



SLEIGH RIDES AND SEASONAL MAGIC AT *Lily of the Valley*

Nestled in the picturesque countryside just outside Blair, Wisconsin, **Lily of the Valley** offers more than stylish merchandise—it delivers unforgettable experiences, including horse-drawn sleigh rides, a true local favorite. Owned by Sherry Kelly, this boutique is known for its diverse selection of women's clothing, jewelry, handbags, home décor, crafts, and gifts. While shoppers flock to the store year-round for unique finds and thoughtful treasures, it's the enchanting sleigh rides during the holiday season that truly capture the hearts of the community.

The sleigh rides begin at the boutique and whisk guests through the serene, snow-covered landscapes of rural Wisconsin. To complete the magical experience, participants can gather around a crackling bonfire and enjoy a cup of hot chocolate to ward off the winter chill. Each ride lasts about an hour, with departures every 30

minutes. The sleigh comfortably holds up to ten people, creating a cozy and festive outing for families and friends. This cherished tradition highlights the store's dedication to not only bringing beauty inside its walls but also creating memorable moments outside in the heart of the community.

More Than a Boutique

While the sleigh rides are a seasonal highlight, Lily of the Valley remains vibrant year-round with an impressive lineup of events that engage the local community and bring people together. From elegant fashion shows with local boutiques to festive events like the Easter egg hunt and fall harvest celebration, this charming boutique always has something exciting happening! The popular "Deer Widows" weekend caters to those looking for a fun shopping escape, while holiday events like photos with Santa create cherished memories for families. These

events go beyond retail, turning the store into a community hub where creativity, connection, and celebrations thrive. Whether it's browsing the store's stylish collections or enjoying one of these special occasions, Lily of the Valley fosters moments of joy and meaningful engagement for everyone who visits.

Sherry's dedication to supporting local programs and events is evident in her handcrafted donations of floral arrangements and gift baskets, spreading joy both within and beyond the store's doors. Visitors can feel the love and hard work poured into every corner of the boutique, whether they walk away with fashionable clothing, unique keepsakes, or an unforgettable seasonal experience. Lily of the Valley stands as a testament to small-town charm, a dream come to life, and the magic of creating memories that last a lifetime.





A GUIDE TO RIVERLAND ENERGY COOPERATIVE'S DIRECTOR NOMINATION PROCESS

By Tim Holtan, CEO

At Riverland Energy Cooperative, we prioritize democratic principles that empower our members to actively participate in shaping the organization. Each member holds one vote, regardless of their investment or electric usage, ensuring equal representation and opportunity. To enhance transparency and engagement, we aim to educate our members about the process of becoming a director and the critical role they play in this democratic structure.

District Committee Nominations: *How It Works*

In December, members in Districts 3, 4, and 8 will receive a letter listing all members within their subdistrict. They will elect representatives to participate in a District Committee Meeting held in February. If elected as a district committee person, individuals will serve a four-year term, which includes attending one meeting annually in February. Additionally, members in all other districts will receive a notice about their district committee meeting in January. The role of district committee persons is pivotal. These individuals attend detailed presentations from the Cooperative's management team, review proposed bylaw changes, and nominate candidates for the board of directors.

The February district committee meeting prepares for the **Annual Meeting on March 28**, where names are placed on ballots for director positions. This year, members in Districts 2, 5, and 9 will be eligible to nominate candidates for the upcoming board of director terms.

If you're interested in representing your district, please contact Emily Dregney, HR/Admin Assistant, for further details. This is your opportunity to make a direct impact within your community and contribute to the cooperative's governance.

Board of Director Nominations: *What You Need to Know*

At the district committee meeting, members in Districts 2, 5, and 9 will nominate candidates for election to the board of directors. Candidates must reside in the district they wish to represent. If two nominations occur, these names will be added to a district-specific ballot for voting prior to and during the upcoming Annual Meeting.

Additionally, members can run for the board of directors by petition. Petitions require at least 10 signatures from members within the district and must be filed with the Cooperative's office within 7 days after the District Committee Meeting.

The current directors eligible for re-election include Bryce Lisowski (District 2), and Bernadine Zingsheim (District 9). Director Dan Filla (District 5) will reach his term limit and cannot seek re-election this year. Members of Districts 2, 5, and 9 interested in being nominated are encouraged to review the qualifications for directors and contact Emily Dregney for guidance.

To provide insight and answer questions, Riverland Energy Cooperative is hosting an **informational meeting** for all members interested in becoming directors. Regardless of your district, join us on Wednesday, January 21, at 5 p.m. either at our Arcadia Office or virtually. If you are interested in attending virtually, please contact Emily Dregney or Jordan Tamke by 12 p.m. on Tuesday, January 20, so they can get your information to send you the link to join the meeting. This meeting will cover the responsibilities, qualifications, and steps involved in becoming a director. (4C23A0003) Whether you're uncertain about the process or ready to get involved, the cooperative is here to support you.

By getting involved, whether as a district committee person or a director, you contribute to the success and sustainable

Director Qualifications:

- Must be willing to abide by and uphold all Articles, Bylaws and Policies of the cooperative to the best of your ability.
- Must be bondable.
- Must agree to disclose any potential conflicts of interest and abstain from voting on any issue, which may be construed as a conflict of interest.
- Cannot be employed or have financial interest in a competing enterprise.
- Cannot gain substantial revenue from the sale of goods or services to the Cooperative.
- Must disclose if closely related to an employee of the Cooperative.
- Must sign an application for serving on the board of directors

growth of Riverland Energy Cooperative. Your voice matters, and we thank you for your membership and commitment to this community-driven effort. Let us know if you have any questions or are ready to explore opportunities to serve. Together, we can continue to make a positive impact!

Director Expectations:

- I agree to cooperate with other directors and support majority decisions.
- I will hold all information gained in the performance of duties in strict confidence.
- I am willing to make a reasonable effort to attend director training and educational sessions sponsored by Wisconsin Electric Cooperative Association and the National Rural Electric Cooperative Association.
- I will agree to prepare for, attend, and participate in regular and special board meetings and board committee meetings.
- I will regularly check email and communicate with the cooperative.
- I will agree to be responsible for helping to set policy, but will not be involved with day-to-day operations of the cooperative.
- I will be dedicated to the well-being of the Cooperative, and the "Seven Cooperative Principles".

Cooperative Principle #2: Democratic Member Control:

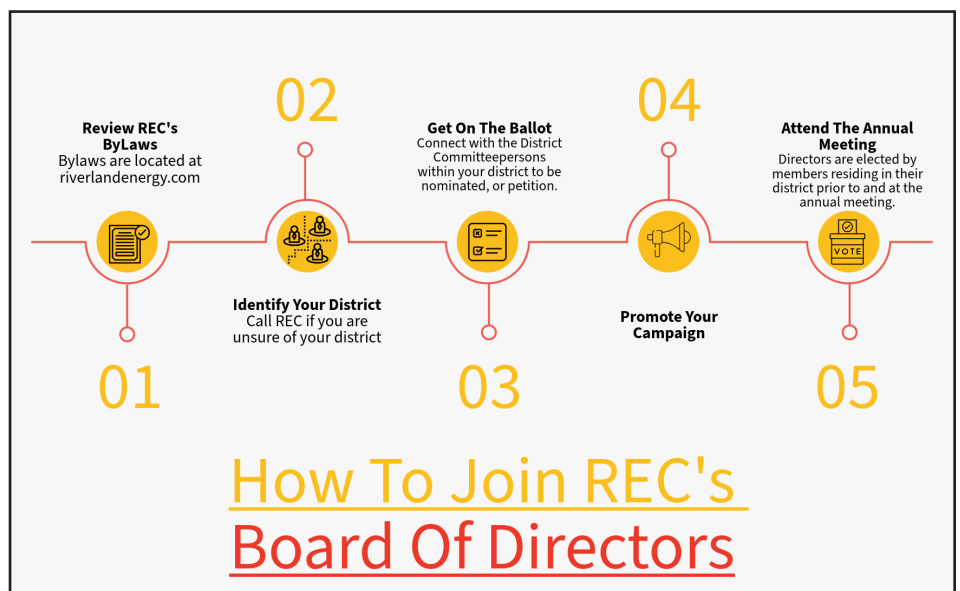
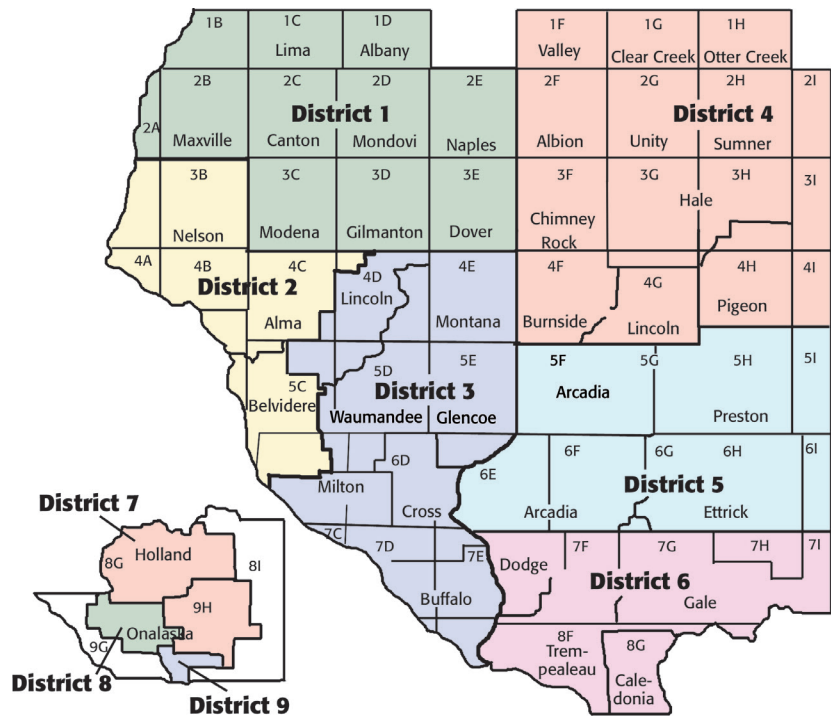
Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. Elected representatives (directors/trustees) are elected from among the membership and are accountable to the membership. In primary cooperatives, members have equal voting rights (one member, one vote); cooperatives at other levels are organized in a democratic manner.

DISTRICTS UP FOR ELECTION

District 2 – Buffalo City, Towns of Alma, Belvidere and Nelson, and portion of the City of Alma

District 5 – Towns of Arcadia, Preston, and Ettrick in Trempealeau County. The towns of Springfield, Franklin, and sections 6, 7, and 18 in the Town of North Bend in Jackson County.

District 9 – 9H (T17N-R7W) Sections 32, 33, 34, & 35. Also, the following detail map numbers in La Crosse County: 9H29J 9H29K 9H29L 9H29M 9H29N 9H29P 9H29Q 9M04A 9M33A



HOLIDAY GIFTS THAT KEEP ON GIVING: ENERGY-SAVING IDEAS

This holiday season, why not give friends and family a gift that lasts far beyond the celebrations? Energy-efficient gifts not only bring joy, but they also help loved ones save money and reduce energy use all year long. Here are some thoughtful and practical ideas to inspire a greener holiday shopping spree:

Energy Star Products

Electronics like computers, televisions, and home theater components are popular gifts, but their energy consumption can be significant. Choose products with the Energy Star label, which use at least 20% less energy than standard models while maintaining top-notch performance and features. Your gift recipient will thank you for the reduced energy bills—and you'll feel good knowing you're contributing to environmental sustainability!

Programmable Thermostats

As winter temperatures drop, heating costs rise. Help your loved ones control their energy usage and stay cozy with a programmable thermostat. This handy device allows homeowners to heat their spaces strategically, leading to increased comfort and noticeable savings.

Smart Power Strips

New electronic gifts often mean new outlets are needed. Upgrade your friends' homes with a smart power strip, which offers energy efficiency alongside convenience. These strips detect when control devices like computers or TVs are turned off and automatically stop power to peripherals

like printers or DVD players. Since electronics can still draw power when off, smart power strips cut down "phantom power" usage that can add 10% to monthly energy bills!

Rechargeable Batteries

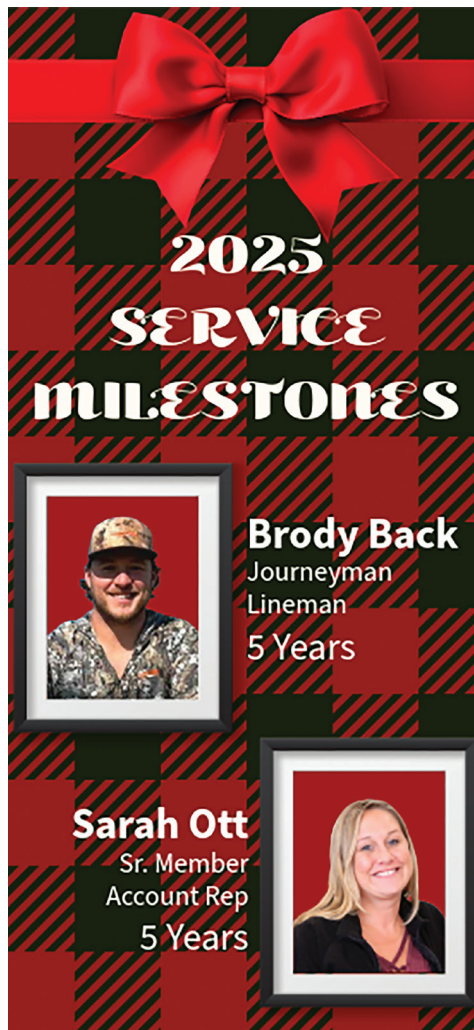
Every holiday season comes with the inevitable hunt for batteries for new toys and gadgets. Solve the problem ahead of time by gifting rechargeable batteries and chargers. (9G02C0124) They're perfect for families, eliminate repeated purchases, and reduce waste throughout the year.

Efficient Light Bulbs

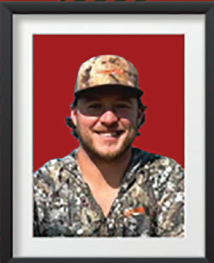
Everyone needs light bulbs—and efficient ones make the perfect stocking stuffer. Choose LEDs that last longer and use less energy than traditional incandescent bulbs. Energy Star-certified bulbs guarantee both quality and efficiency. From bright, crisp light for workspaces to warm, homey light for living rooms, they're a simple way to make a powerful impact.

Renewable Gadgets and Toys


Make sustainability fun with renewable energy-powered gifts! Solar toys, such as cars, offer kids a playful way to learn, while practical gadgets like hand-crank flashlights and solar chargers make it easy to bring alternative energy into daily life. This year, consider gifts that combine thoughtfulness and functionality, leaving a lasting impact on your loved ones—and the planet. A little energy efficiency goes a long way in spreading holiday cheer that lasts year-round!



**2025
SERVICE
MILESTONES**



Brody Back
Journeyman
Lineman
5 Years




Sarah Ott
Sr. Member
Account Rep
5 Years

SPOT YOUR SERVICE LOCATION NUMBER:

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).

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



Offices Closed:
Happy Holidays from our co-op family to yours! Wishing you joy and peace this season and a wonderful New Year. Please note our offices will be closed December 24, December 25, and January 1 for the holidays.


Tim Holtan, CEO

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Jordan Tamke, Editor



**Riverland Energy
Cooperative**

Your Touchstone Energy® Partner 

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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:

Bea Zingsheim, Onalaska, President
Dan Filla, Arcadia, Vice-President
Dennis Frame, Osseo, Secretary/Treasurer