

# HONORING OUR HEROES

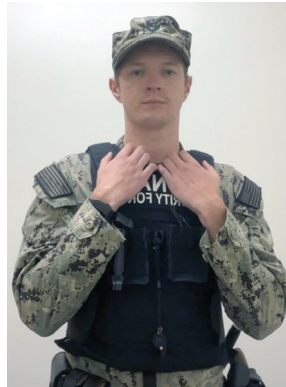
## CVEC SALUTES OUR VETERANS

On November 11, we honor the men and women who have served this country to protect our freedoms by remembering Veterans Day. Chippewa Valley Electric Cooperative would like to thank all military veterans, especially the following cooperative family members who are near and dear to us. We are grateful for your service and bravery.



Left – Joe Melville, CVEC District 5 Director: 2 years U.S. Army, WI Army National Guard, First Sergeant – Years of Service: 22 (1986-2008).

Right: John Petska, CVEC District 7 Director: 27 years U.S. Army Reserve – Years of Service: 6 (1964-1970)



Tyler Scheidler, son of Kevin, CVEC line superintendent, and Tonya Scheidler U.S. Navy – Years of Service: 8 (2016-2024)



Terry Kent, husband of CVEC accountant Della Kent Wisconsin Army National Guard (Cook/Light Wheel Mechanic), Years of service: 10 (1982 – 1992)

## HEROES IN HARD HATS

Tyler Jones and Greg Olmstead joined lineworkers from 14 other Wisconsin electric cooperatives to assist with storm recovery after Hurricane Helene left catastrophic damage. Crews helped at Aiken Electric Cooperative in Aiken, South Carolina.

“Concern for community is one of our core cooperative principles, and that commitment extends beyond our backyard. We have a talented group of lineworkers who pride themselves in the quality of their work. Every day our crew serves our members, who are also our friends and neighbors,” shared Nic Alberson, operations manager for CVEC. “When our crews travel to other cooperatives, they put their all into it and treat it as if it is their own backyard, knowing the favor would be returned by

other cooperatives if we ever faced large outages in our service area.”

Thank you to Tyler and Greg and their families.







## SHOP SMALL, EAT LOCAL AT DERKS MEATS

Nestled off County Road G outside of Boyd, Derks Family Farm has been in operation since 1980. Steve and Cindy Derks bought the dairy farm and became Chippewa Valley Electric Cooperative members at this time. Steve and Cindy raised their four children on the farm. In 2001, their sons, Greg and Matt, joined the operation and the dairy farm continued to grow.

In 2019, the family faced a crossroads. Their milking parlor had seen better days and needed to be replaced. On June 3, 2019, after their last milking, Steve and sons, Matt and Greg, along with their families transitioned the dairy farm to strictly raising “grass-fed, corn-finished” cattle. The farm typically has about 900 head of feeders at a time.

Matt began setting up shop at local

farmers markets in 2021 to get the word out about their products and make more connections throughout the

Chippewa Valley. “We found a lot of customers doing the farmers markets,” shared Matt. “It helped us a lot to grow.”

As the reputation and clientele grew, the family built Derks Meats, LLC, which houses a processing area and retail storefront. The new butcher shop and store officially opened in March of 2024.

“In the meat processing and selling business the coolers have to stay cold or we lose out on product,” shared Matt. “It’s important to have a reliable power source to run our business. I can’t really



Steve and Cindy Derks and their sons, Greg, and Matt, opened Derks Meats, LLC, in March.

say we ever had a long outage where we couldn’t get the cows milked. It’s always been pretty reliable that way.”

A few customer favorites include the beef sticks, summer sausage, and fresh-cut Tomahawk ribeye.

Derks Meats also partners with many other local makers to provide a storefront for their locally made goods. The store has cheese, honey, maple syrup, eggs, chicken, pork, and pickled vegetables all made or produced near Boyd area.





## Visit Derks Meats

33802 115th Ave, Boyd, WI  
Monday-Friday – 8 a.m.- 5 p.m  
Saturday – 8 a.m.-12 p.m  
[Derksfarmsbeef.square.site](http://Derksfarmsbeef.square.site)

## Make a **BIG** Impact by Shopping Local

Derks Meats LLC is just one of the many amazing, locally owned businesses in our area. CVEC is proud to provide businesses on our lines with reliable power, so they can serve their customers.

These local business owners are our friends and neighbors, and the unique businesses they run help to make our rural communities special.

Small Business Saturday, celebrated on the last Saturday of November, shines a light on supporting local, but we encourage you to consider ways in which you can shop local all year-round!



In addition to processing and selling fresh, locally produced meat, including their popular beef sticks (above left), Derks Meats' retail store sells other local food products including honey, syrup, and pickled vegetables (above right). For Steve and Cindy (pictured below in the middle row, left, with their children and grandchildren), Derks Meats is truly a family affair.





Your Cooperative **CVEC** Powering Your Future

# Sparks CO-OP NEWS

**CELEBRATING OUR CO-OP COMMUNITY!**

## Dual Fuel Heating Systems to Be Tested November 20

For members who participate in the dual fuel or off-peak heating program, CVEC will be testing this on Wednesday, November 20, from 7-11 a.m. Electric heat will be shut off at this time for members with back-up heating systems. If you experience a problem during the test, contact your heating contractor. If there is an issue with your load management receiver or if you have questions, contact CVEC at 715-239-6800.

## Come See the CVEC Spirit of Christmas Tree

Beginning November 4, you can find Spirit of Christmas tags hanging from the CVEC Lobby Christmas Tree. Want to bring joy to a child this holiday season? Stop in and select a tag from the tree, shop for suggested items, and simply return the unwrapped gifts to CVEC by November 30.



## SMALL CHANGE THAT CHANGES LIVES



CVEC members can opt in to Operation Round Up to have their monthly electric bill rounded up to the next highest dollar.

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



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

### → Mail or Drop Off Form

317 S. 8th St.  
P.O. Box 575  
Cornell, WI 54732

### → 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)



Yes, I want to participate in Operation Round Up.  
Please round up my bill to the next whole dollar for a minimum of 12 months.

Name \_\_\_\_\_

Address \_\_\_\_\_

Account # \_\_\_\_\_ Phone # \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_



317 S. 8th St., P.O. Box 575  
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Office Hours: Monday, 7:30–4 p.m.  
Friday, 7:30 a.m.–12 p.m.

**Rebecca Pehlke, Editor**