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WISCONSIN ENERGY *Cooperative* June 2022 NEWS



**Richland Electric
Cooperative**

Your Touchstone Energy® Cooperative



**DAIRY
CHALLENGE
WEST 2011**

**JUNE DAIRY MONTH,
LIVE AND IN PERSON**

ANOTHER BIRD'S-EYE VIEW

**WHAT YOU NEED TO KNOW
BEFORE GOING SOLAR**

**SHANNON CLARK AWARDED
LEGISLATIVE COMMENDATION
AT ANNUAL MEETING**





Annual Meeting Highlights

SHANNON CLARK AWARDED LEGISLATIVE COMMENDATION



Richland Electric Cooperative

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After more than 31 years of working at Richland Electric Cooperative—the last 25 of them as CEO—there’s not much that escapes Shannon Clark’s notice when it comes to matters dealing with the cooperative. However, on Saturday, April 30, the co-op’s employees and directors, led by Senator Howard Marklein, pulled off the seemingly impossible at Richland Electric’s annual meeting by surprising Clark with a legislative Certificate of Commendation honoring his years of service and congratulating him on his upcoming retirement.

Clark had just given a heartfelt address to the membership in which he thanked his family, the co-op’s employees, directors past and present, and above all the members for the “honor and privilege” of serving Richland Electric. Board President Calvin Sebranek then took to the podium to ask if there were any new business before moving on to adjournment. To Clark’s obvious surprise, Sebranek announced that there was indeed one more bit of new business to conduct, and he called Marklein to the front of the room.

Marklein spoke of Clark’s leadership not just at Richland Electric but at the state and national level as well, noting his work on the Governor’s Task Force on Broadband Access among other accomplishments, and presented him with a certificate that read:

WHEREAS, Shannon L. Clark of Soldiers Grove, Wisconsin, is retiring as CEO and General Manager of Richland Electric Cooperative after more than 31 years of service; and

WHEREAS, Shannon is a 1982 graduate of North Crawford High School. He was involved in FFA and served as President for the North Crawford FFA Chapter. After high school, Shannon earned a certificate in microcomputers from Western



Senator Howard Marklein, right, presented Shannon Clark with a Certificate of Commendation at the 2022 annual meeting, Clark’s final meeting as CEO of the cooperative he’s led for 25 years.

Technical College as well as various trainings from UW-Richland Center, Technetix-Milwaukee and NRECA; and

WHEREAS, Shannon began his career with Richland Electric Cooperative in April 1991 as their Manager of Administrative and Member Services and became their CEO and General Manager in January 1998; and

WHEREAS, Shannon is best known for his leadership in the utility industry and has served on many boards, councils and committees including the NRTC Board of Directors from 2010 to 2022 and as its Chairman from 2019 to 2022 and was appointed to the Governor’s Task Force on Broadband Access in 2020; and

WHEREAS, Shannon enjoys hunting, fishing and farming as well as spending time with his wife Tammy, two children, Trevor and Brittany, and four grandchildren, Brock, Lydia, Maverick and Cobie; now

THEREFORE, the members of the Wisconsin State Legislature, on the motion of Senator Howard Marklein, Representative Travis





After two years of drive-in style annual meetings necessitated by the pandemic, members were able to gather in person again this year. However, members still had the option of participating from a distance. Ron Fruit from WRCO FM radio broadcast the annual meeting's proceedings from the co-op's service center, where the meeting was held.

Tranel, Representative Tony Kurtz and Representative Todd Novak, do congratulate Shannon L. Clark on his retirement from Richland Electric Cooperative and thank him for his service to the people of the state of Wisconsin.

The 125 or so members who attended in person (others followed along on the WRCO FM radio broadcast of the meeting) rose to their feet in applause as Clark joined Marklein at the podium to accept the certificate at his final annual meeting at the helm of Richland Electric. After he retires at the end of the year, Amy Martin, the co-op's current chief financial officer, will take over as CEO.

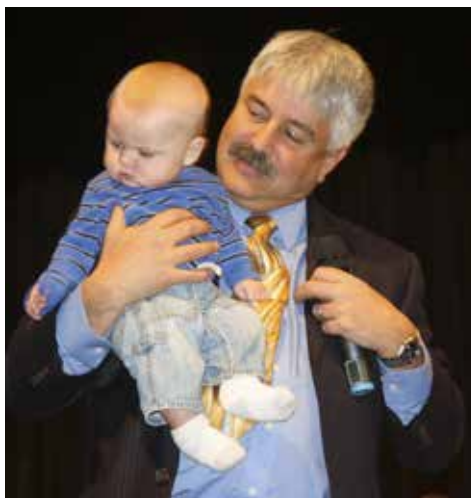
Although the surprise presentation was the highlight of the annual meeting, it wasn't the only news of the morning. Members also got an update on the cooperative's headquarters project. The annual meeting was conducted in Richland Electric's operations service center, where additional office space is currently being added after the co-op's longtime headquarters building was sold to Richland County in December. Clark explained how the transaction benefits both sides, with the county gaining needed space for ambulance and emergency services and the co-op having the opportunity to house all employees in a central location in more appropriately sized facilities. Employees are currently working in temporary office spaces at the

service center, with the project expected to be finished before winter.

Members also passed a series of bylaw amendments that allow more flexibility with annual meetings, a necessity exposed by the pandemic. Those amendments include allowing for a smaller amount of members needed to declare a quorum, switching the requirement that the annual meeting be held in March or April to the first 10 months of the year, and allowing for virtual or hybrid meetings. A final

amendment updated language regarding the availability of paper service maps.

Richland Electric conducts its director elections solely by mail, a change that has vastly increased participation; Clark said the co-op typically receives 600 to 800 election ballots each year. Results of this year's election were announced; Kevin Kepler and Don Huffman ran unopposed and were returned to their seats for another term, while incumbent Tim Tiller won over challenger Mary Tillotson.



To help illustrate how long he's been at Richland Electric Cooperative, CEO Shannon Clark called his grandson Brock to the podium and attempted to replicate the moment when he last held up Brock in front of an annual meeting crowd. At the 2013 annual meeting, baby Brock was the cutest little prop in his Grandpa's message about how all decisions at the co-op are made with the future members in mind. Ten years later, Brock is still cute but not so little.



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 for the cooperative to purchase on the open market. So, how does Summer Shift work?

If members shift 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, members do as well, in the long run.

The price of electricity purchased on the market is always changing, based on the need for electricity balanced with available generation resources. As need—or demand—rises during the day, the price of electricity increases as more generation resources (power plants, solar arrays, etc.) are needed to power homes, businesses, and other buildings or devices. When temperatures cool and things quiet down for the night, electricity demand drops as do prices for electricity.

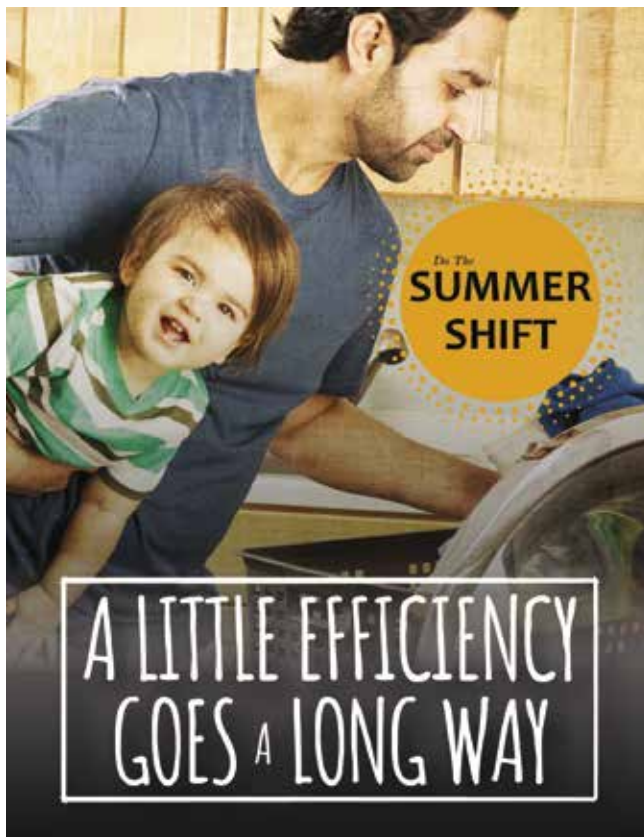
Dairyland must ensure it has enough generation resources to cover all the electricity needs of its 24 member cooperatives, including Richland Electric Cooperative, plus an additional reserve in case demand spikes above expectations. This means investments in additional resources to cover the needs of all members. If Richland Electric Cooperative members—along with members of Dairyland's 23 other cooperatives—shift their electricity use to different times of the day, the overall “peak” is reduced.

When a member chooses to shift their electricity use, it helps spread out electricity use throughout the day. The less electricity cooperative members use when prices are at their highest, the more stable Richland Electric Cooperative can keep our retail rates. The more members who choose to participate, the more impactful these savings become.

Tips:

- Set your thermostat to 78 degrees (or a level that is comfortable for the home, but a few degrees higher than normal). Closing curtains and shades will help the home feel cooler, longer. A ceiling fan or table fan throughout the afternoon will help circulate air.
- Set up a schedule for your smart thermostat and smart lighting options, ensuring a minimal amount of energy is used between 11 a.m. and 7 p.m.
- Charge electric vehicles overnight.
- Set the water heater to 120 degrees.
- Washing dishes in an ENERGY STAR dishwasher instead of by hand can save a home \$111 per year.
- Open the dishwasher after the wash cycle to let dishes air dry.

Contact your trusted energy advisor to learn more!



Follow the herd to the
41st Annual Richland County Dairy Breakfast
Sunday, June 12, 2022 ~ Serving 7 AM - 1 PM

Hosted by Hatfield Dairy Farms
Dennis, Ginny & Family
15802 Elk Hollow Drive, Viola

Cost: \$5 all ages

Menu:

**Pancakes • Sausage • Applesauce • Cottage Cheese • Cheese Curds
Yogurt Cups • Various Sliced Cheeses • String Cheese • Yogurt Tubes
Chocolate & White Milk • Coffee & Creamer • Ice Cream Sundae Cups**

**There will be free buses running from Richland High School at
1996 US Hwy 14 with plenty of parking at the school. We ask
that you please park and ride the bus to the farm if you are
able. Handicapped parking is available on the farm.**

**Questions? Contact Annette Louis at 608-475-7312
or via email at AnnetteML1973@gmail.com**

Organized by the Richland Co. Farm Women



Richland County Dairy Breakfast

Sponsored in part by



Shannon Clark, Manager/CEO

30 E. Robb Rd., P.O. Box 439, Richland Center, WI 53581

608-647-3173

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