



POWERED BY PURPOSE

By Tim Holtan, CEO



Riverland Energy Cooperative
Your Touchstone Energy® Partner 

In October, electric cooperatives across the country take time to celebrate National Co-op Month and reflect on the unique advantages of being part of a cooperative. It's also the perfect time to thank you—the members who make it all possible. For us, it's not just a celebration. It's a chance to reaffirm the values that guide everything we do.

As the CEO of Riverland Energy Cooperative, I see purpose in action every single day. Unlike investor-owned utilities, our co-op doesn't exist to make profits for distant shareholders. We exist to serve you—our members, our neighbors and our communities. That purpose is what sets us apart. It's why we were founded, and it's what continues to drive every decision we make.

Decisions aren't made in corporate boardrooms hundreds of miles away; they're made here at home, by people who care about the same things you do.

At its core, being a cooperative means we are member-owned and locally controlled. That's not just a tagline; it's the very heart of our business model. Members have a voice in how our co-op operates. You elect board members who live right here in our service area and understand the unique challenges and opportunities our communities face. Decisions aren't made in corporate boardrooms hundreds of miles away; they're made here at home, by people who care about the same things you do.

This local accountability means we can stay focused on

what matters most: delivering reliable, affordable electricity and providing real value to the people we serve.

We do that by investing in essential infrastructure upgrades and technologies that strengthen our local grid and improve electric service. (3g02a0003) We work hard to manage costs and keep rates as low as possible—because we know how much rising prices affect families and small businesses in our area. When storms hit or outages occur, REC crews are here and ready to respond quickly, because we live here too.

But our commitment doesn't end at the power lines. Co-ops were built to meet community needs, and that purpose extends well beyond delivering electricity. Whether we're supporting local schools, sponsoring youth programs, partnering with volunteer organizations or helping bring electricity to rural areas, we are always looking for ways to improve the quality of life in the places we serve. Community support isn't an afterthought—it's part of our mission.

We're also planning for the future. As electricity demand grows due to new technologies and economic development, electric co-ops are working to ensure we continue to meet those needs with a balanced, reliable energy mix. We know our members care about affordability and dependability, and we're committed to delivering both.

That's the power of the cooperative difference. That's what it means to be powered by purpose.

This National Co-op Month, I encourage you to take pride in your cooperative membership. You're not just a customer—you're an owner, a stakeholder, and a vital part of a larger effort to keep our community strong, connected and energized.

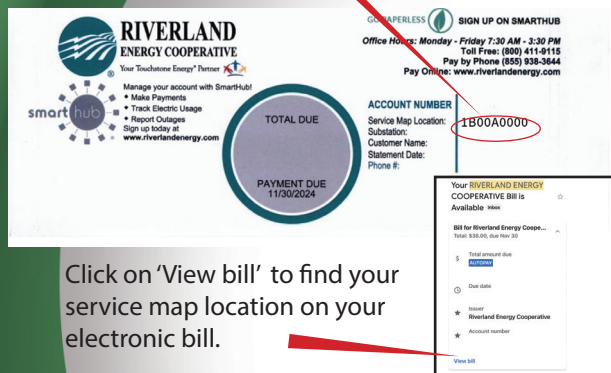
Thank you for the trust you place in us. We're proud to be *your* local electric cooperative.

SPOT YOUR SERVICE LOCATION NUMBER WIN A \$25 BILL CREDIT!

To reward our *Wisconsin Energy Cooperative News Magazine* readers, we are going to randomly select two service map location numbers to be hidden within the newsletter. The hidden service map location numbers are displayed in this format (Ex. 1B00A0000).

If you spot your service map location number, contact the cooperative by the 20th of the current month to claim your \$25 bill credit.

Your service map location number can be found here on your paper bill:





TURN UP THE COMFORT, TURN DOWN THE COST:

Why dual fuel is the smart choice for Riverland members

When Wisconsin weather throws its wildest punches - with icy mornings, and frigid afternoons - your heating system shouldn't have to fight back alone. Riverland Energy's Dual Fuel Program keeps your home cozy and safe with reliable heat—all while helping your community by shifting energy use to off-peak times.

A dual fuel system blends two heat sources: electric heat as your primary comfort provider, and a backup system like gas, oil, or wood that kicks in during peak demand times. Most of the year, your electric system does the heavy lifting. But when demand surges, typically during the coldest hours of the day, your system automatically switches to the backup source. If your backup is manual, such as a wood stove, you'll need to start it yourself during those peak windows.

Here's where the savings come in. In the heating season, from October 1 to May 31, the energy charge for dual fuel is just \$0.0661 per kilowatt-hour. (9g12b233a) From June 1 to September 30, it's \$0.12177. If you have a controlled water heater or AC unit on this same meter, you'll receive additional monthly credits during the summer months. That's real value for smart energy use.

Dual fuel isn't just about personal savings, it's about cooperative strength. By shifting to backup heat during peak hours, Riverland Energy reduces overall demand, helping to stabilize costs and maintain reliable service for all members. Electric heat can be interrupted at any time to manage the

Detail of Charges			
Basic Service Cost	31 days @ 1.38		42.78
KWH Charge	333 kWh @ 0.12177		40.55
Demand Charge 10/16/2024 18:15	4.448 kW @ 1.00		4.45
Basic Service Cost	31 days @ 0.296		9.18
KWH Charge	525 kWh @ 0.0661		34.70
Total Electric Charges			131.66
Non-Taxable Facility			1.50
Total Current Charges			133.16
Balance Forward			117.29 CR
Budget Amount Due 11/30/2024			155.00

system peaks, typically it is from 7-10 a.m. The program has been designed to make the controlling periods as convenient as possible to our members.

Your electric bill reflects this strategy with two basic service charges. The main meter tracks everyday usage—lights, TVs, appliances, and electronics. The second meter is dedicated to your dual fuel system, which might include electric water heaters, baseboards, geothermal heat pumps, air source heat pumps, or thermal storage units. During peak control times, these items are temporarily turned off or managed to reduce demand.

If you're ready to explore how dual fuel can benefit your household—or if you just want to learn more—give us a call at 800-411-9115. It's time to heat smarter, save bigger, and support a stronger energy future for our community.

Service Address:1234 Main St.

Service Desc:

Account	Meter No.	Services		Days	Readings		Meter Multiplier	kWh Usage	Rate	Rate Description
		From	To		Previous	Present				
		10/01/24	11/01/24	31	29730	30063	1	333	GS1A	General Service 1 PH
		10/01/24	11/01/24	31	33119	33644	1	525	DF	Dual Fuel



OCTOBER IS CYBERSECURITY AWARENESS MONTH:

SIMPLE STEPS TO PROTECT YOURSELF



October is here, and it's Cybersecurity Awareness Month—a perfect time to focus on protecting your personal and financial information. At Riverland Energy Cooperative, we care about your security and want to help keep you safe in an increasingly digital world. Scammers have become more sophisticated, and some of our members have fallen victim to fraudulent payment schemes. Let's share a few tips to help protect yourself from cyber threats.

Stay Alert to Scams

Riverland Energy will only call for payment under specific circumstances:

- Non-sufficient funds (NSF) on your account
- Time-sensitive power needs for farms
- Critical medical reasons requiring uninterrupted service

If we do call you, feel free to prioritize your safety by politely hanging up and calling us back directly at our published number (**608-323-3381**), to verify the authenticity of the call. Ask for the person who contacted you by name. We'll never be offended, this is a smart security practice and something you should do anytime someone asks for your personal or payment information, and especially if you feel unsure.

We also only send emails with links when requested and recommend accessing important forms and documents directly through our website for added safety. Text messages are sent only to members signed up through SmartHub, or outage alerts and can be verified within the platform.

Protecting Your SmartHub Account with 2FA

Enable **two-factor authentication (2FA)** on your SmartHub account for added security. 2FA adds a second layer of verification, like entering a unique code sent to your phone or email. Even if someone guesses your password, this

feature helps to block unauthorized access. Need help setting it up? Contact us for assistance—it's quick, easy, and effective.

Everyday Cyber Safety Tips

While cyber threats are everywhere, following simple practices can drastically reduce your risk:

- **Be Skeptical of Unsolicited Messages:** Always question unexpected requests for payment or personal information. Legitimate organizations won't pressure you.
- **Use Strong, Unique Passwords:** Create passwords using a mix of letters, numbers, and symbols—longer is better! Don't reuse passwords across accounts.
- **Keep Software Updated:** Regularly update your devices to patch vulnerabilities that hackers exploit.
- **Be Cautious with Links:** Hover over links to check their destination and manually type URLs into your browser for added safety.
- **Monitor Your Accounts:** Review financial and utility accounts for unusual transactions or changes. If something seems off, act quickly.
- **Educate Your Family:** Teach children, teens, and older adults simple cyber safety skills, like avoiding sharing passwords or clicking unknown links.

We're Here to Help

Cybersecurity can feel overwhelming, but you don't have to face it alone. Whether it's enabling 2FA or verifying a message, Riverland Energy is here to help. Call us at **608-323-3381** or visit **www.riverlandenergy.com** for trusted resources and support.

Let's work together to make October a month of awareness and protection against cyber threats. By taking a few proactive steps, you can safeguard your personal information and peace of mind.

Stay safe out there!

YOUR SPARE CHANGE IS CHANGING LIVES— JOIN THE COMMUNITY CARES MOVEMENT

What if a few cents from your electric bill could help fund a new fire truck, stock a food pantry, or support youth mental health programs? At Riverland Energy, it already does thanks to members like you! Through our Community Cares Grant Program, members have helped us give over \$37,000 to local nonprofits since 2014, including \$5,500 in 2025 alone.

Here's how it works: members voluntarily round up their electric bills to the nearest dollar. That extra change—just pennies a month—goes directly into a grant fund that supports

501(c)(3) and nonprofit organizations in our service area. The average annual donation is just \$6 a year, but together we're making a difference that's anything but small.

Grants are awarded twice a year, with application deadlines in February and August. If your organization—or one you care about—could use support, visit our website to apply or reach out to Jordan at jlien@riverlandenergy.com.






Ready to be part of something bigger? Sign up online or call us at 800-411-9115. Let's keep the momentum going in 2025 and make every cent count for our communities.



 **Safe
Electricity.org®**

Dress up with care for HALLOWEEN

When dressing your little ones (or yourself),
keep these safety tips in mind:

-  Always wear costumes that are labeled flame resistant.
-  Wear bright, reflective costumes or add strips of reflective tape to improve visibility.
-  Do not wear decorative (colored) contact lenses unless you have seen an eyecare professional.
-  Wear makeup and hats rather than costume masks that can obscure or obstruct your vision.
-  Test the makeup you plan to use in advance for a possible allergy.

In addition, inspect any plug-in decorations for signs of wear and tear (fraying or bare wires or broken plugs) and replace them if damaged.


Tim Holtan, CEO

608-323-3381 • 1-800-411-9115 • www.riverlandenergy.com

Jordan Lien, Editor



**Riverland Energy
Cooperative**

Your Touchstone Energy® Partner 

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Outages & Emergencies

Call 1-800-927-6206 24 hours a day

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