



WORKING WITH LOCAL LEGISLATORS



By Jerry Sorenson, General Manager

Riverland Energy continues to work with local, state and U.S. representatives and senators to ensure affordable energy costs for the future. Riverland Energy does not choose particular political parties, but instead works to educate all legislators on the possible effects particular bills can have on their constituents.

We think it's critical to develop and cultivate relationships with local legislators because they craft, introduce, and vote on legislation that impacts the local business climate, the environment, and quality of life for our community.

This year is going to be another exciting election year. With all kinds of national, state, and local races, electric cooperatives have the opportunity to have a seat at the table and make their voices heard.

Co-ops play a vital role in supporting political engagement, encouraging rural voter turnout, and engaging with candidates on issues that matter in our communities. It remains imperative that co-ops be involved in the conversation.

Because we're involved in economic development and we know local community leaders, we can provide insight

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on how issues and policies under discussion might impact our region.

National Voter Registration Day is September 20, and midterm elections are right around the corner. You can take the time to show concern for your community and encourage everyone who is eligible to get registered to vote. You can visit www.vote.coop for election resources, register to vote, and learn about the upcoming elections.



Riverland Energy Cooperative

Your Touchstone Energy® Partner

National Voter Registration Day

Tuesday, September 20



Visit www.vote.coop to ensure you're #voteready.



MEMBER APPRECIATION DAY PICNIC

Wednesday, October 5, 2022

Omni Center, Onalaska, WI • 4:00 p.m. – 7:00 p.m.

- Free meal to include hotdogs or brats
- Entertainment
- Giant inflatables
- Balloons by Kevin
- Face painting
- Games and prizes
- Door prizes
- Lineman trucks, safety display, and equipment
- Solar and EV information

LEADERSHIP, LEARNING, AND FRIENDSHIPS GAINED THROUGH RIVERLAND'S YOUTH AMBASSADOR PROGRAM

Riverland Energy is excited to provide an opportunity for 2022-23 high school juniors to gain a comprehensive understanding of cooperatives while developing their leadership skills in a fun, interactive, challenging way through the Riverland Youth Ambassador Leadership Program. The program begins in October and ends in July with the Youth Leadership Congress.

The program includes five sessions held throughout the year that will allow students to learn about the cooperative business model, explore career options, network with other students, build and improve leadership skills through interactions with industry experts while working on personal growth.

Scholarships may be available for students who go above and beyond as a youth ambassador by attending and

assisting at co-op events such as food drive, annual meeting, and attending the youth conference. Students are also eligible to earn an all-expense-paid trip to Washington, D.C., in June of 2023.

Join by signing up through our website at www.riverlandenergy.com or your guidance counselor by October 1, 2022. Students do not have to be a member of the co-op to join.



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.



**Deadline to apply:
October 1, 2022**

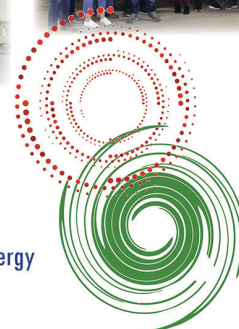
Perks:

- 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



The program focuses on:

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



800-411-9115

www.riverlandenergy.com

To apply: Must be a junior in high school the 2022-23 school year

Apply online at:
www.riverlandenergy.com/youthambassador
or ask your guidance counselor

Questions:
email balesch@riverlandenergy.com
www.riverlandenergy.com



HOME ENERGY AUDIT

Riverland Energy can help with the cost of energy assessments and improvements

If your electric bill seems higher than normal and you haven't changed any routines in your home, it may be time to look into having an energy assessment, and perhaps an audit by a certified energy auditor.

Riverland Energy Cooperative is your liaison for professional home energy audits by a certified energy auditor. Riverland Energy offers a \$150 credit toward the cost of the home energy audit. The audit must be done by a state-certified energy audit specialist. The bill for the audit will be sent to Riverland Energy Cooperative and will be charged to your electric bill, less the \$150 credit.

An energy audit takes approximately 2-3 hours and includes:

- Blower door test (check air sealing, air exchanges/hour)
- Measuring attic insulation
- Using an infrared camera to check insulation/cold spots on floors and walls
- A detailed list of energy-saving measures
- One follow-up visit for re-testing after recommended correction measure have been made

Energy assessments can be performed any season.

Once the energy assessment is complete, the certified energy auditor will prepare a complete report for the homeowner and Riverland Energy. Recommendations are also provided within the report to help homeowners identify any improvements that can be made to help save energy and reduce electric bills. REC provides up to \$500 rebate towards the cost of energy-saving measures implemented from the auditor's recommendations, based on approved invoices. Qualifications can be found on the rebate form.

If you're interested in receiving an energy assessment/audit, please contact Riverland Energy at 800-411-9115 and ask for Tammy H. She will help assess your general situation and provide the certified energy auditor with your contact information. The auditor will contact you to schedule an appointment.

ELECTRICITY REMAINS A GREAT VALUE

Most of us use electricity, either directly or indirectly, at almost all times. Because electricity is so abundant and available with the simple flip of a switch, it's easy to take it for granted.

According to the Energy Information Agency (EIA), the typical U.S. household now uses more air conditioning, appliances, and consumer electronics than ever before. The average home also contains 10 or more internet-connected devices. Considering everything that is powered by electricity, it's no wonder we occasionally might wince at our monthly bill. But keep in mind, it's no longer just the "light bill."

Electricity Powers Quality of Life

Electricity powers our quality of life. From the infrastructure of your home (appliances, water heater, and HVAC system) to charging your smartphones, computers, TV, and Wi-Fi router, your energy bill covers so much more than lighting.

Today, there is more demand for electricity than ever. At home, in schools and business, and in commercial sectors such as transportation, the need for electricity is increasing.

Typically when demand goes up, so too does the price, as is the case with most goods or services, like cable or even your favorite specialty coffee. However, that's not true with electricity. Let's take a look at how the value of electricity compares to other common expenses.

Over the last five years, the cost of rent increased 3.3%, cable & satellite TV increased 3.3%, and medical care increased 2.5%. But the cost of electricity only increased 2.1%. Considering all the ways we depend on electricity, it still remains a great value. So, the next time you're enjoying your favorite podcast, TV series or movie, consider the value of electricity and how it enhances your quality of life.

We care about you, the members we serve, and understand that electricity is more than a commodity—it's a necessity. That's why Riverland Energy will continue working hard to power your life, reliably and affordably.

THE VALUE OF ELECTRICITY

\$5.66
average cost of a Big Mac® value meal

\$3.92
average daily cost of power

Electricity is expressed on a daily basis using EIA 2020 Average U.S. Monthly Residential Bill of \$177.46. Big Mac is a registered trademark of McDonald's Corporation. McDonald's Corporation does not endorse or sponsor this material.

Sources: Economist.com and EIA, 2020 data.

CONGRATULATIONS TO OUR JULY PHOTO CONTEST WINNER

Congratulations to Diana K. for getting the most votes for our July photo contest of “American Pride.”

July was the last month of the contest. We had a total of 475 entries through the year. The winner in the random drawing for the \$250 electric bill credit goes to Pamela Romundstad of Onalaska.

Thank you to everyone who participated!



BEWARE OF SCAMS

Riverland Energy reminds members to be suspicious of calls asking for payment information. Scammers call threatening to disconnect your utility service, demanding immediate payment, and insist you call them back with the card information to make payment. They often use caller ID spoofing, and their call-back numbers may even include recorded replicas of utility company greetings.

If you receive a suspicious call, please call Riverland to verify the request for payment before providing any personal information. Also, report scammer calls to the Federal Trade Commission. The FTC also provides great information on identifying scammers and how to protect yourself.

Other favorites for July



Clockwise, starting left:
God Bless America – Betty B.
Fireworks – Mackenzie M.
Remembering – Betty H.

HAPPY Labor Day

Offices Closed Labor Day

Riverland Energy offices will be closed Monday, September 6, in observance of Labor Day. Normal business hours will resume Tuesday, September 7.

Line crews are on-call to respond to any outages or emergencies. You can report an outage through SmartHub, by texting 55050 (must be signed up for this service), or by calling us at (800) 927-6206. Visit our website's Outage Center for more details.


Jerry Sorenson, General Manager

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

Beth Alesch, Editor



Riverland Energy Cooperative

Your Touchstone Energy® Partner 

Arcadia Office

N28988 State Road 93,
P.O. Box 277,
Arcadia, WI 54612

Holmen Office

1800 Granary St.
Holmen, WI 54636

Outages & Emergencies

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

Office Hours

Arcadia: 7:30 a.m.–3:30 p.m.
Holmen: 7:30 a.m.–3:30 p.m.

Officers of the Board of Directors:

David Paudler, Onalaska, President
Dan Filla, Arcadia, Vice-President
Dennis Frame, Osseo,
Secretary/Treasurer