



Central Wisconsin  
Electric Cooperative  
Your Touchstone Energy® Cooperative



By Mike Wade,  
President & CEO

## FROM HERE TO THERE

If you were able to join us for our 79th annual meeting at the Wittenberg-Birnamwood High School, I hope that you had a great time and left the meeting more informed about the cooperative. As always, it is a pleasure to visit with you and discuss some of the successes we achieve as well as the

challenges we face. I am very appreciative that our members are interested in their electric cooperative and will take time from their busy schedule to participate in our business meetings. If you weren't able to attend, don't forget about our member appreciation pancake breakfast held in October.

This April and May, we will once again have discussions with our political leaders about issues that are important to our rural members and the cooperative. We leave our partisan views at the door and focus our attention on ensuring that rural electric concerns are fully expressed and legislative solutions are placed on the table. You should be proud that your directors are so heavily involved in the political process and are working to represent your interests not only in the board room, but also in the halls of the capitol.

The Member Advisory Group, or MAG, is a group of members from across our service area that meets several times

a year to discuss various topics and provide feedback to the cooperative. Recently, MAG reviewed our different forms of communications such as our magazine, bill stuffers, and newsletter to determine if we are communicating effectively with the membership. The group offered us helpful suggestions in several areas and we appreciate their input. If a member has an interest in serving on MAG, we would like to have your name to fill future openings. Contact Mark Forseth at 715-677-2211 if you are interested.

As a reminder, the cooperative has a community room that is available for rent at our headquarters outside of Rosholt. The room will handle 99 occupants and is available during business hours, on weekends, and after hours. Several businesses and the Town of Alban use the room on a regular basis, but the room also sees its fair share of wedding and baby showers as well as birthday parties. If you have a need for the room for your event, contact Jeanne Opperman at 715-677-2211 to learn more.

In honor of Memorial Day, I want to thank all of the men and women who have served in the United States Armed Forces. Your sacrifices to our nation came with a price, but it is because of your sacrifices that we remain a free nation with an abundance of opportunities. May God bless each of you.

## SUPPORTING OUR LOCAL FARMERS THROUGH RURAL HEALTH INITIATIVE

CWEC recently made a donation to Rural Health Initiative (RHI) to help support their "kitchen wellness" program. RHI is a non-profit program designed to address growing concerns regarding health and safety issues facing today's farm families. RHI staff currently serves Waupaca, Shawano, and Outagamie counties. Their professionally trained Outreach Health Coordinators provide preventive health screening to anyone within their service area who contributes to agriculture. RHI is currently working on its 6th Annual Wine & Cheese Tasting fundraiser, which will be April 21 at Crystal Falls in New London. All proceeds go directly back into RHI to provide complimentary "kitchen wellness" to local farmers. If you would like to attend the event, make a donation, or learn more about RHI go to [www.wiruralhealth.org](http://www.wiruralhealth.org). CWEC is very proud to support RHI offering a helping hand to our local farmers.



Brenda Mazemke (second from right), CWEC member relations coordinator, presents a donation to RHI staff (left to right) Dawn Dingeldein, Rhonda Strelbel, and Alissa Mueller.



# Improving the Health and Safety of Farm Families

**F**armers are a unique breed in more ways than one, including that most of them are self-insured and have plans with high deductibles. That combined with their busy schedules and concern about health and safety issues led to the creation of the Rural Health Initiative (RHI), which brings preventive health screening directly to their farmers.

The center of RHI is the visits made by professionally trained health-care professionals to the homes of interested farm families. The visit includes preventative health screenings, health coaching, and referral information to area services and provides a listening ear for concerns and issues. Anyone in agriculture can request RHI services; it could be the traditional family dairy farmers, Amish farmers, hobby or crop farmers, large operations with employees or a milk hauler.

“When you look at farms, most of the services come to them—for example, the vet, the milk truck, and more—so we thought bringing health care to farmers where they are would be the best way to serve them,” said RHI Executive Director Rhonda Strebel. “We call it ‘kitchen wellness’.”

RHI started in Shawano County in 2004 when local farm families, the University of Wisconsin-Extension, local ag businesses, the public health department, local schools, veterinarian services, and



ThedaCare (the local health-care provider) came together to study farm health and safety issues. The result of that collaboration was RHI, which was officially launched in 2004. In 2012, RHI expanded into Waupaca and Outagamie counties. RHI program is a non-profit locally operated and financially supported by the community.

Strebel said RHI makes a positive impact on the farming community. “People support us because they appreciate having food to eat; knowing the importance of where our food is produced and keeping those producers healthy is essential to everyone’s well-being,” she said.

During the kitchen visits, RHI staff members conduct basic health screenings, including blood pressure, cholesterol, and glucose checks. Strebel

said about 52 percent of the individuals screened have an acute (unknown) condition that is detected early—conditions that would eventually send them to the emergency room with serious and costly outcomes.

“Knowing your numbers is important so you can make lifestyle changes or seek care,” she pointed out.

If the screenings show a problem, a referral is made to a local health-care provider. If someone wants additional help with a health issue, such as help to quit smoking, he or she can also receive a referral to an agency that can help.

“Ninety-six percent reported following through with the referrals,” Strebel said. “That shows we are making a difference.”

RHI is made possible thanks to financial support from a number of sources, including area businesses, residents, foundation grants, and a few fundraising events.

To show your support for RHI, you can donate directly by sending any size donation to RHI, 100 County Road B, Shawano, WI 54166 or at the website [www.wiruralhealth.org](http://www.wiruralhealth.org). Another way to support RHI is to attend the Wine & Cheese Tasting Event on April 21 at Crystal Falls Banquet Hall in New London. You can learn more and purchase tickets at [www.wiruralhealth.org](http://www.wiruralhealth.org) or by calling Strebel at 715-524-1488.

## ENERGY EFFICIENCY REBATES AVAILABLE

Did you know your cooperative offers rebates for energy efficiency upgrades? If not, we’re pleased to inform you we offer rebates for all sorts of upgrades including Energy Star appliance purchases, insulation, new windows, heat pumps, alternative water heaters, LED lighting, and much more. For a detailed listing please visit [www.cwecoop.com](http://www.cwecoop.com) or give us a call.



## THIS MAY, TAKE THE TIME TO PLUG INTO SAFETY

This month, I'd like to take a moment to reflect on the importance of safety. May is Electrical Safety Month, and Central Wisconsin Electric Cooperative will be sharing safety tips and reminders throughout the month on our Facebook account to help raise awareness about the dangers of electricity. We all depend on electricity to power our lives, but accidents can happen when electricity is improperly used.

### Our responsibility to you

Central Wisconsin Electric Cooperative's concern for safety extends beyond our employees. We care deeply about the safety of our members, and this month, we encourage you to plug into safety. According to the Electrical Safety Foundation International, thousands of people in the United States are critically injured and electrocuted as a result of electrical fires, accidents, and electrocution in their own homes.

We encourage the public to contact us if they see a downed power line or any other type of dangerous electrical situation. We strive to provide our communities with safe, reliable, and affordable electricity and to serve as your trusted energy advisor, now and well into the future.

### Our responsibility to employees

It is no accident that safety is a top priority at CWEC. We are committed to a culture of safety that is integral to our daily operations. In fact, CWEC is part of the Rural Electric Safety Achievement Program (RESAP) that follows specific guidelines and protocols for electrical safety that are considered leading practices. Our lineworkers are required to wear personal protective equipment at all times when on the job. This includes special fire-resistant clothing that will self-extinguish, limiting potential injuries from burns and sparks. Insulated and rubber gloves are worn in tandem to protect from electrical shock. Our safety team regularly discusses important safety issues pertaining to work within the building as well as out in the field.

We believe it is our duty and responsibility to raise awareness about the importance of electrical safety. Take a moment to plug into safety. Please visit our website at [www.cwecoop.com](http://www.cwecoop.com), follow us on Facebook at Central Wisconsin Electric Cooperative, or link to [www.esfi.org](http://www.esfi.org) for tips about how to keep you and your loved ones safe.



## 2017 MEMBER PHOTO CONTEST

### *"Life in Rural Wisconsin"*

Central Wisconsin Electric Cooperative is holding its annual photo contest for members' photos to be featured in the 2018 calendar. Winning photos may be used in future newsletters or cooperative publications.

- Photos must be taken within the Central Wisconsin Electric Cooperative service area.
- Photos should capture life in rural Wisconsin (seasons, wildlife, landscape, people, etc.).
- Photos must have a horizontal (landscape) orientation.
- Photos can be in color or black and white.

Contest will run from April 1, 2017, until August 25, 2017; however, submitted photos can be taken outside of this date range.

### Photo Contest Entry Options:

- **Email:** Brenda Mazemke  
[brenda.mazemke@cwecoop.com](mailto:brenda.mazemke@cwecoop.com)
- **Mail:** P.O. Box 100, Rosholt, WI 54473  
(photo(s) must be 8"x10" in size)
- **Drop Off:** Central Wisconsin Electric Cooperative Office – 10401 Lystul Road, Rosholt  
(photo(s) must be 8"x10" in size)

For a complete set of rules as well as entry forms and photo release forms, visit our website, [www.cwecoop.com](http://www.cwecoop.com).



# YOUTH LEADERSHIP CONGRESS SET FOR JULY 26–28

If you'll be a high school sophomore or junior in the fall, this conference is for you! This three-day, all-expense paid program is jammed with fun, hands-on activities and seminars designed to help you identify and develop your leadership skills. It is planned by high school students just like you and features nationally recognized speakers.

This year's event will be held July 26–28 at UW-River Falls. If you are interested in being a sponsored representative of CWEC, please contact your high school guidance counselor or Brenda Mazemke at 715-677-2211 or by email at [brenda.mazemke@cwecoop.com](mailto:brenda.mazemke@cwecoop.com).



## DATES TO REMEMBER IN MAY

### Annual Potato Pancake Feast and Fundraiser

**Sunday, May 7**

9 a.m.–1 p.m.

Adults \$9; Children ages 6–12 \$4, children ages 5 & under free. Tilleda Community Center, Tilleda. Sponsored by the Tilleda Advancement Association. For more information call 715-787-4241.

### Mother's Day

**Sunday, May 14**



### Walls of Wittenberg Presents: "Artists' Free Play: V" – 10th Annual Juried Art Show

**April 22-May 14, Saturday and Sunday only**

11 a.m.–3 p.m. Free.

WOWSPACE: 114 Vinal St., Wittenberg. For more information and contest details call 715-253-3525 or go to [www.wallsowittenberg.com](http://www.wallsowittenberg.com).

### Iola Lions Pre-City Wide Rummage Sale Brat Fry

**Friday, May 12**

10:30 a.m.–2:30 p.m., Iola Sentry Foods, Iola. Proceeds will go to the Iola-Scandinavia Fireworks fund.

### Iola Lioness Club's 22nd Annual Citywide Rummage Sale

**Saturday, May 13**

8 a.m. Maps available in town the day of the sale or at [www.ischamber.com](http://www.ischamber.com) after May 10. Sponsored by the Iola Lioness Club, Iola. For more information call 715-445-5450.

### Embarrass River Lions Wild Game Feast

**Saturday, May 13**

4–8 p.m. Adults \$10, at the door \$12; children 10 & under \$5, at the door \$6. Tickets available from any Embarrass River Lion member. Numerous raffles. Morris Town Hall, W15320 Berg Road, Tigerton. For more information call David Jensen 715-535-2823.

### Bowler Area Yard Sales

**Friday, May 19 and Saturday, May 20**

7:30 a.m.–3 p.m. Sign up at JP's, the post office, or Krops's. For more information call Marianne at 715-881-0148.



### WORS Iola Bump and Jump

**Sunday, May 21**

WORS is America's largest mountain bike racing series. Held at the Iola Winter Sports Club, E398 Cty. Rd. MM. The Iola Bump & Jump course offers a great place to race or spectate an incredible race. For more information go to [www.wors.org/schedule/iola](http://www.wors.org/schedule/iola).

### Memorial Day Weekend Brat Fry

**Saturday, May 27**

10:30 a.m.–2:30 p.m.

Iola Sentry Foods, Iola.

### Rosholt American Legion/Auxiliary Memorial Day Services

**Sunday, May 28**

11 a.m. Chicken dinner to follow Rosholt. For more information call Christine at 715-592-4648.

### Memorial Day Observed

**Monday, May 29**

CWEC office will be closed

### American Legion Sheveland –Taylor Post 14 Memorial Day Parade

**Monday, May 29**

Iola, WI

### Tigerton Memorial Day Program

**Monday, May 29**

11:30 a.m. at Veteran's Memorial

To submit your community events email [brenda.mazemke@cwecoop.com](mailto:brenda.mazemke@cwecoop.com) or call Brenda at 715-677-2211.

## Mike Wade, President & CEO

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[www.cwecoop.com](http://www.cwecoop.com)

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## Central Wisconsin Electric Cooperative

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