



THE CO-OP IS READY WHEN IT MATTERS MOST

By Tim Holtan, CEO

At Riverland Energy Cooperative (REC), our mission of keeping the lights on and serving our members is made possible through the dedication and hard work of two pivotal groups—our lineworkers and administrative professionals. As CEO, I have the distinct privilege of witnessing their commitment and teamwork firsthand. This April, we proudly pause to shine a spotlight on these incredible individuals whose efforts power not only our cooperative but also the communities we all call home.

When storms roll in and outages occur, our lineworkers spring into action. Darkened streets, downed power lines, and hazardous conditions are challenges faced head-on by these brave men and women. They leave family meals unfinished, endure long nights, and face unpredictable weather to restore power safely and as quickly as possible. This relentless service doesn't happen by chance, it's backed by years of comprehensive training, hands-on experience, and a shared commitment to protecting and serving the communities in which they live and work.

What truly sets our lineworkers apart is their ability to turn the lights back on with a sense of true ownership and heart. They're not just restoring power to structures, they're restoring electricity for friends, neighbors, and their own families. Every call to action is personal, whether they're working locally or assisting disaster-struck areas as part of our cooperative mutual aid network. These moments highlight the foundation of what REC is all about: neighbors helping neighbors.

Behind the scenes, our administrative professionals are just

as vital to ensure the cooperative performs at its best. Their expertise in managing accounts, supporting daily operations, and communicating effectively with our members allows our co-op to run seamlessly, even through challenging moments. These dedicated individuals ensure that every detail is handled with care, so members receive the service they need without interruption.

Together, our lineworkers and administrative professionals keep the wheels turning at REC. Whether they're out in the elements restoring power or working diligently in the office to ensure smooth operations, their combined efforts ensure REC is ready when it matters most. This April, we celebrate two special days that acknowledge these incredible groups. On April 13, Lineworker Appreciation Day, we honor the hardworking men and women who brave the elements to keep electricity flowing to our homes, schools, and businesses. On April 22, Administrative Professionals Day, we celebrate those who handle the details, solve problems, and keep our cooperative running like a well-oiled machine. While these two days are important, the gratitude we feel for their contributions extends far beyond.

To the entire Riverland Energy Cooperative team: thank you! Each of you plays an essential role in carrying out our mission of providing safe, reliable, and affordable electricity for our members. Your dedication and teamwork make our cooperative strong, and we are honored to stand beside you. Thank you for consistently rising to the challenge and being ready when it matters most.

CONGRATULATIONS HAYDEN, MITCHELL, & WYATT!

Riverland Energy is proud to congratulate Hayden Gran, Mitchell Thompson, and Wyatt Johnson on graduating from the Apprentice Lineworker Program and officially earning their Journeyman Lineman Certification. That's a major milestone, one that doesn't come easy.

A lineworker apprenticeship requires roughly 8,000 hours of hands-on field experience, plus extensive training classes that build the skills and confidence it takes to do this work safely and professionally. From long days on the line to mastering new equipment and procedures, Hayden, Mitchell, and Wyatt have put in the time and effort to reach this point. We're grateful for their dedication and proud to have them serving our members and community—congratulations again!



Left to right: Wyatt Johnson, Mitchell Thompson, Hayden Gran



Building a Sustainable Tomorrow – Together

Earth Day is a once-a-year reminder that small actions can add up to real environmental progress. At Riverland Energy Cooperative, it reinforces our commitment to being good stewards while delivering safe, reliable, and affordable power for our members—and as more vehicles and appliances shift from fossil fuels to electricity, there are more ways to power everyday life more cleanly.

Looking ahead, Riverland is closely tracking the renewable energy landscape and expects the future of generation to be an “all-of-the-above” mix of resources. Here are a few things your cooperative has already done:

Solar Energy

Riverland’s solar story started in 2016, when we launched our first solar garden at our Arcadia headquarters alongside Dairyland Power and SoCore Energy. Fast-forward to 2021, and we helped grow that impact with Stromland Solar in Cochrane—our largest project so far, featuring 8,000 panels and enough energy to serve more than 550 homes. More partnerships and projects like this are on the horizon. At the end of 2025, Riverland had 371 residential members producing solar energy.



Evergreen Program

Evergreen is a simple, voluntary way for members to help grow the use of renewable energy. Riverland has offered the program since the late 1990s, and participation helps us expand renewable generation beyond what the state requires. Members add Evergreen blocks for \$0.65 per month per 100 kWh block, and you can sign up online at www.riverlandenergy.com.



Energy Efficiency & Appliance Recycling Rebates

Riverland Energy promotes the use of energy efficient products by providing rebates to members who purchase Energy Star products. Rebate forms and information can be found on our website.



Paperless Billing

Want an easy way to shrink your carbon footprint without changing your routine? Switch to paperless billing through SmartHub—a program Riverland has offered since the early 2000s. By choosing electronic statements, you help cut down on paper, printing, and mailing as we all take a step toward a more sustainable future—if you sign up right now, you’ll receive a \$5 bill credit. Promotion runs through Memorial Day!



For more information on these programs, visit our website at www.riverlandenergy.com or give us a call at 800-411-9115.



We will be holding our annual appliance and electronics recycle drive in June this year at all three of our locations. All events will be from 7:30 a.m. – 1:00 p.m.

- **June 9** – Arcadia – N28988 State Road 93
- **June 10** – Alma - S2196 Twilight Rd.
- **June 11** – Holmen – 1800 Granary St.



THIRD-GRADERS: GRAB YOUR CRAYONS, MARKERS, OR COLORED PENCILS!

Riverland Energy Cooperative and WECA want your help sharing the message of electrical safety! Enter the 2026 Safety Poster Contest by submitting an original poster. You could win local prizes (including a Riverland prize and a \$25 gift card from WECA for each of the three local winners) and then move on to the state contest for a chance at a Chromebook, \$100 gift card, or \$75 gift card. Plus, winning posters will be shared by the co-ops to help others learn how to stay safe around electricity.

Contest rules: The contest is open to all third-grade students in Riverland Energy Cooperative’s service territory. There is no cost to enter. Posters must be original artwork by the student and must communicate an electrical safety theme. No computer-generated images will be accepted. The poster should be at least 8.5x11 inches, but no larger than 11x14

inches. Entries must include the completed entry form and student’s name must be written on back of the poster.

Submit entries to Riverland Energy Cooperative, Attn: Safety Poster Contest, P.O. Box 277, Arcadia, WI 54612.

They can also be e-mailed to info@riverlandenergy.com or dropped off at any of our offices.

Due date is April 30, 2026! Entry forms can be found on www.riverlandenergy.com.



CALLING ALL THIRD-GRADERS:

You’re invited to participate in the Wisconsin Electric Cooperative Association’s

ELECTRICAL SAFETY POSTER CONTEST

Submit an original poster supporting electrical safety to your local electric cooperative by **April 30, 2026**, for a chance to win a **\$25 gift card!** The top three posters will be entered into the statewide poster contest for a chance to win one of three great prizes:

- 1st place – Chromebook**
- 2nd place – \$100 Gift Card**
- 3rd place – \$75 Gift Card**

Posters should be at least 8.5x11 inches, but no larger than 11x14 inches.

Entries must include completed entry form and student’s name on the back of the poster.

Contact your local electric cooperative or go to www.weca.coop for registration forms.



FILLA REACHES TERM LIMIT CELEBRATED FOR LEADERSHIP AND EXCELLENCE



What are the most significant achievements or milestones you've witnessed during your time on the board?

During my time on the board, some of the most significant milestones I've witnessed include the completion of the Holmen building and the economic development that followed in the surrounding

area. More recently, another major achievement has been the progress on the new Alma building. On a personal level, I'm also proud to have earned all director-level credentials and to have had the opportunity to serve the cooperative as vice president for many years.

What were some of the biggest challenges you encountered, and how did the board address them?

The biggest challenges were keeping member rates and costs down, managing key issues with Dairyland Power Cooperative, and dealing with major board turnover early on. The board addressed these through stronger succession and strategic planning, along with continued director education to keep the co-op on a stable path.

How has serving on the board influenced your personal and professional growth?

Serving on the board has strengthened my ability to work effectively with people and navigate a wide range of situations thoughtfully and professionally. It's helped me build stronger communication and collaboration skills and improve how I approach problem-solving and decision-making in challenging or complex circumstances.

Is there anything else you'd like to share about your experience or any parting thoughts for the board and organization?

I want to sincerely thank the members of District 5 for the opportunity to serve for the past 16 years. While we didn't receive many concern calls, the ones we did get were addressed promptly. Serving on the board for 16 years is something I'm very proud of, and I'm grateful to our members and my fellow board members for their trust, support, and partnership throughout my tenure.

Youth Ambassadors Tour Dairyland Power Cooperative's (DPC) Headquarters



The youth ambassadors toured DPC's headquarters in downtown La Crosse, WI last month! The students learned about different career opportunities, an overview on how electricity is produced, and a visit to their operations center.

Tim Holtan, CEO

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Jordan Tamke, Editor



RIVERLAND
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Your Touchstone Energy® Cooperative

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Outages & Emergencies

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

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