



**Central Wisconsin  
Electric Cooperative**  
Your Touchstone Energy® Cooperative 



Lila Shower,  
President & CEO

## APRIL SNOWSTORM CAUSES MANY OUTAGES

April showers bring May flowers, at least that is the way it is supposed to work. At the time of writing this article, we just had a large outage due to heavy snow on our electric lines. On Tuesday, April 2, our linemen worked their regular 10-hour day shift and went home, keeping an eye on the snowy weather. Some of them got to eat supper, some did not before they were all called back to work. We had more than 580 members out of power, and 64 separate outages.

The crews worked all night and into the next day. By 4:30 p.m. on Wednesday we had restored power to all our members, some of them more than once. That heavy snow did a lot of damage to trees, branches, and our electric lines themselves. A big thank you to our employees, the linemen, and support staff who worked 30

hours straight to restore power to our members. We have the best employees; I thank each and every one of them.

May is National Electrical Safety Month. Each of us relies on electricity to power our homes and businesses, but we should remember to be safe around electrical equipment and power lines. By taking simple precautions, everyone can avoid electrical-related fires, fatalities, injuries, and property loss. Contact us if you have questions about your electric service or if you see hazardous situations involving our lines and equipment.

It is officially spring, and I hope you are beginning to enjoy spending time outside. For many of you, spring means planting your favorite flowers and working in the yard after the long winter. If your work involves digging, be reminded that electric, gas, cable, or other utility lines may be lurking beneath the surface. Before you dig that hole or cut that trench, call 8-1-1 to

request that these lines be marked. This is a free service that is easy to use and will help keep you safe.

We are all aware of the prices for everything increasing, including electricity. If you are having difficulties paying your electric bill, you may qualify for energy assistance programs that may be able to help you pay your electric bill. You can find more information about energy assistance programs on our website, [www.cwecoop.com/energy-assistance-programs](http://www.cwecoop.com/energy-assistance-programs).

In honor of Memorial Day, I want to thank all of the men and women who have served in the United States Armed Forces. We are especially thankful for those who gave the ultimate sacrifice so that we can enjoy the freedoms their service affords us in this great country of ours. Please join me in taking a moment to show your appreciation to a veteran—not just this month, but every month.

## BOARD MEETING SUMMARY

A regular meeting of the Board of Directors of Central Wisconsin Electric Cooperative was held at 7:58 a.m. on February 29, 2024. The following is a summary of the meeting activities. The agenda, minutes of the January 25, 2024 meeting, new and terminated memberships, and the monthly safety and compliance report were approved.

### Action Items

- Monthly Financial Statements and Reports were approved. The Finance Committee reviewed checks written and the board and CEO expenses.
- The Federated Youth Foundation Donations were approved by the Board.
- Several board members and staff attended Lobby Days in Madison.
- The 2024 WACC rate for discounted estate retirement of 6.86% was approved.

Operations and Engineering – Mr. Kurtzweil gave an update on the HVAC systems. The removal of the water heater LMRs has started. Replacement has started on the #6 solid conductor in Tigerton.

Accounting and Finance – Financial reports were presented by Ms. Claussen. All documentation has been sent to the auditors. CliftonLarsonAllen, LLC will present the final audit at the April meeting.

Member Services – Ms. Mazemke reported the Annual Members Meeting will take place on April 18, 2024, at the Iola-Scandinavia High School. Phase one has been completed for the Preventing Outages and Enhancing Resilience of the Electric Grid Grant.

President and CEO – Lila Shower, CEO, reported on her submitted report. Meeting adjourned at 12:27 p.m.

## ENERGY EFFICIENCY TIP OF THE MONTH

A well-designed landscape can add beauty to your home and reduce home heating and cooling costs. Plant deciduous trees with high, spreading crowns to the south of your home to block sunlight in the summer and reduce the need for air conditioning. Deciduous trees lose their leaves in the winter, allowing sunlight to warm your home.

Plant evergreen trees and shrubs with low crowns to block winter winds. Dense evergreen trees and shrubs planted to the north and northwest are the most common type of windbreak and can help lower energy used for home heating.

Source: [energy.gov](http://energy.gov)

# NUESKE'S CONTINUES SMOKED MEAT TRADITION

When Nueske's Applewood Smoked Meats in Wittenberg celebrated its 90th anniversary in 2023, a community event was held that attracted 8,000 people to the property in Wittenberg that houses Nueske's retail store. Since the village of Wittenberg has a population of just under 1,000 people, you could say it was more than a "community" event.

"We love being part of the community and we want other people to feel a part of it too," said Tanya Nueske, CEO and president of Nueske's. "It was important to us to have an all-inclusive, family-friendly event. Everything we did that day was very family focused."

The event was held on Sept. 16, 2023. The festivities began at 7:30 a.m. with a pancake breakfast and culminated with fireworks at dusk. There were food trucks on-site, old cars and tractors, helicopter rides, a ping pong ball drop for 3,500 prizes, axe throwing, chainsaw carving, camel rides, a mobile escape room, petting zoo, old-time photography, and pig, duck and goat races.

There is plenty of history behind Nueske's reaching its 90th anniversary, and Nueske said the community is an important part of that history.

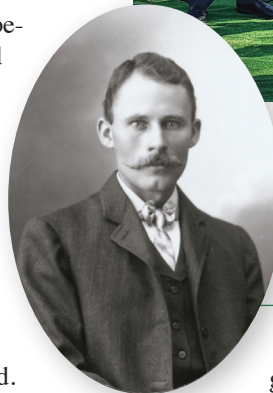
"The community has always supported our family and the business, and we do the same back," Nueske said. "It feels good to be a part of this and hopefully people want to come and be a part of it too."

**Nueske's History** The history of Nueske's began in the 1880s when Tanya Nueske's great-great-grandfather's family settled in the area to farm. The family also began curing and smoking meats, which was common when they were growing up in Europe. The tradition of curing and smoking meats was carried from generation to generation. In 1933, Nueske's grandpa, Robert, started the meat company.

"He knew he had a constant supply (of meat) from his two brothers, who had hog and dairy farms (in the area)," Nueske said. "That's really how he started it. He spent a lot of time going up north and delivering up there because people really loved smoked meat. He built his first refrigerated box and put it on the back of a pick-up. If you drive in downtown



Nathan Nueske, Tanya Nueske (with shovel), Darlene Nueske, Justin Nueske, and Tanya Nueske's son, Conner Satterfield, in the forefront at the groundbreaking ceremony of the company's newest plant addition. Left: John Nueske, who was Tanya Nueske's great-granddad.



Wittenberg, you can see it in the old Ford garage. That was hand-built."

After Robert married, he and his wife bought a home and built a meat plant attached to their home. In 1975, Robert died, so Nueske's father, Bob, and uncle Jim took over the business. A fire in 1976 led to the construction of a new building at its current location near state highways 29 and 45.

"We went from being state inspected to USDA inspected, which allowed us to sell over state lines," Nueske said. "The business continued to grow under their leadership and we needed to put on an addition due to increasing demand. I think we did that first addition around 2006. My Uncle Jim passed away in 2009 and my dad passed away in 2015. We did another addition in 2017."

In 1996, the company bought an existing building in Wittenberg because it was growing and needed more space. That building turned into the distribution center for mail order and the main office, which it still is today.

Nueske said she hasn't always worked for the company.

"I moved away and I came back in 1991, so it's been 32 years," Nueske said.



Far left: The original pick-up truck that R.C. Nueske put a homemade refrigerated box on. Left: Fireworks shoot off behind a vintage Nueske's Meats truck at the Nueske's 90th anniversary celebration.





**Nueske's Products** Nueske's offers a variety of smoked meats, but Nueske said, "Bacon made us famous."

Other smoked meats offered by Nueske's include chicken, duck, turkey, sausage, pork loins, and beef.

"Everything pretty much is all very old fashioned," she said. "We have single truck smoke houses, which is very small batches. One rack goes in at a time. Most everything is in there for a full day."

She added that the entire process takes about one week.

Nueske's has around 80 distributors that it sells its products to. Carl Rambo, chief sales officer for Nueske's, said its distributors sell Nueske's products to end-users, including overseas.

Nueske said she doesn't know where Nueske's ranks in the smoked meats industry.

"It's always been our vision to be the best, not the biggest," Nueske said. "We are that small-time butcher shop kind of product that can give it to you consistently. Quality is out of this world. That's what makes us unique."

Rambo added, "That's (market share) the last thing on our mind. It really is to maintain the recipes, the quality, and customer service. The other thing is we are unique. What's really made us unique is that there are very few people in the country that can do it the old-school way, and the way that we do it, and still get it to all 50 states. We're still single shift, so you look at the operation, it's really unique to see that."

Nueske's has around 200 full-time and part-time employees. The number grows each year with seasonal help

Bob Hoekstra, Sherwin Steffick, and Nueske's grandpa, R.C. Nueske, in front of a Nueske's truck.



for the holiday season.

"I think we have the best people who make the finest smoked meats, and part of who we are is time, patience, consistency, quality in everything we do. And everyone has a say in it," Nueske said. "And we have loyal customers who appreciate flavor on the plate. That's really what we do. We have the best people making products that put flavor on everyone's plate."

As Nueske's continues into the future, customers shouldn't expect much to change.

"We want to stay true to who we are—our brand, how we take care of people, how we smoke our products, what we stand for, staying consistent, having quality at the top—that's not going to change," Nueske said. "And we want to be the best, not the biggest."

Central Wisconsin Electric Cooperative thanks Nueske's for its commitment to supporting the community and for being a member of CWEC.



## KEEP POWER POLES FREE AND CLEAR

We want to remind all our members that nothing should be placed on the Central Wisconsin Electric Cooperative power poles. This includes, but is not limited to: posters, flyers, decorations, birdhouses, lights, etc.

The poles need to be clear of items because sometimes CWEC linemen need to climb the poles, and items on the poles can make that task more difficult and dangerous.

## 2024 MEMBER PHOTO CONTEST

### "Life in Rural Wisconsin"

Central Wisconsin Electric Cooperative is holding our annual photo contest for members' photos to be featured in our 2025 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 color or black and white.
- Contest will run until August 26, 2024; however, submitted photos can be taken during anytime of the year.

### Photo Contest Entry Options:

**Email:** Bert Lehman at [bert.lehman@cwecoop.com](mailto:bert.lehman@cwecoop.com)

**Mail:** PO Box 100, Rosholt, WI 54473. (Photo(s) must be 8"x10" in size)

**Online:** [www.cwecoop.com/member-photo-contest](http://www.cwecoop.com/member-photo-contest)

**Drop Off:** Central Wisconsin Electric Cooperative Office – 10401 Lystul Road, Rosholt. (Photo(s) must be 8"x10" in size if dropped off at our office.)

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



For high school students who will be a sophomore or junior in the fall, Youth Leadership Conference is designed specifically for you. This three-day, all-expense-paid program is jammed with fun, hands-on activities and seminars designed to help students identify and develop their leadership skills. It is planned by high school students and features nationally recognized speakers.

This year's event, set for July 16-18, will once again be held at UW-Stout in Menomonie.

High school students who are interested in being a sponsored representative of Central Wisconsin Electric Cooperative, please contact your high school guidance counselor or Bert Lehman at 715-677-2220 or by email at bert.lehman@cwecoop.com.

## CALL 811 BEFORE YOU DIG

With the weather continuing to warm up, it's time to get moving on the yardwork that needs to be done. Some of this yardwork may include the need for digging on your property. If that is the case, property owners need to take proper safety steps.

The first step to ensure safe digging is to call Diggers Hotline at 811. Diggers Hotline is a free service that must be used if you plan on doing any kind of digging in order to avoid damaging underground lines. By law, a property owner or anyone else doing digging must call Diggers Hotline at least three working days before they start digging.

When a property owner calls Diggers Hotline, they will need to provide the following information: your name, mailing address, phone number, email address, as well as the

name of the person who will be doing the digging and their phone number. Diggers Hotline will also need to know the city, township, or village your work will take place in, the address of the dig site, and the name of the side street your dig site is on and the nearest intersecting road.

Dig site information will also need to be provided. This includes the start date of the dig project, the type of project you are doing that requires digging, as well as instructions on how you will mark the area in which underground lines need to be located in.

After the call to Diggers Hotline is completed, they will coordinate between excavators and owners of the buried lines on the property. The owners of the lines will mark the locations near your job site with paint and/or flags. Private lines are considered the responsibility of the landowner and will not be marked by Diggers Hotline. A locating company can be hired to mark private lines.

Since locating underground lines is not an exact science, the actual location of the lines could vary from the position of the marks. Because of that, state law mandates an 18-inch buffer zone on each side of the marks indicating an underground line.



**Central Wisconsin  
Electric Cooperative**

Your Touchstone Energy® Cooperative

10401 Lystul Rd., P.O. Box 100,  
Rosholt, WI 54473  
715-677-2211 • 800-377-2932

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

Follow us on X  
and Facebook



**Lila Shower, President & CEO**

**Bert Lehman, Editor**

### Board of Directors

#### District 1

Ron Onesti  
715-551-9257

Tom Smith  
Chairman  
715-701-2051

#### District 2

Lee Lehrer  
920-851-4545 – cell  
715-677-3850 – home

Lou Oppor  
Vice Chairman  
608-575-8653

Michael Schultz  
715-370-1378

#### District 3

Sue Rombalski  
715-701-2053 - cell  
715-341-4571 - home

Allen Zander  
Secretary-Treasurer  
715-630-8239

### Our Mission

**We are your trusted energy  
partner and provider of  
valued community support.**

