

October 2009

WATT'S HAPPENING

SCENIC RIVERS ENERGY COOPERATIVE

LANCASTER, DARLINGTON AND GAYS MILLS, WISCONSIN

Help Us Celebrate October Co-op Month
by joining us at a

MEMBER APPRECIATION COOKOUT

Gays Mills office: Tuesday, October 27
15985 St. Hwy. 131, Gays Mills

Darlington office: Wednesday, October 28
300 Barth Drive, Darlington


Lancaster office: Thursday, October 29
231 N. Sheridan St., Lancaster

Each open house will be held from 4 to 7 p.m.

- Enjoy a dinner of roast pork, potato salad, cheese curds, and desserts
- Voice your energy concerns through the Our Energy, Our Future campaign
- Learn how Focus on Energy can help you lower your electric bills
- Discover how E-bill can help you manage your monthly payments



SCENIC RIVERS ENERGY COOPERATIVE

Your Touchstone Energy® Cooperative 

Membership Has Its Privileges

I'm often asked why we call those who purchase electricity from Scenic Rivers Energy Cooperative "members" and not "customers." The answer is simple.

Some of my friends are members of Lions and Optimist clubs. My co-workers are members of a four-wheeler club. And you're a member of Scenic Rivers Energy Cooperative.

Service clubs have a common mission—together the club accomplishes more than an individual could. The same holds true for high school clubs; they pool resources and work together to help each member succeed.

Membership at Scenic Rivers Energy Cooperative offers many of the same benefits as clubs do, but with a big extra. You and the rest of our 13,000 members own the co-op! That means we answer to you, not investors who've never walked our streets or spent time in our schools. This structure harkens back to our origins.

Scenic Rivers Energy Cooperative

was organized by farmers and rural residents from this area in 1938, with support from the federal Rural Electrification Administration (REA). At that time, investor-owned utilities said there wasn't enough profit to be made to warrant the expense of building power lines into the countryside.

REA offered low-cost loans for bringing electricity to unserved homes and farms. So folks began forming electric cooperatives to meet the need. A fee of \$5 was collected from each family—making them co-op members and owners—to generate capital for borrowing. The rest is history.

You should be proud of what Scenic Rivers Energy Cooperative has accomplished. We are an economic driver in the communities we serve. A 2009 study funded by the U.S. Department of Agriculture found electric co-ops across the U.S. employ 130,000 Americans, both directly and indirectly, with revenues topping out at \$45 billion.

Best of all, every co-op operates on a not-for-profit basis. Scenic Rivers Energy Cooperative doesn't offer profits to investors—we return money over and above operating costs to you, our members, based on electricity consumption. Annually, electric co-ops nationwide return \$545 million to members through this "capital credits retirement" process; last year SREC members received over \$1.0 million.

Electric co-op membership remains as important today as it was in the late 1930s. And all of the nation's 900-plus electric co-ops in 47 states share a common mission: to keep energy safe, affordable, and reliable.

Working together through efforts like the Our Energy, Our Future™ grassroots awareness campaign, we're keeping our needs at the top of Congress's agenda. We're part of something special—a nationwide network owned and controlled by people like you and me. That's why membership matters.

DPC's financial outlook remains strong

Despite the economic recession and challenges facing the utility business, Dairyland Power Cooperative's financial position remains very strong, as affirmed by recent positive ratings of our cooperative by Standard and Poor's and Moody's credit rating agencies. Dairyland is the wholesale power supplier for Scenic Rivers Energy Cooperative and 24 other member distribution cooperatives.

Dairyland Vice President and CFO, Finance and Support Services, Bob Mueller reported that Dairyland recently met with representatives of the two major credit rating agencies, Standard and Poor's and Moody's Investors Service, to assess Dairyland's financial performance over the past year and discuss future plans and

concerns. Ratings reflect Dairyland's current financial situation and measure future performance based on the cooperative's business plan.

Standard and Poor's affirmed Dairyland's "A" rating, and Moody's affirmed an "A2" rating, with a stable outlook.

"The ratings reflect positively on our business plan and execution," said Mueller. "We will continue to work every day to maintain financial discipline and improve strategies to ensure a stable future for Dairyland and our member cooperatives."

In its report, Moody's stated that "Dairyland's outlook is currently stable. In large part the rating continues to be supported by the company's low business risk profile and the long-term nature of its all-

requirements contracts." Dairyland's Class A members have all-requirements contracts with Dairyland through 2055. Substantially all of Dairyland's assets are funded by low-cost RUS financing, and Dairyland is a tax-exempt cooperative.

Credit ratings are opinions of the relative future credit risk of a given company, thus it is critically important to maintain a stable rating to assure current and future investors of Dairyland's creditworthiness. In addition to helping procure funds for needed projects, a solid "investment grade" credit rating can reduce funding costs.



Our Energy Our Future: Tough Choices call for Strong Voices

In a 1951 play, French philosopher Jean-Paul Sartre jotted down a line that seems tailor-made for the energy challenges facing our nation, and electric co-ops: “We are our choices.” Indeed, who we are is reflected in how we choose to live and the decisions we make each and every day.

Our leaders in Congress are tackling tough energy choices this year, choices we, as a nation, should make together. Will we choose for electricity to remain affordable, or will we choose for it to be a luxury? Are we ready for brownouts if enough power’s not available, or will we choose a diverse energy mix to provide safe, reliable, and affordable electricity in an environmentally responsible fashion? Will we choose to move forward or will we find

ourselves, despite good intentions, moving backwards?

The climate change debate in Congress is coming down to the wire. Now, more than ever before, is the time to make sure your voice—and your choice—is heard. At Scenic Rivers Energy Cooperative our choice is clear. We’ve always been committed to providing affordable, reliable energy in a responsible manner. This choice reflects who we are, and why we were founded by members like you in an effort to move our community forward into a brighter future.

Tough choices call for strong voices, and no voice is stronger than the combined force of 42 million electric cooperative consumers across the nation. Together we can choose to speak up for affordability. We can choose to invest in technology to lower energy costs, and we



Our Energy, Our Future™

A Dialogue With America

www.ourenergy.coop

can pave the way for adding energy to the grid. Most importantly we can choose to work together, calling on Congress to work with electric co-ops in a combined effort to address climate change responsibly with affordability in mind.

The choice is clear. More than 370,000 electric co-op members have decided to join a national conversation, making their voices heard through the Our Energy, Our Future™ grassroots awareness campaign. Make sure your voice—and your choice—counts. Please sign and send back your Our Energy Our Future cards if you haven’t done so already. You can also visit www.ourenergy.coop and choose to be heard today.

Protecting you from Identity Theft

Meeting the New “Red Flag” Requirements

Electric cooperatives (and other utilities) are required to establish identity theft prevention programs by November 1, 2009, in order to comply with the new Federal Trade Commission (FTC) “Red Flags” rule. A red flag is a pattern, practice, or activity that indicates the possible existence of identity theft. According to FTC statistics, fraud associated with telephone and utility accounts is the second most prevalent form of fraud from identity theft today.

Complying with the “Red Flag” Rule

To comply with the Red Flags rule, SREC has implemented an identity theft prevention program that is appropriate in scale and scope to our

cooperative’s level of risk for identity theft. The rule required us to examine our current data-handling practices and update or draft new written policies and procedures to detect and respond appropriately to identity theft red flags.

In October of last year, our board adopted a policy to cover this issue. Because of these new requirements, we will require new applicants for electrical services to provide documentation that will identify them. Customer service representatives will cross-reference data provided by the applicant to a credit reporting agency, Online Utility Exchanged. If discrepancies exist, appropriate action will be taken.

Along with this we will be asking identifying information to verify that the person requesting information

is the person we are speaking with. While this may be an inconvenience, we take this very seriously.

Identity theft is the fastest-growing crime. Some of the ways identities are stolen include theft of wallet or purse, dumpster diving, mail theft, computer spyware, shoulder surfing, and eavesdropping.

To help prevent identity theft, only give out personal information if you are initiating the call to reputable company. Tear up or shred anything that may contain personal information, especially unused credit card offers. Keep track of your mail, and do not carry extra credit cards or social security numbers with you.

All age groups are victims, but those between the ages of 18 and 29 have the highest rate of incident.

Cold temperatures are on their way!

Scenic Rivers Energy Cooperative encourages you to consider all sources of heating for this winter. In researching your options call Ron at 800-236-2141 ext. 130 to discuss the most efficient and cost effective way to stay warm this year. The following contractors have completed training for the installation of Electro Industry electric heating products:

- D.K. Russell Construction, Cassville
- Boland Electric, Eastman
- Cody Plumbing, Eastman
- H & N Plumbing & Heating, Fennimore/Boscobel
- Person Heating & Cooling, Lancaster
- Esser Electric, Montfort
- Harkness Heating & Cooling, Platteville

- Bill's Plumbing & Heating, Platteville
- Toberman Electric, Prairie du Chien
- Rickleff Plumbing & Heating, Prairie du Chien
- Edward Plumbing and Heating, Prairie du Chien
- Tennyson Electric, Tennyson/Potosi
- A & A Heating, Inc., Viroqua
- Strang Heating & Electric, Viroqua/Richland Center
- JR Electric, Woodman

Qualify for an extra \$100 rebate by contacting your contractor before October 31, 2009.



Tree Maintenance

Tree Crew Locations for September

Crawford County -
Wauzeka, Eastman, Marietta

Grant County -
Paris, Jamestown, Smelser



Currently Cooking:

Salmon Loaf

- Remove skin and bones from 1 pound can of salmon.
- Pour 2 tablespoons of lemon juice over.
- Soak 1 cup of bread crumbs in 1 cup of hot milk.
- Add to salmon with the following:
 - ½ tsp. salt
 - 1/8 tsp. pepper
 - 2 T. butter melted
 - 2 beaten eggs
- Stir well and pour in buttered 9X3 inch loaf pan.
- Bake at 350 degrees for 1 hour or until done.

Thank you Violet!

Power Your Mind – Learn who is bringing you power

Phil Schneider

Title- Grant County Lead Lineman

Family-

- Wife- Peggy
- Kids- Logan-7, Taylor- 5, Madison- 4

Hobbies-

Hunting, Fishing, Spending time with my family

Why did you choose to become employed at SREC?

I wanted to raise my family in Lancaster and SREC is a great company to work for.



What do you enjoy most about your job at SREC?

I enjoy working outdoors and helping members with their electric needs.

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Watt's Happening is published monthly as an information service to the member-owners of Scenic Rivers Energy Cooperative.

Any questions or comments can be directed to *Watt's Happening*, c/o Megan Graney, Editor, Scenic Rivers Energy Cooperative, 231 North Sheridan, Lancaster, WI 53813 or telephone (608) 723-2121 or toll free Lancaster 800-236-2141, Darlington 800-236-6656, and Gays Mills 888-735-4314.

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Our board of directors consists of Tom Bennett, Merlin Kvigne, Sandy Davidson, Norman Gordon, Gerald Koeller, David Stute, Chuck Simmons, Larry Butson, and Ellen Conley.



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