



**Dunn Energy  
Cooperative**

A Touchstone Energy® Cooperative



# PLANNING FOR 2022 AND BEYOND

By Jesse Singerhouse, General Manager

**A**s we turn the calendar to 2022, I'd like to wish each of you a Happy New Year! The new year gives us a chance to reset and think about the things we hope to accomplish in the year ahead.

For your cooperative, the process of setting goals for 2022 and beyond actually started back in September. The board of directors and leadership team spent two days working with one of our lending partners on strategic planning. Over the course of those two days, we developed a list of strengths, weaknesses, opportunities, and threats to the cooperative. We used those ideas to develop a list of strategic objectives to accomplish over the next three years. From there the cooperative staff developed action steps to achieve those goals. I was greatly impressed by the ideas that came from the board and the thought our staff put into this plan. They did a great job!

Executing the plan is the next step. Having been through strategic planning several times over my 22 years at the cooperative I know that any good plan has to be adaptable. Things change rapidly in the energy business. Technology, innovation, and regulatory issues seemingly change overnight. Our cooperative must be ready to take advantage of opportunities that come up and adjust our business to any changes that happen. But above all, our strategic plan has to be keenly focused on serving you, our members. We strive to deliver you reliable, affordable, and environmentally responsible energy. Our strategic plan over the next few years will help us enhance those efforts and add value to the service you receive. Following I will touch on our five main focus areas for the years ahead.

***Develop a comprehensive plan to address both short- and long-term staffing needs***

***Maximize the use of our data and explore new technologies that will add value and efficiency to the service we provide our members***

***Continually promote a culture of safety***

***Increase member engagement at the cooperative***

***Maintain financial strength while looking for growth opportunities***

In the months ahead I will go into more detail about some of our plans in regards to our key focus areas. There are many exciting things happening for Dunn Energy Cooperative in 2022 and beyond. (12565001)

Dunn Energy will continue to focus on our day-to-day business activities this year. This includes things like brushing, installing new services, answering members' questions, processing payments, and power quality. We plan to do a significant upgrade of some three-phase lines near our Rock Falls substation in 2022. The demand for energy has grown in this area and a line upgrade is needed to maintain good power quality in the area. We also plan to do a few other line upgrade projects around our system.

Dunn Energy also hopes to complete two utility-scale solar projects this year. These will be similar in size to the

*Continued on page 18*

## OFFICE CLOSED TO PUBLIC FOR LOBBY REMODEL

The Dunn Energy Cooperative (DEC) office will be closed effective January 10 for a lobby remodel. DEC will be adding safety features for our front office staff and updating the public-facing bathrooms to become ADA compliant. This remodel should be finished in April. Look for updates in this publication as well as on our website and social media platforms.

We apologize for any inconvenience this may cause. You can still drop payments in our drop box during this time. As a reminder, you can always use our SmartHub billing and payment program, as well as pay by phone by calling 844-749-3050.



# GET INVOLVED

**H**ave you ever wondered how to get more involved with your cooperative? Any cooperative, actually? There may be more ways than you think. The easiest ways to be involved with Dunn Energy are by reading our publications and being aware of energy issues that affect our communities, or by attending our Annual Meeting.

If you have time you can offer, you can apply to be on the Operation Round Up grant committee, where you help determine what organizations will receive funding. You can join Voices for Cooperative Power, a network of electric co-op members working together to influence electric officials who are making energy policy decisions that impact co-ops and, by extension, their way of life.

**However, the greatest impact you can make is becoming a part of the director election process.** The first part of the election process is through the Nomination & Election Committee. Each year we need a group of nine members to help find, vet, and nominate candidates to run for director positions on the board. The Nomination & Election Committee meets just three times in person, but has a great impact on the business of the cooperative. If you are interested in participating on the Nomination & Election Committee, please contact Jolene at [jolene@dunnenergy.com](mailto:jolene@dunnenergy.com) or give her a call at the office for more information.

The second, and probably most impactful, part of the director election process is becoming a director of the board. You can serve your cooperative and community on the Dunn

## Dunn Energy Cooperative Member Committee Opportunities

**Operation Round Up** Operation Round Up is a grant program funded by members who round their electric bill up to the nearest whole dollar and donate that extra change. This change may not seem like a lot; the average member donated between \$6-\$12 per year. However, when 7,000+ members all donate that much it can make a large impact in our local community.

Funds for Operation Round Up are awarded by a group of members who meet once per quarter over lunch at the cooperative office. They make decisions based on how much money is available, applicant needs, and other factors. If you are interested in serving on this committee, fill out an application (found at [www.dunnenergy.com](http://www.dunnenergy.com) and email it to [jolene@dunnenergy.com](mailto:jolene@dunnenergy.com) to be put on a waiting list for when positions become open.

**Nomination & Election Committee** Each year the cooperative has an Annual Meeting of Members where an election of three directors takes place. In order for this election to take place, a group of nine active members is chosen—one person from each district to sit on the Nomination & Elections Committee. The committee members from the three districts up for election are tasked with finding at least two nominees for the ballots. This group is also in charge of counting the ballots the day before the Annual Meeting, as well as the day of the meeting. Involved members are paid a \$50 per diem plus mileage at the IRS tax rate (round-trip from their home to the cooperative office). If you are interested in serving on this committee, email [jolene@dunnenergy.com](mailto:jolene@dunnenergy.com) to be put on a list of potential committee members.

**Arbitration Committee** Cooperative members serve a maximum of six years on this committee in three-year terms. This committee works with the cooperative's legal counsel to select an arbitrator should one need to be selected to resolve a legal issue with the cooperative. Currently, there are no open seats on this committee. If you are interested in serving in the future, contact General Manager/CEO Jesse Singerhouse at 715-232-6240.

**Voices for Cooperative Power** Voices for Cooperative Power is a network of electric co-op members working together to influence electric officials who are making energy policy decisions that impact co-ops and, by extension, their way of life. America's energy system is going through a fundamental transformation—and much of the focus in Washington is on large utilities in urban areas. Electric co-ops are fundamentally different. Speaking up on issues that impact electric co-ops sends a message to elected officials about the needs of our communities—and their constituencies. For more information, visit [voicesforcooperativepower.com](http://voicesforcooperativepower.com).

*Working for You*

Energy Cooperative Board of Directors. There is quite a bit of commitment required, so before you send in for an application here is what you need to know:

## Director Qualifications

There are several qualifications to become a director, but the following are most pertinent. (For a full listing, please contact the cooperative.)

- Be a member of the district from which elected.
- Not be employed by or have a financial interest in a competing enterprise or business selling electric energy or supplies to the cooperative.
- Not be employed by the cooperative.
- Be in compliance with the cooperative's nepotism policy. (11525003)
- Not have been convicted of a felony or of any other criminal offense involving a breach of trust.

## Director Duties

Directors serve a three-year term, with a limit of four terms. A director must have the time to attend monthly board meetings, other special meetings, and educational seminars that are designed to keep directors informed on various aspects of Dunn Energy Cooperative and the electric utility industry as a whole. Monthly board meetings are held on the last Monday of the month at the office of the cooperative and begin at 8:30 a.m. They typically last until noon. Unless excused for good cause, board members must attend at least two-thirds (2/3) of all board meetings each calendar year.

Director decisions are made in the best interest of the cooperative, and they represent the entire membership. They are the voice of our cooperative. It's important to remember that Dunn Energy Cooperative is owned by its members and guided by directors elected from the membership. That's the cooperative difference.

To find out more details about board elections to see if it's something that you are interested in, contact Jolene at [jolene@dunnenergy.com](mailto:jolene@dunnenergy.com) or call the office at 715-232-6240.

---

# YOUTH ENGAGEMENT

## DUNN ENERGY PROVIDES OPPORTUNITIES FOR YOUNG MEMBERS

Over the years Dunn Energy Cooperative (DEC) has provided scholarships to students, sponsored attendance at the Youth Leadership Congress, and has employed many student workers. Recently, Dunn Energy Cooperative CEO Jesse Singerhouse participated on a panel presentation about the value of engaging young people with electric co-ops through the Youth Leadership Congress, internships, and more.

"Our cooperative has a long history of supporting youth in our area and I'm a prime example of that commitment. Dunn Energy Cooperative sponsored me to attend the Youth Leadership Congress while I was in high school and provided an internship for me while I was in college," said Singerhouse. "Our Cooperative is committed to serving the members of today while investing in the members of tomorrow. I encourage our members to become more engaged in the cooperative and find ways to support our future members."



CEO Jesse Singerhouse (second from right), participates in a panel discussion about opportunities for youth engagement at WECA's recent annual meeting.

The Youth Leadership Congress is a three-day leadership retreat on a college campus that focuses on the cooperative business model and leadership/team building exercises. This year's event will be held July 12-14 on the campus of

UW-Stout in Menomonie.

If you know of a high school student interested in enhancing their leadership skills, please have them contact Jolene at [jolene@dunnenergy.com](mailto:jolene@dunnenergy.com) or 715-232-6240.



# Energy Sense

Together we can...together we will

Did you know that Dunn Energy Cooperative has an extensive list of rebates and incentives for energy efficient purchases? Each year the list is updated to make sure we are incentivizing purchases that create the best savings for our members. This year, very few changes have been made:

- Removed incentives on flow restrictors (shower and faucet) and on smart power strips
- Increased incentives on heat pumps: Air source and mini-split and commercial & PTHPs from \$250/ton to \$300/ton

There are still incentives on certain Energy Star-rated appliances, LED lighting, electric water heaters, and more, including electric vehicle chargers.

For our commercial and agricultural members, don't forget that we still have incentives on circulation and exhaust fans, VFDs, certain dairy refrigeration equipment, and more.

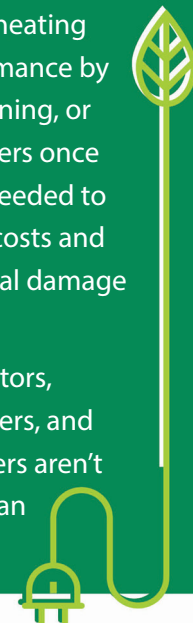
You can find a full list of incentives on our website, [www.dunnenergy.com](http://www.dunnenergy.com). If you do not have access to our website, feel free to give the office a call at 715-232-6240 and we can send you a complete listing or the incentive forms you need.

## Energy Efficiency Tip of the Month

Maximize your heating system's performance by inspecting, cleaning, or replacing air filters once a month or as needed to reduce energy costs and prevent potential damage to your system.

Make sure radiators, baseboard heaters, and warm-air registers aren't blocked so air can flow freely.

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



## Hidden Account Numbers

If you find your account number hidden in the pages of this magazine and you call and tell us before the next issue is mailed, we'll put a **\$50 credit** on your electric bill. Happy hunting!

Last month's winners were Marvin and Patricia Leidl and Seth Luer and Samantha Jain

## Planning for 2022

*Continued from page 15*

one in Downsville and will most likely be located in the Boyceville and Tainter areas. The projects will each be 1.5 MW in size and will take up about 10 acres each. When completed they will provide enough energy each year to power about 450 homes in total. Utility-scale solar projects like these offer some economies of scale and can be located near a substation without taking up too much land.

Another big project for us is our planned front office remodel. Our building is over 30 years old so over the next several years we will make some investments to keep it strong. We will be closed to the public starting approximately January 10 and plan to be open again on May 2. We apologize for any inconvenience this causes for our members.

As you can see, we have a lot to do in the year ahead. We thank each of our members for their business and look forward to continuing to serve your energy needs in the year ahead. I wish you all a safe, healthy, and prosperous 2022!

### Jesse Singerhouse, Manager

N5725 600th St., P.O. Box 220, Menomonie, WI 54751

715-232-6240

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

### Jolene Fisher, Editor



**Dunn Energy Cooperative**

A Touchstone Energy® Cooperative 