



## From Here to There

By Mike Wade, President and CEO

Summer is in full swing and I am enjoying every minute of it. And based on the number of boats and travel trailers I see being pulled down the highway, so is everyone else. Summer for the cooperative means higher energy usage as the air conditioners come on and farmers irrigate their crops. We do ask members to be mindful of their thermostat settings to help conserve electricity and keep your summer electric bills affordable.

Summer also means strategic planning for the board of directors and staff. This is a time in which we analyze the strengths and weaknesses of the cooperative and chart a course to meet the challenges that lay before us. We will be starting the strategic planning process in early July and hope to have strategic initiatives and action items developed before we roll into the fall budget cycle.

Our new tracked digger/basket unit has finally arrived. It was ordered last year, but had a very long production period to be built, tested, and ready for delivery. This unit will help us immensely in the winter months when our rights-of-way are difficult to traverse because of the snow. In addition, the unit will help us access wet areas without the damage sometime caused by our regular trucks. We will be very proud to show this new equipment to you when you come to our member appreciation breakfast in October.

We are in the process of installing two solar demonstration units at our office. These units are designed to emulate what typical members might install at their home to supplement their energy consumption. We are installing these units to gain firsthand experience with renewable energy as well as to be able to give our members information about the energy production and expense associated with solar energy. We will have more information about these units in a future magazine.

Be safe as you celebrate our nation's independence on the 4<sup>th</sup> of July. Enjoy the fireworks, parades, and barbecues and remember the debt we owe to all of those who came before us to protect our freedom. Enjoy your summer. ■

## Get to Know Your Director



Sue Rombalski

### How long have you been a director?

I have been a director for five years. It has been a wonderful opportunity to be part of the governing board and serve as the secretary/treasurer. The opportunity to observe while my husband was on the board for 23 years and attend the forums as a guest has always been interesting to me.

### Tell us a little about your background.

I have spent 35 years in business management, accounting, and direct sales. I like to spend my time volunteering, which usually consists of me making food and lots of desserts. I am a member of the St. Ladislaus Rosary Society, the Shantytown/Bevent Red Hats, and I received my two-year certificate of appreciation for being a Ministry Hospice Volunteer. The rest of my time is spent watching the grandkids play in sports here and in Missouri.

### Tell us a little about your history with CWEC.

CWEC came into my life when I moved across the road from the homestead 45 years ago. The homestead was served by WPS. At that time we were told we needed to get power from a company called Central Wisconsin Electric Cooperative. Little did I know my soon-to-be father-in-law was on the board of directors and purchased our power hook up as our wedding present.

### What do you like best about being a director?

Each director has a different background, and it is rewarding to be part of such a group when making difficult decisions. We are fortunate for the knowledge of our president and CEO and department managers who provide us with all the decision-making information. One challenge we face is safe, affordable electricity, and that is why we are in Madison and Washington to speak with our legislative leaders. Another is keeping the connection with our members. It's always great to see them at the annual meeting or pancake breakfast. This is their co-op and what we do is for them.



*Dennis Magee, CWEC technical services supervisor, explains and demonstrates what happens when something you are carrying touches a live wire at Tigerton (left) and Birnamwood (right) schools.*

## CWEC Demonstrates Electrical Safety to Fourth-Graders

Every year employees from the Central Wisconsin Electric Cooperative visit grade schools throughout our service area to put on electrical safety demonstrations for the students. Demonstrations were held in the Tigerton, Birnamwood, and Iola–Scandinavia school districts. Dennis Magee, CWEC technical services supervisor, and Brenda Mazemke, CWEC member relations coordinator, were in Tigerton with Ms. Block’s fourth-grade class on Monday, May 18, and in Birnamwood with Mr. Ebert’s and Ms. Brewer’s fourth-grade classes on Tuesday, May 19. Mazemke, with the help of CWEC linemen John Bestul and Gabe Pospyhalla, was in Iola–Scandinavia with Mrs. Bonikowske’s, Mr. DeTerville’s, and Mrs. Wester’s fourth-grade classes on Wednesday, May 20.



*John Bestul and Gabe Pospyhalla, CWEC linemen, explain and demonstrate what happens when you come in contact with a live wire at Iola–Scandinavia.*

The interactive display demonstrates how important it is to treat electricity with respect. Students saw firsthand what happens to a kite when it comes in contact with a power line during a hot line demonstration. They discussed the dangers when contact is made with power lines and electrical equipment, farm electrical hazards, and how to safely emerge from a vehicle following accidental contact causing power lines to fall on or near the vehicle.

“Our main area of focus is to inform and instruct students about potential hazards that are around us every day, and how to recognize and react to these situations,” said Mark Forseth, vice president of marketing. “This display is well designed to create a fun, but serious experience students will remember for a long time.”

This is one of the many community programs Central Wisconsin Electric Cooperative is involved in to enhance our rural lifestyle. A few other programs are:

- Small business economic development assistance
- Low-income electric assistance
- Scholarships and charitable donations through the Operation Round Up program
- Rebates for energy conservation
- Annual Toys for Tots campaign
- No-cost energy audits for co-op members
- Main Street Messenger medical alert phone system

For more information about the electrical safety demonstrations or any of the programs listed above, please contact the co-op at 1-800-377-2932 or visit us at [www.cwecoop.com](http://www.cwecoop.com). ■



## Wittenberg Fifth-Grade Students Plant Trees

On Wednesday, April 29, Ms. Shankland's and Mrs. Grunewald's fifth-grade classes, along with Brenda Mazemke, CWEC member relations coordinator; Tony Buss, board chairman; and Greg Lancaster of Lancaster & Associates talked about trees and their importance. The students then learned how to properly plant two Redmund Linden trees. The trees were planted in front of the Wittenberg school.

The students learned about the history of Arbor Day, which is celebrated the last Friday in April each year. They also discussed the benefits of trees, safety around trees and wires, how to identify evergreen trees, and some of the problems trees can cause electric companies. They were separated into eight groups and asked to identify five different evergreen branches before heading outside to plant the two trees.

Lancaster showed the kids how big to dig the holes and how to properly plant the trees so the roots are close enough to the top of the surface to absorb the water and oxygen needed for the trees to survive. The students were then divided into two groups, by classroom, and each group planted a tree. After they planted the trees properly, the students put mulch around the trees and watered them.



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- Food Pantry collection
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### Operation Round Up Donation

Chris Kluck from the Rosholt Fire Department accepts a check from Operation Round Up board members Pat Cychosz and Sue Halverson (l-r) along with Mark Forseth, CWEC vice president of member relations & economic development. The Rosholt Fire Department will use the donation toward the purchase of a water and ice rescue tool and a "gumby" suit.



Greg Lancaster of Lancaster & Associates discusses Arbor Day, tree planting, and tree safety with Wittenberg fifth-graders.



## Dates to Remember in July

### Walls of Wittenberg Presents: “Emerging Talents”

Original art by Wittenberg and Birnamwood students, K–12. Show continues Saturdays and Sundays, 11 a.m.–3 p.m., through July 5. WOWSPACE, 114 Vinal St., Wittenberg. For more information call 715-253-3525 or visit [www.wallofswittenberg.com](http://www.wallofswittenberg.com).

### Mid-Wisconsin Rodeo July 2–4

Manawa. For more information call 920-596-2005 or visit [www.manawarodeo.org](http://www.manawarodeo.org).

### Iola-Scandinavia Fireworks Celebration Friday, July 3

Softball and baseball games begin at 5 p.m. Food, refreshments, and music. Fireworks start at dusk. Rain date Sunday, July 5. Taylor Field, Iola. For more information visit [www.ischamber.com](http://www.ischamber.com).

### 4th of July Tigerton Block Party Saturday, July 4

11 a.m.–6 p.m. Food, silent auction, music, refreshments, vendors. Fireworks at dusk. Community Park, corner of Beech and Pine, Tigerton. For more information call Tigerton Mainstreet at 715-535-2110.

### CWEC Office Closed Friday, July 3

Independence Day Holiday

### Rosholt Fireworks Saturday, July 4

Food and refreshments, music by Feedback, 8 p.m.–midnight, with a break at dusk for the fireworks. Rosholt Fair Park. For more information visit [www.rosholtvillage.com](http://www.rosholtvillage.com).

### Iola Thursday Night on Main Thursday, July 9

Gray Catz performing. Downtown Iola. Live music, food, raffle tickets, and more. Thriving Thursday’s Farmer Market, Farmer’s Market area, Iola. For more information visit [www.ischamber.com](http://www.ischamber.com).

### Iola Car Show & Swap Meet July 9–11

Midwest’s largest Old Car Show – great food and camping available. Daily admission \$10,

weekend \$18. Children 12 years and younger free. For more information call 715-445-4000 or visit [www.iolaoldcarshow.com](http://www.iolaoldcarshow.com).

### Art on the Track (Art & Craft Fair) Saturday, July 11

Held at the Iola–Scandinavia track, behind the elementary school, 9:30 a.m.–3 p.m., Iola. For more information call 715-445-2411 ask for Johnathan Turba.

### Iola Thursday Night on Main Thursday, July 16

Harmonious Wail performing, downtown Iola, live music, food, raffle tickets, and more. Thriving Thursday’s Farmer Market, Farmer’s Market area, Iola. For more information visit [www.ischamber.com](http://www.ischamber.com).

### Iola Lioness Brat Fry Saturday, July 18

10:30 a.m.–2:30 p.m. Iola Sentry Foods.

### 26th Annual Rosholt Thresheree Antique & Farm Tractor Pull July 17–18

Friday night truck pull and improved hot farm tractors, Saturday antique and farm tractor pull, lawn mower pulls, and music. Friday night admission \$10, Saturday admission \$5, children under 12 free both days, free parking. Rosholt Fair Park, Rosholt. For more information call 715-869-7653.

### St. Mary-Torun Annual Church Picnic July 18–19

Saturday, 5:30 p.m. mass under the tent, Smokey Express 7–10 p.m.; Sunday 10 a.m. mass under the tent, Norm Dombrowski’s Happy Notes noon–4 p.m. and Polka Pak 4–8 p.m., chicken dinner 11:30 a.m.–2 p.m. Food and beverages served all weekend. For more information visit [www.stmarystorun.com](http://www.stmarystorun.com).

### Iola Thursday Night on Main Thursday, July 23

Highwater & Art Stevenson performing. Downtown Iola. Live music, food, raffle tickets, and more. Thriving Thursday’s Farmer Market and consignment auction at the Farmer’s Market area, Iola. For more information visit [www.ischamber.org](http://www.ischamber.org).

### 48th Annual Symco Thresheree & National Antique Tractor Pull July 24–26

Tractor pull Saturday, Parade at 11:30 on Sunday. Symco. For more information call Gary Knutz 920-757-6995.

### Iola Thursday Night on Main Thursday, July 30

Family Night, Tom Pease performing. Downtown Iola. Live music, food, raffle tickets, and more. Thriving Thursday’s Farmer Market and consignment auction at the Farmer’s Market area, Iola. For more information visit [www.ischamber.org](http://www.ischamber.org).

*To submit your community events email  
[brenda.mazemke@cwecoop.com](mailto:brenda.mazemke@cwecoop.com)  
or call Brenda at 715-677-2211.*



## Central Wisconsin Electric Cooperative

Your Touchstone Energy® Cooperative 

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