

Since 1940

WISCONSIN ENERGY *Cooperative* NEWS

July 2025



PIERCE PEPIN

COOPERATIVE SERVICES

Live Better®

A Touchstone Energy® Cooperative

CELEBRATING
FOUR YEARS
OF CONNECTIVITY!



TELLING OUR STORY

Nate Boettcher, President and CEO

As we approach the halfway point of the year—and the decade—I find myself looking ahead with cautious optimism. On my to-do list, scribbled between strategy meetings and recurring appointment notes, is one line that holds more weight than most: “Articulate the vision for 2030.” A date that once sounded like science fiction is now less than five years away. And while the pace of change accelerates around us, what hasn’t changed is the reason we exist in the first place.

The thought of 2030 feels daunting, especially when it seems like just yesterday, we were welcoming the year 2000 with Y2K fears and dial-up internet. Yet here we are—navigating a landscape of AI, solar panels, electric vehicles, and broadband connectivity. The energy industry has shifted from slow and steady to fast and fluid. For decades, we could count on predictability, but today, agility is the new stability.

In the middle of all this disruption, there is one truth I keep coming back to: the importance of telling our story. The cooperative story is not just a chapter in the history of electricity; it is a pivotal one. It is a living, breathing testament to what people can accomplish when they come together, not to chase profits, but to serve a greater good. It’s a story that began with neighbors pulling poles by hand, lighting up rural America not just with electricity, but with dignity. And it continues today with members who expect more than power—they expect purpose.

Telling our story connects us to those we serve. It reminds our members that they are not customers on the fringe of a corporate grid. They are member-owners. Decision-makers. Partners in progress. In a world that is increasingly

transactional, the co-op relationship with its members is different. We must tell that story not just to honor our past, but to engage our future.

Younger generations may view our services differently than their parents and grandparents. What might seem like vital services that helped improve life, the power of connection drives us today. When we share stories of energy innovation, community programs, broadband access, and storm restoration, we’re not just reporting—we’re inviting our new generations in. We’re showing them that the cooperative isn’t their grandparents’ utility. It’s their cooperative. It adapts. It listens. It evolves with them. As much as I would like to think all our members read this publication, I worry that our younger members quickly toss it into the recycling bin, which is why we focus on sending it out electronically as well. I challenge you to bring up a story or idea from our publication and discuss it with a younger family member, neighbor, or friend. Help share our story.

Sharing our story and yours helps people see how we make their lives better. Whether it’s lowering their bills through efficiency programs, helping them work and learn from home through fiber internet, or building a grid that protects them during the next big storm—our impact is not hypothetical. It’s real, and it’s worth sharing. Because if we don’t tell our story, someone else will. And they won’t tell it with the heart, the humility, or the hope that defines us.

So yes, I’ll keep planning for 2030. But I’ll also keep telling our cooperative story—because that’s how we connect, how we lead, and how we build a future worth sharing. Happy Independence Day! I hope you’re having a great summer.

SHIFT for Savings

Reduce your energy use
between 2 and 8 PM.

With your help, we can
lower demand, keep rates
stable, and decrease
stress on the electric grid.



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WECN CELEBRATES 85 YEARS!

**EFFICIENCY TIPS
FOR OLDER HOMES**

COOPERATIVE YOUTH

MACARONI RECIPES





HAVE YOU MISPLACED SOME TREASURE?

PPCS is seeking members with unclaimed funds from capital credits and accounts payable checks. Capital credits are a member's share of the cooperative's margins (profits) for a year in which revenues exceeded expenses. Capital credit refunds are proportionate to the member's share of electrical costs and purchases for that year. The PPCS board of directors approves refunds of capital credits based on the cooperative's financial health. Notifying PPCS of changes to your mailing address is important.

A list of members we hope to locate is included on our website, www.piercepepin.coop, under My Co-op > Capital Credits. A notice of forfeiture of funds was also published in the June 5, 2025, edition of The Journal, Ellsworth, Wis. A

current address is needed to locate these members and refund their capital credits or accounts payable sums. If your capital credit retirement was \$100 or less, it was applied to your energy bill, and no check was issued.

Is your name on this list? Do you know where we can locate these people or their heirs if they are deceased? If you recognize anyone on the list, please contact us at 715-273-4355, 800-924-2133, or info@piercepepin.coop and provide the member's name and current address.

The unclaimed funds will be forfeited to the Federated Youth Foundation and used by the cooperative for educational or charitable purposes as directed by our bylaws if these members are not located by August 31, 2025.

School Supply Drive

Now through Aug. 1

Accepting all school supplies,
including backpacks and calculators,
or cash donations.

Let's help all kids get a great start to
the 2025-26 school year!



A Touchstone Energy® Cooperative



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 June and includes the towns of Clifton, Oak Grove, and the western side of River Falls. Call our operations department at 800-924-2133 if you have any questions.

Rebate Update:

Members submitting rebate requests for Lighting or Appliances can now choose to receive their rebate on their energy bill or via gift cards. One more way we're helping our members Live Better.



Join us!

Music in the Park

Memorial Park Band Shell

Durand, WI

July 16 from 6 to 9 PM

Giveaways - Prize Drawings

This is a member-focused event. Stop at our table and register to be entered in our drawing for three \$100 bill credits to be given away in December 2025.

Music in the park is sponsored by Durand Improvement Group.



PIERCE PEPIN
COOPERATIVE SERVICES

SWIFTCURRENT
CONNECT
BROADBAND POWERED BY PPCS

PPCS INTRODUCES INNOVATIVE MEMBER PROGRAM

On-Bill Financing is Now Available

PPPCS just launched its new On-Bill Financing program, helping members and customers Live Better®. On-Bill Financing through the cooperative offers members an affordable option for upgrading and improving their homes with more energy-efficient products, without the burden of having to pay for these items in full at the time of purchase, which will relieve some stress on the family pocketbook.

Program benefits include:

Smarter Spending

Members can complete necessary energy efficiency improvements without having to pay the full amount upfront, allowing them to spread out payments while enjoying the upgrades immediately.

Less Expense

Lower interest rates from the cooperative means members will pay less over the life of the loan compared to using credit

cards or unsecured loans, making their investment more affordable in the long run.

The On-Bill Financing options also protect members from predatory lending practices often associated with informal lenders or high-interest payday loans, ensuring fair and transparent credit options for products and services.

Increased Value

Investing in home improvements can boost a property's value. On-Bill Financing enables members to upgrade their homes with higher-efficiency products, allowing them to reap the benefits of energy efficiency and potentially increase their home equity.

The program offers members a \$10,000 maximum loan amount per project, with a \$20,000 maximum loan amount per member. Learn more about this new innovative program at www.piercepepin.coop/member-hub, or call our office at 800-924-2133.

ON-BILL FINANCING PROGRAM TERMS

Loan Details

- \$10,000 MAXIMUM LOAN AMOUNT PER PROJECT
- \$20,000 MAXIMUM LOAN AMOUNT PER MEMBER

LEVEL 1

LEVEL 2

LEVEL 3

Minimum Loan Amount

\$500

\$1,000

\$5,000

Maximum Term

1 Year

3 Year

5 year

APR %

0.00%

5.00%

7.00%

Credit Check Requirement—Primary Applicant

Not required if loan is less than \$5,000

Credit Check Requirement—Secondary Applicant

Not required if loan is less than \$5,000

DO YOU KNOW WHAT YOUR WATER HEATER IS DOING WHILE YOU SLEEP?



If you think about it, we use a significant amount of energy to heat water for household chores—showers, laundry, and dishes. Utilities and manufacturers have developed water heaters equipped with technology that can make the electric grid smarter and more efficient.

For decades, electric co-ops have partnered with their members on “demand response programs.” These programs enable the co-op to turn water heaters on and off, shifting power usage from peak periods when power is more expensive to off-peak periods when it is less expensive.

Since the early 1980s, PPCS has participated in a load management program to balance demand with the generation of electricity, holding down wholesale power costs and

delaying the building of new power plants.

PPCS, along with more than 250 electric co-ops in 35 states, utilizes large-capacity electric resistance water heaters to reduce power costs and store energy. For example, at night, when most of us are sleeping and electricity demand is lower, water is heated and stored, much like a battery stores energy. The water will remain hot even if the water heater is turned off, supplying hot water when demand is higher.

Electric co-ops continue to look ahead and collaborate with partners to ensure the next generation of water heaters provides more than just hot water.

Electric Water Heaters and Rebates

PPCS offers high-efficiency electric water heaters backed by first-rate warranties. Rebates are available to PPCS members for water heaters that are 75 gallons or larger if the equipment is connected to our load management system. Plus, these water heaters qualify for our new On-Bill Financing program. Lower off-peak electric rates may also apply if the member uses some form of off-peak electric heat. Water heaters may be purchased from other vendors, but the energy factor must match, and proof of purchase is required. Learn more at www.piercepepin.coop/programs-rebates.



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Follow us on Facebook, X, and Instagram
Office Hours: Monday–Friday, 8 a.m.–4:30 p.m.
Power Outages and Emergencies: 800-927-5705

SWIFTCURRENT CONNECT UNVEILS SLEEK, USER-FRIENDLY WEBSITE

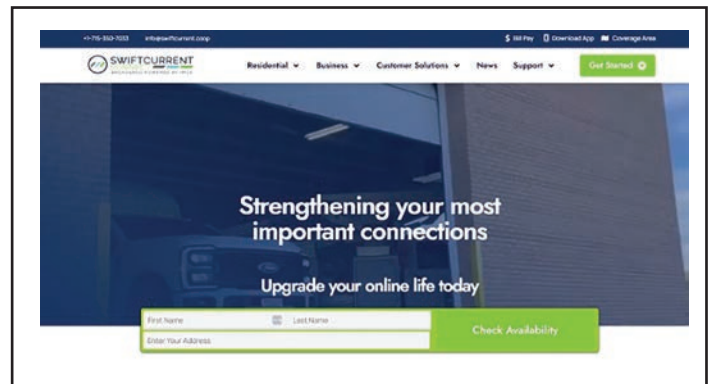
SwiftCurrent Connect recently launched its newly redesigned website, developed to enhance our customer experience and position SwiftCurrent Connect as the leading broadband provider in western Wisconsin. This revamped platform offers a seamless and intuitive experience, ensuring that our community stays connected and informed with ease.

What's New?

- **Modern Design:** The new layout aligns with our brand, is visually appealing, and is extremely easy to navigate. Our goal when designing the site was to make the information easier to access with fewer clicks.
- **Enhanced Features:** Enjoy faster load times, improved search functionality, and a responsive design that looks great on any device.
- **Create Your Own Internet Package:** Not all internet users are created equal! Our new website enables customers to build an internet package that fits their lifestyle by answering a few short questions about their digital lifestyle and where they live.

Why did we update our website?

We are committed to creating a unique customer experience



and backing our advanced network with reliable, future-ready broadband solutions based on the individual needs of our customers. Our new website will meet and exceed expectations and make the buying experience as easy as possible.

Get Involved!

We invite you to explore the new website and share your thoughts with us. Your feedback is invaluable as we strive to make SwiftCurrent Connect the best it can be. Visit us at www.swiftcurrentconnect.coop and join the conversation today!

Stay connected, stay informed, and enjoy the new SwiftCurrent Connect website experience!

WE WANT TO HEAR FROM YOU!

Your thoughts and opinions about PPCS help us serve you better.

On July 10, the National Rural Electric Cooperative Association's (NRECA) Market Research Services will begin conducting member satisfaction surveys. The surveys will be conducted by phone and email, but not everyone will be contacted. If you are contacted, we would greatly appreciate a few minutes of your time to share your opinions of the cooperative. We strive to provide all members with safe, affordable, reliable, and clean electric service. By

participating in the survey, you will help us make decisions that benefit you, your family, and your neighbors. *All information is confidential.*



BROADBAND BYTES

Quick Updates from Fiber Freddie

Connected Accounts:
4210 Internet, 460 Voice

Construction Update: Phase 4 construction is nearing completion in the Villages of Pepin and Stockholm, Pepin County, and Maiden Rock, Pierce County. Homes are being connected in all the SwiftCurrent Connect service areas.

Sign up for SwiftCurrent Connect today at www.swiftcurrent.coop and start enjoying fast, reliable internet and phone service.





Celebrate freedom

with connection that keeps up.



Contact us today about adding outdoor Wi-Fi



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CONNECT
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715-350-7033

www.swiftcurrent.coop