



**DAIRYLAND POWER**  
COOPERATIVE

A Touchstone Energy® Cooperative 

**DAIRYLAND AT A GLANCE**

# Mission, Vision & Values

## **Mission:**

We will power our communities and empower cooperative members to improve the quality of their lives.



## **Vision:**

To exceed member expectations as a safe, sustainable, premier power cooperative.



## **Values:**

Our members are the reason for our existence.

We will provide our members with value in the form of safe, reliable, sustainable and competitively-priced electricity.

We will build strong relationships with our member cooperatives, employees and all stakeholders.

We will live the cooperative principles and hold ourselves true to our core values of accountability, integrity, innovation and commitment to community.



## Who We Are

Dairyland, a Touchstone Energy Cooperative, was formed in December 1941. Headquartered in La Crosse, Wis., Dairyland provides the wholesale electrical requirements for 24 distribution cooperatives and 17 municipal utilities. These cooperatives and municipals, in turn, supply the energy needs of more than a half-million people in the four-state service area. Today, the Cooperative's generating resources include coal, natural gas, hydro, wind, solar and biogas. Dairyland delivers electricity via 3,180 miles of transmission lines and 293 substations located throughout the system's 44,500 square mile service area.

# Executive Team



**Barbara Nick**  
President and CEO



**John Carr**  
Vice President, Generation



**Laurie Engen**  
Senior Executive Assistant



**Nate Melby**  
Chief Information Officer



**Deb Mirasola**  
Director, Communications and Marketing



**Phil Moilien**  
Vice President and CFO/CAO



**Rob Palmberg**  
Vice President, Strategic Planning



**Ben Porath**  
Vice President, Power Delivery



**Brian Rude**  
Vice President, External and Member Relations

# Resources



Alma Site



Genoa Site



Wind



Solar



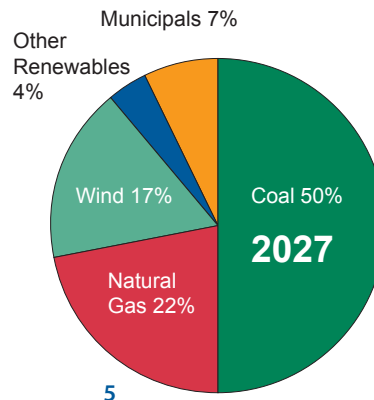
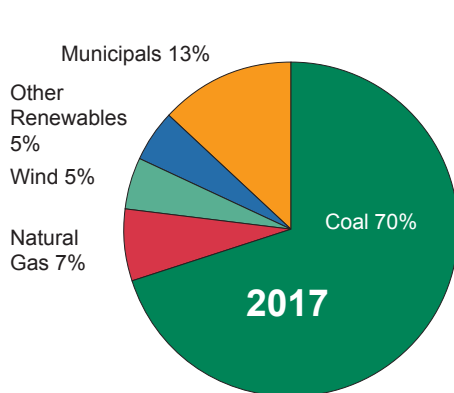
Hydroelectric



Landfill Gas-to-Energy



Natural Gas



This capacity projection demonstrates Dairyland's planned goal of resource diversification between 2017 and 2027, with more reliance on lower carbon and renewable sources of energy.

# Stewardship & Sustainability



1. Invests in a “green fleet” for its business vehicles, comprised of low-emission vehicles.
2. Collected 11 tons of recyclable waste through Dairyland’s annual e-recycling event.
3. Supports pollinator habitats at its solar energy sites.
4. Technical Services team conducts energy efficiency assessments.
5. Installed 12 kW solar installations at four schools near Dairyland facilities.
6. Strong history of beneficially recycling power plant byproducts and reusing in concrete for roadway construction.



# Community & Cooperation



1. Supports area fire departments to help replace emergency equipment.
2. Sustaining contribution to the La Crosse Children's Museum's *Play it Forward* campaign.
3. Dairyland employees volunteer for the United Way Day of Caring and raise money as a Pacesetter company.
4. Holds Environmental Education days for middle and high school students near our facilities.
5. Employees volunteer at Dairyland's night at the Rotary Lights, helping raise money and collecting food donations for local food pantries.
6. Instrumental in bringing back the once-endangered Peregrine Falcon species to the Upper Mississippi River Valley.
7. Power restoration missions to render assistance to those in need, near and far.

# Our Cooperative Principles



1

## Voluntary and Open Membership

As voluntary organizations, co-ops are open without discrimination to all people able to use their services and willing to accept the membership responsibilities.



2

## Democratic Member Control

A cooperative's members democratically govern their own organization by actively participating in setting policies and making decisions.



3

## Members' Economic Participation

Members contribute proportionally (based on business they conduct with the co-op) to the capital of the organization.



4

## Autonomy and Independence

Cooperatives are independent self-help organizations controlled by their owner members.



5

## Education, Training and Information

Cooperatives provide education for members, elected representatives, managers and employees so they can contribute to their co-op's development.



6

## Cooperation Among Cooperatives

Electric cooperatives serve their members most effectively, by collaborating and working together through local, national and regional networks.



7

## Concern for Community

With a focus on member needs, co-ops work for the sustainable development of communities through policies and programs accepted by the members.



# Dairyland Divisions & Departments

## • Generation

- Environmental Affairs
- Operations Support
- Power Plant Operations

## • Power Delivery

- Transmission Services
- Electrical Services
- Substation Services
- Siting & Regulatory Affairs
- System Operations
- Compliance
- Information Services /  
Telecommunications
- Capital Projects
- Real Estate & Right of Way
- Survey

## • Strategic Planning

- Integrated Resource Planning
- Business Development
- Fuels Management
- Power Marketing
- Market Settlements
- Market Related Services
- Safety & Security

## • Finance, Human Resources & Support Services

- Accounting
- Supply Chain
- Financial Management
- Economic Analysis
- Enterprise Risk Management
- Budget Rates, Financial Forecasting
- Human Resources
  - Benefits / HRIS
  - Labor Relations
  - Staffing & Development

## • External & Member Relations

- Government & Member Relations
- Energy Efficiency & Member Programs
- Communications & Marketing
- Publication Services
- Administrative Services



A Touchstone Energy\* Cooperative 

*See [www.DairylandPower.com](http://www.DairylandPower.com) for a variety of career opportunities.  
Dairyland Power Cooperative is an equal opportunity provider and employer.*

# At a Glance

|   |                             |
|---|-----------------------------|
| Dairyland member systems                  | <b>24</b>                   |
| Total members                             | <b>259,865</b>              |
| Municipal customers                       | <b>17</b>                   |
| Approximate population served             | <b>600,000</b>              |
| Power Sales<br>(generation and purchased) | <b>6 billion kWh*</b>       |
| Total operating revenue                   | <b>\$441.4 million</b>      |
| Margins                                   | <b>\$27 million</b>         |
| Total assets                              | <b>\$1.5 billion</b>        |
| Employees                                 | <b>555</b>                  |
| Peak demand                               | <b>1,000.4 MW* (7/6/17)</b> |
| All-time Peak                             | <b>1,061.0 MW (7/6/12)</b>  |

\*kilowatt-hour and megawatt

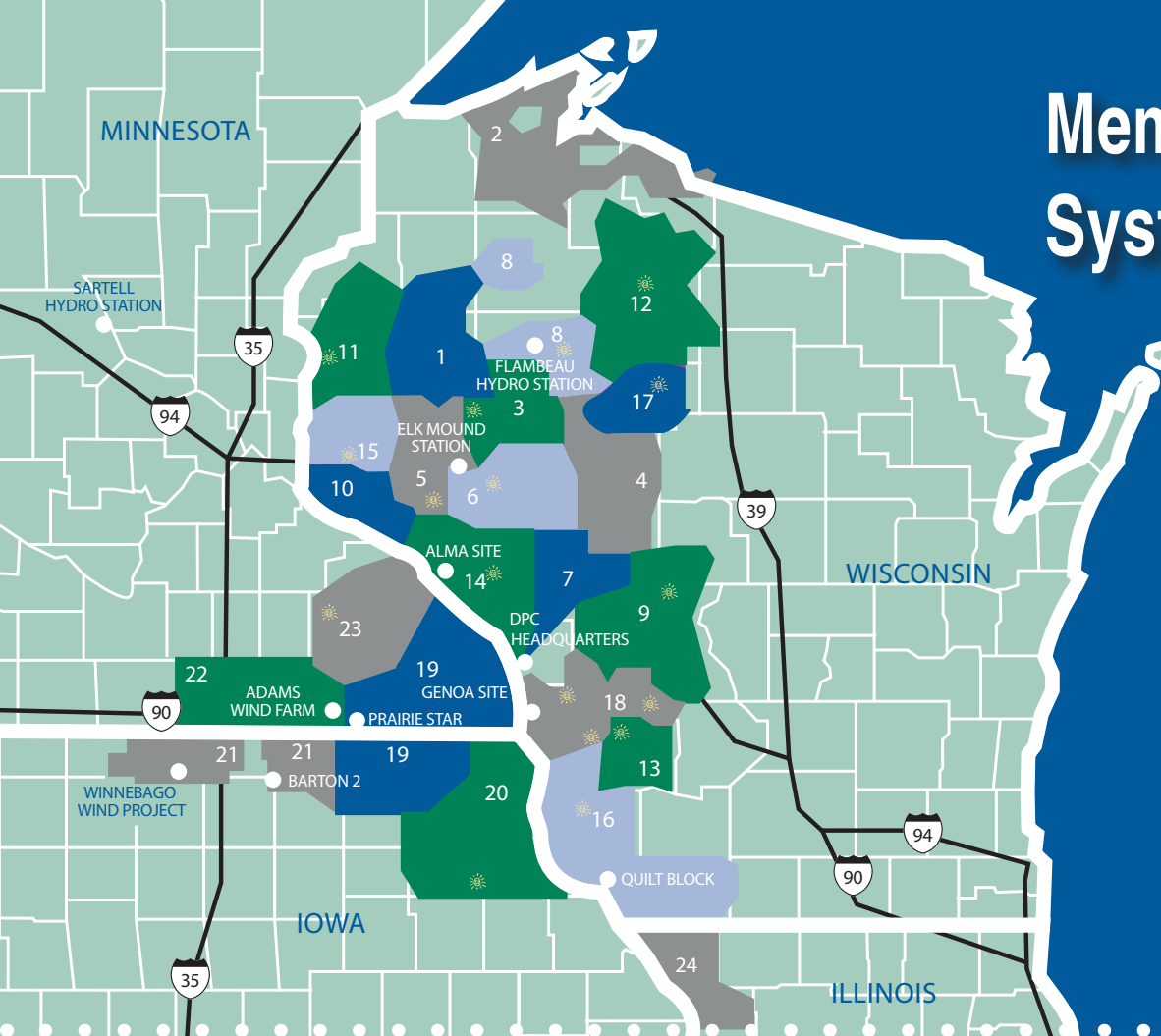
**“There is no success in business without safety.”**

- Barbara Nick, Dairyland President and CEO



Dairyland Power Cooperative is a family of dedicated, safety-conscious employees. Safety is our highest priority and our goal is to be a zero-incident workplace. *Everyone Home Safe Every Day* emphasizes our cooperative commitment to safe practices in and out of the workplace.

# Member & System Map



## Wisconsin

1. Barron Electric Cooperative/Barron
2. Bayfield Electric Cooperative/Iron River
3. Chippewa Valley Electric Cooperative/Cornell
4. Clark Electric Cooperative/Greenwood
5. Dunn Energy Cooperative/Menomonie
6. Eau Claire Energy Cooperative/Fall Creek
7. Jackson Electric Cooperative/Black River Falls
8. Jump River Electric Cooperative/Ladysmith
9. Oakdale Electric Cooperative/Oakdale
10. Pierce Pepin Cooperative Services/Ellsworth

11. Polk-Burnett Electric Cooperative/Centuria
  12. Price Electric Cooperative/Phillips
  13. Richland Electric Cooperative/Richland Center
  14. Riverland Energy Cooperative/Arcadia
  15. St. Croix Electric Cooperative/Hammond
  16. Scenic Rivers Energy Cooperative/Lancaster
  17. Taylor Electric Cooperative/Medford
  18. Vernon Electric Cooperative/Westby
- Iowa/Minnesota**
19. MiEnergy Cooperative/Cresco & Rushford

## Iowa

20. Allamakee-Clayton Electric Cooperative/Postville
21. Heartland Power Cooperative/Thompson & St. Ansgar

## Minnesota

22. Freeborn-Mower Cooperative Services/Albert Lea
23. People's Energy Cooperative/Oronoco

## Illinois

24. Jo-Carroll Energy/Elizabeth



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