

Survey shows communication keeps members connected

When *LIVE LINES* debuted in 1961, it had a simple purpose: to serve as an “important link in the work of the association.”

This spring, MEUW launched a comprehensive communications review to assess whether *LIVE LINES* — and MEUW communications overall — still fulfill that role and provide value in today’s evolving communications landscape. The answer was clear: Yes!

Members continue to value MEUW communications and view *LIVE LINES* as a trusted source for staying informed and connected to the association and public power across Wisconsin. Nearly 90% of survey respondents said they were either “very satisfied” or “somewhat satisfied” with communications they receive from MEUW.

The review — which included a member survey, individual interviews, and website analytics — was designed to help better understand how members access information, what communications they value most, and where opportunities exist to improve. More than 100 employees from nearly 40 member utilities participated in the survey, representing a range of utility sizes, job functions and experience levels. Fifteen member employees also partici-

pated in follow-up interviews to provide additional perspective.

Taken together, the findings showed that communications prepared by MEUW are effective at reaching members, with each type of communication serving a distinct purpose.

“One of the things that makes MEUW special is that no two municipal utilities are alike,” said MEUW President and CEO Tim Heinrich. “Our members serve different communities and have specific needs for information, so delivering communications that work for everyone is not

always simple. We were encouraged to learn members continue to value the communications they receive today. At the same time, their feedback gave us ideas for how we can improve.”

Different Channels, Different Roles

One of the strongest themes to emerge was that members rely on different communication tools for different purposes.

For many respondents, the MEUW website has become the first stop when they need information. More than seven in 10 respondents said the website is where they go first when looking for information from or about MEUW.

Members reported using the website most often to:

- Register for events and training;
- Access resources and documents;
- Find program information; and
- Locate schedules and updates.

Survey and analytics data pointed to the same conclusion: members increasingly see the website as both an information hub and a place to take action.

Several interview participants said their use of the website has expanded over time. One said, “I appreciate having so much information collected in one central place. When I have a question for MEUW, I can almost always find the answer on the website.”

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Overall, how satisfied are you with communications from MEUW?



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“We’re interested in exploring additional ways to strengthen the information available through classified listings, whether that’s employment opportunities or used equipment sales,” Heinrich said.

At the same time, email remains an essential connection point. Respondents described the Weekly email as timely, concise and easy to scan, and nearly all respondents said the current length feels appropriate. Members appear to rely on the Weekly to stay informed about upcoming opportunities, deadlines, and more urgent industry updates.

“We’ve worked hard to keep the Weekly focused, timely, and easy to quickly read,” said Sharon Wolf, MEUW’s Manager of Communications and Events. “Members are busy, so our goal is to provide the information they need while also giving them opportunities to explore topics in greater depth through links and additional resources.”

Together, the findings suggest members value both channels — the website as a destination for information and resources, and the Weekly as an efficient way to stay informed.

Why *LIVE LINES* Still Matters

As communication habits continue to evolve, survey responses showed that *LIVE LINES* continues to fill an important role. Members say they value it for:

- Detailed information and context
- Feature stories about member utilities
- Visual presentation and photography
- Industry insights and examples from peers in public power.

Nearly three-fourths of respondents said *LIVE LINES* provides value beyond the Weekly email. One participant noted: “In the age of needing everything quickly, I still like to take a few moments to read feature stories about other utilities. The photos pull me in and make me want to keep reading.”

That distinction surfaced repeatedly throughout the review: Members do not

necessarily want fewer ways to connect — they want each communication to do its job well. The website helps members find information. The Weekly delivers timely updates. *LIVE LINES* provides deeper stories, context, and examples of innovation, challenges, and successes across Wisconsin’s municipal utilities.

Many respondents also described *LIVE LINES* as an important way to stay connected to the broader public power community — offering opportunities to learn from peers and stay informed about trends across the state.

Opportunities to Improve

While overall feedback was positive, members also identified opportunities to make communications even more useful and relevant. Respondent suggestions included:

- Keeping the website up to date, especially with meeting agendas and minutes.
- Reducing overlap between communications
- Tailoring communications to different audiences and roles
- Providing more legal, regulatory and technical updates

One area identified as important — but with room for refinement — was the Weekly Safety Update.

Interview participants described safety communications as essential while encouraging a more intentional approach to topic selection so content reflects current priorities and day-to-day challenges.

Wolf said the feedback highlighted an opportunity to strengthen an already valued resource.

“We heard from members that they value the Weekly Safety Update but would like content that feels relevant to

their day-to-day work and current priorities,” she said. “In response, we’re involving our MEUW staff even more in providing content for the communication. Their technical knowledge, field experience and ongoing interaction with utilities will help ensure topics are timely, practical, and meaningful. We also welcome member input so the communication continues to evolve in ways that best meet their needs.”

Looking Ahead

According to Heinrich, the overall goal of the communication review was to better understand how members engage with what MEUW communicates today — and how MEUW can continue evolving to serve them well in the future.

“The review findings will help guide future decisions about content, delivery

methods, and audience targeting,” Heinrich said. The feedback also sparked ideas such as a new *LIVE LINES* spotlight on MEUW employees, for example.

Ultimately, the review reinforced something meaningful for a publication now in its 65th year: Members still make time for stories. They still want timely updates and easy access to information —

but they also continue to value understanding what is happening across the utility industry and across Wisconsin public power.

“At the end of the day, communications are about helping members feel informed, supported, and connected,” Heinrich said. “This review confirmed that those connections remain strong, but it also challenged us to keep improving so we continue meeting members where they are and providing value in ways that matter to them. We are very appreciative that so many members took time to share their thoughts and insights.” ●

Mobile app coming soon!

A new tool designed to make it easier than ever to keep up with communications from MEUW will be launched later this summer. **MEUW Connect** — a new mobile app — will put resources members need right at their fingertips. The app will feature up-to-date and easy-to-access contact details for MEUW members and staff, as well as links to vital MEUW information.

Industry leaders gather to celebrate independence and public power

While public power utilities are on the frontlines “of an enormous evolution, if not revolution, in our industry,” they remain independent, locally governed and locally managed, and the most reliable and affordable electric systems in the nation, said Scott Corwin, President and CEO of the American Public Power Association on June 29 in remarks made at APPA’s National Conference in Boston.



“We are gathered here at this cross section of events, at a historic time in this historic city, celebrating 250 years of the founding of our nation while we celebrate the benefits and the power of the people to provide electricity to their own local communities,” Corwin said.

Corwin detailed the wide range of issues that APPA is proactively addressing on behalf of its members including, among other things, permitting reform, financing, and Federal Emergency Management Agency reform.

He noted that APPA is “pushing hard every day to streamline the processes for smarter federal permitting and licensing for energy infrastructure. There is progress on the regulatory front, and there is a window of opportunity in Congress this year for legislation.” Corwin said APPA members are making “the case for reducing timelines, redundancies, and bottlenecks created by a set of laws that are way overdue for modernization.”

APPA prevailed in the budget last year to preserve tax exempt finance. “We continue to work to modernize private-use rules on tax-exempt finance to allow longer-term deals that are needed, and we’re working on rules about access to the elective payment of energy tax credits.”

With regard to FEMA, Corwin said APPA is pursuing reforms to enable more timely reimbursement, noting that APPA offers a reimbursement template and other resources they can access for assistance.

APPA’s strength is magnified through interdependence of sharing best practices, information, and expertise, Corwin said. “This collaboration and aggregation of resources is a cornerstone of the value of APPA ... to enhance our strength in numbers.”

Corwin concluded his opening address noting that public power “may be born of independence, yet we are clearly collectively stronger through our interdependence as one community, with APPA aligning priorities and helping public power speak and move as one. That is how we will power the next 250 years.” ●

Wisconsinites earn national honors

The American Public Power Association (APPA) recently honored individuals and organizations for their service to public power, including two from Wisconsin.



Tim Putz, Superintendent of Arcadia Electric Utility, was

awarded the Larry Hobart Seven Hats Award. This award was initiated in 1966 to recognize utility managers who serve in the nation’s smaller communities and whose variety of management responsibilities extends well beyond those of a manager at a larger utility with a larger staff. It was renamed in 1995 to honor Larry Hobart, who worked for APPA for 35 years and was executive director from 1986 to 1995. Putz received the award in recognition of his achievements in planning and design, administration, public relations, field supervision, accounting, human resource man-

agement, and community leadership while leading his utility. He is also a long-time member of MEUW’s Board of Directors



Lee Meyerhofer, Commission President for Kaukauna

Utilities, as awarded the Spence Vanderlinden Public Official Award. Meyerhofer has been a commissioner for Kaukauna Utilities in Wisconsin since 1995 and its president since 2005, and he served for several years on APPA’s Policy Makers Council. The award, named for the first chair of the APPA Policymakers Council, was initiated in 1984 to recognize personal service to APPA by elected and appointed officials. Meyerhofer was recognized for his achievements on advancing APPA’s goals and prestige.

Putz and Meyerhofer were recognized during a ceremony at the APPA National Conference in June.

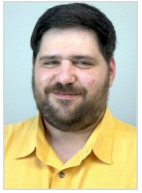


Pictured here, **Mike Peters**, President and CEO of WPPI Energy in Sun Prairie (on the left), accepts the gavel after being installed as Chair of the American Public Power Association (APPA) Board of Directors on

June 30. Peters is marking 40 years of service in the electric-utility industry. He will serve a one-year term as APPA Board Chair, having first been elected to the Board in 2019.

MEUW NEWS Monitor

MEUW hires new Regional Safety Manager



Jacob Lanier has joined MEUW as Regional Safety Manager, serving Columbus, Cuba City, Hartford, Lake Mills, Sun Prairie, and Waupun. Jacob holds a

bachelor's degree in occupational health and safety from the University of Wisconsin–Whitewater, as well as OSHA and lead renovator certifications. Jacob brings several years of experience from prior safety leadership roles for construction and manufacturing companies. He lives in Waunakee, and likes to golf, deer hunt, and fish in his spare time.

Enhance your leadership skills with training this summer

As part of the professional development programming, MEUW is offering a one-day leadership development course that focuses on why consistency is essential to being an effective utility leader. Participants will take away practical ideas they can apply to become a consistent leader and learn how consistency can inspire people to work toward a common goal. The class will be held Wednesday, Aug. 5, in Mauston. Details and registration are available [here](#).

New seminar will focus on the basics of utility rate setting

MEUW is introducing a one-day pre-conference workshop related to utility cost-of-service and rate design as part of this year's Accounting and Customer Service Seminar. Members have consistently expressed interest in a foundational session on electric rate setting, and this training is designed to meet that need. The full-day workshop will provide practical insights for municipal employees, as well as help local utility commissioners and governing body members gain a clearer understanding

of the rate-making process. Mark your calendar for Sept. 22 in Mauston (and stick around for the next day's seminar). Registration is now [open](#).

Accounting & Customer Service Seminar is Sept. 23

Registration is now open for MEUW's annual one-day seminar that brings together municipal electric utility staff with a focus on accounting and customer service topics. Attendees receive updates on regulations and legislation that affect their utilities and compare best practices to improve their operations. MEUW's Accounting and Customer Service Committee assists MEUW staff in putting together the day's program to address industry topics. This year's seminar is planned for Sept. 23 in Mauston. Additional information and registration are available [here](#).

Member Roundtable sessions planned for fall

MEUW will once again host Member Roundtables around the state in September and October, providing local utility leaders an opportunity to connect and network on topics of interest to public power. Members are encouraged to attend one of the five scheduled sessions, along with their utility commissioners or elected officials, to receive updates and participate in roundtable discussions. Planned locations and dates are:

- Tuesday, Sept. 29: Bloomer
- Wednesday, Sept. 30: Juneau
- Thursday, Oct. 1: Hartford
- Thursday, Oct. 8: Clintonville
- Thursday, Oct. 15: Richland Center

While there is no cost, advance registration is required. Please watch for details about specific locations and sign-up in future communications or visit the website [here](#). Each session will begin at 9 a.m. and wrap up after lunch.

Rare install turns into hands-on training op

When MEUW Electric Utility Safety and Training Coordinator Damian Pasch learned that Trempealeau Municipal Water & Electric Utility had plans to install a GOAB switch and three-phase buck pole, he had an idea. Recognizing that such devices aren't installed very often, Damian knew the Trempealeau project would offer a great hands-on training opportunity for municipal lineworkers who participate in MEUW's Job Training & Safety program. With permission from Trempealeau Electric Superintendent Kim Ganz, Damian invited surrounding MEUW members to take part, being mindful to manage group size to ensure it was a valuable hands-on learning experience for all involved.

Following the training, Ganz sent a note of appreciation to those who participated, saying, "I would personally like to thank all of you for coming to Trempealeau. The crews that came were amazing. To all of the superintendents, your utilities have bright futures with these guys. The amount of quality work that we got done in a short time exceeded all of my expectations. We have been waiting a long time to get the pole and switch replaced and they did it in a day. Thank You Very Much!"

MEUW also extends its sincere appreciation to Trempealeau for hosting the training and sharing the project as a learning opportunity for fellow municipal utility employees.

If your utility is planning a job that would offer a training opportunity for others, please contact Damian or John Salscheider to let them know.



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LIVELines

Official monthly publication of **Municipal Electric Utilities of Wisconsin, Inc.**, the statewide trade association representing the interests of Wisconsin's public power providers since 1928.

This e-newsletter is distributed to more than 1,250 utility professionals and leaders throughout Wisconsin and the Midwest on the first Tuesday of every month.

LIVE LINES has been published continuously for many decades and provides useful information, news on emerging utility issues and legislation, updates on events, training programs and member services, as well as engaging feature stories spotlighting utilities, communities and leaders.

Reader comments and suggestions are welcome — send by email to news@meuw.org

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An archive of past issues
of *Live Lines* is available at
www.issuu.com/meuw

Help researchers understand how to strengthen the power system for winter conditions

July temperatures have some folks dreaming about colder weather. Although winter storms may be a ways off, public power utilities across the Midwest — including all MEUW members — can take part in a research effort focused on strengthening the electric power systems to be more resilient in the coldest season of the year. Led by researchers at Michigan Technological University and the University of Wisconsin-Madison, along with partners from academic, government, and industry organizations, the project is working to better understand what science-based tools and resources utilities need to prepare for increasingly complex winter conditions.

Funded by the National Science Foundation, project leaders are especially focused on the needs of small public power utilities and the communities they serve. Researchers are seeking input from utilities and affiliated organizations in Wisconsin, as well as Iowa, Illinois, Indiana, Ohio, Michigan, Minnesota, and Missouri.

Participants will help identify the key risk factors utilities consider when planning for future winter events, resources needed to make Earth system modeling (a comprehensive and integrated simulation of how chemistry, biology, and physical forces work together) more useful in planning processes, and the workforce strengths and gaps that may affect winter resilience across the region. By participating, utilities can help ensure that future resilience tools reflect the realities, needs, and priorities of small public power providers and the communities that depend on them.

Through workshops and an online survey, the research team hopes to build a community of peers who can share experiences, learn from one another, and help guide the development of practical tools that support reliable electric service during winter months. Input from industry professionals will directly inform the project's analysis of winter resilience challenges and will be shared through future workshops, publications, reports, and conference presentations.

How to participate: Individuals who work in or with public power organizations in the Midwest are welcome to join the research effort. The workshops and survey are designed to gather perspectives on winter weather impacts, planning priorities, and opportunities to build more resilient energy systems.

To learn more and access a short online survey, click [here](#). Those interested in attending one of the remaining virtual workshops (happening July 14, July 27, or Aug. 3) can learn more and sign up [here](#). ●



While in Stoughton to perform sticks-and-grounds testing with the crew, MEUW's Damian Pasch encountered Aaron Formanek, Outside Sales Representative from Wesco, an MEUW Associate Member. Aaron was showing the crew some new tools and line equipment, and he offered MEUW a Hastings RND (Regulator Neutral Detector) to be used for training exercises. The donation will help train countless utility member employees for years to come. MEUW appreciates partnering with Associate Members like Wesco — thank you!

Wisconsin UTILITY NEWS Digest

Federal funding would extend life of power plant in Portage

A coal-fired power plant in southcentral Wisconsin is expected to receive \$19 million in federal funding for a modernization project after the plant was originally scheduled to retire almost two years ago.

The Trump Administration recently announced plans to provide up to \$500 million in funding to coal-fired power plants in 10 states, along with an export terminal in California. The funding will come from the Defense Production Act, a Cold War-era law that gives the President power over national security-related industries.

Columbia Energy Center, which is located in Portage and co-owned by Alliant Energy, Madison Gas and Electric, and Wisconsin Public Service Corp., is one of the plants expected to receive the funding. The award is contingent on the modernization project moving through the federal award process, including

final grant negotiations, milestones, and execution of a funding agreement. The Administration has not published a disbursement schedule.

City of Milwaukee holds hearing to review municipal ownership of electric utility

Milwaukee officials are reviewing whether the city could establish a publicly owned electric utility to replace the service provided by We Energies, the largest investor-owned utility in the state. The idea, introduced by Ald. Alex Brower, was discussed at a hearing before Milwaukee's Public Transportation, Utilities and Waterways Review Board on June 24. The three-hour proceeding was well attended and included comment from supporters, city officials, utility workers and labor representatives.

Discussion focused on possible legal pathways, financing options such as revenue bonds, and whether the city

should pursue a feasibility study or public referendum. Supporters said public ownership could improve accountability and potentially reduce costs for residents. Others raised questions about acquisition costs, legal hurdles, service reliability, worker protections, and the time required to complete such a transition.

Similar efforts in cities such as Boulder, Colo., and Ann Arbor, Mich., have taken years, required significant planning and expense, and ultimately stalled.

Critics have questioned whether Milwaukee should take on such a large responsibility. We Energies has also pushed back on the broader proposal, with company representatives saying a takeover would cost billions and defending the utility's service record.

No final decision has been made. The hearing was an early step that could ultimately result in Milwaukee voters voting in a referendum about public ownership of the city's electric utility. ●

Earlier this year, MEUW launched a search for photos taken by members that would work well on the cover of the association's latest Membership Directory. Dozens of submittals from all across the state came in for MEUW

staff to consider. River Falls Municipal Utilities' Lead Journeyman Lineperson **Tim Wiste** supplied the photo shown here, which became the cover shot for the new directory. Thanks to all who took time to share their photos! ●

September forum aims to build understanding of energy affordability

The Customers First Coalition's annual Power Breakfast will focus on understanding utility costs. The forum — planned for Sept. 15 in Madison — will bring together policymakers, energy leaders, and stakeholders to explore the key drivers shaping energy costs in Wisconsin.

Presenters are expected to discuss how global fuel markets, infrastructure investment, and customer usage, especially during Wisconsin winters, influence energy bills, and how effective utility regulation helps manage these pressures.

To learn more about the event, visit customersfirst.org.

MEUW is a founding member of the Coalition, which was formed in the late 1990s as a result of the debate about restructuring, or deregulation, of the state's electric utility industry.



Your source for the most up-to-date information about MEUW news, training seminars and programs

 MEUW.org

Municipal employees complete management training program

Six MEUW utility employees recently took the next step in their professional development journeys. Pictured at right are (from left): **Kim Ganz** (Electric Superintendent, Trempealeau Municipal Water and Electric Utility), **Katelyn Hall** (Accounting Supervisor, Manitowoc Public Utilities), **Katrien Rogers** (Customer Service Supervisor, Manitowoc Public Utilities), **Josh Wellmann** (Water Field Supervisor, Oconomowoc Utilities), **Kirk Peschel** (Lineman, Oconomowoc Utilities), and **Melissa Mueller** (Accountant, Marshfield Utilities), who were recognized at a recent training session.



Each of them has now completed MEUW's four-part Fundamentals of Municipal Utility training program. The series is designed to explain specifics that are relevant to public power utility employees and leaders, with an emphasis on detailing the "why" behind each of the topics. Municipal workers of all skill levels and backgrounds can benefit from the training, which provides a solid foundation for understanding the public power industry. To learn more, visit meuw.org/pdp. ●



Accounting & Customer Service Seminar

Wednesday, Sept. 23 • Mauston

TJADER & HIGHSTROM UTILITY SERVICES



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Members' NEWS



Beth Rank has been named Utility Manager at Oconto Falls Municipal Utilities (OFMU). She joined OFMU in 2016 and has served in several roles during her tenure, including Customer Service Representative and Interim Utility Manager.

Jeremy Schlosser recently joined Cumberland Municipal Utilities as Journeyman Lineworker. He previously worked at Barron Utilities and has 26 years of line work experience.

Kaden Verbeten recently started at Kaukauna Utilities as Relief System Operator.

Send us your news! Tell MEUW about new hires, promotions, retirements, honors, and awards, so those tidbits can be shared in MEUW member communications. Simply send an email to news@meuw.org to share your news.

MEUW's Accounting and Customer Service Committee welcomes new members

Two new members recently joined MEUW's Accounting and Customer Service Committee. **Dayna Holmes**, Billing and Customer Service Manager at Kaukauna Utilities, and **Kim Sankbeil**, Customer Service Representative at Waunakee Utilities, have joined to the Committee to fill recently created vacancies.

This Committee has primary responsibility for establishing the agenda topics for MEUW's annual Accounting and Customer Service Seminar, as well as helping to host regular Customer Service Roundtables across the state.



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Federal grants available to help communities strengthen critical infrastructure against terrorism

The Federal Emergency Management Agency (FEMA) has announced more than \$1.5 billion in Fiscal Year 2026 preparedness grants to help communities across the country strengthen security, protect critical infrastructure, and improve resilience against terrorism and other threats.



FEMA

The funding will support a range of federal grant programs that assist state, local, Tribal, territorial, nonprofit, and transportation partners in enhancing emergency preparedness, cybersecurity, public safety, and infrastructure protection. FEMA stated that the grants are aligned with national security priorities, including strengthening law enforcement coordination, securing critical infrastructure, protecting public spaces, and supporting election and border security efforts.

Applications for the funding are open through July 24, 2026, with awards intended to help communities build long-term preparedness and response capabilities. Eligible applicants should carefully review each funding notice to learn more about the eligibility requirements and evaluation criteria. Notices of Funding Opportunity and supporting documents are available on [Grants.gov](https://www.fema.gov/grants). ●

Congress considers renewing key cybersecurity information-sharing law

Federal lawmakers are advancing efforts to reauthorize the Cybersecurity Information Sharing Act (CISA) of 2015, a law that enables utilities and other organizations to share cyber threat information with government partners while receiving liability protections. The measure enjoys broad bipartisan support and stakeholders are warning that allowing CISA to expire could weaken cyber defenses and slow the exchange of critical threat intelligence.

The American Public Power Association (APPA) is advocating for a long-term extension and gathering examples from public power utilities to demonstrate the law's value in strengthening cybersecurity and protecting critical infrastructure. ●

Remember to keep your devices secure when you'll be away

With many of us traveling for conferences, vacations, or field work this summer, it's important to remember that both physical and cyber security risks increase when we're away from our normal environment. MEUW's **Cyber and Physical Working Team** offers the following advice to help keep your devices and information secure while you're on the road.

Before leaving:

- Avoid advertising travel plans publicly on social media.
- Ensure doors, gates, cameras, and alarms at home or work sites are functioning properly.
- Pause package deliveries or have someone collect mail to avoid signaling an empty property.
- Remove badges, laptops, or sensitive documents from visible areas in vehicles.

While traveling:

- Be cautious using public Wi-Fi. Use a VPN whenever possible and avoid conducting sensitive work on unsecured networks.
- Keep devices with you — not unattended in conference rooms, airports, or vehicles.
- Watch for "shoulder surfing" in public places when working on laptops or phones.
- Use privacy screens and enable multi-factor authentication (MFA) on critical accounts.

After you return:

- Verify nothing unusual occurred while away — unexpected account activity, access alerts, or signs of physical tampering.
- Review security notifications and reconnect carefully to operational environments.

A good rule of thumb is: "If someone knew I was away, what opportunities would that create?" Stay mindful and take steps to reduce those opportunities. To learn more about MEUW's Cyber and Physical Security Working Group, contact [Don Krause](mailto:Don.Krause@meuw.org).



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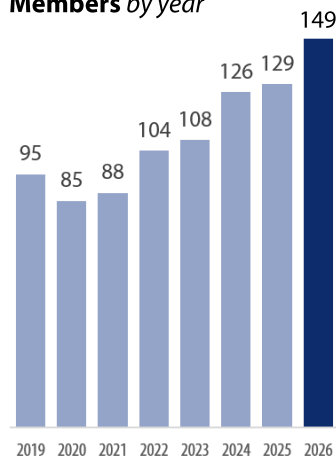
Phil Stoegerer | Senior Account Manager for Wisconsin | (262) 308-2554 | phil@jjkane.com



Spotlighting Associate Members

Having ready access to a strong supplier network is vital to efficient utility operations. The businesses listed here have paid dues as Associate Members of MEUW in 2026. They provide goods and services to utilities in Wisconsin, and through their MEUW membership, these companies — and the individuals who represent them — support the association and its members. Many of these companies also provide sponsorship support that helps MEUW maintain reasonable registration fees for various events throughout the year. To learn more about any of these Associate Members, please click the company name and follow the link to their website, or check out MEUW's membership directory online [here](#). ●

Number of Associate Members by year



3M	EMS Partners, Inc.	MacLean Power Systems
4 Control	Energy Product Sales	Makovsky Brush Service, LLC
A Star Electric	Enterprise Lighting & Control	McWane Poles
A-1 Power LLC	Evans, Lipka and Associates	Mi-Tech Services Inc
AiDASH	Excel Underground	Michels
A-Line E.D.S.	Fabick Cat Power Systems	Midwest Electrical Solutions
AEP Energy	Fast Forward	Millennium
Allegiant Utility Services	Forster Electrical Engineering	Milwaukee Tool
Allient Power - SNC Manufacturing Co.	FRESCO, Inc.	M.J. Electric, LLC
Almetek Industries, Inc.	FS3, Inc.	MP Technologies, LLC
Altec Industries, Inc.	G.E.T. Utility Sales Company	mPower Innovations
American Padmount Systems	GeoPro Mapping Solutions	New Age Tree Service
Anderwylde, LLC	Global Rental (a division of Altec Industries, Inc.)	Northeast Wisconsin Technical College
Ardry Trading Company	Haverstock, Koenig & Associates, Inc.	nVent
BAYCOM Inc	HDR, Inc.	The Okonite Company
Bell Lumber & Pole Company	Hendrix, a Marmon Berkshire Hathaway Company	OnSite Partners
Blackwood Solutions	Hess Sweitzer Painting, LLC	OpenPoint
Border States Industries, Inc.	Higher Power	PALFINGER - North America
Broadband Technology Group, LLC	HM Cragg	Paymentus
Burrow Underground LLC	Homer Tree Service	PENTA Electrical Safety Products
CCI Systems, Inc.	Hubbell Power Systems	PLP (Preformed Line Products)
Chippewa Valley Connected	Huskie Tools	Power Delivery Products
Clearline Innovation, LLC	Intermatic	Power Grid Products, Inc.
Convergent	Interstate Energy Systems (a division of Interstate Power Systems)	Power Line Sentry (The Sicame Group)
Cooperative Response Center, Inc. (CRC)	Irby Utilities	Powerline Inspection Services
Core & Main	ISG	Premax
Cornell & Associates, Inc.	J&R Underground LLC	Primus Marketing
Crescent Electric Supply Co.	JJ Kane Auctions	Professional Computer Solutions
Danella Grid & Storm Services	Jolma Utilities LLC & Superior Power Testing LLC	PSE (Power System Engineering, Inc.)
Eagle Eye Power Solutions	Karcz Utility Services LLC	Purple Wave Auction
Eaton	Koppers Utility & Industrial Products	PUSH Inc.
Edge Consulting Engineers, Inc.	KW Associates	R&D Utility Products
Edge Zero	Laminated Wood Systems	Radian Research, Inc.
Ehlers	Landis+Gyr	Reliable Equipment
Electric Power Systems International Inc. (EPS)	Lehman Company & Associates	RESCO
Electrical Consultants, Inc.	LF George, Inc.	Resilient Structures (formerly RS Poles)
Electromark		Ronin Power Ascenders
ElectroTech, Incorporated		
Emerald Transformer		

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About MEUW's Associate Membership program

MEUW offers an **Associate Member** category for consultants, manufacturers, and distributors of utility equipment and supplies, as well as other organizations or individuals with a desire to support public power. Associate Members choose from a variety of valuable benefits, including trade show space, sponsorship opportunities, advertising placements, member communications, and access to MEUW events and utility members.

The key benefits of membership are:

Visibility

Put your company's name in front of the municipal utility employees who use — and make purchasing decisions about — a wide array of products and services to deliver affordable, reliable electricity and other utility services to their hometowns.

Show your support for the public power industry and the unique place municipally owned utilities have in today's evolving energy landscape.

Add your company's name to the list of other utility suppliers found on MEUW's website.



Access

Take advantage of opportunities to:

Attend practical and relevant professional education and training opportunities through conferences, workshops, seminars, webinars, and roundtable meetings.

Network to collaborate with municipal utility employees about products and services, innovative techniques and applications, as well as lessons learned to strengthen knowledge and improve the everyday operation of electric utilities.

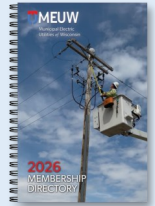
Receive regular member communications with up-to-date information about issues affecting municipal electric utilities and developments, innovations and trends in the utility industry, including:

- *MEUW Weekly*, an e-newsletter distributed on Tuesdays, highlighting what's happening with MEUW and the latest news affecting municipal utilities in the state.
- *LIVE LINES*, which is published monthly and offers more in-depth articles, feature stories, and member profiles, plus safety information and reminders.

Reach

Receive contact information for MEUW's member utilities in an easy-to-use format perfect for targeting your communications and outreach.

Sign up to be listed in the official MEUW Membership Directory, which includes a "buyer's guide" section that allows members utilities to quickly locate Associate Member companies specializing in a particular product or service.



Promote job openings with your organization through a no-cost posting on MEUW.org and in *LIVE LIVES* to reach qualified, prospective applicants.

Do you consider your company to be a thought leader in the electric-utility industry?

Click [here](#) to learn more about how Associate Members can share their expertise, insights, and successes with MEUW members.

Sign-up for the 2026-27 membership year will begin in September.

Report highlights strong customer satisfaction with Focus on Energy program

The recently released 2025 Focus on Energy Evaluation Report highlights continued success for Wisconsin's statewide energy efficiency and renewable energy program. The evaluation documents strong customer satisfaction, growing participation across multiple program offerings, and increasing adoption of energy-efficient technologies. Conducted annually, the evaluation helps measure program effectiveness, identify opportunities for improvement, and ensure Focus on Energy continues delivering value to utility customers throughout Wisconsin.

Customer satisfaction remains one of the program's greatest strengths. Across residential programs, participants reported an average satisfaction rating of 9.4 out of 10, continuing a trend of consistently positive customer experiences. Nearly every program evaluated received satisfaction scores of at least 9.2 out of 10, reflecting the program's ability to help customers reduce energy costs, improve comfort, and make informed energy decisions.

The evaluation also found continued interest in technologies that help customers manage energy use more effectively. Smart thermostats remained highly rated among participants, who cited ease of installation, convenience, and improved control over home heating and cooling. Customers reported that rebates and educational resources helped make energy-saving technologies more accessible and easier to adopt.

One of the report's most notable findings was the strong customer response to heat pump technology. As heat pumps continue to gain market share across Wisconsin, the evaluation examined participant experiences in detail, providing valuable insight into how homeowners are adapting to and using these systems.

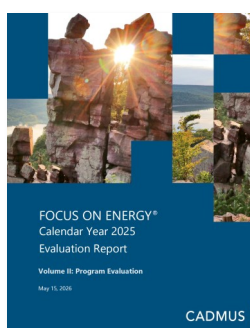
Overall satisfaction with heat pumps was exceptionally high, with 90% of surveyed participants reporting they were satisfied with their installation and only 5% expressing dissatisfaction. Saving energy, reducing energy costs, and incentive payments

were the most frequently selected motivating factors for purchasing a heat pump, whereas advertisement and recommendation from distributors were among the least motivating factors.

The evaluation also provides encouraging evidence that most customers are successfully adapting to heat pump technology. Half of all surveyed participants reported experiencing no learning curve when operating their new system. Among those who did face an adjustment period, the most common challenge involved learning how to use thermostat settings effectively, followed by understanding how heat pumps perform during cold Wisconsin winters. Unlike traditional furnaces, heat pumps often operate for longer periods at lower output levels, requiring some customers to adjust their expectations about how heating systems function.

Customer education and contractor support emerged as critical factors in successful adoption. Installers and HVAC contractors were by far the most important resource for helping customers learn how to operate their systems, cited by 82% of respondents. Nearly all participants worked with a contractor during installation, and 86% reported their contractor was helpful in determining whether a heat pump was a good fit for their home. In addition, 68% consulted an HVAC contractor before making a purchase decision, making contractors the most influential information source in the customer journey.

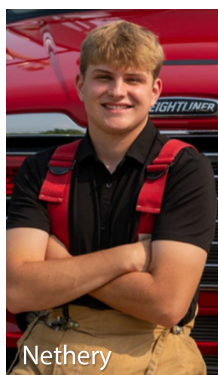
For utilities, these findings demonstrate that Focus on Energy continues to support customer engagement while helping residents confidently adopt emerging energy-efficient technologies. The report shows that when customers receive clear information, quality installations, and financial incentives, they are highly satisfied with both the technology and the overall program experience. The 2025 evaluation report, along with evaluation reports from previous years, can be found at focusonenergy.com/evaluation. ●



MEUW scholarship program is “powering futures”

Shullsburg’s Logan Nethery is this year’s recipient of the MEUW “Powering Futures Scholarship,” supporting the graduating senior’s plans to pursue a career in utilities.

An honors student while at Shullsburg High School, Logan was also Captain of the boys’ basketball team, and a Junior Firefighter/EMR for Gratiot Fire Department & First Response. Logan will be pursuing his studies at Southwest Wisconsin Technical College (SWTC) in the fall.



Nethery

Logan says he grew up in the fire and EMS community, and as an individual involved in the service, he saw many accidents that required lineworkers to fix damaged poles or reconnect power lines. That exposure influenced his decision to continue his education in SWTC’s Power Distribution program.

The “Powering Futures Scholarship Fund” was established in 2018 in conjunction with MEUW’s 90th anniversary and benefits students who live in one of the 81 public power communities across Wisconsin.

The scholarship fund, which was established as an endowment with the Incurage Community Foundation based in Wisconsin Rapids, reflects MEUW’s commitment to sustaining public power in Wisconsin. As an endowed fund, MEUW’s Powering Futures Scholarship will live on in perpetuity, awarding its annual earnings to support students pursuing a career as a Field Service Technician, Groundman, Lineman Apprentice, Electric Meter Technician, Substation Electrician Apprentice or Utility Technician.

To learn more, visit www.meuw.org/scholarships. The next application period will open in December, with applications due in late January 2027. ●



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LIVELines Classifieds

MEUW is pleased to promote job openings with its member utilities across Wisconsin. New positions are regularly added to our website — check them out [here](#). Here are some current opportunities available:

City of River Falls — [Electric Meter Tech](#)

City of Stoughton — [Systems Automation Coordinator](#)

Northeast Wisconsin Technical College — [Meter Tech Apprenticeship Instructor](#)

City of Wisconsin Dells — [Journeyman Lineman](#)

City of Cuba City — [Director of Public Works](#)

When your utility is hiring, be sure to email the job posting to office@meuw.org.

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