

Watt's New

OCTOBER 2026



Vernon Electric Cooperative

"Information for our members."

Monthly Co-op Trivia

SEPTEMBER TRIVIA:

What does the acronym REA stand for

Answer: Rural Electrification Administration
(created by President Franklin D Roosevelt in 1935).

OCTOBER TRIVIA:

True or False: You should use a staple or small nail to neatly pin an extension cord along a baseboard.

(See next month's newsletter for answer.)

October is Co-op Month!

Co-op month is a time to celebrate the power of people working together to strengthen their communities. As a Vernon Electric Cooperative member, you are part of an organization dedicated to providing safe and reliable electricity at fair and reasonable prices to the homes, farms, and businesses we serve. From maintaining more than 2,000 miles of power lines to responding to outages and planning for the future, VEC works every day to keep electricity flowing and provide services that benefit our community.



**NATIONAL
CO-OP
MONTH**
OCTOBER

Cooperatives Are Guided By Seven Principles:

- Voluntary and open membership
- Democratic member control
- Member economic participation
- Autonomy and independence
- Education and training
- Cooperation among cooperatives
- Concern for community.

These principles help cooperatives serve their members, strengthen local communities, and plan for a sustainable future.

Celebrate with Us!

Join us at Vernon Electric Cooperative's headquarters for a special fall member appreciation picnic! We are excited to connect with our members and celebrate the fall season.

Enjoy a light fall lunch, tasty treats, and friendly conversation with your cooperative team and neighbors. We hope you will join us!

October 20
11 am-1 pm

Vernon Electric Coop headquarters,
110 Saugstad Road, Westby, WI.

Mark your calendar, we can't wait to see
you there!



New Rates Take Effect

This month, you will notice a \$3 increase to the monthly facility charge, along with a slight increase to the kilowatt-hour (kWh) energy charge. The rate change will result in a 2.9 percent increase for the average residential consumer.

The electric system members rely on every day requires constant investment. Poles, transformers, overhead and underground wire, substations, meters and other equipment must be maintained and eventually replaced.

The cost of that infrastructure has increased significantly in recent years.

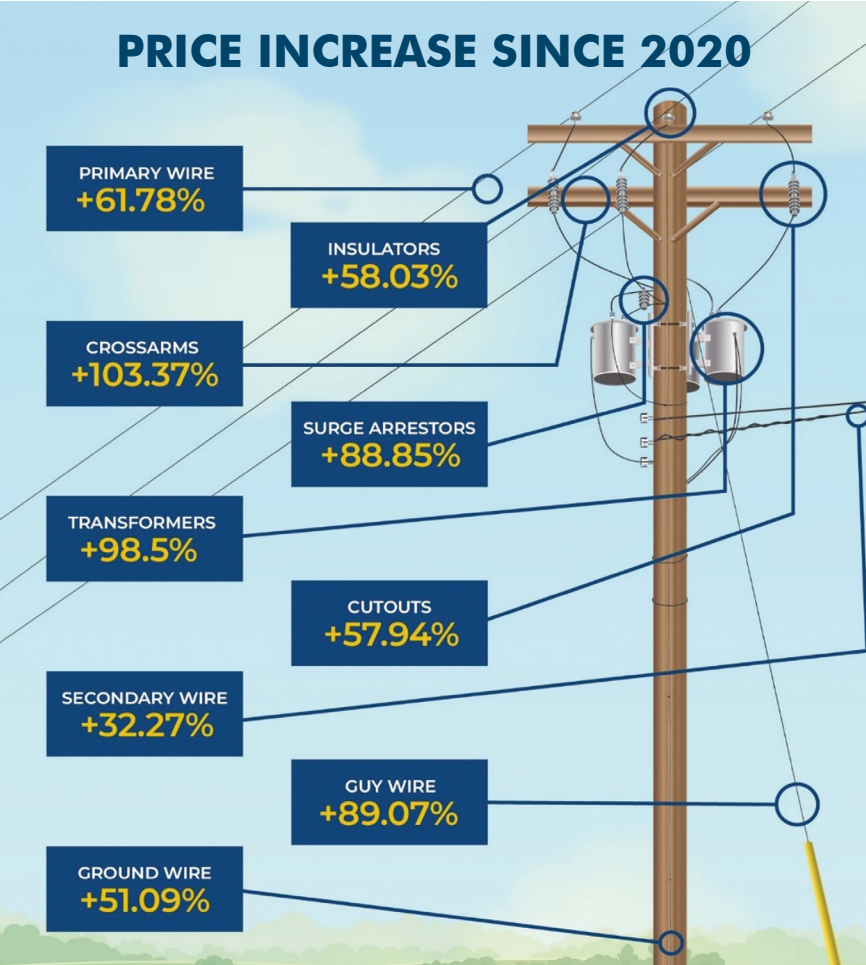
According to Rural Electric Supply Cooperative (RESCO), the average cost of electric utility products increased approximately 48% since 2021. During that period, transformer costs increased nearly 100%, primary underground conductor increased about 50%, and overhead conductor increased about 45%.

The electric system Vernon Electric operates today is the result of decades of investment. Some of the infrastructure serving members today was installed many years ago. As equipment reaches the end of its useful life, it must be replaced.

Members are using electricity in new ways. Electric vehicles, distributed generation, heat pumps, changing load patterns, and new technologies are creating new challenges and opportunities. Cybersecurity requirements continue to evolve, and severe weather can place additional demands on the system.

This adjustment is about more than increasing a charge on your bill. It is about making sure Vernon Electric has the financial resources to maintain reliability, replace aging infrastructure, respond to outages and continue investing in the electric system our members depend on.

The goal is simple: maintain a reliable system, operate responsibly, and continue providing our members with safe and dependable electricity for generations to come. More information regarding the rate increase has been published in this month's WECN magazine.



Fair-Filled Fun

Vernon Electric Cooperative has been a proud supporter of the Vernon County Fair for many years, and this year was no exception. Connecting with our members and community is always a highlight. Families who visited our booth received yellow hard hats for the kids, along with tokens for free ice cream at the 4-H food stand. Members also had the opportunity to sign up for a chance to win a \$25 bill credit, while many community members entered our annual meat giveaway.

Thank you to everyone who stopped by our booth and helped make this year's fair a success!

