

# The Outlet

September 2021

*A monthly publication for members of Riverland Energy Cooperative*

## Member Appreciation Day Event

Please watch for any updates on our Member Appreciation Day event for any changes due to the ongoing pandemic. The event will be held outdoors and we will follow any guidelines our host site requires.

Any changes to the event will be posted on our website and our Facebook page.



## MEMBER APPRECIATION DAY

Celebrate with us on  
Wednesday, September 15

at Danzinger's Vineyard  
S2015 Grapeview Ln, Alma, WI  
4:00 p.m. –7:00 p.m.

Free hotdog or brat meal  
Games and activities  
Prizes  
Entertainment: Mac Cherry  
Balloons by Kevin

## Updated Phone Records

Riverland Energy needs updated phone numbers from its members. If you changed phone numbers but not informed the cooperative, your ability to report an outage may be affected.

If your phone number is different than the one originally associated with your Riverland account, please call our office at 800-411-9115 to update that information. You can also update that information through your account on SmartHub or on our website at [riverlandenergy.com](http://riverlandenergy.com)

## Watch for Scams

We often hear of our members reporting attempted phone scams in our area. The scammer can urge the member to make immediate payment by phone to avoid being disconnected. Riverland Energy will never call you to demand a payment. Please call us immediately at 800-411-9115 if you suspect a scam.

## September is National Preparedness Month

### Be prepared for storms and power outages

Riverland Energy works year-round to strengthen the electric grid and prevent power outages, but Mother Nature is a tough opponent and it's important to plan ahead for storms and power outages.

If your lights go out this fall:

1. Check circuit breakers, fuses and the neighbors.
2. Report outages on SmartHub or 800-927-6206.
3. Keep away from fallen power lines, and trees and branches near lines. Report these hazards.
4. Co-op dispatchers and crews are here for you 24/7.



Crews respond to hazards first, then substations and major distribution lines, followed by smaller tap lines and individual service lines.

### Keeping you informed

Visit [riverlandenergy.com](http://riverlandenergy.com) for a live outage map and follow our Facebook page for outage updates.

# Member Satisfaction Survey



Every few years, Riverland Energy Cooperative takes part in a customer satisfaction survey. The results of

this survey determine the Cooperative's American Customer Satisfaction Index (ACSI) score. The ACSI is an independent national benchmark of customer satisfaction. The survey helps us gauge how we are doing in the eyes of our member-owners. This is one way we can tell if we are doing our job or falling short.

We are extremely pleased to receive an ACSI score of 86, which is two points higher than our last survey. That compares to the Touchstone Energy® cooperatives average of 78 and investor owned utilities average score of 74.

On a scale of one (not satisfied) to 10 (very satisfied), here are the results in four key areas measured in the ACSI:

- » Overall satisfaction.....8.98
- » Meeting expectations.....8.32
- » Close to ideal utility.....8.69
- » Would choose REC.....8.28

### Member Satisfaction Quality Attributes

During the survey, members were asked to evaluate 18 performance quality attributes related to the four key drivers. Listed below are the highest mean (average) ratings from 10 of the attributes using a 5-point scale where 1 means "very poor" and 5 means "excellent".



- Keeping longer outages to a minimum (4.63)
- Restoring power quickly after an outage (4.59)
- Supporting the local community (4.59)
- Having convenient payment options (4.59)
- Keeping blinks and momentary outages to a minimum (4.56)
- Providing accurate and easy to understand bills (4.55)
- Resolving any issues or problems (4.54)
- Communicating with members and keeping them informed (4.53)
- Operating with concern for the environment (4.52)
- Having friendly, courteous employees (4.74)
- Having employees who are highly-trained and professional (4.72)

Thank you to everyone who took the time to take the survey!

Best regards,

*Jerry Sorenson*  
Jerry Sorenson

## OPERATING STATISTICS



Kristina Marsolek,  
Accounting  
Supervisor

	Monthly		Year-to-date	
	July 2020	July 2021	2020	2021
KWHS PURCHASED	31,048,316	29,500,254	171,747,812	176,939,665
KWHS SOLD	29,947,966	28,273,136	164,880,745	170,551,070
REVENUE	4,171,321	3,849,650	23,120,404	23,418,840
COST OF PURCHASED POWER	2,392,009	2,425,360	13,804,650	14,077,312
OTHER EXPENSES	1,397,410	1,203,719	9,001,184	8,733,397
OPERATING MARGINS	381,902	220,571	314,570	608,131
NON-OPERATING MARGINS	53,484	4,810	115,816	94,756
CAPITAL CREDITS-ASSOC. ORGANIZATIONS	147,417	196,682	523,874	703,676
<b>TOTAL MARGINS</b>	<b>582,803</b>	<b>422,063</b>	<b>954,260</b>	<b>1,406,562</b>

**QUOTE OF THE MONTH:** "The first step toward success is taken when you refuse to be a captive of the environment in which you first find yourself." ~ Mark Caine

## We're Part of Touchstone Energy®

A Touchstone Energy® Cooperative 

Touchstone Energy is the national brand identity for an extensive electric cooperative network. Touchstone Energy co-ops simply put members first and always have a local, member-driven, community focused vision.

Touchstone Energy Cooperatives are:

- Part of the largest electric utility network in the nation
- Total more than 700 local systems in 46 states
- Serve more than 30.5 million distribution cooperative member-owners
- Serve nearly 40 generation and transmission cooperatives



### Enter our photo contest for a chance to win a \$25 electric bill credit

Submit a photo of Wisconsin's Natural Beauty for this month's photo contest before September 25th!

The photo that has the most votes will win a \$25 electric bill credit! Each member who submits a photo will be put into a drawing at the end of the contest for a chance to win a \$250 electric bill credit.

Go to our Facebook page to submit a photo and vote.

## CO-OP YOUTH AMBASSADOR LEADERSHIP PROGRAM

Learn what makes cooperatives unique.



Riverland Energy Cooperative encourages high school juniors interested in learning about cooperatives, enhancing leadership skills, gaining personal growth, and working with others to apply to become a Cooperative Youth Ambassador.



### Perks:

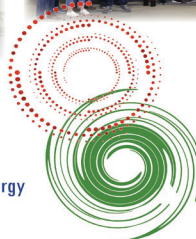
- Attend youth leadership conferences
- Meet new friends
- Network with other students
- Earn awards & scholarships
- Earn a trip to Washington, D.C.
- Lunch provided at all meetings
- Get paid per diem and mileage



**Deadline to apply: October 1, 2021**

The program focuses on:

- Cooperative business model
- Electrical safety
- Career options
- Renewable and sustainable energy
- Teamwork
- Leadership



To apply: Must be a junior in high school the 2021-22 school year

Apply online at:  
[www.riverlandenergy.com/youthambassador](http://www.riverlandenergy.com/youthambassador)  
 or ask your guidance counselor

Questions:  
 email [balesch@riverlandenergy.com](mailto:balesch@riverlandenergy.com)  
[www.riverlandenergy.com](http://www.riverlandenergy.com)



800-411-9115

[www.riverlandenergy.com](http://www.riverlandenergy.com)

## Pay by Phone

Call 1-888-220-8233

IVR (Interactive Voice Response) offers you a secure and convenient payment method by phone with your credit or debit card.

What do you need to know about Riverland's IVR:

1. To store your payment method or sign up for automatic payments, you will need to create a PIN number (select option #3).
2. You will need the phone number that is on your account, or your account number handy when you call.
3. Payments by phone must be made through our IVR. We cannot take payments over the phone. It is available 24 hours a day, 7 days a week.

The automated system complies with the Payment Card Industry (PCI) Data Security Standard Compliance. These world-wide requirements are designed to help companies that process payments prevent credit card fraud through increased data controls.

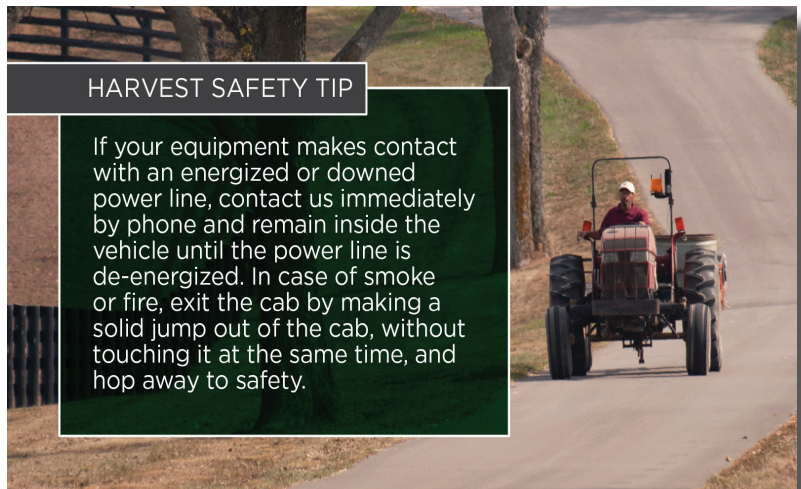
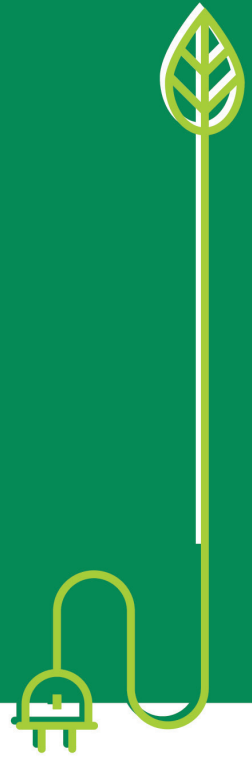
Moving to this system ensures our continued ability to accept debit and credit card payments.

## Energy Efficiency Tip of the Month

Energy used for cooling and heating your home makes up the largest portion of your monthly energy bills.

By combining regular equipment maintenance and upgrades with recommended insulation, air sealing and thermostat settings, you can save about 30% on your energy bills while helping our environment.

Source: [energy.gov](http://energy.gov)



**RIVERLAND**  
Energy Cooperative

® Your Touchstone Energy® Cooperative

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**Branch Office:**  
1800 Granary St.  
Holmen, WI 54636

**Office Hours**  
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7:30 a.m. - 4:00 p.m.

**Phone:**  
800-411-9115  
608-323-3381

**Outages & Emergencies**  
Call 800-927-6206,  
24 hours a day

[www.riverlandenergy.com](http://www.riverlandenergy.com)