

Since 1940

# WISCONSIN ENERGY *Cooperative* NEWS

July 2025

TAYLOR ELECTRIC  
*Cooperative*  
Your Touchstone Energy® Partner

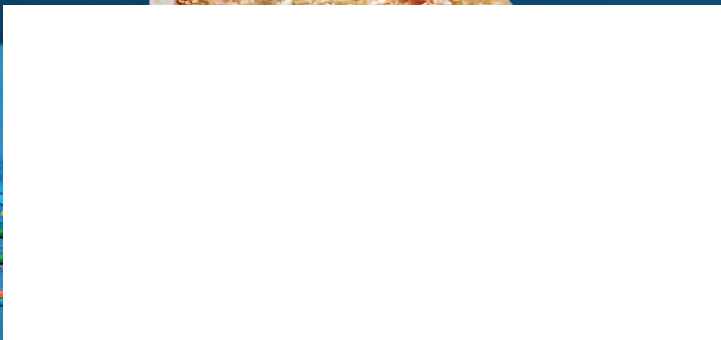


## WECN CELEBRATES 85 YEARS!

**EFFICIENCY TIPS  
FOR OLDER HOMES**

**COOPERATIVE YOUTH**

**MACARONI RECIPES**







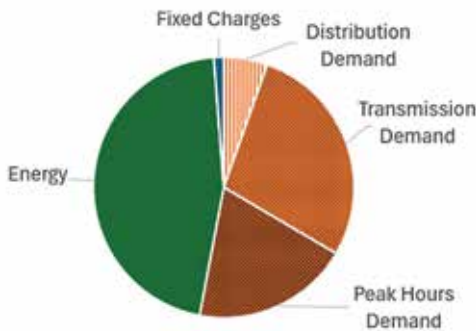
# A DEEPER LOOK AT DEMAND

Kenneth Ceaglske, President/CEO

I wrote this article last year but thought it was important to share it again as we get closer to demand billing.

The graph below depicts our power bill for 2024. The orange-colored areas are based on capacity, or demand requirements of the system. The three types of demand are distribution, transmission, and peak hours. They occur at varying times of the month or year.

## Power Bill



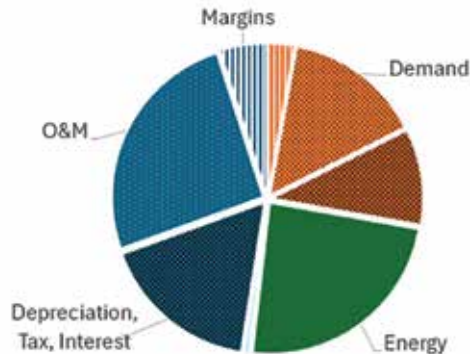
Distribution demand shows the monthly period during which the meters at the substation, measuring our overall system load, display the highest local peak load, independent of any other co-ops. Transmission demand is the period when all Dairyland members have their highest combined demand. Both of these typically happen in the evening hours and can be on the same or different days. These values change on a monthly basis. The peak hours demand is based on the anticipated highest usage times in relation to the Midcontinent Independent System Operator's (MISO) peak times. This is a four-hour window that can occur up to nine days in the summer and seven days in the winter but no less than one day per month in June, July, August, November, December, and January. The peak hours correlate to the larger regional grid and are somewhat driven by the larger power companies in the system with more commercial loads. Peak hour demand sets many of the commitments

that Dairyland Power has to make for the next year with MISO, so those costs are set for the 12 months following the season that they occur. This is why it is important to try to conserve on the days that we do "Peak Alert" messages.

The common thread with all of the demand pieces is it defines how much of a resource is needed such as substation equipment, transmission lines, and generation resources. Also, all are set in a narrow timeframe, roughly 88 hours out of the 8,760 hours in a year.

The green area is the energy cost portion of the power bill based on energy sold throughout the year. As you can see, more than half of the power bill is based on demand, even though it is set by a very small time of the year.

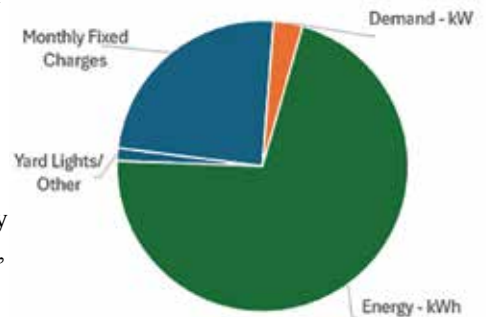
## Total Expenses



For perspective, the above graph is all of Taylor Electric's annual expenses for 2024. As you can see, the power bill (orange and green slices) makes up about half of our costs. This leaves the blue slices for the other half. Based on the last graph, demand logically makes up around one quarter and energy another quarter. Much of the blue area expenses are fixed, since they do not vary with the sale or delivery of energy. These costs include the poles, wires, transformers, buildings, trucks, labor, benefit costs, and any loans and payments for various

items. If the entire membership found alternative ways to create energy, but wanted us to exist as an insurance policy just in case, this would be the minimum cost for us to be here as we are.

## Revenue Sources



This graph shows the breakdown of our revenue generated from billing members for the energy they receive. The color coding is the same: blue for fixed costs, green for energy, and orange for demand-related billing.

Take a look at the last two graphs. In a perfect world, each source of revenue would be roughly equal to the source of expense that it is intended to pay for. You can see that although energy makes up roughly 25% of our expenses, it contributes to 75% of our revenue. On the other hand, while fixed charges make up approximately 50% of our expenses, they only represent 25% of our revenue. Demand costs are not adequately represented. This creates challenges in budgeting since energy sales vary significantly from year to year (down almost 8% this year). It also sets us up for over-collecting revenue in years where sales are above expectations, or under-collecting in years that are below.

Do I have expectations of ever having this balance perfect? Not likely. We do need to make strides to get things a little closer than they are.

# WHO OWNS WHAT?

## UNDERSTANDING ELECTRIC EQUIPMENT RESPONSIBILITIES

As July rolls in with longer days and rising temperatures, it also brings the increased potential for severe weather. Summer storms can arrive quickly and hit hard, sometimes causing significant damage to essential electric equipment throughout our community.

Taylor Electric is always prepared to respond swiftly to outages and restore power safely, but it is also important for homeowners to understand which parts of the electric system are their responsibility and which are maintained by us at the co-op. Understanding these key differences can help speed up repairs and ensure everyone stays safe when the weather turns rough.

Taylor Electric is responsible for maintaining and repairing the equipment and lines that run up to the member's meter. This can include utility poles, distribution power lines, electric meters and padmounted transformers.

Taylor Electric's members are responsible for the equipment located between the electric meter and your home or business, including any underground service lines that lead into the structure and the service panel. Members are also responsible for the weatherhead and service mast located outside the home.

If any equipment that you (the homeowner) are responsible for is damaged, please call a licensed electrician to conduct the repairs. A professional has the experience and know-how to assess and manage these types of repairs.

When severe weather damages electrical equipment, it's important to note that any necessary repairs to the homeowner's equipment must be conducted before Taylor Electric's crews can restore power to your home or business. By understanding the equipment you are responsible for, the repair and restoration process will be smoother and faster.

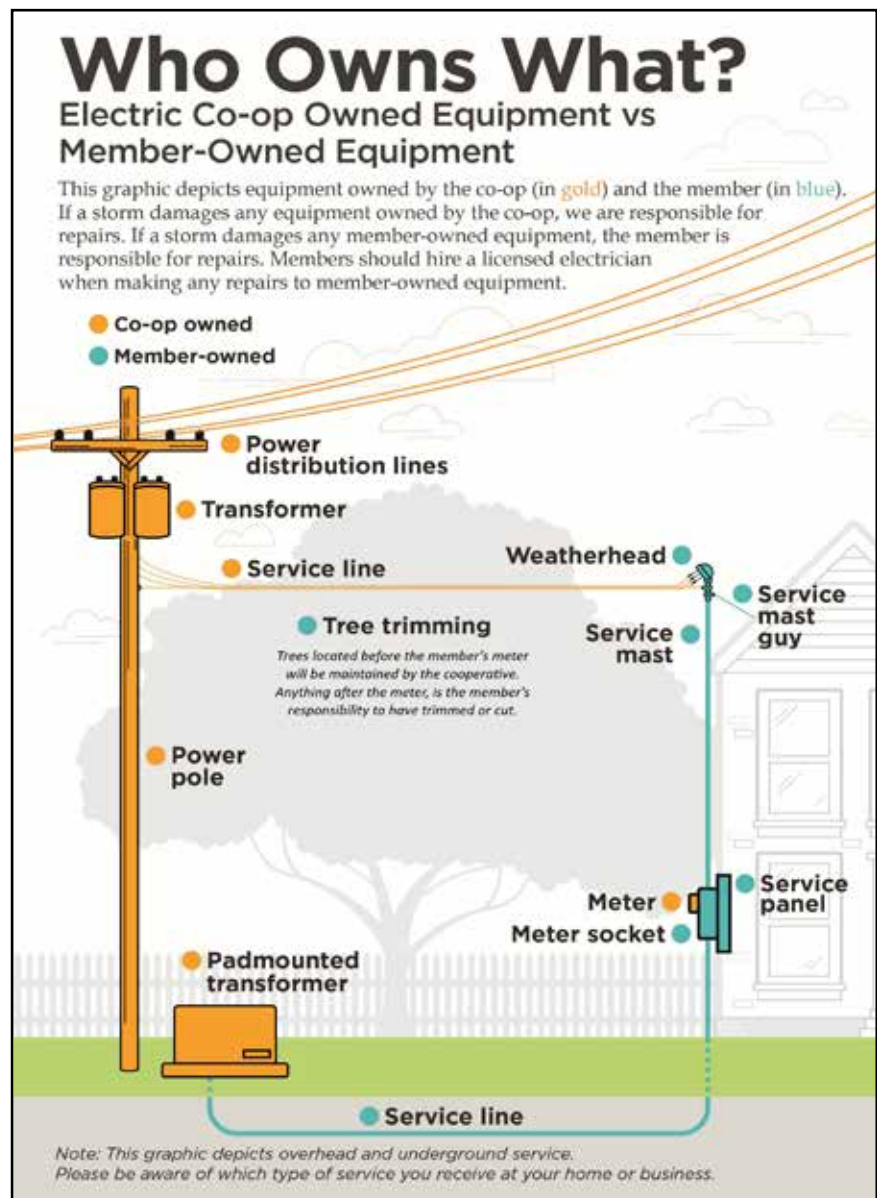
### Tree Trimming Responsibility

Our community takes great pride in the beautiful trees and landscaping that contribute to the natural beauty where we live, however, regular trimming is essential to ensure reliable electric service and minimize damage from severe weather. The cooperative regularly trims trees throughout our service territory to improve service reliability. If you spot a tree limb that is obstructing a distribution power line outside your home, please call 715-678-

2411 so we can trim those limbs and maintain those lines.

Maintaining safe clearances around service wires by trimming and cutting overgrown limbs, trees or vegetation is a shared responsibility between Taylor Electric and its members.

By working together to understand the essential equipment that powers daily life, we can all be better prepared to start the repair and restoration process if severe weather impacts our community.







# congratulations

## 2025 SCHOLARSHIP RECIPIENTS



**Lily Holmes** is the daughter of Jane Holmes, Medford. In the fall, she will be attending Northcentral Technical College (NTC) for Radiography. She has always been interested in a career in the medical field and is passionate about helping people. Her hobbies include traveling and any outdoor activities. She loves hanging out with family and friends and also enjoys

baking, in which she has her own small cookie business.



**Grace Johnas** is the daughter of Justin and Sheena Fuchs, Medford and Mike Johnas, Medford. She will be attending UW-Eau Claire this fall to study Nursing. She has always had a passion for the medical field and is excited to have a future career that involves helping others. Outside of academics, Grace loves spending time outdoors with her family and friends. She also spends

a lot of time babysitting, which has helped her develop patience, responsibility, and strong caregiving skills; qualities that will serve her well in nursing.



**Owen Klussendorf** is the son of Ryan and Cheri Klussendorf, Medford. He will be attending UW-River Falls, studying the Farm and Industry Short Course. He's known for most of his life that he wanted to become a dairy farmer, having grown up on his family's farm. Owen hopes to ensure the success of the farm for years to come. Over the past year, Owen served on the WECA Youth Leadership Congress

board, a youth program sponsored by Taylor Electric. As part of this role, he attended the WECA Annual Meeting, Education and Lobby Days, and the Youth Leadership Tour in Washington, D.C. Owen said it has been a once in a lifetime experience.



**Tyler Matyka** is the son of Mark and Sara Matyka, Rib Lake. He will be attending NTC-Wausau for Dairy Science. His goal is to be a dairy farmer and take over the family farm.



**Nathan Osborn** is the son of Jeffrey and Sarah Osborn, Athens. He is currently enrolled at NTC of Wausau. He completed the Diesel Equipment Mechanic Technical Diploma during his senior year of high school and plans to get his CDL this fall. He is currently employed full-time and also helps on his parents' farms. He enjoys spending time with family and friends. His hobbies include working on

anything that runs on diesel.



**Landon Steinman** is the son of Jeremy and Karin Steinman, Dorchester. He will be attending UW-La Crosse in the fall for pre-physical therapy with the hopes of becoming a physical therapist. He enjoys being outdoors and staying active, doing things like hunting for turkey and deer, as well as lifting weights. In the summer, he loves to golf and spend time with his friends and family. In

the winter, he races snowmobiles in vintage ice oval races all over the state.

# CAN YOU HELP US FIND THESE PEOPLE?



**T**aylor Electric Cooperative has capital credits for the following people, who we are unable to locate. If you know the current address of someone listed here, please contact our office at 715-678-2411 or 800-862-2407. In cases where the person is deceased, please contact us with information regarding a relative or benefactor. Any unclaimed checks will revert to the Wisconsin Federated Youth Foundation, Inc., a charitable tax-exempt trust established by the Wisconsin Electric Cooperative Association for educational purposes. Claims may be made at the cooperative office by the rightful owners by August 1, 2025.

Aabel, Judith  
Adams, Dale  
Adumat, John P  
Aiardo, Debbie  
Albert Deceased, Ed  
All Season Storage  
Allison, RD  
Anderson, Michael J  
Anderson, Rodney  
Andreasen, Toni  
Angelich Deceased, Lorna  
Arthur Deceased, James F  
AT&T Building Operations  
AT&T Services Inc  
Backman, Gordon & Susan  
Barber, Audy  
Barker, John  
Barker, Lloyd  
Barnes, Bradley & Cheryl  
Benson, John  
Berger Deceased, Robert  
Bergeson, Paul & Tammy  
Bernitt Deceased, William Jr  
Black River Mink Ranch  
Blair, Tracy  
Bockin Deceased, Kim  
Bondgien, Nick & Smith, Elizabeth  
Bowen, Curtis J  
Brumbaugh, Mark W  
Busch, Rick & Mary  
Campbell, Steve & Leslie  
Cantrell, Chris  
Carr, Shawn  
Catlin, Sandra  
Central Sand & Gravel Inc  
Chappell, Dean W  
Chodera, Tom & Andrea  
Christianson Deceased, Rodney  
Conseco Finance  
Cottrell-Noland, Linda S  
Curik Deceased, Steve & Monica  
Cushing, David & Dixie  
Davis, Lewis H  
Deschler, Laura  
Devoty Deceased, Amie  
Devries, David & Areta  
Dygart Deceased, Florence  
Edelburg Deceased, Clifford  
Edminster, Peggy J

Emens, David  
Engstrom Deceased, Priscilla  
Erickson, Robert & Beverly  
Erickson, Peggy  
Fanson, Gary  
Fischer Deceased, Otto  
Fisk, Doug  
Flieger, Casey & Shirey, Lacy  
Fox, Daniel & Dawn  
Frankie Jr Deceased, Carl R  
Francois Deceased, Genevieve  
Franz Deceased, Edward C/O  
Robert Johnson  
Frenzel Deceased, Lester E  
Furseth, Andrew  
Glenzer, David  
Golden Touch Investments  
Gothann, Carl  
Graham Deceased, Corinne  
Grauman, Michael & Jill  
Gregg, Jerry & Gloria  
Gripentrog, Vicki  
GTE Telephone Operations  
Gugliuzza, Richard & Sharon  
Gunner, Lucia  
Gustum, Kirk  
Hamelund, Patricia  
Hamlet, Greg  
Hanson, Nancy  
Hastings, Dana  
Heier, Neal  
Herbig, Joseph & Alice  
Herman Deceased, Andrew  
Hildebrandt, Charles M  
Hildebrandt, Charles & Barb  
Hoehn, Michael  
Hoffman Deceased, Helena  
Holtz, Steve J & Robin D  
Horkheimer, Ronald  
Jackson, Greg  
Jicinsky, Jeff  
Johnson, John C  
Johnson, William & Dian  
Jones, Michael A & Sharon L  
Kenny, Tom & Kristl  
Klaver, Jeff  
Kohl, Matthew G  
Konecny, Daniel  
Konopacki Deceased, Tom

Kosidowski, Thomas & Mary  
Kottke, Jody  
Kraus, Adolph & Marian  
Krawczyk, Francis  
Kubicz, Stan & Elizabeth  
Larson Deceased, Hilda  
Larson, Charles  
Larson, Doug & Karen  
Lekie Deceased, Martha B  
Lekie, Steve & Patty  
Lemke, Dawn R  
Lemke, Louise  
Lepka, Matthew & Crotteau, Kayla  
Lissner Deceased, Helen  
Litterski, Peter  
Loeffler, Jerene  
Lucey, James & Patricia  
Ludwig, Scott  
Lukaszewicz Deceased, Anna  
Lynch, Michael & Barbara  
Mabie Deceased, Jacqueline  
Mackie, Helen  
Malchow, Adam  
Maldonis, Ryan & Julie  
Markowski, Robin  
Marx, Joseph P  
Maslanka, Mary  
Mcintosh, John  
Mds Acres Partnership  
Meeter Deceased, Urquhart  
Metzner Deceased, Linda  
Mey-Kosbab, Cindy  
Miles, Tana  
Miller, Scott & Bellamy, Angela  
Mims, William  
Moen, James  
Molitor Deceased, Clarence  
Molitor, James E & Beverly B  
Nass, Dennis K  
Noble Deceased, Kenneth E  
Northern National Lease  
Olson, Rose  
Palmer, Ray & Angie  
Patterson, Linda  
Paulson, Sara & Mallo, Justin  
Pautz Deceased, Arlyn  
Peché Deceased, Ray  
Peel, Della A  
Peneau, Leon & Nancy

Petersen, Carol  
Peterson, Robert & Paul, Trisha  
Peterson, Talee  
PHELPS, Marion & Audrey  
Piller, Scott H  
Potocnik Deceased, Ethel  
Pozorski, David  
Rasner, Richard A & Shelia  
Rau, Kimberly A  
Reis, Stephanie  
Renly, Dave  
Ricker, Harvey & Cindy  
Robertsen, Earl & Carol  
Rydberg, Douglas & Kaye  
Scheuneman, James & Jean  
Schieff, Suzanne  
Schraufnagel, Joyce  
Schreiner Deceased, Helia  
Schroeder, Jodi  
Schuhmacher, Bill & Cathy  
Schultz, Todd & Coleman, Dawn  
Schwarz Deceased, Gilbert  
Shrewsbury, Mike & Candy  
Sing, Jenna  
Skerhutt, Steve  
Smith, Jeffrey A & Barbara A  
Smith, Randall W  
Snell, Gregory A & Debbie  
Sossong, James  
Sova, Michael  
Spreen, Bryan W  
Stollfus, George & Amber  
Stone, John  
Sturz, Leslie  
Sukow, Derrick J  
Thomas Deceased, Terry  
Thomas, Everett  
Thomas, Frank  
Tomaszewski Deceased, John  
Vahl, Wayne A  
Verdone, Robert & Jane  
Voss, Robert W  
Wenger, Earl & Sadie  
White, Kathy  
Wild Deceased, John  
Windle, Geraldine  
Zelinski, Lester & Viola  
Ziegel, Dennis

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**Lainie Kellnhofer, Editor**

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