



William L. Caynor Sr.,
Price Electric
Cooperative CEO

THE ROAD NOT TAKEN

If you knew where you wanted to go and all the trials and tribulations it would take to get there, would you choose to go? If it involved impactful change, would you still consider the journey? Twenty years ago, I adopted a mantra from the Robert Frost poem, “The Road Not Taken.” Frost writes, “Two roads

diverged in a wood, and I took the one less traveled by, and it has made all the difference.” Roads are a metaphor for change and those choices when change comes. Choosing an alternative direction that hasn’t historically been the norm, in today’s electrical environment, has in some cases become the norm.

These days, rapid technology transformations, baby boomer retirements, new millennial workforces, and state and national agendas pertaining to climate change have immersed a normal and predictable state. Never before has so much impacted our industry at any given time, and what does the future truly hold? Will most of the electrical grid be sustainable with renewable energy? Will electric vehicles become commonplace as opposed to fuel or gas models? Will there be self-driving vehicles on our Wisconsin highways? Will battery storage be available to store home renewable energy generation? I think the answer to all these questions is yes, although the uncertainty is when will this occur?

Electric generation retirements in our industry have grown significantly with the timing and initiation of the Clean Power Plan (CPP). More than 127 GW of generator capacity has been retired in the United States since 2005. The Midcontinent Independent System Operator (MISO), which Dairyland Power Cooperative (DPC) and your cooperative are part of, has seen 11 GW of these retirements. Eleven gigawatts are enough energy to continually power over 7 million residential homes, which is more than the population of Wisconsin. These

generation retirements are occurring not only with coal, but gas turbines and nuclear as well. Sixty-five percent of the retirements have been coal, while 27 percent is natural gas. The drivers are not caused strictly by the CPP, but also by the age of the existing plants and the low competitive prices in the marketplace being brought on by renewable resources and low energy prices, such as natural and liquefied petroleum gas.

One major concern with generation plant closures is locality. Although we are tied together within the MISO grid system, any generation removal requires assessment

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as to whether other sources can adequately serve the consumers through the existing transmission infrastructure. System improvements might be required

in order to remove the source. New generation sources, which are mainly renewable and natural gas, need to be situated near infrastructure as well. A combined cycle natural gas plant, such as the 525-550 MW plant DPC is building in Superior, would be near current gas and transmission lines.

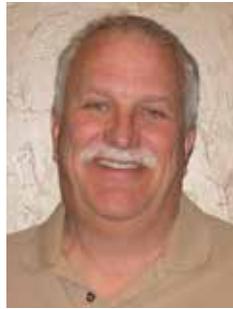
Now I reflect back to 10 years ago, when I met a stranger who I discovered through conversation saw the world similar to myself. During the course of this conversation he told me a story of a poet who came to speak to his grade school class in the 1950s, and as this poet sat on a desk within reaching distance of him, he read the poem, “The Road Not Taken.” This had a huge influence on this stranger’s life and he utilized these words throughout his life. This poet was Robert Frost, and this stranger I now call friend.



IN MEMORIAM-KIRK KLASSEN

District 2 PEC Board Director

Nothing brings home the importance in life than the death of a friend or family member. Less than 45 minutes before our July board meeting we were given the saddening news of Kirk Klassen’s departure from this world. Kirk was elected to the board at the 2013 annual meeting and re-elected in 2016. He was a visionary who wanted to ensure the cooperative was prepared for the future, and had the strength to stand up for what he felt was in the best interest of the membership. He was a welcome face at any given meeting, and it was a joy to listen to his many adventures aboard a nuclear submarine. The one thing I will always remember about Kirk is that when he was experiencing chemotherapy prior to his death, he did everything he could to make the board meetings and even when he looked as if he didn’t feel well, he never expressed an ill word. A true testament to who he was.



Kirk was a retired Navy veteran who is survived by his wife, Sharon, a strong, admirable woman and match for Kirk, his two sons, and his brother Richard. Kirk was an amazing individual and will be missed for the rest of our days.

—Bill Caynor, Price Electric CEO

COMMITMENT TO COMMUNITY FUNDS AVAILABLE

PEC members are reminded that local organizations are invited to apply for donations through Price Electric’s “Commitment to Community” program. Through donated capital credits and the Federated Youth Foundation, \$140,000 will be awarded to not-for-profit organizations that benefit the communities in PEC’s service area.

For more information, please visit our website, www.price-electric.com, or see the July 2017 issue of *Wisconsin Electric Cooperative News*.



Join Price Electric for BREAKFAST IN THE NORTHLAND!

Mark your calendar for Saturday, October 14!

Price Electric will be hosting the fifth annual Breakfast in the Northland, a free breakfast for PEC members. This year’s breakfast will be held at Prentice High School from 7–10 a.m. and will feature pancakes, sausage links, applesauce, biscuits and gravy, juice, milk, and coffee. Members who attend can enter a door prize drawing.

As part of the breakfast, PEC will also be holding a food drive for a local food pantry. Attendees are asked to bring non-perishable food items to donate to the food pantry.

Bring the whole family!

Students explore the cooperative difference at 2017 Youth Leadership Congress

“Leaders will lean into the day.”

This thought was shared by motivational speaker Craig Hillier during the 2017 Wisconsin Youth Leadership Congress (YLC) held at UW-River Falls July 26–28. High school students from around Wisconsin came together to learn how to “lean into the day” and improve their own personal leadership skills while meeting new friends and experiencing life on a college campus.

Price Electric’s delegates to the YLC

included Cecelia Fuhr from Phillips High School and Brooklyn Hanson from Brooklyn Hanson High School and Olivia Ocker from Chequamegon High School. Throughout the three-day conference, the local students learned about different styles of leadership through inspirational speakers, teamwork activities, and workshops. They learned how their personal leadership style best interacts with others. Students also learned about the cooperative business model, and what makes cooperatives special. There was

also time for fun—delegates enjoyed a hypnotist, a dance, and a special etiquette dinner, where they learned some basic etiquette for social and professional situations.

The highlight for each of the participants, however, was being able to meet new friends from throughout the state. This was reinforced by the toast given at the etiquette dinner: “There are good ships and wood ships, ships that sail the sea, but the best ships are friendships, may they always be!”



1. Olivia Ocker, Cece Fuhr, and Brooklyn Hanson. 2. Olivia Ocker (right) and partner attempt to get “untangled” during a leadership workshop exercise. 3. Brooklyn Hanson (center, blue shirt) participates in a team-building activity with her group. 4. Cece Fuhr (left) with a new YLC friend.



Price Electric Puzzler

How closely are you reading your issue of *WEC News*? Each month, we will present a question whose answer can be found in the issue. Return the answer, and you could receive a \$25 bill credit!

Please drop off or mail your answer to Price Electric or email your answer to info@price-electric.com. A winner will be drawn from all correct entries on September 30.

The winners of the July PEC Puzzler were John and Sheryl Slaby. Congratulations!

Where was the 2017 Youth Leadership Congress held?

Answer

Name

Account Number

Phone

Please return to Price Electric Cooperative,
508 N. Lake Ave., P.O. Box 110, Phillips, WI, 54555

DON'T FORGET ABOUT THE REBATES!

Price Electric offers rebates on energy efficient appliances, LED and CFL lighting solutions, water heaters, HVAC, appliance recycling, and more! Refrigerator and freezer pick-up and recycling incentives are also available for PEC members from Focus on Energy. For more information on available rebates, visit www.price-electric.com or contact the PEC office.

Remember—rebate applications must be submitted within three months of purchase or installation.



PEC's office will be closed Monday, September 4.

REBATE UPDATE

So far in 2017, PEC members have received **\$9,786** in energy efficiency rebates from Price Electric and Dairyland Power Cooperative, and **\$13,572** in incentives and savings from Focus on Energy programs. These energy efficiency initiatives represent **3,857,876 kWh** saved by PEC members!

Please contact Price Electric or visit www.price-electric.com for more information on how you can take advantage of energy efficiency incentives available for PEC members!



William L. Caynor Sr., President/CEO

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Greg Bortz, Editor



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