



**Richland Electric  
Cooperative**

Your Touchstone Energy® Cooperative



**Trevor Clark,  
Director of  
Outreach Services**

## TOGETHER, WE CAN GET THROUGH THESE CHALLENGING TIMES

*Will this ever end? When can we go back to normal? I need to be social. I don't want to wear a mask.*

These are some of the most common phrases you hear from various people throughout the country. Everyone is in the same boat when it comes to Covid-19. Unfortunately for us Wisconsinites, this virus didn't take hold in the winter season when we're more used to being stuck inside. Instead it continues into our summer months when family vacations, reunions, pool parties, fairs, and wide-scale community events are common. The people of Wisconsin take their summers very seriously and are often working during these months to prepare for the upcoming winter. I believe this is part of the reason why many people are having such a difficult time with this pandemic. We not only have to take more precautions for ourselves but for others as well. Some believe their rights are being violated by being asked to wear a mask or to social distance, while others are taking every measure they believe will protect themselves and those around them. Often, I see these two different views putting people at odds with each other.

It is a slippery slope. On top of the pandemic, the issue of social justice may be surpassing the virus for coverage in the media market. It is hard to argue that our country may be more divided than ever. But what is causing such division? I am not the one to answer that question definitively. It seems that there are as many opinions about the cause of our polarized world as there are people. Some may say it is our president, while others may say it's the police, Black Lives Matter, Antifa, the major media, or even long-held historical beliefs. In any event it does appear that our country is trending backwards. Our elected officials can't seem to get along for more than a few minutes at a time. Our political leaders occasionally pull together in times of crisis or national tragedy such as they did for short time following 9/11, but after the grieving process following an event like

that blame seems to be placed on one side or the other.

When we come together as a whole, this country continues to do great things. We are still the land of opportunity and that hasn't changed. The same can be said about your electric cooperative. We have done great things in our 84 years of service. Most recently we hosted the first drive-in annual meeting, which garnered national attention. To this day we are still receiving calls regarding our annual meeting from other entities, including some that aren't even cooperatives. We created a partnership between Engie (formerly SoCore Energy) and Dairyland Power to develop nearly 25 megawatts of solar energy for delivery by Wisconsin electric cooperatives. Our own Transition Energy is one part of that larger effort. We created the high school bottled water program for local schools to help provide

additional scholarships to graduating seniors and to shore up fundraising efforts for school clubs. We did a complete meter overhaul to be more efficient for our members and many more wonderful things to help our members and community.

At Richland Electric Cooperative you can count on us to always be there for YOU, our members. Even though life may look a little different right now we will

continue to put our members first. Our goal is to provide safe, reliable, and affordable electricity to all. There are no variables in that statement. Your race, ethnicity, sex, religion, what sports teams you cheer for, or even what planet you might be from won't change how we feel about you. If you are a member of Richland Electric Cooperative, we care about you and the service we can provide.

In closing, no matter what turmoil the world may be going through, I believe we will get through this, but we need to do it together. Although our office may be closed, the employees and directors of Richland Electric Cooperative are working hard to bring you the best service possible given the circumstances. I believe I speak for everyone at the co-op when I say that we look forward to the day we can get back to normal because we miss you. We miss the interaction with you and the relationships we have built with you. Take care and God bless.



Richland Electric  
Cooperative 2020  
Annual Meeting



You can contribute to our load management efforts with simple actions like shifting energy-intensive activities like washing dishes or laundry, or adjusting the thermostat, during times of peak demand.



# LOAD MANAGEMENT

*Good for your wallet, good for the environment*

There's an easy way for you to help control your energy costs while helping the environment—participate in our load management program. This program enables members to make a difference in keeping power costs stable for our wholesale power provider, Dairyland Power Cooperative, by using less electricity at the times when it is in high demand (and, therefore, most expensive).

## Helping Your Wallet

The load management program helps balance the demand for electricity with the availability of generation, and the ability to economically purchase electricity. Dairyland saves money by reducing the need to purchase expensive power during periods of high electricity demand. These savings are passed on to members through special incentives and stable rates.

## Helping The Planet

As system-wide energy consumption grows (typically 1% to 2% annually), Dairyland pursues ways to accommodate growth by leveraging sustainable systems and technologies, such as the load management system.

Load management puts energy conservation to work through active management of residential, agricultural, and commercial and industrial loads. This can improve grid sustainability by better aligning electricity needs to the availability of intermittent renewable resources, such as wind and solar. Additionally, system-wide peak demands are reduced, which reduces the overall need for generation infrastructure.

Temperature extremes can create an enormous amount of demand on the energy system, resulting from increased air conditioner use in the summer and heating in the winter. Dairyland estimates activating the load management system can reduce demand for electricity by approximately 80 megawatts (MW) in the summer and 140 MW in the winter—the equivalent size of a small power plant. Members can provide

additional help on hot, summer days by voluntarily shifting any flexible use of electric appliances and electronics to earlier or later in the day (before 11 a.m. or after 7 p.m.) to reduce peak energy use.

## How It Works

Through the load management program, loads are turned off, cycled, or otherwise modulated during periods of high electricity prices, peak demand, or constrained energy supply. Peak hours typically occur between 2 p.m. and 6 p.m. during the summer, and 5 p.m. to 8 p.m. in the winter. The load management program is designed to accommodate many load types. Examples based on their category of service:

- **Residential:** water heaters, air conditioners, heat pumps, electric heating systems, electric vehicles;
- **Agricultural:** irrigation pumps, grain-drying systems, water heaters;
- **Commercial & Industrial:** Varies, but loads are usually managed with standby generation or self-directed load reductions.

Control durations are time-limited and full automation is utilized whenever possible to ensure a balance of comfort and convenience for participating members. Coordinated strategies that leverage the energy storage capacity of hot water systems, or the availability of backup heat systems, allow most residential members to experience a seamless shift.

Richland Electric members can participate in the load management program automatically by having a load management radio receiver connected to electric water heaters, electric heat loads, or central air conditioners/heat pumps. Members can also participate voluntarily by reducing their usage whenever a peak alert message is broadcast on local radio stations or through our social media channels.

However you choose to participate, you can do so knowing that your efforts are helping you, your neighbors, and the environment.

Hey 2020 high school graduates, check this out...

# 2020 WECA ESSAY CONTEST



Due to the cancelation of the Youth Leadership Congress caused by the Covid-19 pandemic, WECA is offering a unique scholarship opportunity. The scholarship that is generally exclusive to those who attend YLC is being extended to any high school or college freshman student whose primary residence receives electric service from a Wisconsin electric cooperative. Scholarships are awarded as follows to the authors of the top three essays:

- 1st place – \$1,000
- 2nd place – \$500
- 3rd place – \$250

Scholarships are paid to winning students upon presentation of proof of registration at any accredited college, university, or technical school in any state.

## CONTEST RULES

### Choose one of the two questions below:

- Electric cooperatives offer various opportunities to young people, such as scholarships, job shadowing, electrical safety programs, and sponsorships. What are some innovative ways your electric cooperative can connect with young people, especially with children and teens?
  - We've grown accustomed to having electricity on demand in the world we live in such as clicking a remote control to turn on a TV, using a computer, playing video games, or charging our cell phones. Describe the impact on your life and community in a world without electricity.
1. Students are encouraged to use personal experiences to demonstrate their understanding of the value of cooperation in their lives.
  2. Knowledge of the subject, originality, grammar, spelling, and neatness will be factors used in judging essays.
  3. A panel of three judges will judge essays. Only essays postmarked by the due date will be eligible to win.
  4. Essays must be a minimum of 600 words and not more than 1,200 words (Approximately two to four typewritten pages).
  5. Essays must be typed, double-spaced, and on white letter-sized paper. Essays will be copied for distribution to the judges, so please be sure your essay will copy clearly.
  6. Students may win a WECA essay scholarship only once. If a student is awarded a scholarship the first year they enter, he or she may not enter the contest again.
  7. Scholarships must be claimed within two years of receiving your notification of scholarship selection.
  8. DO NOT PUT YOUR NAME ON THE ESSAY. Be sure to use an Essay Contest Form.

MY CO-OP

### 2020 WECA YOUTH ESSAY CONTEST ENTRY FORM

NAME: \_\_\_\_\_  
 Please do NOT put your name on the essay. Put your name on this form ONLY

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

PARENT / GUARDIAN NAMES: \_\_\_\_\_

SPONSORING ELECTRIC COOPERATIVE: \_\_\_\_\_

EDUCATION INSTITUTION: \_\_\_\_\_  High School  College Freshman

YEAR IN SCHOOL (As of September 1, 2020): \_\_\_\_\_ BIRTHDATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Mail this form, along with your essay, to:

WECA Essay Contest  
 WECA  
 222 W. Washington Ave, Suite 680  
 Madison, WI 53703-2719

**Essays must be postmarked no later than August 26, 2020**



# COUNTY FAIR MEMORIES

**With the State Fair and many county fairs canceled this year, I thought back to my 4-H member days and showing calves at fairs. I joined 4-H in 1946. I signed up for the dairy project and the forestry project. Pa told me that if I signed up for the dairy project, I would be able to stay overnight at the Waushara County Fair.**

Pa helped me pick out a bull calf from our dairy herd. I named him Stormy—I quickly discovered his rather “stormy” personality. Teaching the little bull calf how to lead with a halter and rope proved to be one of the most challenging things I had ever done. As the summer days passed, Stormy was slowly learning how to lead.

Then it was mid-August and fair week. Ross Caves, the community’s livestock trucker, hauled our 4-H calves to the fair. Arriving at the fairgrounds, Caves backed his truck up to the cattle barn, and I helped him unload and tie the calves in the barn. Stormy was on his best behavior, as were all the other calves, none of which had ever ridden in a truck before, and none had known anything but their own barns.

On show day, I was up at 5 a.m. and by 5:30, I was busy feeding and watering Stormy. Then, I brushed him, washed the bushy end of his tail, combed it out and fluffed it up. Shortly after 8, the judging began as 4-H members led their calves into the show ring, and walked them in front of the judge. The announcer called the junior bull class. I removed Stormy’s halter and put the show halter on him, the special halter the harness maker in Wild Rose had made for me. I backed Stormy out of his stall and led him to the show ring.

I tried to remember everything that Pa had taught me. Keep Stormy’s head up, walk slowly, stay a few feet behind

the animal in front of you, keep one eye on Stormy and the other on the judge, do what the judge asks you to do, remember to smile. Stormy and I walked around the ring with a dozen or so other little bull calves. After one trip around the show ring, the judge pointed at me and signaled for me to lead Stormy where he pointed. I did and then looked over at Pa who was standing just outside the show ring fence. Pa was smiling. I then knew that I had received first prize, a blue ribbon. All of my hard work with Stormy had paid off.

I have never forgotten the feeling I had that day so many years ago. I showed calves at the Waushara County Fair for nine more years, but none as memorable as that first year. So much can be learned showing calves at a fair including the wonder of developing a relationship with an animal, the importance of patience, and to keep doing something even when things do not go well.




Go to [www.jerryapps.com](http://www.jerryapps.com) to learn more about Jerry's work.

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[www.rec.coop](http://www.rec.coop)

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Your Touchstone Energy® Cooperative 

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