



## IT'S A MATTER OF (CO-OP!) PRINCIPLES

By Dean Ortmann, President & CEO

For me, this is a time of year for reflection, and topping my list of things I'm grateful for is our wonderful community. I know I speak for all Chippewa Valley Electric Cooperative (CVEC) employees when I say that we are thankful to be in such an incredible place. We are fortunate to live in the same place where we work, which makes our ties to this community that much stronger.

You may recall that last month, my column touched on the first three Cooperative Principles, so this month, I'd like to tell you about the remaining four principles. The Cooperative Principles are essential to the co-op business model and benefit all members of the co-op.

### Autonomy and Independence

The fourth principle, Autonomy and Independence, means that the co-op operates in an autonomous way that is solely directed and guided by its members, reflecting the values and needs of our local community. This means the co-op is not being influenced by leaders or shareholders several states away. Instead, the co-op is led by the local members it serves.

### Education and Training

The fifth principle, Education and Training, focuses on enhancing the knowledge of co-op employees and board members, which enables them to contribute to the development of the co-op.

By investing in continuous learning for our employees and board members, our co-op is making a commitment not just to individual professional and personal growth, but to the future of the co-op and the high quality of service our members expect and deserve. It's a win-win situation.

We also strive to inform our members (that's you!) and the public about the mission and operations of the co-op. In fact, that's why you receive this magazine every month, so we can share the latest co-op news and updates, as well as energy efficiency and safety tips.

### Cooperation Among Cooperatives

Cooperation Among Cooperatives is the sixth principle and fosters the way that co-ops work together to address bigger challenges. While this principle applies to all types of cooperatives, it is especially relevant in the energy industry. In our case, we put this principle in action after major storms

and disasters that cause widespread power outages. When this happens, we call on nearby co-ops to come to our aid and assist with restoration efforts—and we of course extend the same help to them when they need us. I can't think of a better example of cooperation among cooperatives.

In addition, because we are part of the national electric co-op network, we can connect and collaborate with other electric co-ops to tackle industry-related challenges, like cybersecurity and an ever-changing energy landscape.

### Concern for Community

The seventh principle, Concern for Community, is essential to who we are as cooperatives. We serve our community not only by being an essential service, but by helping to power our local economy. Whether through economic development, volunteerism, or donations to local causes, we invest in this community because it's our home too.

You can show your concern for community by selecting a tag from the CVEC Christmas tree displayed in our lobby. You will help bring a smile to a child's face when you purchase Christmas gifts and return them to CVEC by December 1. No gift wrap necessary!

I think you'll find that most cooperatives bring good people together to make good things happen in the community. We hope you feel that way about us, your local electric co-op. On behalf of everyone at CVEC, we're thankful for your membership, and we hope you have a wonderful Thanksgiving.





# Veterans Day

HONORING ALL WHO SERVED



**A**s we celebrate Veterans Day, Chippewa Valley Electric Cooperative would like to highlight veterans from our cooperative family who have served our great country and to also cheer on those who are actively serving in the armed forces. You have sacrificed so much to protect our country. We are thankful to all military personnel for their service and bravery as they serve the United States of America. Our gratitude cannot be measured. We are proud of you.

## Active Duty

**Kevin Capek**,  
Sergeant, son of  
Terry, CVEC meter  
technician and  
lineman, and  
Kay Capek.

U.S. Army, WI Army  
National Guard –  
Years of service: 7  
(2014-current). WI  
Army National Guard  
32nd Military Police  
“Red Arrow,” 128th  
Infantry Battalion.



**Tyler Scheidler**, son  
of Kevin, CVEC line  
superintendent, and  
Tonya Scheidler.

U.S. Navy – Years  
of Service: 5  
(2016-current).  
E4 Petty Officer  
stationed in Norfolk,  
VA onboard USS  
Dwight Eisenhower  
(CVN 69) as a diesel  
technician and  
welder.





## Retired



**Keith Zimmerman,**  
CVEC lineman – 32 years.  
U.S. Army – Years of  
Service: 6 (1977-1983)



**Deone Goettl,** CVEC District 5  
Director: 25 years.  
U.S. Navy – Years of Service:  
4 (1960-1964)



**Dan Liske,** CVEC District 1  
Director: 1 year.  
U.S. Army, WI Army National Guard –  
Years of Service: 22 (1971-1993)



**John Petska,** CVEC District 7  
Director: 24 years.  
U.S. Army Reserves – Years of  
Service: 6 (1964-1970)



**Clyde Shipman,** CVEC District 3  
Director: 24 years.  
U.S. Air Force – Years of Service:  
20 (1952-1973)



## ATTENTION DUAL FUEL CUSTOMERS:

### Dual Fuel Heating Systems to be Tested November 17

As the heating season fast approaches, we are preparing for another Wisconsin winter. This includes a test of our load management system.

If you currently participate in our dual fuel or off-peak heating program, the load management system will be tested on Wednesday, November 17 (Thanksgiving is the following week).

Your electric heating system will be shut off at 5:00 p.m. and will remain off throughout most of the evening. Heating systems will be randomly turned back on beginning at 8:30 p.m., and all systems should be back on by 10:15 p.m.

During the time the electric heat is off, customers will rely on their backup heating system. If you experience any problems with your heating system during this test, please contact your heating contractor. If you experience any problem with our load management receiver (pictured at right), contact Chippewa Valley Electric Cooperative at 715.239.6800 or 800.300.6800.



This test is a benefit for you as well as the cooperative. We want to make sure your backup heating system and the load control device work properly before we get into extremely cold weather.

If you have any questions regarding this test, please call the office.



Our office will be closed Thursday, November 25.

## SPIRIT OF CHRISTMAS

### Please visit the CVEC Lobby Christmas Tree

Beginning November 1, you can find Spirit of Christmas tags hanging from the CVEC Lobby Christmas Tree. Please stop in and select a tag from our tree to help bring a smile to a young one's face this Christmas. It's quite simple: The gift ideas requested by the child are listed on the tag. Next, it's the fun part: You generously shop for the items, and you don't even need to wrap the gifts! You just return the unwrapped gifts to CVEC by December 1. It's a beautiful gesture of the true Christmas spirit.



## REBATE DEADLINE APPROACHES

You may be eligible for a rebate on a recent purchase of energy efficient measures.

Check out all of Chippewa Valley Electric Cooperative's rebate offerings at [cvecoop.com](http://cvecoop.com) or call the office for more details, 715.239.6800.

The deadline is **December 31, 2021**. Don't miss out!



Chippewa Valley Electric Cooperative

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Office Hours: Monday–Friday, 7:30–4 p.m.

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