




**Central Wisconsin  
Electric Cooperative**

Your Touchstone Energy® Cooperative 

## 80<sup>TH</sup> ANNUAL MEETING POSTPONED DUE TO WEATHER



By Mike Wade,  
President & CEO

Due to the severe winter storm on Saturday, April 14, we decided to postpone our annual meeting for our members'

and employees' safety. We spend several months planning this event and look forward to seeing you at the meeting. At press time we were planning to reschedule the meeting and notify all members when the new date has been set.

Thank you for understanding.

On another note, I am pleased to announce that Central Wisconsin Electric Cooperative has partnered with two other electric cooperatives, Rock Energy Cooperative and Adams-Columbia Electric Cooperative, to purchase a small percentage of a natural-gas fired generating plant in Rock County, Wisconsin.

The generating station is called the West Riverside Energy Center and is located near Beloit, Wisconsin. It is anticipated to generate approximately 726 MW of electric energy, which is enough power to serve over 550,000 homes. The three co-ops will own a small percentage of West Riverside equal to 60 MW, or about 8.2 percent of the output of the plant. Central Wisconsin Electric Cooperative will own the smallest percentage of the facility at 5 MW, or 0.7 percent. Although our percentage of ownership is small, it will be enough to see savings in our wholesale power expense. We will share more about this project in future editions of the *WECN* magazine.

In honor of Memorial Day, I want to thank all of the men and women who have served in the United States Armed Forces. Your sacrifices to our nation

came with a price, but it is because of your sacrifices that we remain a free nation with an abundance of opportunities. May God bless each of you.



## BOARD MEETING SUMMARY

A regular meeting of the Board of Directors of Central Wisconsin Electric Cooperative was held at the headquarters in Rosholt at 8:03 a.m. on February 22, 2018. The following is a summary of the meeting activities. The agenda, minutes of the January 25, 2018 meeting, new and terminated memberships, and the monthly safety report were approved.

### Action Items

- a. Monthly Financial Statements and Reports were approved. Finance Committee reviewed checks written and the board and CEO expenses.
- b. The board approved a donation from our Federated Youth Foundation fund to an additional fire department that serves within our service area. The selection of the two fire departments will be determined at the March regular board meeting.
- c. The board approved NRECA Board Resolution Authorizing the Amendment of the NRECA 401(k) Pension Plan and Adoption Agreement "A" and the Retirement Security Plan to reflect the addition of the Technical Unit.
- d. Mark Forseth, Vice President of Member Relations and Economic Development, and Brenda Mazemke, Manager of Member Relations, provided an update on the activities of the Operation Round Up Trust program.
- e. Vice President of Operations Kevin Kurtzweil and Line Manager Dennis Magee provided an update of the inspection and maintenance programs we perform on our distribution system to maintain reliability to our members.
- f. The board of directors reviewed historical financial graphs comparing 2007–2017.
- g. The board expressed congratulations to Mark Forseth on his upcoming retirement after 17 years of service to Central Wisconsin Electric Cooperative.

Operations and Engineering – The crews are working on new connects, underground inspection, LED light upgrades, and pole changes.

Accounting and Finance – Continue to work with all departments to prepare the 2018 budget and goals.

Member Services – School supplies collected at the Member Appreciation Pancake Breakfast were distributed to Rosholt, Wittenberg, Tigerton, and Bowler elementary schools.

President and CEO Report – We are scheduling our last quarterly manager's meeting to be held in Madison and have speakers from various areas of expertise to provide a good diversity of information.

Directors reported on the WECA Annual Meeting, Badger Special Meeting, and the Employee/Safety Meeting.

Meeting adjourned at 2:22 p.m.



# TURN THE LIGHTS OFF BEFORE YOU GO!

*“Life is a series of hellos and goodbyes, I’m afraid it’s time for goodbye again,”* Billy Joel wrote on his 1976 song, *“Say Goodbye to Hollywood”*. Unfortunately for Central Wisconsin Electric Cooperative and the surrounding communities, it is time to say goodbye again.

Mark Forseth, soon-to-be-former vice president of member relations and economic development, is a hardworking, honest, caring, and experienced employee whose knowledge and urge to help will be greatly missed. We are delighted, yet disheartened, to announce the retirement of a great employee, coworker, friend, and leader in Mark. People such as him are few and far in-between. While saying goodbye is a somber subject, Mark’s career is one worth celebrating.

Mark graduated from Appleton East High School, where he grew up playing football and idolizing Ray Nitschke. He received an accounting degree from the University of

**“My only regret is that I didn’t come to the cooperative SOONER.”**

**—Mark Forseth**

Wisconsin-Oshkosh, and a banking degree from the University of Wisconsin-Madison’s graduate program. He worked for a slew of different banks before becoming a sports publisher in 2000.

In 2001, his dear friend Don Van Deest, who was a CEO at Central Wisconsin Electric Cooperative at the time, offered him a full-time job at Central Wisconsin Electric. March 1, 2001, was Mark’s first day as vice president of marketing and economic development at Central Wisconsin Electric Cooperative, and 17 years later to the day, it was his last.

Over the years, Mark’s title has changed to vice president of member relations, as he has worked on a variety of different programs and initiatives to better his surrounding community. Toys for Tots is a nationwide holiday program that accepts donations from the public in order to give toys to less fortunate children. Both toys and money are accepted as forms of donation. When Mark joined the organization, it was handing out roughly 50 toys every year. Now Central Wisconsin Electric Cooperative can proudly say that it has issued over 2,500 toys this past season, reaching over 750 children. When asked about the program, Mark said, “Nothing beats being able to help the kids.”



A large portion of Mark’s time was spent working on economic development. Mark worked hand in hand with both the cooperative and government to allocate loans and funding to up-and-coming companies. After helping one company in particular, Mark was told, “Thank you for helping my dreams come true.” Mark’s reach, impact, and generosity will be sorely missed by coworkers and members alike.

Operation Round Up is another program that Mark has overseen. Operation Round Up increases electric bills up to the next whole dollar amount to raise additional money for charities. For example, if a bill is \$129.30, the bill is rounded up to \$130, and the 70 cents is stored in a fund that is used to give back to charitable organizations. By giving less than a dollar a month, members have been able to contribute to great causes.

With retirement on his doorstep, Mark has a few plans. He hopes to spend more time with his growing family, but also wishes to continue volunteering. He plans to keep a promise he made to an old friend who had asked him to volunteer at the Veteran’s Home in King, Wisconsin. He will also continue his work on economic development.

“We’re a team and a family; everything I’ve accomplished has been because of my coworkers, board members, and cooperative members.” Mark Forseth will be truly missed, but he can look back on his time at the cooperative and proudly say that he has created a lasting impact. When asked if he had any regrets, Mark said, “My only regret is that I didn’t come to the cooperative sooner.”

Thank you for your continued devotion to the company and for all your hard work over the years.



## Outage Notification Text Messages

At CWEC, our members' safety is always a priority. With that in mind, we would like to offer you the opportunity to enroll in a free text message service to notify you of any outages that affect your meters. With your meter number or account information, we will be able to let you know if the power has gone out at your meter's location. If possible, the text messages will also inform you of the reason for the outage and a potential time of restoration.

If you are interested in this service, you can enroll at [www.cwecoop.com](http://www.cwecoop.com).



## ENERGY EFFICIENCY REBATES AVAILABLE

Did you know your cooperative offers rebates for energy efficiency upgrades? If not, we're pleased to inform you we offer rebates for all sorts of upgrades including Energy Star appliance purchases, insulation, new windows, heat pumps, alternative water heaters, LED lighting and much more. For a detailed listing please visit [www.cwecoop.com](http://www.cwecoop.com) or give us a call.



## 2018 MEMBER PHOTO CONTEST

### *"Life in Rural Wisconsin"*

Central Wisconsin Electric Cooperative is holding our annual photo contest for members' photos to be featured in our 2019 calendar. Winning photos may be used in future newsletters or cooperative publications.

- Photos must be taken within the Central Wisconsin Electric Cooperative service area.
- Photos should capture life in rural Wisconsin (seasons, wildlife, landscape, people, etc.).
- Photos must have a horizontal (landscape) orientation.
- Photos can be in color or black and white.
- Contest will run from April 1, 2018, until August 25, 2018; however, submitted photos can be taken outside of this date range.

### Photo Contest Entry Options:

- Email: Brenda Mazemke [brenda.mazemke@cwecoop.com](mailto:brenda.mazemke@cwecoop.com).
- Mail: P.O. Box 100, Rosholt, WI 54473. (photo(s) must be 8"x10" in size)
- Drop Off: Central Wisconsin Electric Cooperative Office – 10401 Lystul Road, Rosholt. (photo(s) must be 8"x10" in size)

**For a complete set of rules as well as entry forms and photo release forms, visit our website, [www.cwecoop.com](http://www.cwecoop.com).**





## YOUTH LEADERSHIP CONGRESS SET FOR JULY 25–27

If you'll be a high school sophomore or junior in the fall, this conference is for you! This three-day, all-expense-paid program is jammed with fun, hands-on activities and seminars designed to help you identify and develop your leadership skills. It is planned by high school students just like you and features nationally recognized speakers.

This year's event will be held July 25–27 at UW-River Falls. If you are interested in being a sponsored representative of CWEC, please contact your high school guidance counselor or Brenda Mazemke at 715-677-2211 or by email at [brenda.mazemke@cwecoop.com](mailto:brenda.mazemke@cwecoop.com).

## DATES TO REMEMBER IN MAY

### Annual Potato Pancake Feast and Fund Raiser

**Sunday, May 6**

9 a.m.–1 p.m. Adults \$9; children ages 6–12 \$4, children ages 5 & under free. Tilleda Community Center, Tilleda. Sponsored by the Tilleda Advancement Association. For more information call 715-787-4241.

### Mother's Day

**Sunday, May 13**



### Walls of Wittenberg Presents: Spring Art Show "Artists' Free Play: VI"

**April 22–May 13, Saturday and Sunday only**

11 a.m.–3 p.m. Free. WOWSPACE: 114 Vinal St., Wittenberg. For more information and contest details call 715-253-3525 or go to [www.wallsowittenberg.com](http://www.wallsowittenberg.com).

### Iola Lions Pre-City Wide Rummage Sale Brat Fry

**Friday, May 11**

10:30 a.m.–2:30 p.m. Iola Sentry Foods. Proceeds will go to the Iola-Scandinavia Fireworks fund. Iola.

### Iola Lioness Club's 23rd Annual Citywide Rummage Sale

**Saturday, May 12**

8 a.m.–5 p.m. Maps available in town the day of the sale or online at [www.ischamber.com](http://www.ischamber.com) after May 10. Sponsored by the Iola Lioness Club. Iola. For more information call 715-445-5450.

### Embarrass River Lions Wild Game Feast

**Saturday, May 12**

4–7 p.m. Adults \$10., at the door \$12; children 10 & under \$5, at the door \$6.

Tickets available from any Embarrass River Lion member. Numerous raffles. Morris Town Hall, W15320 Berg Road, Tigerton. For more information call David Jensen, 715-535-2823.

### Iola Lions Brat Fry

**Saturday, May 19**

10:30 a.m.–2:30 p.m. Proceeds will go to the Iola-Scandinavia Chamber Fireworks fund. Iola Sentry Foods, Iola.

### Rosholt American Legion/Auxiliary Memorial Day Services

**Sunday, May 27**

11 a.m. Chicken dinner to follow. Rosholt. For more information call Christine at 715-592-4648.

### Memorial Day Observed

**Monday, May 28**

CWEC office will be closed

### American Legion Sheveland –Taylor Post 14 Memorial Day Parade

**Monday, May 28**

Iola, WI

### Tigerton Memorial Day Program

**Monday, May 28**



11:30 a.m. at Veteran's Memorial.



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

### Mike Wade, President & CEO


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### Brenda Mazemke, Editor



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