



## NEWS RELEASE

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### **Reliable, Resourceful, Responsible** **DAIRYLAND POWER'S 68<sup>TH</sup> ANNUAL MEETING HIGHLIGHTS**

LA CROSSE, WI— More than 700 delegates and guests attended Dairyland Power Cooperative's 68<sup>th</sup> Annual Meeting at the La Crosse Center earlier today.

The theme of the meeting was "Reliable, Resourceful, Responsible," which is reflective of Dairyland's commitment to reliably meeting its members' energy needs while addressing environmental and economic concerns. William Berg, Dairyland President and CEO, discussed how those "three Rs" are qualities that describe Dairyland. "Our primary responsibility has always been to provide you, our members, with economical and reliable energy, produced in an environmentally responsible way."

Berg spoke in-depth about Dairyland's strategy to fulfill that commitment with progressive actions, including: increasing its renewable energy portfolio while investigating new "green" technologies; investing \$400 million in environmental control equipment at coal-fired power plants; addressing power delivery constraints with needed support to the transmission grid; and continuing to practice and promote energy conservation. Berg emphasized that "being responsible is a team effort with Dairyland's members. We need each other to get the job done." For instance, Dairyland's CFL giveaway program only works if consumers switch out their regular bulbs with the energy efficient CFLs.

Following Berg's address, a new video highlighting Dairyland's diverse and growing renewable energy resources—derived from wind, landfill gas, animal waste and hydro—was debuted.

The keynote presentation was provided by Doug Rye, who hosts a weekly radio show, *Home Remedies*. Rye presented on *Enhancing Energy Efficiency*, offering entertaining and practical advice on how people can increase energy efficiency in their everyday lives, and thereby save money and help the environment. "Perhaps the single best investment I can think of in this country is to invest in energy efficiency. It's a whole lot better than a CD at the bank, or the stock market right now," said Rye.

The meeting closed with Dairyland's senior management team participating in a panel "Q&A" discussion on the energy industry outlook and current Dairyland issues and challenges, led by President and CEO Berg.

A Touchstone Energy® Cooperative 

Clarence Boettcher, Chairman of the Board and director representing Eau Claire Energy Cooperative, presided over the meeting. Clarence Hoesly, Treasurer of Dairyland's Board and director representing Clark Electric Cooperative, provided a 2008 Financial Report.

Dairyland's margins for 2008 were at \$11.3 million, as compared to \$14.3 million in 2007. Total operating revenues for 2008 increased to \$373.8, as compared to \$328.5 million in 2007. Electric sales also increased in 2008, with total sales at 6.66 billion kilowatt-hours (kWh)—compared to 2007 sales of 6.16 billion kWh.

Hoesly noted that fuel to operate Dairyland's generating facilities, primarily coal, continues to be Dairyland's largest annual expense—the plants used about 3.5 million tons of coal in 2008. Earlier this year, Dairyland implemented an average wholesale rate increase of 9.8 percent. This increase is mainly due to the continuing challenges of rail transportation rates, fuel prices and purchased power costs, plus two major plant outages and a full year of Weston 4 operations.

Dairyland also continues to work on long-term solutions for the spent nuclear fuel at the La Crosse Boiling Water Reactor, with progress being made to decommission the facility. Although LACBWR has been inactive since 1987, maintaining the facility until the spent fuel can be moved to a long-term storage facility currently costs Dairyland and its members about \$6 million annually.

“Dairyland's Board and management continue to focus on three important objectives while developing Dairyland's budget: keeping rates reasonable, protecting the member co-ops' investment in Dairyland and keeping the system healthy and viable for the future,” concluded Hoesly.

Along with the meeting, an *Expo Center* featured educational displays focusing on Dairyland services, major projects, energy conservation, electrotechnical and renewable energy technologies.

Annual meeting delegates represent Dairyland's 25 member electric cooperatives and 16 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.

Dairyland, a Touchstone Energy Cooperative, was formed in December 1941. Today, the cooperative's generating resources include coal, hydro, wind, natural gas, landfill gas and animal waste. Dairyland delivers electricity via more than 3,100 miles of transmission lines and nearly 300 substations located throughout the system's 44,500 square mile service area.

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