

Since 1940

WISCONSIN ENERGY *Cooperative* March 2025 NEWS



PIERCE PEPIN
COOPERATIVE SERVICES

A Touchstone Energy® Cooperative

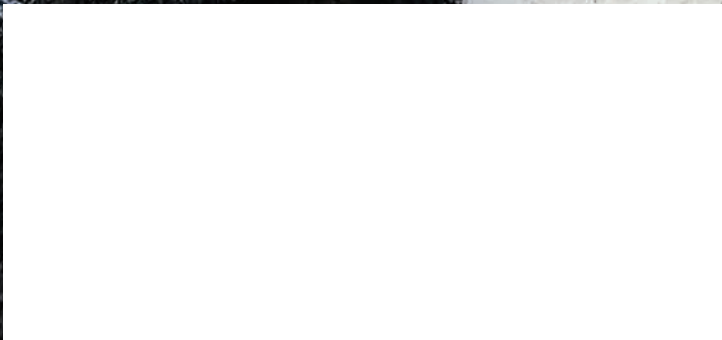


BIG SNOW, BIG SMILES

**WISCONSIN LEADS THE WAY ON
ENERGY EFFICIENCY REBATE PROGRAM**

LANDSCAPING TO SAVE ENERGY

KIDS AND CRITTERS





SPRINGING FORWARD TO GREATNESS



Nate Boettcher, President and CEO

Over the past few months, I've had the privilege of coaching my son's third grade traveling basketball team. While our win-loss record might not make headlines, the growth I've seen in these kids has been nothing short of inspiring. A few weeks ago, I started encouraging them with a simple message: BE GREAT! I would say, "We had a great practice—go be great in school tomorrow," or "Today's practice is an opportunity to be great. Let's dig in!" These reminders are about more than just hard work—they're about setting the tone for today, tomorrow, and the future.

At Pierce Pepin Cooperative Services, we apply a similar mindset. A few times each year, our management team, joined by a rotating group of employees, reads a book together. These books have explored themes like leadership, customer service, and, most recently, the pursuit of greatness. Our current read, *Chop Wood, Carry Water* by Joshua Medcalf, follows a young man's journey to become a master archer under the guidance of Akira-sensei. Through powerful lessons, Akira teaches our main character about process and the journey to greatness. In the book, a quote from Josh Gilbert reads, "Greatness isn't for the chosen few. Greatness is for the few that choose."

This message resonates deeply with me and reinforces my belief that we're on the right path toward building a brighter future for our cooperative. As we chart this course, I'm keenly aware of a few critical truths:

- Reliability remains our top priority. Above all else, keeping the lights on is the foundation of our service. Without reliability, no other policy matters.
- The future of our electric grid won't have a one-size-fits-all solution. Discussions about renewables, nuclear, and fossil fuels often center on finding a "silver bullet," but the reality is more complex. Each has a role to play: Solar, including residential systems, will contribute, but large-scale solar development must balance environmental impacts. Nuclear shows promise with emerging technologies like small modular reactors, though cost

and development hurdles remain.

- Decentralized, nimble generation solutions—such as small generation stations paired with batteries—may offer a more widely accepted path forward.

The energy landscape is shifting, and it's not a time for mediocrity—it's a time for greatness. Greatness means taking the lead, choosing bold paths, and embracing the challenges that come with them. It requires climbing the mountain, even when others question your plan or integrity.

This isn't our time to be mediocre, it's a time for us to be great. Being great means being a leader, it means choosing a path that few others are willing to take. It means climbing a mountain and being willing to have others call into question not only your plan, but also your integrity. When our employees show up for work to serve you, our members, we are focused on one thing: how do we serve our members in an affordable, reliable, and safe manner while being focused on building the cooperative that can be great? Our cooperative is not interested in just preserving the past if it doesn't meet the needs of the future. We will continue to evolve, to build connections with our members and community, to drive our future forward with one, unrelenting promise.... To Be Great!

I wish you and your family the best. Watch for voting and Annual Meeting information to arrive in your mailbox in mid-March. Thank you for being part of our journey. Together, we're springing forward to greatness!



HAVE YOUR SAY IN OUR COOPERATIVE!

WATCH YOUR MAIL FOR VOTING MATERIALS

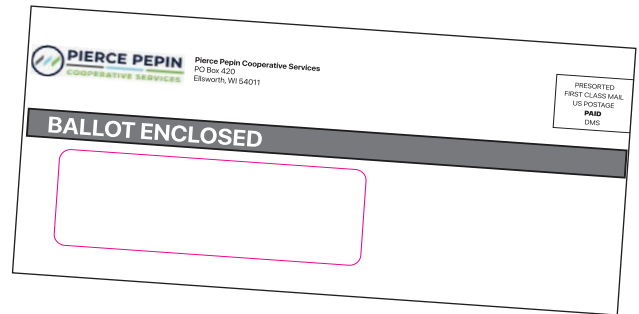
One of the core principles of our cooperative is democratic member control. This means you have a voice in how your electric cooperative operates. You can exercise this right by voting for representatives on the board of directors and proposed bylaw amendments.

Voting materials will be sent out in mid-March.

Look for an envelope marked “Ballot Enclosed.” Inside, you’ll find biographies of the director candidates for District 3, proposed bylaw amendments, an annual meeting registration card, and a mail-in ballot.

You have multiple ways to vote:

- **By mail:** Simply fill out your ballot and send it back.
- **Electronically through SmartHub:** Convenient and quick!
- **Online:** Visit this voting site - <https://www.onlinevoting.dmsolutions.com/coopballot/login.aspx?domain=piercepepin>




- **In person at the annual meeting:** Meet the candidates and cast your vote on the spot.

No matter how you choose to participate, we encourage you to use your voice and vote!

Election results will be announced at the annual meeting.

Plus, everyone who votes will be entered into our Arbor Day prize drawing for a chance to win one of five \$200 gift certificates to purchase a tree. Make a plan to participate. One member. One vote.



STAY IN THE KNOW

Stay connected by keeping your contact information up to date. Current contact information benefits you in multiple ways.

- ✓ Faster outage reporting and response
- ✓ Timely alerts about planned outages and other important updates
- ✓ Smoother customer service interactions
- ✓ Improved access to member benefits and programs

Ensure your phone number, email address and mailing address are up to date so you can enjoy the benefits of staying connected.



88th ANNUAL MEETING

SAVE THE DATE!

Tuesday, April 22
Doors open at 5:00 PM
Ellsworth High School Cafetorium

- Picnic supper
- Prize drawings
- Vote on directors and bylaw amendments



PIERCE PEPIN
COOPERATIVE SERVICES
Live Better®



LIVE BETTER COMMUNITY SERVICE AWARD PRESENTED TO CLAIRE JOHN

Pierce Pepin Cooperative Services is pleased to announce Claire John has been named the Live Better Community Service Award winner for the first quarter of 2025. John received the award and a \$100 MasterCard® gift card on February 4 for her generous work as a volunteer for Lost Creek Ranch, a non-profit horse rescue in Beldenville.

“Claire has been an outstanding volunteer at Lost Creek Ranch, even while juggling her studies at UWRF and keeping a 4.0 GPA, working part-time, and rehabbing her adopted horse with a neurological condition,” said Ruth Harper in nominating John. “Claire is the first to volunteer to lend a hand and her muscle to hard jobs around the barn like unloading hay and grain, feeding the herd of rescue horses in all weather, and even helping to teach the next generation of riders in the lesson program. She provides a positive, strong role model for the young girls with whom she works.” Harper noted that John’s work ethic is strong, and her desire to do the right thing for the horses and youth is unmatched. She deserves to be recognized and appreciated for her contribution not only to the barn but also to the community through her good works at the barn.

In addition to her volunteer work, John enjoys reading, researching topics, and decompressing. “I am so extremely grateful to Ruth Harper and Pierce Pepin Cooperative Services for the nomination and being chosen for this award,” said John. “I encourage everyone to stop by and tour Lost Creek Ranch. Lessons are available, and we have the most amazing rescue horses.”

Congratulations, Claire, and thank you for using your talents to make a difference in our community!

NOMINATE A VOLUNTEER FOR THE LIVE BETTER COMMUNITY SERVICE AWARD

Nominate a volunteer from the communities within our service area by completing the nomination form available at www.piercepepin.coop under My Community or contact the office at 800-924-2133.

Nominations for the next award are due March 15.

Plant Trees Safely

Before you dig, call 811 to locate buried utility lines.

LOW TREE ZONE

Avoid planting within 20 ft. of power lines. If planting is unavoidable, only plant shrubs and small trees that reach a mature height of 15 ft. or less.

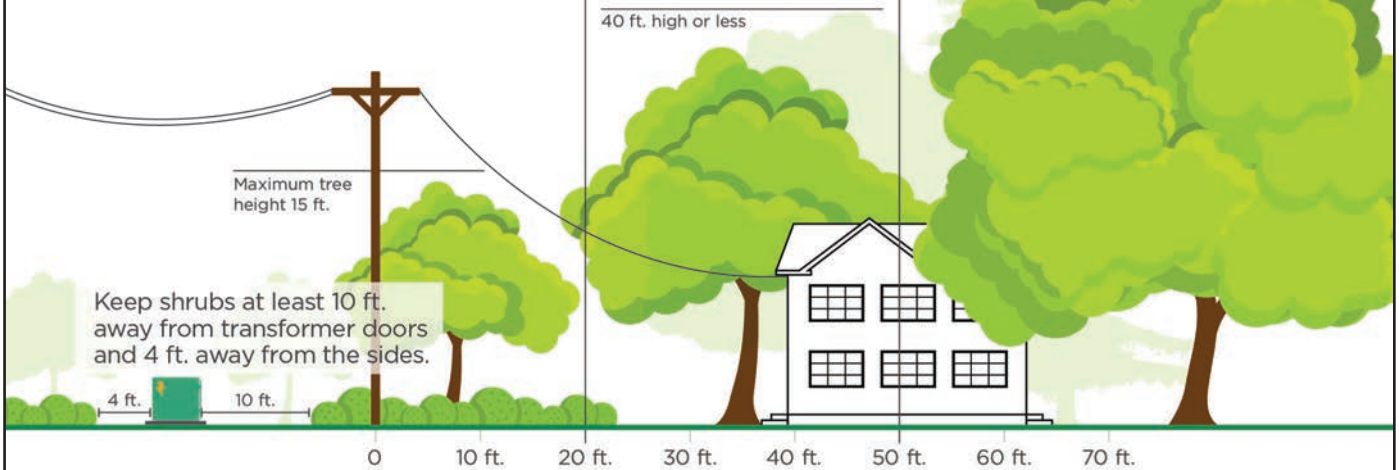
MEDIUM TREE ZONE

Plant medium trees (under 40 ft. when mature) at least 25 ft. away from power lines.

LARGE TREE ZONE

Plant large trees (over 40 ft. when mature) at least 50 ft. away from power lines.

Over 40 ft.



PPCS members and SwiftCurrent Connect customers can manage their accounts, report outages, track usage, and more through SmartHub. Enroll today at www.piercepepin.coop or download the app from your app store. To ensure you receive important PPCS notifications, include piercepepin@smarthub.coop as an approved address in your email client.

Have questions? Give us a call at 800-924-2133.



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