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March 2014

Melanie Krause  
Menasha Utilities  
321 Milwaukee St.  
Menasha, WI 54952

Dear Melanie:

Menasha Utilities has been a member of WPPI Energy since 1981, adding value to both organizations in many ways.

We believe that each member utility, and the community it serves, is more secure through our collective strength. The involvement of all 51 of our member utilities generates benefits for each. On a broad level, these benefits include owning generation facilities and transmission assets to meet your customers' energy needs reliably and competitively; keeping up with changing technology; offering a variety of cost-saving programs to your customers; and advocating for sound energy policy decisions.

On a day-to-day basis, your participation in WPPI Energy offers assistance with the increasing complexities facing your utility. Through joint action, you're directly connected with 50 other utility managers who can serve as valuable resources. In addition, you have immediate access to our staff, whose expertise can complement that of your staff.

Thank you for your participation on the Finance & Audit Committee, the Rates & Delivery Service Advisory Group, the Benefit Plan Trust Board, and your input in the business plan process. We also appreciate the participation of Paula Maurer on the Energy Services Advisory Group, John Teale on the Information Technology Advisory Group, Lonnie Pichler on the Distribution Services Advisory Group, and Steve Grenell on the Metering & Billing Best Practices Task Force. It was good to see Mayor Merkes at the APPA Legislative Rally again this year.

In 2013, WPPI Energy worked with Menasha Utilities to:

- Complete a benchmark study, EIA 861 filing, five-year cost projection, typical bill comparison, PCAC adjustment filing, retail bill corrections, electric rate adjustment, alternative rate discussions with large customers, and individual large customer bill comparisons.
- Upgrade to the latest version of NorthStar and expand service capabilities.
- Set up, design a bill template, educate customers and go live with outsourced retail billing.
- Train staff at the Metering & Billing Best Practices Workshops.
- Provide support for NERC compliance.
- Provide staff support through Peggy Jesion for working with key accounts.

- Approve a \$32,576 matching incentive through the Utility and Municipal Buildings program for the wastewater treatment plan aeration and blower upgrade.
- Deliver energy efficiency programs that reduced your customers' energy usage by 9,737 megawatt-hours, saving a total of \$832,058. Lisa's customer service efforts helped maintain positive and productive relationships.
- Fund community donations, high school scholarships, economic development contributions and value of public power messaging to help maintain a solid connection with customers. In 2013 your utility distributed the maximum \$5,000 in Community Relations Funds and utilized \$27,087 in Wholesale Commitment to Community dollars.

The enclosed Member Dividend Report highlights many other joint action benefits that WPPI Energy delivered in 2013.

As we carry out the priorities outlined in the 2014-16 WPPI Energy Business Plan, we will rely upon your continued support. Part of being better together is making sure that your customers, governing body officials, and other key opinion leaders in your communities understand why Menasha is a member of WPPI Energy and what value that ownership brings.

I hope you'll share this mailing with your governing body. We'll follow up with you to see if you may be interested in a customized presentation in your community by a member of our senior staff or me.

I look forward to seeing you at our next Board of Directors meeting on May 16 at WPPI and at the Regional Power Dinner on June 26 in Green Bay.

Sincerely,



Mike Peters  
President/CEO

Enclosure

*Thanks Melanie  
I look forward to  
seeing you at the next  
board meeting.  
MP*



## MEMBER DIVIDEND REPORT FOR 2013

As a not-for-profit power supplier, WPPI Energy secures and maintains a reliable and flexible power supply portfolio to meet the needs of 51 diverse communities. By having members rather than shareholders, our joint action organization can offer economies of scale to make it easier to keep up with technological advancements in the industry; jointly owned generation resources and grid investments that help offset rising transmission costs; and services and staff support to navigate increasing regulatory burdens and changing customer expectations. The many "dividends" that go back to members and their customers are proof that through joint action, we're stronger together.

### Governance

As a joint action agency, WPPI Energy was organized so that all members have the opportunity to participate fully in decision-making regarding the organization.

**75**

Individuals from member communities who serve on the Board of Directors, the Executive Committee, other committees and advisory groups

### Power Supply

WPPI Energy members rely upon a steady supply of reliable, affordable electricity each day. A diverse, up-to-date fleet of owned generation assets, combined with our purchased power resources, position WPPI and members well for the many proposed environmental regulations to address clean air, water and carbon emissions initiatives.

**31**

Percentage decrease in our carbon emissions since 2005

**14**

Percentage of our power supply that comes from renewable energy

**15**

Percentage of our power supply that comes from nuclear energy

**106**

Megawatts of baseload generation we own at Elm Road Generating Station, one of the cleanest and most efficient coal-fired power plants in the U.S.

**\$180 million**

Bonds sold to raise money for required environmental upgrades at the Boswell 4 plant, our investment in the CapX2020 La Crosse transmission line and refunding approximately \$67 million in outstanding bonds. The result is affordable baseload power, a way to offset transmission costs, and lower future debt service costs.

### Member Services

WPPI Energy makes available an array of services and staff support aimed at helping members continue to operate successfully in a changing industry and to enhance the value of member utilities and WPPI Energy in their communities.

**4,336**

Requests for technical support or assistance fulfilled by WPPI Energy's Business & Technology Solutions staff

**18**

WPPI Energy staff members - 17 energy services representatives and one key account manager - working in member communities to support customer services

**228**

Individuals from member and non-member utilities who attended the WPPI Energy Metering & Billing Best Practices Workshops

**1,200**

Items available in the WPPI Energy joint purchasing catalog, which members use to lower costs, improve lead times and reduce inventories of items on hand

**42**

Members who used the joint purchasing catalog in 2013

**5**

Members currently using the new Request for Quote (RFQ) module for joint purchasing, with more to be added in 2014

**228**

Members' large power customers whose meters are read by WPPI Energy

**39**

Members who use one of two WPPI Energy partner billing systems

**6**

Members who are using shared meter data management (MDM) services for advanced metering

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## Customer Programs

Retail customer programs provide the technical support and financial incentives to members and their customers to make energy efficiency projects accessible to all homes and businesses. When combined with incentives from other programs such as Focus on Energy and Efficiency United, these programs help local businesses stay competitive, reduce overall demand on the WPPI Energy system and drive down future costs.

**\$5.9 million**

Dollars returned to members' customers for investments in energy efficiency

**\$6.5 million**

Dollars in electricity costs collectively saved by members' customers through their energy efficiency efforts in 2013 - money that remained within local economies

**\$339,410**

Dollars in low-interest Shared Savings financing for 17 efficiency projects in 12 member communities

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## Government Relations

Advocacy for member interests continues to grow in importance as the utility industry faces increasing challenges. Through joint action and in coordination with our national and state associations, members develop stronger relationships with elected officials at the state and federal levels.

**43**

Local leaders from member communities who attended the APPA Legislative Rally in Washington, D.C.

**30+**

State and federal legislative advocacy meetings conducted by members with WPPI Energy's support.

**31**

Number of Wisconsin representatives and senators who co-sponsored state legislation (Act 25) to proactively protect the privacy of municipal utility customers, signed into law July 2013

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## Community Relations & Education

A strong network of support maintains an important connection between members and their communities. Marketing and communications materials help utilities promote local programs available to residential and commercial customers and showcase the value of public power.

**\$243,084**

Dollars administered in WPPI Energy-funded Community Relations Funds that members contributed back to their communities for college and technical school scholarships, economic development, local charitable contributions and public power events

**10**

WPPI Energy scholarships available for member employees to attend various American Public Power Association (APPA) conferences for training and professional development

**200+**

Marketing pieces such as bill inserts and advertisements available to members, customized with logos and local photos

**271**

Local news articles about member utilities and/or WPPI Energy or resulting from WPPI Energy media relations support

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## Rate Design & Financial Modeling

Driven by the need to help members keep retail rates competitive, WPPI Energy offers support in the development of revenue requirement studies, cost-of-service analyses and innovative rate designs.

**12**

Rate cases prepared at no additional cost to members

**51**

Operational and financial benchmark studies prepared for members

**44**

Five-year revenue and purchased power projections completed at members' request

**125+**

Large customer rate comparisons that WPPI Energy analyzes to help members evaluate their competitive position