



FROM HERE TO THERE

By Mike Wade,
President & CEO

Once again, another year has flown by too quickly. As usual, I am left with a list of projects that are wondering why I never got around to them. I tell them not to worry—another year is just around the corner and I reaffirm my commitment to complete them. I hope that you have been successful completing your goals and aspirations in 2015. If not, another year awaits.

Thanks to all of you who attended our Member Appreciation Breakfast in October. We had a record number of members attend despite the drizzle and rain in the morning. The directors, employees, and I enjoy talking with you one on one and listening to your ideas on how to improve the cooperative. We received an overwhelming number of school supplies for our local schools, food items for our food pantries, and toys for our Toys for Tots program. The generosity of our membership always amazes me. I probably don't say it enough, but we greatly appreciate you as a member of the cooperative and for allowing us to serve your electric energy needs.

December for the cooperative means BUDGET. It's not exactly a four-letter word, but it feels like it sometimes. In November, we present the goals of each department to our board of directors for consideration and approval. It is the board's job to help us fine-tune our goals and ensure they are in alignment with our strategic initiatives and mission statement. In December, we present to the board our projections for revenue, capital expenditures, and operating expenses. Our kWh sales are somewhat dependent upon the weather, so estimating revenue is always a challenge. And it takes just one good ice storm to increase our operating costs. However, we will put together our best estimate of what our financial picture will look like for the new year.

From all of us at Central Wisconsin Electric Cooperative, we are proud to be of service to you. We hope that you and your family are safe and warm during this holiday season. We wish you a very Merry Christmas and a Happy New Year.

GET TO KNOW YOUR DIRECTOR



Elaine Eckendorf

Tell me a little about your background.

I have been married to Richard for 43 years. We have two children, one son-in-law, and two grandchildren. We were dairy farmers for 42 years and currently raise beefers and cash crop. I also work for Mary Kolodziej, CPA. I enjoy my granddaughters' sporting events, reading, gardening, cross-stitching, and walking. I have participated in the half-marathon each year since Walk Wisconsin began – 11 years! I also have walked many 5K's supporting charitable fundraisers.

What are your experiences outside the co-op?

I am serving my fifth year on the Wisconsin Electric Cooperative Association board, where I am secretary/treasurer, and my fourth year on the Cooperative Network board, where I serve on the Finance Committee. These two associations provide legislative and regulatory advocacy, education and training for cooperative employees and directors, and numerous youth leadership programs. I have also participated on an advisory panel for National Rural Electric Cooperative Association to give input on local cooperative needs. NRECA represents over 42 million electric cooperative members.

Tell me a little about your history with CWEC.

In 1977 I was elected as a district representative for CWEC. I became district chair and served 14 years on the Resolutions Committee before being elected as a director in 2004. I was secretary/treasurer for seven years. I have served on the Policy, Education, Building, and Finance committees. I also cross-stitched The Seven Cooperative Principles banner hanging in the CWEC lobby and a similar banner that hangs in the WECA/Cooperative Network board room in Madison.

What do you see as a challenge(s) facing CWEC in the future?

I think our greatest challenge is to be proactive leaders as we see the power supply landscape changing. We need to balance integrating renewables into the portfolio while maintaining affordable rates.

What is your favorite memory as a director?

I have so many great memories. I am a strong believer in the cooperative business model. I enjoy meeting with fellow member-owners at CWEC events, such as the annual meeting and member Appreciation Pancake Breakfast. I also enjoy meeting with legislators in Madison and Washington, D.C., to talk about co-op issues.



AREA KIDS NEED OUR HELP

Christmas is a time of joy, happiness, and goodwill. It is a time of giving and helping those who are less fortunate than us, especially children. Central Wisconsin Electric Cooperative kicked off its annual Toys for Tots drive at its Member Appreciation Pancake Breakfast on Saturday, October 24.

The response was overwhelming: Four Toys for Tots boxes were filled with toys—your generous donations were greatly appreciated.

We are happy to once again partner with the U.S Marine Corps to help make area children's Christmas a little brighter through the Toys for Tots program. We ask you to help us spread a little Christmas joy this holiday season by donating a toy.

Last year we were able to provide toys to more than 890 area

children. All indications are that the amount will increase this year. As you can image, it is a pretty daunting task to collect that many toys. This is where CWEC members can help. Help us spread a little Christmas joy this holiday season by donating a new unwrapped toy. All of the toys we collect are distributed locally.



To find the collection site nearest you, please see the list below. If you would like us to do the shopping for you, you can make a check to Toys for Tots and mail

it to us at Central Wisconsin Electric Cooperative, P.O. Box 100, Rosholt, WI 54473. If you would like to make a donation online go to <http://iola-wi.toysfortots.org>.

Best wishes for a joyful Christmas.

2015 Toy Collection Sites-Final Toy Pick-Up Friday, December 11, 2015

BIRNAMWOOD

Banner Bank
416 Main St.
Birnawood, WI 54414
715-449-2556

BOWLER

Bowler Schools
500 S. Almon St.
Bowler, WI 54416
715-793-4101

1st National Bank
102 E. Railroad St.
Bowler, WI 54416
715-793-5200

IOLA

Premier Community Bank
505 E State St.
Iola, WI 54945
715-445-4700

**Iola-Scandinavia
Elementary School**
450 E Division St.
Iola, WI 54945
715-445-2411

**Iola-Scandinavia Community
Fitness & Aquatic Center**
445 S Jackson St.
Iola, WI 54945
715-445-2411

The Iola Tax Place
105 Pine Crest Suite D
Iola, WI 54945
715-445-4829

MANAWA

Manawa Elementary School
800 Beech St.
Manawa, WI 54949
920-596-2524

Little Wolf High School
515 E 4th St.
Manawa, WI 54949
920-596-2525

Premier Community Bank
341 S Bridge St.
Manawa, WI 54949
920-596-2531

Sturm Memorial Library
130 N Bridge St.
Manawa, WI 54945
920-596-2252

MARION

Premier Community Bank
230 Mavis Rd.
Marion, WI 54950
715-754-2535

ROSHOLT

Central Wisconsin Electric Co-op
10401 Lystul Rd.
Rosholt, WI 54473
715-677-2211

**Rosholt Area Medical
Dental Clinic-Dr. Seavecki**
247 Depot St.
Rosholt, WI 54473
715-677-3202
Hours: Tuesday 7 a.m.–5 p.m.,
Thursday 7 a.m.–noon

Community First Bank
275 W. Grand Ave.
Rosholt, WI 54473
715-677-4523

Rosholt Elementary School
46 Randolph St. W
Rosholt, WI 54473
715-677-4543

SCANDINAVIA

Silver Lake Lanes
N6311 State Road 49
Scandinavia, WI 54977
715-467-2700

TIGERTON

Premier Community Bank
112 US HWY 45
Tigerton, WI 54486
715-535-3300

1st National Bank
140 Cedar St.
Tigerton, WI 54486
715-535-2291

WAUPACA

RE/MAX Lyons Real Estate
206 W Fulton St.
Waupaca, WI 54981
715-258-9565

Walgreen Drug Stores
925 W Fulton St.
Waupaca, WI 54981
715-258-9228

**Coldwell Banker
The Real Estate Group**
109 E Badger St.
Waupaca, WI 54981
715-258-3221

Waypoint Financial Solutions
102 Water St.
Waupaca, WI 54981
715-258-3221

WITTENBERG

Associated Bank
501 S. Webb St.
Wittenberg, WI 54499
715-253-2127

Banner Bank
202 S. Westgor Ave.
Wittenberg, WI 54499
715-253-2999

Wagner's Shell Food Mart
504 E. Grand Ave.
Wittenberg, WI 54499
715-253-6231

Wittenberg Shell
413 N. Genesee St.
Wittenberg, WI 54499
715-253-2888

Dollar General
309 N Genesee St.
Wittenberg, WI 54499
715-253-2650

Esker's Town & Country
409 S Webb St.
Wittenberg, WI 54499
715-253-3232

OPERATION ROUND UP SUPPORTS AREA ORGANIZATIONS

The Operation Round Up Trust Board recently approved donations totaling \$2,950 to 16 area organizations. Those receiving funds included: Embarrass River Lions (for holiday fruit baskets and toys for kids), CWEC Toys for Tots

program, Share-A-Tea (program to raise funds for needy kids in the Iola area), Wittenberg Area Fire & Ambulance Departments, VFW Auxiliary Post 8068 for Canteen Dollars for veterans in King, and donations to 11 food pantries

(Iola, Scandinavia, Marion, Manawa, Wittenberg, Birnamwood, Amherst, TULIP, Tigerton, Bowler, and Rosholt). The recent donations pushed the total donated since the program's inception to \$386,708.



Mark Forseth, CWEC vice president of member relations (l), and Mike Ekern (r), CWEC Operation Round Up Trust Board member, present a check to Marlene Matteson representing the VFW Auxiliary Post 8068.



Bonnie Paulson (r), CWEC Operation Round Up Trust Board member, presents a check to Ila Sanders representing Share-A-Tea. This program raises funds for needy kids in the Iola area.



David and Cathy Jensen accept a check from Pastor Clifford Kessen, CWEC Operation Round Up Trust Board member, on behalf of the Embarrass River Lions Club. The money will be used to purchase holiday fruit baskets and toys for kids.



Mike Ekern (l), CWEC Operation Round Up Trust Board member presents a check to Paul Yaeger, Wittenberg fire chief.

GIVE THE GIFT OF POWER!

Don't know what to give someone for Christmas? Why not give them the gift of power? Gift certificates are available at the CWEC office or on line at www.cwecoop.com.



Holiday Wishes

*From all of us at Central Wisconsin Electric Cooperative
Have a Safe and Joyous Holiday Season!*



DATES TO REMEMBER IN DECEMBER

CWEC Food Pantry Drive

Now through December 11

Donate three or more non-perishable food items and receive a FREE CFL bulb. Drop site at the CWEC headquarters; items will be distributed to food pantries in our service area. Monday–Friday, 7:30 a.m.–4 p.m., Rosholt. For more information call 715-677-2211.



Iola Lioness Santa Parade

Saturday, December 5

Parade starts at 10 a.m. along Main Street, Iola. At the end of the parade route kids will meet Santa at the Iola Historical Society Complex. Cookies, snacks, door prizes, entertainment. Toys for Tots collection site—bring a new, unwrapped toy that day and you will be entered for a chance to win \$25 in Iola Chamber Bucks.

Embarrass River Lions Children's Christmas Party

Saturday, December 5

1–3 p.m., Tigerton Community Center, Tigerton. For more information call Cathy Jensen at 715-535-2823.

Glacier Ridge Antique Tractor Club's Annual Christmas Parade

Friday, December 11

6 p.m., Polonia. All entries welcome. Line up in Sacred Heart Church's parking lot around 5 p.m. For more details call Bob at 715-572-1548.

Christmas Holiday

Office Open Thursday, December 24, 7:30–11:30 a.m., closed 11:30 a.m.–4 p.m. Office closed Friday, December 25 all day. Merry Christmas!



New Year's Holiday

Friday, January 1, 2015

Office Closed- Happy New Year!

Walls of Wittenberg Wreath Sale

December 4, 3–8 p.m.

December 5, 9 a.m.–3 p.m.

December 6, 12, and

13, 10 a.m.–3 p.m.

WOWSPACE,

114 Vinal St.,

Wittenberg. For

more information call

715-253-3525 or go the

website www.wallsowittenberg.com.



Walls of Wittenberg Holiday Craft, Wreath & Bake Sale

December 4, 3–8 p.m.

December 5, 9 a.m.–3 p.m.

WOWSPACE, 114 Vinal St., Wittenberg.

For more information call 715-

253-3525 or go the website www.wallsowittenberg.com.

To submit your community events email brenda.mazemke@cwecoop.com or call Brenda at 715-677-2211.



HEY KIDS, GET OUT YOUR COLORS!

It's time for our annual Christmas coloring contest. The contest is open to all kids ages 10 and under. The theme this year is snowman.

Draw a picture of a snowman and mail or bring it to:

Central Wisconsin Electric Cooperative

P.O. Box 100

Rosholt, WI 54473

Please make sure to have your name, age, and phone number on the back of your picture.

We will award three prizes in two age groups: 6 and under and 7 to 10. The prizes will be:

| | |
|---------------|-------|
| First place | \$25 |
| Second place: | \$15 |
| Third place: | \$10. |

Contest is open to the children of members only. Pictures must be done in crayon only.

Deadline for the pictures is December 12, so get started right away and good luck!

The drawings will be on display in the lobby at the CWEC office, so stop in and take a look at the beautiful pictures.

Mike Wade, President & CEO

10401 Lystul Rd., P.O. Box 100, Rosholt, WI 54473

715-677-2211 • 800-377-2932

www.cwecoop.com

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Electric Cooperative

Your Touchstone Energy® Cooperative

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