



POWERING TOGETHER: HOW YOUR MEMBERSHIP PAYS OFF

By Tim Holtan, CEO



Riverland Energy Cooperative

Your Touchstone Energy® Partner 

Riverland Energy Cooperative members experience growing financial benefits the longer they remain part of the cooperative. Our capital credit program, approved by the board of directors, lets members invest in the co-op's infrastructure. This is done by allocating funds to members and eventually paying them out, known as retiring capital credits. It's a rewarding way for members to be part of the cooperative's journey.





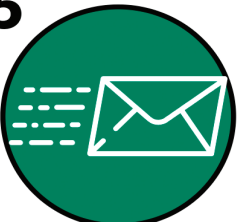
Capital credits are a key advantage of being a co-op member. Unlike investor-owned utilities, Riverland Energy

provides a service at cost, meaning Riverland doesn't generate profits. Instead, any funds after covering expenses, referred to as margins, is allocated back to members in the form of capital credits. These credits represent the investment and support of every member in the cooperative, unlike dividends from investor-owned utilities, which go to shareholders who may not even use the utility's services.

At this time of year, eligible Riverland Energy members receive a portion of the cooperative's margins based on their energy payments from the previous year.

Economic participation by members is one of our seven cooperative principles that sets energy co-ops apart from investor-owned and municipal utilities. As a Riverland Energy member, your capital credits represent your share in the cooperative. You can view your capital credit amount on your October billing statement. (3G08A0002)

As always, thank you for allowing us to be your energy provider. If we can do anything to improve our service, please let us know.

<p>1</p>  <p>REC keeps track of how much electricity you use and pay for throughout the year.</p>	<p>2</p>  <p>REC reviews annual revenue against operational costs, to determine positive margins.</p>	<p>3</p>  <p>If financial conditions allow, REC assigns positive margins as capital credits, based on each member's yearly electricity payments.</p>	<p>4</p>  <p>The board of directors will approve to retire (pay) capital credits to members.</p>	<p>5</p>  <p>For eligible members, REC will issue your capital credit retirement as a check or bill credit.</p>
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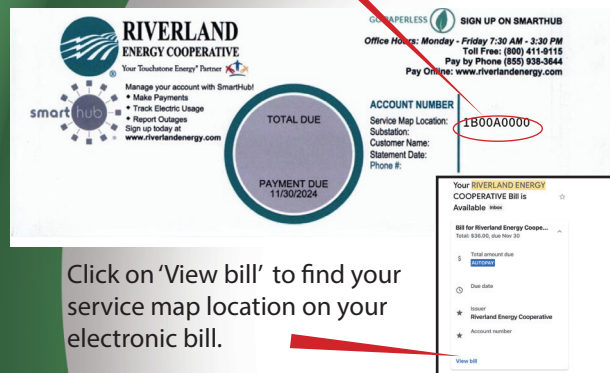
SPOT YOUR SERVICE LOCATION NUMBER

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:



The image shows a sample of a Riverland Energy Cooperative bill. At the top, it says 'RIVERLAND ENERGY COOPERATIVE' and 'Your Touchstone Energy® Partner'. Below that, it lists 'Manage your account with SmartHub' and 'Pay by Phone (855) 938-3644'. The 'ACCOUNT NUMBER' is 1B00A0000, which is circled in red. The 'TOTAL DUE' is \$11.30 and the 'PAYMENT DUE' is 11/30/2024. At the bottom, there is a 'View bill' button.

Click on 'View bill' to find your service map location on your electronic bill.



FALL FUN AND FARM FRESH FINDS AT SCHWERTEL FAMILY FARMS

If you've ever cruised along State Road 54/35 near Centerville and spotted a roadside stand bursting with flowers, produce, and personality, you've likely stumbled upon Schwertel Family Farms, a local gem with deep roots and a big heart.

Founded in the 1950s by Mildred Schwertel, the farm has grown through three generations of hard work, innovation, and community spirit. Today, Ryan and Kristina Schwertel carry on that legacy, having purchased the farm in 2014 and transformed it into a vibrant destination for locals and visitors alike.

In 2018, the Schwertels made a bold shift, selling their beef cattle and building greenhouses. Fast forward to today, they've got four greenhouses overflowing with blooms, vegetables, and seasonal charm. Their roadside stand offers fresh produce, beautiful flowers, and family-friendly activities that make it more than just a stop, it's an experience.

Each spring, the farm kicks off its season with the beloved "Mother's Day Shindig," featuring hanging baskets, perennials, grab-and-go arrangements, live music, local vendors, and their newly opened beer garden. Coming up on September 6, 2025, is the "End of Summer Bash," a festive launch into fall with hayrides, a nine-acre corn maze,

pumpkin patch, animals to visit, and the beginning of mum season. Schwertel's sells around 4,000 mums each year, and they're a sight to behold. (8G23C0261)

Beyond the stand, the Schwertel family is deeply woven into the community. They've provided all the sweet corn sold at Trempealeau Catfish Days, donated corn to the Galesville





Lions Club for the Trempealeau County Fair and are proud supporters of the Gale-Ettrick-Trempealeau School District.

When I visited in late July, the stand was buzzing with activity, even in the middle of the day. Customers stopped in for produce, and I heard stories of visitors from Texas and Alaska who made sure to bring Schwertel-grown goodies home with them. One fun fact: everyone working on the farm

is family. When I asked Ryan how many employees they had, he smiled and said, “We’re all family. That’s the beauty of being third generation—there’s always someone around.”

Whether you’re grabbing sweet corn, wandering the corn maze, or simply soaking in the charm, Schwertel Family Farms is proof that tradition, community, and a whole lot of love can grow something truly special.



FARM SAFETY

Make sure **EVERYONE** is trained on safe practices around electricity. Utilize these safety tips for you, your employees, seasonal workers, family members, and anyone else accessing your farm.

- Keep equipment at least 10 feet from lines — at all times, in all directions.
- Know all power line locations on your farm and routes between fields.
- Always use a spotter when moving equipment near power lines.
- Don’t completely rely on autosteer or GPS to detect and clear power lines or poles.
- Never attempt to move a power line out of the way or raise it for clearance.
- If a power line is sagging or low, contact us.

If your equipment does hit a power line, pole, or guy wire, do not leave the cab. Immediately call 9-1-1, warn others to stay away, and wait for the utility crew to cut the power.

POWER LINE AWARENESS



Safe
Electricity.org



SAVE THE DATE!

**MEMBER
APPRECIATION DAY**

Wednesday, October 8

**Danzinger's Vineyard,
Alma, WI**

4:00 p.m. – 7:00 p.m.

- ◇ Free meal & milkshakes
- ◇ Entertainment:
 - Balloons by Kevin
 - MadLee Band
- ◇ Registration gift
- ◇ Chance to win electric bill credits



2025-2026

Youth Ambassador Program

**Wired
for
Leadership**

Who Can Apply?

- Current high school juniors
- Passionate about leadership, service, and learning
- Curious about energy, technology, and teamwork

Why Join?

- **Leadership Training:** Build confidence, communication, and collaboration skills.
- **Real-World Experience:** Tour energy facilities and meet industry professionals.
- **Make a Difference:** Represent your school and community as a Youth Ambassador.
- **Scholarship Opportunities:** Stand out on college applications and earn rewards.
- **Fun & Friendships:** Connect with other motivated students from across our service territory.

Program will run from October to May and will take place during the school day. Meetings will be held at one of our three Riverland Energy Locations.

To Apply:
Visit <https://www.riverlandenergy.com/youth-ambassador-program> to complete the online application!

Applications Due: September 30, 2025

★ **HAPPY** ★

LABOR DAY


Our offices will be closed Monday, September 1, 2025, in observance of Labor Day.

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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Arcadia, WI 54612

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Holmen, WI 54636

Office Hours

Arcadia: Monday–Thursday: 7 a.m.–3:30 p.m.
Friday: 7 a.m. – 11 a.m.
Holmen: Monday–Thursday: 7 a.m.–3:30 p.m.
Friday: 7 a.m. – 11 a.m.

Outages & Emergencies

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

Officers of the Board of Directors:

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