

# The Outlet

August 2021

*A monthly publication for members of Riverland Energy Cooperative*

## Labor Day Office Closing

Our offices will be closed on Monday, September 6, in observance of Labor Day. Line crews are on-call to respond to any outages or emergencies. You can report an outage by calling 800-927-6206, or through SmartHub.

## Grant Applications Due Aug. 20

Community Cares Grant Applications are due on August. 20. Applications can be downloaded from our website at [riverlandenergy.com](http://riverlandenergy.com).

## Energy efficiency rebates

From appliances to heating and cooling to insulation and weatherization - small changes can mean big energy savings.

Riverland Energy Cooperative provides rebates to our residential and commercial members for the purchase of a variety of energy-efficient equipment and appliances.

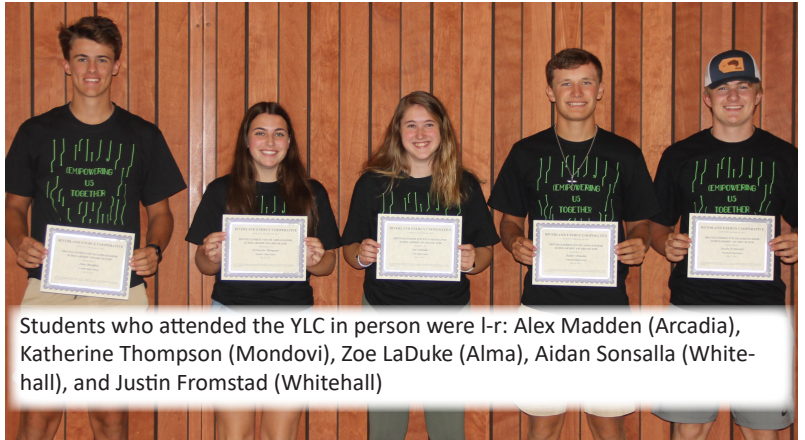
Visit our website for more information and rebate forms.

## Call before you dig

Before you build a deck, install a fence, plant a tree or dig into any home improvement project, have utility lines marked. Call 811 three working days before you dig to have buried utility lines located. It's free.

## Youth Leadership Congress Held Virtually

The 2021 WECA Youth Leadership Congress (YLC) was held virtually on July 13 and 14. Participating high school students honed their leadership skills through a variety of sessions, including discussions with state legislators as well as a lively session with motivational speaker Craig Hillier. Riverland Energy youth ambassadors had the option of joining as a group at the Riverland Arcadia office for the virtual conference.



Students who attended the YLC in person were l-r: Alex Madden (Arcadia), Katherine Thompson (Mondovi), Zoe LaDuke (Alma), Aidan Sonsalla (Whitehall), and Justin Fromstad (Whitehall)



## MEMBER APPRECIATION DAY

Celebrate with us on  
Wednesday, September 15

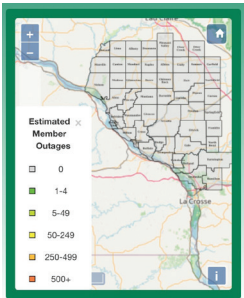
at Danzinger's Vineyard  
S2015 Grapeview Ln, Alma, WI  
4:00 p.m. -7:00 p.m.

Free meal, games and activities  
for kids, a chance to win prizes,  
entertainment and more!

Watch for details!

## Summer storms can cause power outages

We do our best to avoid power outages, but sometimes Mother Nature

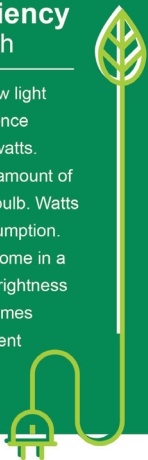


has other plans. Be sure to check the live outage map on our website to view if outages are in your area. We also try to keep you up-to-date during large outages on our Facebook page.

### Energy Efficiency Tip of the Month

When shopping for new light bulbs, know the difference between lumens and watts. Lumens measure the amount of light produced by the bulb. Watts measure energy consumption. Energy-saving LEDs come in a variety of colors and brightness levels and last 15-25 times longer than incandescent bulbs.

Source: energy.gov



## Credit Card Compliance



Due to security breaches, credit card companies are require tighter security to protect personal information. The Payment Card Industry (PCI) has implemented requirements for credit card payments that have impacted the way Riverland Energy accepts credit card payments.

Due to these requirements from credit card companies, Riverland Energy representatives are not able to verbally accept credit card payments by phone. Credit card payments can still be made over the phone, but

instead of talking to a Riverland member service representative, you must utilize our Interactive Voice Response (IVR) system that is PCI compliant at this time by calling **1-888-220-8233**. Our after-hours and overflow answering service, Cooperative Response Center, can also take the payment over the phone. If you call the office wanting to make credit card payment, you can expect to be transferred to CRC.

When calling **1-888-220-8233** to make a credit card payment, you will be able to choose prompts to check your account status, make a payment, update your phone number, or update your stored payment information. For first-time users, select option #3 to create a PIN to keep your payment method stored.

We understand this is a change in how we have normally operated, and it may cause an inconvenience for some of our members. However, it is a change that is required to remain in compliance with PCI regulations and avoid very costly penalties and fines.

Members may continue to pay by credit card online through SmartHub. Thank you for your understanding!

Best regards,

*Jerry Sorenson*  
Jerry Sorenson

## OPERATING STATISTICS



Kristina Marsolek,  
Accounting  
Supervisor

	Monthly		Year-to-date	
	June 2020	June 2021	2020	2021
KWHS PURCHASED	24,687,379	28,738,768	140,699,496	147,439,411
KWHS SOLD	23,863,883	28,022,883	134,932,797	142,277,934
REVENUE	3,475,469	3,804,240	18,949,083	19,569,190
COST OF PURCHASED POWER	2,007,697	239,096	11,412,641	11,651,952
OTHER EXPENSES	1,284,245	3,687,439	7,603,774	7,529,678
OPERATING MARGINS	183,527	(122,295)	(67,332)	387,560
NON-OPERATING MARGINS	18,392	9,069	62,333	89,947
CAPITAL CREDITS-ASSOC. ORGANIZATIONS	62,038	121,873	376,457	506,993
TOTAL MARGINS	263,957	8,647	371,458	984,500

QUOTE OF THE MONTH: "Do not rebuke a mocker, or he will hate you; rebuke a wise man and he will love you." ~Proverbs 9:8

## Summer Shift: Small Steps for Savings



When members save energy, they tend to save money. However, there is always something in our homes using electricity – whether to cool the home, turn on the lights or run appliances. While using electricity is inevitable, HOW members choose to use it can be impactful.

The goal of the Summer Shift program is to shift non-essential electricity use to before 11 a.m. or after 7 p.m., June through August. These are times when electricity use is not at its peak and, therefore, is not as expensive. So, how does Summer Shift work?

If a member shifts their electricity use, they may not necessarily save energy. They could use the same amount of electricity, but at a different time of the day. That is still beneficial because it means the cooperative's wholesale power provider – Dairyland Power Cooperative – did not have to purchase as much power when electricity costs were more expensive. When the cooperative saves, so do members.

## Riverland Energy supports youth soccer program



Riverland Energy recently donated \$500 to the Arcadia United Soccer Club. The money helps cover costs of uniforms equipment and other club costs. Riverland Energy donations are derived from the Federated Youth Foundation, an administrative trust overseeing unclaimed capital credits of former members.

## Community Cares Grant applications due August 20

Community Cares Funds are collected from members who voluntarily have their monthly bill rounded up to the next dollar. The funds are held separately from the Riverland Energy operating accounts and are administered through the Community Cares Foundation Board. Applications for funding are considered by the Community Cares Board twice a year.

Grants are awarded to local non-profits, schools, and community-based organizations for projects involving community service, economic development, education and youth, and disaster relief.

For more information and to apply, visit our website at [riverlandenergy.com](http://riverlandenergy.com). The deadline to apply is **August 20, 2021**.



## Seeking Youth Ambassadors for the 2021-2022 school year



Applications are currently being accepted for the 2021-2022 Youth Ambassador Program. Students must be a junior in high school.

### Why join?

- Earn scholarships
- Earn a trip to Washington, D.C.
- Attend Youth Leadership Conferences
- Meet new friends
- Learn about cooperatives and careers
- Get paid a per diem and reimbursed mileage for meetings
- Lunch is provided

### The program focuses on:

- Cooperative business model
- Electrical safety
- Careers/Future
- Teamwork
- Leadership

### Commitments

- 5-6 meetings are held throughout the year from 12 p.m.- 2 p.m.
- Students are responsible for transportation to and from the sessions.

The deadline for applications is October 1, 2021. For an application, please visit our website at [www.riverlandenergy.com](http://www.riverlandenergy.com).



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

Each month, Riverland Energy will hold a photo contest through its Facebook page for a chance to win an electric bill credit. Each month, the co-op will post a theme for the contest, and members can submit their photos and vote by clicking on the link to the contest page. The member whose photo 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.

The photo with the most votes each month will appear in the *Wisconsin Energy Cooperative News* magazine. To submit a photo or vote, visit our Facebook page and click on the link to direct you to the contest page.

Rules/Criteria:

- You must own rights to the photo.
- Photos can be taken outside of the date range, but must be submitted by the deadline given for that month.
- Only one photo per member will be accepted.
- By submitting your photo, you are granting Riverland Energy permission to use your photo in our publications.

The contest will run each month through July 2022.



**RIVERLAND**  
Energy Cooperative

® Your Touchstone Energy® Cooperative

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608-323-3381

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

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