


Since 1940

WISCONSIN ENERGY *Cooperative* December 2025 NEWS



**Richland Electric
Cooperative**

Your Touchstone Energy® Cooperative 



REINDEER ACRES HOLIDAY CHEER TAKES FLIGHT

"NOT-FOR-PROFIT" MEANS "ALL FOR YOU"

WATER HEATER WOES

BEST OF KIDS AND CRITTERS



Concern for Community **VOLUNTEERING AND GIVING BACK**

Cooperatives are unique organizations that operate for the benefit of their members and the wider community. At the heart of every cooperative is a set of guiding principles that shape how we serve our members and our communities. One of the most meaningful is the principle of Concern for Community. This means that while we focus on meeting the needs of our members, we are equally committed to the long-term health, sustainability, and development of the communities we call home. This isn't just a mission statement—it's a responsibility we take seriously.

One of the most direct ways we live out this principle is through volunteering. When cooperative staff comes together to volunteer their time and talents, they're doing more than helping; they're building stronger, more connected communities. Through participation in local events, such as Cooperative Day of Service, Viola Horse and Colt Show Parade, Walk with G.R.A.C.E., or working with

area schools to organize safety demonstrations for their students, these acts of service show what it means to care for our neighbors.

The holiday season is a special time to reflect on this commitment. While it's a season of celebration for many, it can also be a time of need for others. Volunteering during the holidays not only helps those facing hardship—it reminds us of the true spirit of the season: generosity, kindness, and community. Giving back doesn't have to be grand to be meaningful. A few hours of your time, a donated gift, or simply checking in on someone can have a lasting impact. As a cooperative, we encourage all our members and staff to find ways to give back this season, because when we uplift others, we uplift our entire community.

From all of us at REC, we wish you and your loved ones a joyful, safe, and bright holiday season.



Yellow River State Forest Cooperative Day of Service



Viola Horse and Colt Show Parade



22nd Annual Walk with G.R.A.C.E.



High-voltage demonstration for students at St. Mary's of the Assumption Catholic School

The Best Time to Buy Electronics and Appliances

Timing your purchases can save you hundreds when it comes to electronics and appliances. The best times to buy are often tied to major sales events and new model releases.






For electronics like TVs, laptops, and gaming consoles, Black Friday and Cyber Monday offer deep discounts. Amazon Prime Day is another key time to snag deals, especially on tech items. New models of phones and laptops are typically released in the fall, so older versions often get marked down in September and October.

Appliances—like refrigerators, washers, and ovens—tend to go on sale during holiday weekends (Presidents Day, Memorial Day, and Labor Day). Retailers clear out inventory in the spring to make room for new models, so that's a smart time to shop.

End-of-month and end-of-quarter sales also present opportunities, as salespeople may be trying to hit targets and are more open to negotiation.

To maximize savings, do your research ahead of time, compare prices across stores, and sign up for email alerts. With a little patience and planning, you can get the tech and appliances you need without breaking the bank.

Purchasing Appliances and Electronics: Best Times to Buy

Product Type	Best Time to Buy for Discounts
 Refrigerators and Freezers	Late winter to early spring (March/April); New models arrive in spring, and older models are discounted; Holiday sales (Memorial Day, Fourth of July, Labor Day).
 Washers/Dryers, Dishwashers, Ovens and Ranges	September and October when new models are released and older models are discounted; Holiday sales (Labor Day, Black Friday, Presidents' Day, Memorial Day); End-of-year clearance.
 Large Home Electronics (TVs, home theater)	Holiday sales (Black Friday and Cyber Monday); Amazon Prime Days; Late fall/early winter; Other promos, like Super Bowl sales for televisions.
 Smart Assistants and Other Smart Devices	Holiday sales (Black Friday, Cyber Monday); Other sales events, like Amazon Prime Days.
 Air Conditioners, Heaters and Other Seasonal Appliances	Off season (purchase AC units in fall or winter, heaters in summer); Retailers offer bigger discounts when demand is low.

Additional Purchasing Tips:

- When possible, bundle major appliances for significant savings.
- Be on the lookout. When new models arrive, older models drop in price.
- Retailers typically clear out inventory at the end of the year, which mean big discounts.
- Local retailers typically try to meet end-of-month/end-of-quarter sale quotas, which could mean flexible prices and/or negotiating.



Richland Electric Cooperative knows that paying the energy bill each month can be difficult for some of our members. Those of you who need assistance often do not receive it because you aren't sure where to turn or who to contact for help. In an effort to assist you, we have established a list of contacts for you to call to see if they can provide you with assistance. This list is also available at rec.coop under the dropdown for account management/energy assistance.

Catholic Charities La Crosse Diocese—608-647-4210
 Crawford County Human Services—608-326-0248
 Crawford County Veterans Office—608-326-0204
 Focus on Energy—www.focusonenergy.com / 800-762-7077
 Energy Services for Richland County—608-383-1103
 Richland County Health & Human Services—608-647-4616
 Richland County Veterans Office—608-647-6101
 Salvation Army—608-647-8821
 Sauk County Human Services—608-355-4200
 Sauk County Veterans Office—608-355-2620
 Southwest CAP—608-647-8821
 United Migrant Opportunity Services—608-647-8821
 Vernon County Energy Assistance—608-637-5245
 Vernon County Human Services—608-637-5210
 Vernon County Veterans Office—608-637-5274





2025 Member Appreciation Picnic & Food Pantry Drive A Day of Gratitude and Giving



On a beautiful fall afternoon in October, Richland Electric Cooperative hosted its annual Member Appreciation Picnic—a thank you to our members for their ongoing support and dedication. Held here at the office at 30 E. Robb Road, the event brought together families, friends, neighbors, staff, and board members for a day filled with conversations, food, and fellowship. It was a perfect day to recognize the people who make our cooperative thrive.

This year, the picnic also featured a meaningful addition: a Food Pantry Drive to support local families in need. Attendees were encouraged to bring non-perishable food items. By the end

of the day, we collected three boxes of non-perishable items along with many cash donations. To match the generosity of our community, REC offered a donation of our own. Along with the boxed goods and cash donations from our members, the cooperative donated \$250 directly to the Richland Community Food Pantry.

The dual focus of celebration and service made the event especially memorable. We're grateful to everyone who participated, donated, and helped organize this successful day.

As we look ahead to 2026, we remain committed to supporting our members and our community. Thank you for being part of this journey—we couldn't do it without you!

ENERGY EFFICIENCY TIP OF THE MONTH

To maximize your fireplace's efficiency, always keep the damper closed when the fireplace is not in use. An open damper is like an open window, allowing warm indoor air to escape and cold air to enter. Consider installing a fireplace insert, which improves heat output by circulating warm air into the room rather than letting it escape up the chimney. Also, burn only seasoned hardwood to ensure a hotter, cleaner burn. Regularly clean and inspect your chimney to maintain safe and efficient operation.

Source: [energy.gov](https://www.energy.gov)

Need an idea for what to give a loved one this holiday? Give some thought to the gift of energy. When it's cold outside but warm inside, your loved ones will thank you.

Gift Certificate



TO: _____

FROM: _____

AMOUNT: _____



CHRISTMAS LIGHT RECYCLING

Christmas light recycling is back! While decorating (or undecorating), gather up your broken or unused strands and drop them off to the REC office for us to recycle for you.

WHEN: December 1 – January 5

WHERE: 30 E. Robb Rd
Richland Center

WHAT: LED and incandescent string and net lights

We will be closed 12/25-12/26/2025 and 1/1/2026.



Holiday GIVEAWAY

Richland Electric Cooperative would like to buy two members their main course this Christmas! Would you like a ham or a turkey?





FILL OUT AND RETURN THE BELOW ENTRY TO:

REC
P.O. Box 439, RICHLAND CENTER, WI 53581

BY DECEMBER 17, 2025

Let us help you celebrate this holiday!

☐ **TURKEY**

☐ **HAM**

Name _____

Phone _____

Email _____

Account # _____

*Winners will be notified on 12/17/25. Ham/turkey will need to be picked up at 30 E. Robb Road, Richland Center, no later than 12/19/25.

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