

Taylor Report



June 2024

N1831 State Highway 13, Medford, WI 54451 • 715-678-2411 • www.taylorselectric.org

eNERgY sCaM ALERT!

Consumers with water, gas and electricity connections have long been targets for utility scams. But in today's digital world, every swipe and click increases the risk of potential scams. In the last couple of months, we have received multiple notifications of scammers contacting our members.

They are more sophisticated than ever before, and they understand our increasing reliance on technology. With their sharpened digital knives, scammers have adapted their tactics to trick unsuspecting consumers through a variety of methods. Taylor Electric wants to help you avoid energy scams, whether a financial loss or leak of your personal information.

Recent Utility Scams

Scammers typically disguise themselves—either physically or digitally—as utility employees or representatives to steal consumers' money or personal information. A common trick is to claim a consumer's bill is past due and threaten to disconnect service if payment isn't received immediately. Scammers approach consumers through a variety of means, including phone calls, text messages, emails and even in-person visits. However, the digital line of attack is increasingly more common.

For example, new capabilities disguising caller ID or "spoofing" can make the phone number you see on caller ID appear to be from a trusted source. Spoofing makes it easier for scammers to deceive you because it's more difficult to immediately verify the call. Scammers will also use fraudulent websites that are identical to a utility payment webpage—and what's worse, these pages are often promoted on search engines to trick consumers into clicking and making a payment.

Another recent scam involves phone calls, text messages or emails claiming you overpaid

your electric bill and will receive a cash or banking refund. This offer may seem too good to be true, and it is—it's a scam aimed to steal your personal information.

What Taylor Electric will or will not do

We will never demand an instant, immediate payment and threaten to disconnect your service without prior notices or warnings. We strive to resolve challenging situations and work with our members to avoid disconnects.

Avoiding Scams

Whether in-person, over the phone or online, always be suspicious of an unknown individual claiming to be a Taylor Electric employee requesting banking or other personal information. We will only send you text messages if you have opted in through Smarthub for important alerts, like outage updates. If you're ever in doubt about a potential energy scam, just give us a call at 715-678-2411 so we can assist.

SIGNS OF AN ENERGY SCAM

- High-Pressure Tactics**
Scammers will pressure you, creating a sense of urgency. Claims that your power will be disconnected without immediate payment are common with utility scams.
- Sketchy Payment Methods**
Scammers may ask for unusual payment methods like gift cards or cryptocurrency. In these cases, it's likely a scam.
- Dodgy Communication**
Whether an email, text message or letter, utility scams typically include poor grammar, spelling errors or unusual email addresses. These are common warning signs of a scam.

See you at the annual meeting!!
Tuesday, June 25, 2024

CENTENNIAL COMMUNITY CENTER
412 E. Centennial Ave, Stetsonville, WI 54480

Doors open at 4:30 p.m. for registration & dinner
Business meeting to follow at 5:30 p.m.

Absentee Ballots are available at the office or by calling 715-678-2411 and must be returned by June 24th at 4:00 PM

TOGETHER, We can make a difference



When members save energy, they tend to save money. However, there is always something in our homes using electricity – whether to cool the home, turn on the lights or run appliances. While using electricity is inevitable, HOW members choose to use it can be impactful.

The goal of the Summer Shift program is to shift nonessential electricity use to before 11:00 a.m. or after 7 p.m., June through August. These are times when electricity use is not at its peak and, therefore, is not as expensive. So, how does Summer Shift work?

If a member shifts their electricity use, they may not necessarily save energy. They could use the same amount of electricity, but at a different time of the day. That is still beneficial because it means the cooperative's wholesale power provider – Dairyland Power

Cooperative – did not have to purchase as much power when electricity costs were more expensive. When the cooperative saves, so do members.

The price of electricity purchased on the grid is always changing, based on the need for electricity balanced with available generation resources. As need – or demand – rises during the day, the price of electricity increases as more generation resources (power plants, solar arrays, etc.) are needed to power homes, businesses and other buildings or devices. When temperatures cool and things quiet down for the night, electricity demand drops as do prices for electricity.

Dairyland must ensure it has enough generation resources to cover all the electricity needs of its 24 member cooperatives – including Taylor Electric Cooperative - plus an additional reserve in case demand spikes above expectations. This means investments in additional resources to cover the needs of all members. If Taylor Electric members – along with members of Dairyland's 23 other cooperatives – shift their electricity use to different times of the day, the overall 'peak' is reduced.

When a member chooses to shift their electricity use, it helps spread out electricity use throughout the day. The less electricity cooperative members use when prices are at their highest, the more stable Taylor Electric can keep our retail rates. The more members who choose to participate, the more impactful these savings become.

Don't forget for those on the time-of-day rate, that the peak times have changed this year. They are now 1:00 pm—7:00 pm from June-August.

Board Report – April 2024

- Approved March disbursements totaling \$335,642. 14 new member applications, and March 2024 construction in the amount of \$6,989.
- Reviewed financial results for March with \$169,405 Operating Margins and \$180,634 Total Margins year to date.
- There were 8 outages in March, with an average YTD outage time per meter of .0142 hours.
- Five applications for discounted early retirement of capital credits to estates were approved with total capital credits of \$8,334 to be paid out at the net present value of \$3,608.
- 23 delinquent accounts were processed for collection following the April 20th due date. The total amount owing on these accounts is \$10,776.
- Other topics covered included a presentation from WECA on the new legislative districts, DPC director selection, scholarships, annual meeting, Co-op Day of Service, employee education policy, past meeting reports, and upcoming meetings.

**WE SALUTE ALL AREA
DAIRY FARMERS DURING
JUNE DAIRY MONTH!!**

Enjoy a yummy breakfast on Sunday, June 9th from 6:30 AM -12:00 PM at the 39th annual Town and Country Dairy Breakfast, Taylor County Fairgrounds, corner Highways 13 & 64, Medford.

