


Since 1940

# WISCONSIN ENERGY *Cooperative* NEWS

June 2026



**PIERCE PEPIN**  
COOPERATIVE SERVICES

A Touchstone Energy® Cooperative 

## SAVOR JUNE'S DAIRY DAYS

SHINE ON

LOW- TO NO-COST WAYS  
TO SAVE ENERGY

KIDS AND CRITTERS





# MANAGING SUMMER DEMAND TOGETHER

Nate Boettcher, President and CEO



**PIERCE PEPIN**

COOPERATIVE SERVICES

Live Better<sup>®</sup>

A Touchstone Energy<sup>®</sup> Cooperative

**B**eginning June 1, we enter our summer demand season, when the cost of providing electricity is at its highest. Nearly 68% of our seasonal wholesale power costs are tied directly to demand during these summer months.

Last year, the average residential account reached about 5.3 kW during peak summer periods. That level of demand translates to more than \$600 per account in wholesale power costs tied specifically to those peak times when we ask members to reduce usage. In addition, transmission-related demand charges can add nearly \$700 per home annually.

## Why does this matter?

In August 2025 alone, demand charges accounted for nearly \$0.04 per kWh on our wholesale power bill. While that may seem small, when applied across thousands of accounts and an entire month of usage, the total cost becomes significant.

Even small changes can make a big difference. If each member reduced usage by just 1 kW during peak periods, it could lower our wholesale costs by up to \$1,000,000.

Last summer, our system peak exceeded 21,000 kW. This year, we're setting a goal to reduce that peak by 2,000 kW. That works out to an average reduction of just 0.25 kW per member—a small change that adds up in a big way.

While these savings may not immediately show up on your monthly bill, they help control wholesale costs and reduce upward pressure on future rates.

## How you can help

During load control events:

- Pre-cool your home before the event begins
- Turn off or limit air conditioning during the event (this alone can reduce about 1 kW)
- Avoid using washers, dryers, and dishwashers

Each of these steps can reduce demand by approximately 0.25 kW or more.

Outside of load control events, especially between 5–8 p.m.:

- Shift laundry, dishwashing, and other high-use activities to earlier or later hours
- Cook outdoors using a grill or smoker instead of electric appliances
- Turn off unnecessary lights and appliances
- Reduce use of pool pumps, hot tubs, and other large equipment

Shifting energy use to morning or later evening hours helps reduce strain on the grid when demand is highest.

## Every small action counts

By working together to lower peak demand, we can reduce wholesale power costs, improve system reliability, and help keep rates as stable as possible.

*Together, we can make a meaningful impact this summer.*

*Chillin' with the Co-op*  
**Ice Cream Social**

**Stop in at the co-op office  
Friday, June 12  
10:00 - 4:00 PM  
and enjoy an ice cream treat.**

**\*Members who attend will be entered in our end-of-year prize drawing for three \$100 bill credits!**

# A NIGHT OF CONNECTION, PROGRESS, AND COOPERATIVE SPIRIT

## Annual Meeting Recap

Pierce Pepin Cooperative Services (PPCS) members gathered at Ellsworth High School on April 9 for the cooperative’s 89th Annual Meeting—an evening that celebrated both the co-op’s deep roots and its forward-looking vision. We welcomed 209 guests, 147 were voting members.

A key highlight was the financial report from auditor Zach Zabrocki of CarlsonSV, who reviewed the co-op’s strong financial position for 2025 as outlined in the Annual Report. Chairman Bergsens followed with reflections on his background and a heartfelt emphasis on Pierce Pepin Cares Foundation, praising the generosity of members and staff whose combined efforts raised meaningful support for local organizations.

President and CEO Nate Boettcher’s remarks focused on resilience and collaboration—both past and present. He revisited the cooperative’s humble beginnings, noting how persistence and teamwork laid the foundation for today’s success. Boettcher addressed rising power costs and steps taken to manage unexpected expenses, while also sharing encouraging news: PPCS assets have nearly doubled over five years, largely due to investment in SwiftCurrent Connect, now serving nearly 5,000 members.

Members also heard praise for PPCS’s workplace culture, highlighted through feedback from an outside contractor who noted the staff’s positivity, commitment, and pride in serving members.

Following a lively Q&A session covering topics from energy costs to clean power, members elected Andrew Augustine, and re-elected John Parkes and Ann Young to represent District 2. The evening concluded with prize drawings, recognition of retiring Director Ginny Huber for her years of service, and a sense of shared accomplishment that continues to define Pierce Pepin Cooperative Services.



Ginny Huber was recognized for her 12 years of dedicated service to the board and members of PPCS.



Congratulations to Andrew Augustine on his election to the board.



Members enjoyed a pasta buffet and dessert bar prior to the meeting.



Members voted, listened to updates, and had a lively discussion regarding questions and concerns.



# LIMITLESS FUTURES

Big congratulations to our incredible 2026 scholarship recipients! Each student earned a \$1,000 scholarship by sharing their story through our essay contest—proof that big ideas lead to bright futures. These opportunities are made possible by the Federated Youth Foundation, funded through unclaimed capital credits, and are helping empower the next generation to dream big and go far.



**Cadyn Hillebrand**  
Prescott High School



**Chace Kressin**  
Ellsworth High School



**Gabriella Sailer**  
Durand/Arkansaw

### Line Worker Scholarship

This \$1,000 scholarship is awarded annually to a student pursuing a career as a Line Worker.



**Owen Post**  
Pepin Area Schools

## WHAT IS THE FACILITY CHARGE I SEE ON MY BILL?

When looking at your bill you may have noticed a **Facility Charge**. This is a fixed cost paid equally every month per member. It takes an up-to-date power delivery system, dependable equipment and great people to keep safe, reliable, and affordable energy flowing to your homes and business. This **Facility Charge** helps cover the cost to maintain our system.



**Substations**



**24/7 Response**



**Poles/Lines**



**Trained Professionals**



**Transformers/Meters**



**Loans, Taxes,  
Buildings, etc.**



**Vehicles**



**Vegetation Management  
in Right of Way**

# SUMMER POLE TESTING

PPCS provides you with safe, reliable electricity. Although some things interfere, things beyond our control, like lightning, high winds, tornadoes, ice, and snowstorms, we work hard to prevent blinks and power outages. PPCS has contracted with Utili-Tech Solutions to do pole testing to help maintain the integrity of the overhead infrastructure. The testing began in May and includes the eastern section of River Falls Township. Call our operations department at 800-924-2133 if you have any questions.



Utili-Tech Solutions will be pole testing in the eastern section of River Falls Township.

## Just a Quick Note

### We've retired our P.O. Box!

All mail should now be sent to our street address, W7725 U.S. Highway 10, Ellsworth, WI 54011.

PPCS  
~~P.O. BOX~~  
W7725 Highway US 10  
Ellsworth, WI 54011



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