

# THIS GIVING SEASON, CONSIDER OPERATION ROUND UP

## 'Opt In' to Help Our Local Communities

**W**ould you be willing to spend \$6 a year to do some good in your local community? Chippewa Valley Electric Cooperative members are invited to take part in our

Operation Round Up program and do just that! Members can “opt in” to have their electric bill rounded up to the next whole dollar each month. That spare change is then pooled into CVEC’s Chippewa Valley Community Fund, which is used to support families and projects in CVEC’s service area.

A committee of CVEC members oversees distribution of the funds, which in the past have been used to support families facing a serious illness, death in the family, house fires, or other hardship. In the spirit of the cooperative principle of “Concern for Community,” the program also aims to make life better for members by supporting causes within the towns we serve.

Other co-ops have created this program as an “opt out” option, meaning members were automatically enrolled and would need to opt out if they didn’t want to participate; however, CVEC chose to let members decide if they

wish to contribute. That said, now is the time to opt in if you want to participate and do some good right here in the community!

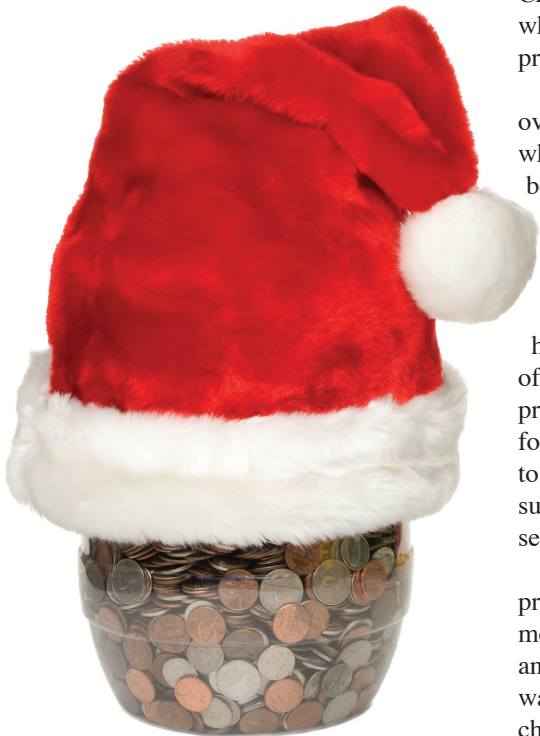
Of 6,500 members, we have only 871 enrolled in Operation Round Up. We’d love to see that number hit 1,000 by New Year’s Day! The more members we have enrolled, the more causes we can support!

If you know a family in need or a community project we should consider for funding, see the application form at [cvecoop.com](http://cvecoop.com).

“Opting in” to support Operation Round Up is as simple as a

couple of clicks from your Smart Hub account. (Access the Smart Hub portal via the green icon in the upper right corner of the CVEC website. Or contact the co-op at 715-239-6800 or visit [www.cvecoop.com/roundup.php](http://www.cvecoop.com/roundup.php) for an enrollment form. Collectively, our small contributions to Operation Round Up can make a big difference for the community and for neighbors in need!

Of 6,500 members, we have only 871 enrolled in Operation Round Up. Can we hit our goal of 1,000 by 2024?



## SMALL CHANGE THAT CHANGES LIVES



**For \$6 per year** make a difference in the lives of families right here in the Chippewa Valley.

Chippewa Valley Electric Co-op members can choose to opt in to Operation Round Up to have their monthly electric bill rounded up to the next highest dollar.

Those funds are pooled into the Chippewa Valley Community Fund, which supports families in need and community projects in the co-op’s service area.

→ **Enroll with SmartHub**  
Access your SmartHub from [cvecoop.com](http://cvecoop.com) and enroll under Billing & Payments

→ **Email Form**  
See form at [cvecoop.com](http://cvecoop.com) and email to [cvec@cve.coop](mailto:cvec@cve.coop)

→ **Mail or Drop Off Form**  
317 S. 8th St.  
P.O. Box 575  
Cornell, WI 54732

# IF NOT YOU, THEN WHO?

## Consider Serving on the CVEC Board of Directors!

**A**s a member of Chippewa Valley Electric Cooperative, you have a voice through the election of your Board of Directors. Two seats on the board are coming up for election at the co-op's 87th Annual Meeting at our headquarters in Cornell in March. Members are encouraged to attend the annual meeting and vote—or consider running for the board to serve as a voice for your fellow members!

In 2024, Districts 1 and 6 will be up for election. If you are unsure of which district you live in, please refer to the upper right-hand corner of your bill or call the co-op office for assistance.

Interested members are encouraged to contact CVEC to learn more and request a director candidate packet. Those who are interested in running need to apply by **February 2024** to be on the ballot.

Directors are elected by the members who reside in their

district at the annual meeting, so even if you're not planning to run for the board, keep an eye on the race and be sure to vote if your district is up for election this year!

Contact CVEC today at [cvec@cve.coop](mailto:cvec@cve.coop) or 715-239-6800 to request a director candidate packet.

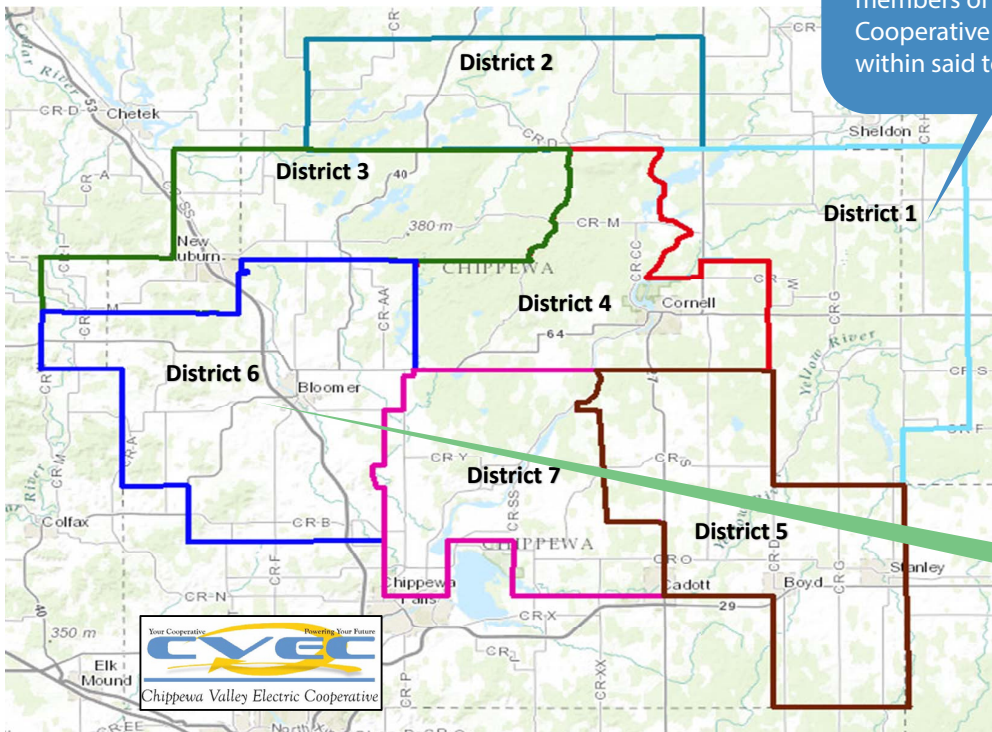
The following board members are currently serving and have the option to campaign again for these positions:

### District 1 – Dan Liske 3-Year Term

This district includes the entire Towns of Holcombe, Ruby, and the portion of the Town of Colburn located east of County Highway D, Chippewa County; the Town of Aurora, Taylor County; and those members of Chippewa Valley Electric Cooperative whose service extensions lie within said town or portions of towns.

### District 6 – Steve Wall 3-Year Term

This district includes the southern half of the Town of Auburn, the entire Towns of Bloomer, Woodmohr, Cooks Valley, Tilden and Howard, Chippewa County; the southern half of the Town of Sand Creek, Dunn County; and those members of Chippewa Valley Electric Cooperative whose service extensions lie within said towns.



To request a director candidate packet or find out more details about board elections, contact Nicole at [nwsime@cve.coop](mailto:nwsime@cve.coop) or call 715.239.6800.



# BOARD OF DIRECTOR DUTIES & RESPONSIBILITIES

**Who is on the board?** The board of directors is comprised of seven cooperative members; one from each of the seven cooperative districts.

**What does a director do?** A director represents all member-consumers of CVEC and is responsible for annual budgets, rate schedules, approval of general policies, capital credit retirements, present bylaw amendment changes, delegating authority to the President/CEO to execute, carry out the daily activities of the cooperative and follow established policies. Directors' decisions are made in the best interest of the cooperative.

**What is the time commitment?** Each director serves a three-year term. Directors can expect to be available 20-40 days each year for attendance at monthly board meetings, CVEC's annual meeting, training sessions, member events, educational seminars, and travel.

**When does the board meet?** The board of directors typically meets the last Thursday of each month with meetings beginning at 8am and varying in length from approximately four to six hours. Directors also attend occasional other meetings and events.

**Is there any compensation?** Directors are paid a per diem for each meeting attended as well as IRS-approved mileage.

## It's important to remember ...

Chippewa Valley Electric Cooperative (CVEC) is owned by its members and guided by directors elected from the membership. That's the cooperative difference!

## DIRECTOR QUALIFICATIONS

The main qualifications to serve as a representative on the CVEC Board of Directors are –

1. A CVEC member and primary resident of the district from which elected.
2. Not employed by or holding a financial interest in a competing enterprise or business selling electric energy or supplies to the cooperative.
3. Not employed by the cooperative.
4. Compliant with the cooperative's nepotism policy.

*Please contact the cooperative for more detailed information about Director Qualifications.*



Chippewa Valley Electric Cooperative

## RUNNING FOR THE BOARD OF DIRECTORS



### REVIEW THE CO-OP'S BYLAWS

Visit [cvecoop.com](http://cvecoop.com) and review director qualifications in Article V of the bylaws.



### IDENTIFY YOUR DISTRICT

Directors serve 3-year terms, alternating election years. Don't know your district? Call CVEC or refer to the upper right corner your bill.



### GET ON THE BALLOT

Connect with the co-op to indicate interest in running, receive a candidate packet, and get on the ballot!



### PROMOTE YOUR CAMPAIGN

Reach out to members in your district and let them know why you want to be their voice on the Board!



### ATTEND ANNUAL MEETING

Directors are elected by members residing in their district at Annual Meeting.



**Ask for a candidate packet today!**

[cvec@cve.coop](mailto:cvec@cve.coop) – 715.239.6800  
317 S. 8th St., Cornell, WI



Your Cooperative Powering Your Future

# Sparks CO-OP NEWS

CELEBRATING OUR CO-OP COMMUNITY!

## Stanley West Industrial Park Certified as Shovel-Ready

Project partners gathered for an Oct. 25 ribbon-cutting celebration for the 100-acre Stanley West Industrial Park. The site is on Chippewa Valley Electric Cooperative (CVEC) lines, and is complemented by Wolf River Solar, our nearby member-owned community solar garden.

“We look forward to serving this project with reliable power as it continues to evolve, and we are proud to say that any business looking to put down roots here can now do so with confidence, knowing it is a shovel-ready certified site,” said CVEC President/CEO Russ Falkenberg. “Our team is excited to see what this space becomes 5, 10, and 15 years down the road.”



Pictured, left to right, are Ken Pearson, Chippewa Valley Technical College; Russ Falkenberg, CVEC; Al Haas, City of Stanley; Donna Walker, Dairyland; Missy Hughes, Wisconsin Economic Development Corp.; Ron Haas, Stanley Chamber of Commerce; and Charlie Walker, Chippewa Economic Development Corp.

## Co-op Contributions Support Holcombe Helipad

La Crosse, WI—In recognition of the growing importance of emergency response efficiencies, Chippewa Valley Electric Cooperative (CVEC) and Dairyland Power Cooperative (DPC) joined forces Oct. 24 to support a helicopter landing zone north of Holcombe on Highway 27 at Rocque Ridge Outfitters. Dairyland donated \$1,000 to support the effort, matching \$1,000 from CVEC.

“Minutes matter when it comes to a medical emergency,” said CVEC President/CEO Russ Falkenberg. “Without a doubt, this project will save lives, and we are proud to support it.”

The site was previously used for landings, but installation of a permanent concrete pad this fall addressed safety concerns. The donations were presented to Lake Holcombe Resort and Business Association President Tony Fasbender and Lake Holcombe Improvement Association President Pat Viergutz.

“The contribution reflects our cooperatives’ shared commitment to the communities we serve and our constant pursuit of innovative solutions to address safety needs,” said Dairyland President and CEO Brent Ridge.



From left, Tony and Michelle Fasbender, DPC Communications and Public Relations Specialist Ellie Meyer, CVEC Directors Frank Draxler, Steve Johnson, and Dan Liske, DPC Economic Development Manager Donna Walker, CVEC Board Chairman John Petska, CVEC President/CEO Russ Falkenberg, CVEC Member Services Director Nicole Whipp Sime, and CVEC Director Kevin Meistad.

## Put SmartHub to Work for You!

Did you know you can pay your electric bill, enroll in auto-pay or paperless billing, and monitor your energy usage on your account from anywhere? Download the free SmartHub app for your smartphone or tablet or access it online by clicking the green SmartHub icon in the upper right corner of our website at [www.cvecoop.com](http://www.cvecoop.com) and start improving your energy usage today!

## Rebate Deadline Approaches

You may be eligible for a rebate on a recent investment in energy efficiency. Check out all of Chippewa Valley Electric Cooperative’s rebate offerings at [cvecoop.com](http://cvecoop.com) or call the office at 715-239-6800 for more details. The deadline for rebate forms is **December 31, 2023**. Don’t miss out!



Chippewa Valley Electric Cooperative

317 S. 8th St., P.O. Box 575  
Cornell, WI 54732  
715.239.6800 • 1.800.300.6800  
[www.cvecoop.com](http://www.cvecoop.com) • email: [cvec@cve.coop](mailto:cvec@cve.coop)

*This institution is an equal opportunity provider.*

## Board of Directors

- District 1 – Dan Liske
- District 2 – Steve Johnson
- District 3 – Frank Draxler
- District 4 – Kevin Meistad
- District 5 – Joe Melville
- District 6 – Steve Wall
- District 7 – John Petska

**Russ Falkenberg, Jr., President/CEO**



Follow us on Facebook Office Hours: Monday–Friday, 7:30–4 p.m.

**Danielle Endvick, Editor**