	Fixed Charge	\$4.00
\$/KWH:		\$/KWH:	
Step 1: First 400 kwh	6.50¢	all kwh	6.507¢
>400 kwh	5.70¢		
Power cost adjustment	(0.00257)		

WIS. ELECTRIC POWER CO.		WIS. DELLS ELECTRIC UTILITY	
Fixed Charge	\$3.50	Fixed Charge	\$3.00
\$/KWH:		\$/KWH:	
all kwh	6.89¢	all kwh	5.55¢

**RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES**

CENTRAL WISCONSIN

CENTRAL WISCONSIN

Fixed Charge	\$8.25
\$/KWH:	
Step 1: First 700 kwh	6.80¢
>700 kwh	6.20¢
Power cost adjustment	(0.00089)

WISCONSIN POWER & LIGHT

Fixed Charge	\$4.00
\$/KWH:	
all kwh	6.507¢

GRESHAM ELECTRIC UTILITY

Fixed Charge	\$4.00
\$/KWH:	
all kwh	5.98¢

WIS. PUBLIC SERVICE CO.

Fixed Charge	\$6.50
\$/KWH:	
all kwh	6.40¢
power cost adjustment	(0.066)

**RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES**

HEAD OF THE LAKES

HEAD OF THE LAKES		DAHLBERG LIGHT AND POWER	
Fixed Charge	\$17.00	Fixed Charge	\$5.00
\$/KWH:		\$/KWH:	
all kwh	8.50¢	all kwh	6.6509¢
		power cost adjustment	(0.550)

SUPERIOR WATER, LIGHT & POWER

Fixed Charge	\$3.30
\$/KWH:	
all kwh	6.19¢

**RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES**

OCONTO

Fixed Charge \$9.50

\$/KWH:

Step 1: First 1000 kwh 7.80¢

>1000 kwh 6.60¢

WISCONSIN POWER & LIGHT

Fixed Charge \$4.00

\$/KWH:

all kwh 6.507¢

OCONTO FALLS ELEC. UTILITY

Fixed Charge \$3.25

\$/KWH:

all kwh 5.15¢

WIS. PUBLIC SERVICE CO.

Fixed Charge \$6.50

\$/KWH:

all kwh 6.40¢

power cost adjustment (0.066)

**RETAIL RATE REPORT
RATE SHEET - DECEMBER 1993
GENERAL SINGLE PHASE RURAL RESIDENTIAL RATES**

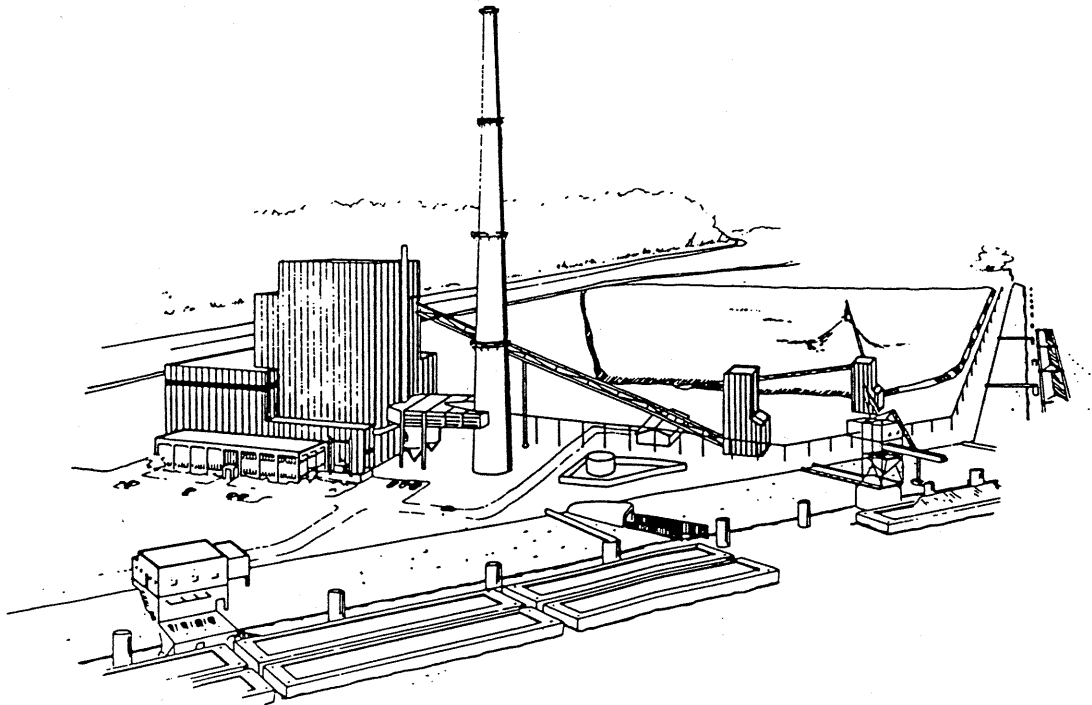
ROCK COUNTY

ROCK COUNTY		WISCONSIN POWER & LIGHT	
Fixed Charge	\$10.00	Fixed Charge	\$4.00
\$/KWH:		\$/KWH:	
Step 1: First 400 kwh	7.65¢	all kwh	6.507¢
>400 kwh	6.75¢		
Power cost adjustment	(0.00153)		

WIS. ELECTRIC POWER CO.

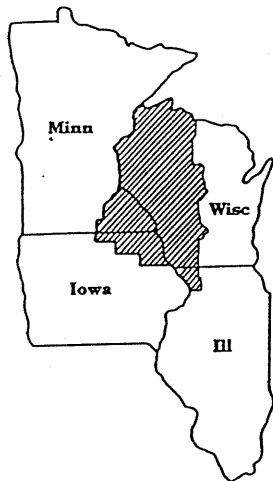
Fixed Charge	\$3.50
\$/KWH:	
all kwh	6.89¢

Section 7



Dairyland Power
Cooperative

The 28 RECs of the Dairyland Power System



WISCONSIN

1. Barron / Barron
2. Bayfield / Iron River
3. Buffalo / Alma
4. Chippewa Valley / Cornell
5. Clark / Greenwood
6. Crawford / Gays Mills
7. Dunn County / Menomonie
8. Eau Claire / Fall Creek
9. Grant-Lafayette / Lancaster
10. Jackson / Black River Falls
11. Jump River / Ladysmith
12. Oakdale / Oakdale
13. Pierce-Pepin / Ellsworth
14. Polk-Burnett / Centuria
15. Price / Phillips
16. Richland / Richland Center
17. St. Croix County / Baldwin
18. Taylor / Medford
19. Trempealeau / Arcadia
20. Vernon / Westby

MINNESOTA

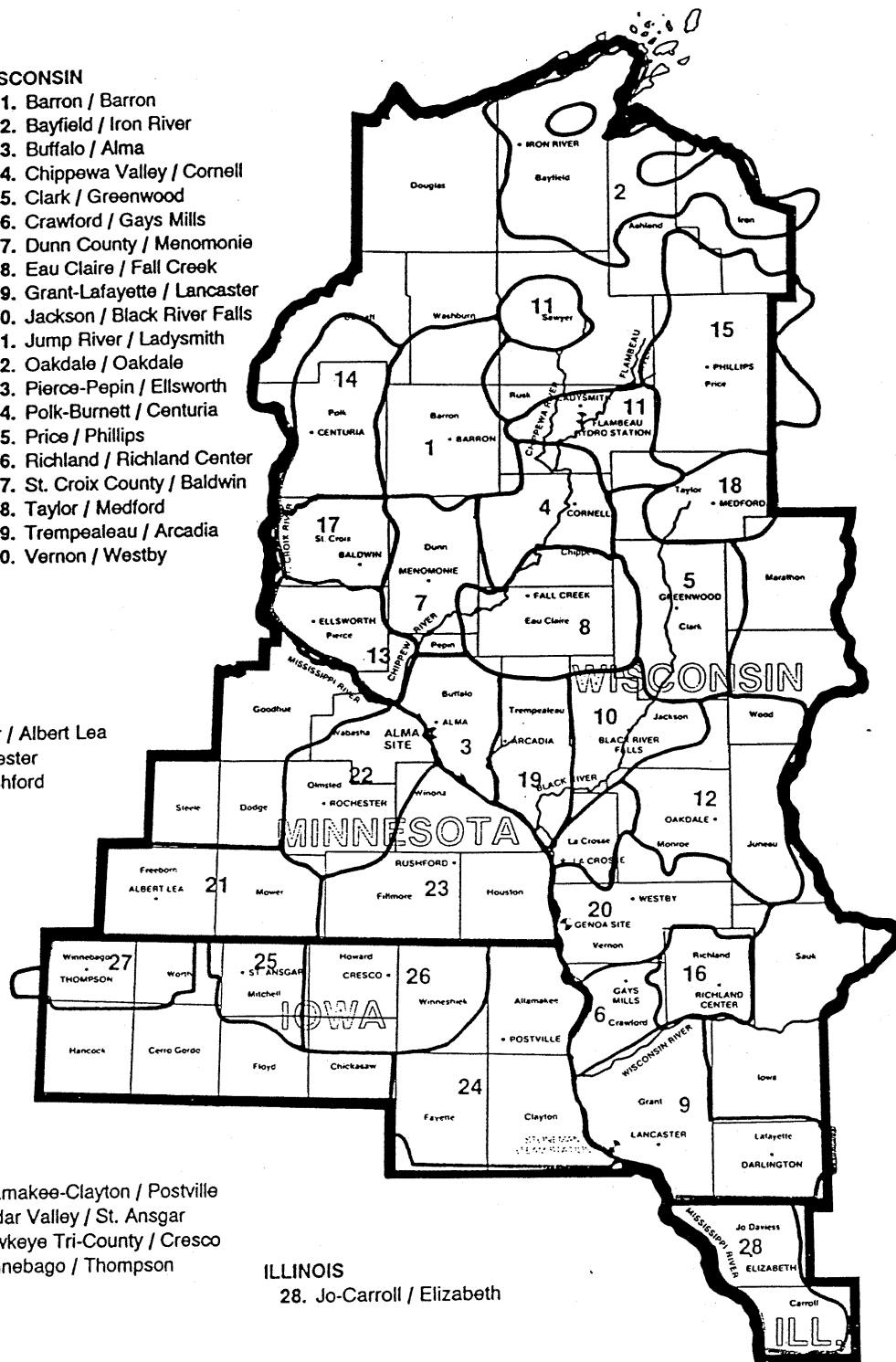
21. Freeborn-Mower / Albert Lea
22. People's / Rochester
23. Tri-County / Rushford

IOWA

24. Allamakee-Clayton / Postville
25. Cedar Valley / St. Ansgar
26. Hawkeye Tri-County / Cresco
27. Winnebago / Thompson

ILLINOIS

28. Jo-Carroll / Elizabeth



Dairyland Power Cooperative

Dairyland Power Cooperative is a wholesale electric power supply cooperative headquartered in La Crosse, Wisconsin, which supplies electric energy to 28 consumer-owned electric distribution cooperatives. Twenty of these member systems are in Wisconsin, one in Illinois, four in Iowa, and three in Minnesota. In aggregate, Dairyland's member cooperatives supply the electric energy needs of more than 195,000 homes, farms, and businesses.

Throughout most of its history, Dairyland's headquarters have been in La Crosse. The cooperative moved into a new Administration Building in 1990. The building houses a state-of-the-art system operations center, as well as most of the cooperative's management, administrative, engineering, operations, and financial offices.

Dairyland has approximately 600 employees with a wide range of skills and job assignments. In addition to wholesale electric energy, Dairyland offers other support services to its member systems, including central consumer billing, printing, bulk equipment purchasing, radio service, and short-term funds investment.

Generation and transmission facilities

Dairyland is a generation and transmission (G&T) cooperative that operates eight electric generating units totaling 971 MW at three sites. Seven of the generating units are coal-fired and are located at two sites on the banks of the Mississippi River in Wisconsin. The eighth is a hydroelectric plant on the Flambeau River near Ladysmith, Wisconsin. Six of the coal-fired units use barged coal delivery. The other uses unit train rail delivery of western low-sulfur coal.

During 1993 Dairyland retired two units (53 MW) at its E.J. Stoneman plant located at Cassville, Wisconsin. This plant was more than 40 years old and produced less than one percent of its system energy needs. The site is still viable for power generation, and the units may be repowered at some future date.

The energy generated at the stations is transmitted over a network of 3,269 miles of high-voltage transmission lines that are designed, built, owned, and operated by Dairyland. The energy is

delivered to Dairyland's member cooperatives at 284 distribution substations that are also owned by Dairyland. From these substations, the energy is distributed to consumers by member systems.

Issues

Key issues facing Dairyland in the 1990s include upgrading its fossil facilities to meet Clean Air Act Amendments of 1990, maintaining and upgrading its aging generation and transmission facilities, diminished access to federally guaranteed loan funds, high cost of replacement generation, long regulatory lead-times for new projects, federal environmental legislation reauthorization, changed competition brought by the National Energy Policy Act, and the status of the rural economy. All of these challenges have caused major changes in the ways in which Dairyland prepares for the future.

Strategic planning

Strategic planning has continued to receive attention at Dairyland, particularly in the areas of financing, power supply, and marketing. To a significant extent, options for the next 10 to 20 years are being weighed today, along with alternative choices. For example, programs are being discussed to ensure that adequate funds for necessary future capital needs are available. Strategic financial planning requires review of wholesale rates to make sure that Dairyland remains in a secure financial position for those times when major borrowing is necessary.

For future power supply, a strategic planning technique is used to evaluate all of the relevant options. Planning must also assure that reliable energy sources will be available after 2000 when Dairyland no longer has surplus generating capacity. This planning group also considers the option of purchasing energy from other suppliers, participating in joint power supply projects, or developing programs to modify energy requirements by the use of demand-side programs. Demand-side programs include load management, peak shifting, conservation information, and consumer incentives of various types.

These demand-side management options also involve strategic planning activities in the marketing sector. Dairyland views marketing as the composite of those programs used to match energy supply resources with the wants and needs of rural electric consumers. Strategic marketing activities have led to programs for improved information-gathering, promotion of energy efficient and off-peak appliances, and improved understanding of consumer needs.

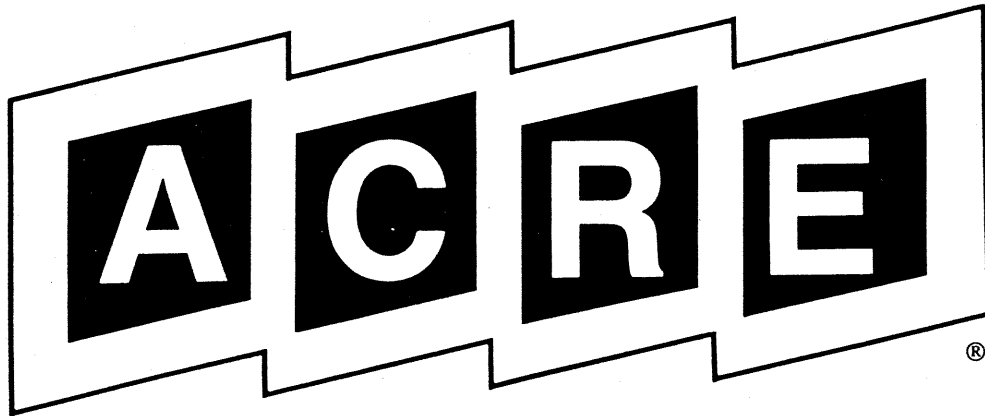
Customer focus

Changes in the utility industry have led Dairyland to look seriously at the ways to improve customer focus. Dairyland is looking at ways to reduce costs and work more efficiently. The increased competition in the industry is viewed as an opportunity for Dairyland, which has developed strong customer relationships with the cooperative consumer members over the years. Dairyland is building upon its past reliable service record to continue to be a competitive force in the industry and a provider of choice.

Dairyland Governance and Future

Dairyland is governed by a board of directors consisting of one delegate from each member cooperative. This board meets as a whole monthly, as well as in committees, to provide guidance and direction to Dairyland's management in areas of concern to the organization and its member systems. The development of Dairyland from 1941 to today's stable, strong, and progressive power supply organization is a matter of pride to the board, management, and employees. With continued attention to the quality-of-life needs of its consumers, the success of Dairyland is assured into the 21st century.

Section 8



Action Committee for
Rural Electrification
(ACRE)

ACRE

Action Committee for Rural Electrification...that's what ACRE stands for.

ACRE also stands for political realism—the realization that if people expect to achieve reasonable political objectives, they must work together in citizen action to elect people who will support them. That is what ACRE is really all about. Its purpose is to help elect friends of rural electrification to Congress.

Organized in 1966, ACRE is the bipartisan, political action arm of NRECA, The National Rural Electric Cooperative Association, and the Wisconsin Electric Cooperative Association (WECA). NRECA is the national organization of nearly 1,000 rural electric systems, mostly cooperatives, that serve some 25 million consumers in 46 states. Each year, several thousand rural electric leaders from NRECA's member-systems, including many members of Wisconsin rural electric cooperatives, make personal contributions to ACRE. Acting on their behalf, ACRE contributes to candidates for the U.S. Senate and House of Representatives who support the rural electrification program and its objectives.

In Wisconsin, WECA—the statewide association of rural electric cooperatives—also supports friends of RECs for state Senate and Assembly seats.

ACRE members live in every part of the country. They are “grassroots” America. And they cover the spectrum of American politics. Some are liberal, some conservative, and some are in between. Some are Republicans, some Democrats, and some are Independents. But they are united in their support for a strong and progressive rural electrification program. When it comes to determining candidate support, they agree on the long-standing ACRE policy that “we support those who support us.”

Who makes the judgment on candidate selection? ACRE officials and committees at the state and national level make the decision based on the candidate's voting records, speeches, and public statements—all information available that indicates where he or she stands on basic rural electrification issues.

So, what is ACRE?

ACRE is farmers, ranchers, clerks, teachers, linemen, managers, businessmen, professional men and women, housewives, blue collar workers of all kinds—rural people using their basic political rights to fight for a program they believe in and for security in their jobs and improvement in rural living standards.

Political action is a fundamental component of our democratic process and rural electric cooperators in Wisconsin have long understood and appreciated the necessity of political awareness and involvement. ACRE is the vehicle to help ensure the viability of rural electrification in Wisconsin and in the nation. By supporting friends of rural electrification at state and national levels, we promote an improved quality of life and continue the very significant contributions of electric co-ops to rural economic development in America.