

FORTY & FORWARD

A Visual History of WPPI Energy



WPPI
ENERGY

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Introduction by President & CEO	
Mike Peters.....	1
I. Public Power: An American Tradition	
That Works	3
Building a Local Model	
A Growing Force	
Setting the Bar	
Standing the Test of Time	
II. The Early Days of Joint Action	25
III. Delivering the Joint Action Advantage	38
Wisconsin Public Power, Incorporated	
The Wisconsin Public Power Inc. SYSTEM	
Wisconsin Public Power Inc.	
WPPI Energy	
IV. Forty & Forward.....	101
V. Through the Years: The WPPI Membership	102

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FORTY & FORWARD

Introduction

Four decades ago, a group of public power communities had the foresight to join together to meet their own power supply needs. The path they chose would not be easy, but their vision was clear: working together, they could share resources and expertise in order to preserve for their customers and their communities the significant value of their local municipal electric utilities.

Public power's strength lies in the ability of locally owned, not-for-profit utilities to focus on the needs of their customers and their communities. And, as WPPI Energy members have demonstrated so well over the past 40 years, joint action plays a vital role in meeting those needs.

In the pages that follow, we celebrate the members of WPPI and all they have accomplished for those they serve.

We also do so with our eyes on some momentous changes and new challenges to come. Our industry and its technologies are evolving rapidly, as are the needs and expectations of those we serve. And, as we are confronted with the unprecedented global health, economic and social impacts of COVID-19, we are reminded that we are all in this together.

We've titled this visual history "Forty & Forward" because, not only is our track record proven, but our vision for the future is as clear as ever.

As we conclude this milestone anniversary year, we do so with our focus on all that WPPI's 51 member utilities will continue to achieve in the years and decades to come.



Mike Peters
President & CEO



New London, Wis., in 1910. Wisconsin Historical Society, WHS71633.

I.

Public Power: An American Tradition That Works

Public power, also known as municipal utility ownership, is a national tradition deeply rooted in community. The model is simple: local utilities distributing cost-based electricity to homes and businesses on a not-for-profit basis. Governed by local boards or city councils, public power utilities deliver reliable, affordable electricity with a singular focus on the customers and communities they serve. They are an expression of the American ideal of local people working together to meet local needs.



Cedarburg, Wis., in the early 1900s. *Wisconsin Historical Society, WHS121924.*

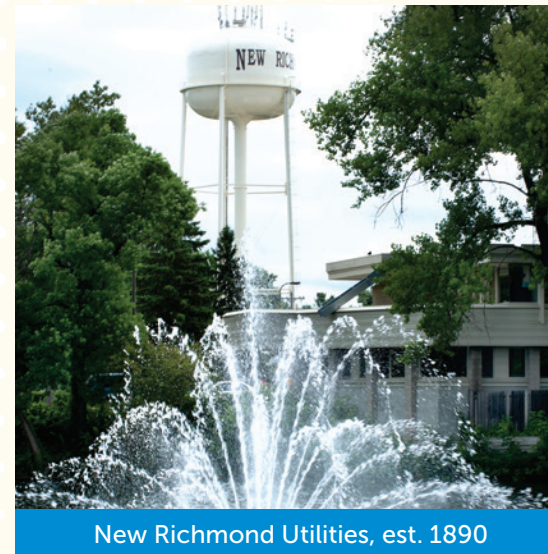
Building a Local Model

Late 1800s

In the early days of the industry, delivering modern electric service to smaller communities is not a priority for most private electricity companies. Municipalities begin taking matters into their own hands, forming their own “muni” utilities for the benefit of local citizens.

Pioneers of Public Power

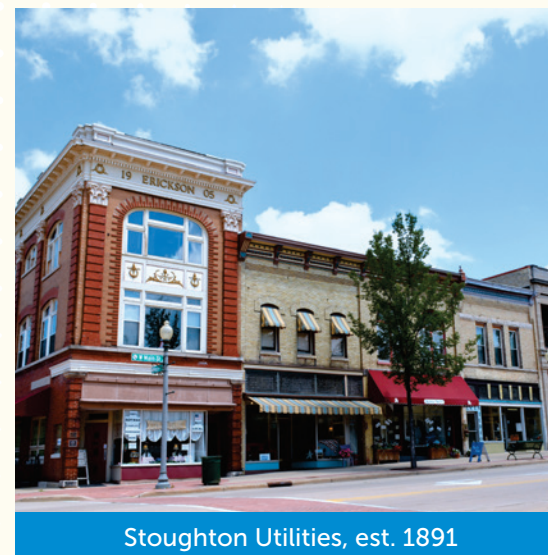
Some present-day WPPI member communities are among the earliest in the nation to form their own public power utilities.



New Richmond Utilities, est. 1890



Village of Baraga Electric Utility, est. 1891



Stoughton Utilities, est. 1891



Independence Light & Power, Telecommunications, est. 1893



Reedsburg Utility Commission, est. 1894



Waupun Utilities, est. 1894



Florence Utilities, est. 1898



City of Crystal Falls Electric Dept., est. 1896



Hartford Electric, est. 1897



Boscobel Utilities, est. 1899



Columbus Water & Light, est. 1898



Eagle River Light & Water Utility, est. 1898



A view from 1912 of historic City Hall in downtown Sun Prairie, Wis. Wisconsin Historical Society, WHS100616.

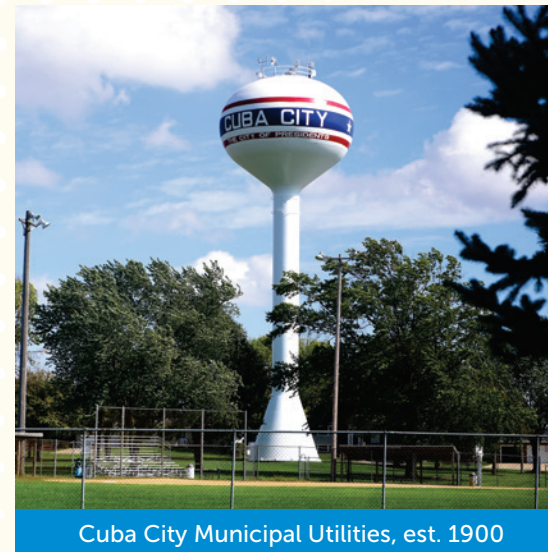
A Growing Force

1900-1920

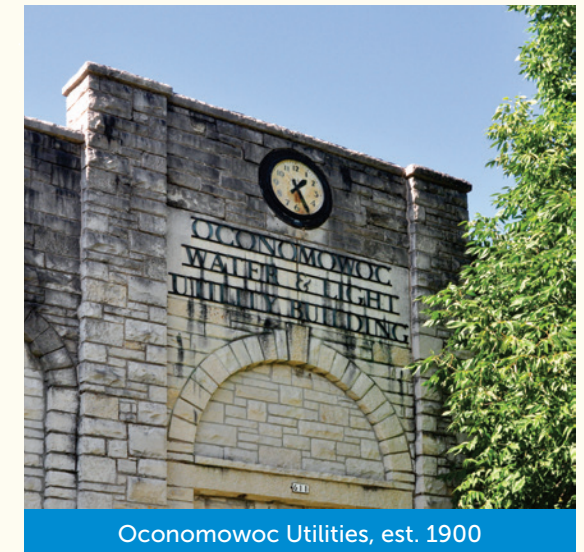
The number of munis grows rapidly at the start of the 20th century. Most, if not all, have their own generation resources, such as a hydroelectric plant on a local river or a diesel plant in town. By the early 1920s, more than 3,000 municipal systems are operating nationwide.

Locally Made

The majority of WPPI's present-day members formed their municipal electric utilities between 1900 and 1920.



Cuba City Municipal Utilities, est. 1900



Oconomowoc Utilities, est. 1900



River Falls Municipal Utilities, est. 1900



Cedarburg Light & Water Utility, est. 1901



Evansville Water & Light, est. 1901



Jefferson Utilities, est. 1901



Black River Falls Municipal Utilities, est. 1904



New London Utilities, est. 1904



Plymouth Utilities, est. 1901



Two Rivers Water & Light, est. 1901



City Utilities of Richland Center, est. 1904



Sturgeon Bay Utilities, est. 1904



New Glarus Utilities, est. 1902



Algoma Utilities, est. 1903



Menasha Utilities, est. 1905



Lodi Utilities, est. 1907



Muscoda Utilities, est. 1907



Norway Dept. of Power & Light, est. 1907



Slinger Utilities, est. 1911



Kaukauna Utilities, est. 1912



L'Anse Electric Utility, est. 1908



Waterloo Utilities, est. 1908



New Holstein Utilities, est. 1912



Brodhead Water & Light, est. 1913



Sun Prairie Utilities, est. 1910



Lake Mills Light & Water, est. 1911



Juneau Utilities, est. 1914



Prairie du Sac Utilities, est. 1914



Waunakee Utilities, est. 1915



Westby Utilities, est. 1915



Maquoketa Municipal Electric Utility, est. 1919



The Municipal Light and Power Plant of Brodhead, Wis., in 1924. Wisconsin Historical Society, WHS84812.

Setting the Bar

1920s – Present

The 1920s see public power shrink under the pressures of changing technology and an aggressive private utility industry. By 1930, the number of U.S. munis falls to approximately 1,900; however, momentum returns during the next decade. Driven in part by the emergence of new diesel technology that makes small-scale, local generation more efficient, as well as increasing customer resentment against private utilities and their profit structures, munis by the end of the 1930s number approximately 2,000 nationwide.

For the Good of Community

WPPI's "youngest" present-day member munis, as well as the organization's only member electric cooperative association, were founded in an era when the not-for-profit electric utility model established itself as uniquely suited to deliver this now-essential service with excellent performance for the public good.



Gladstone Power & Light, est. 1928



Oconto Falls Municipal Utilities, est. 1932



Alger Delta Cooperative Electric Association, est. 1937



Hustisford Utilities, est. 1937



Mount Horeb Utilities, est. 1939



Whitehall Electric, est. 1940

Rooted in Community

In some public power communities, the municipal utility model has been a mainstay of local life since before anyone today can recall. Such is the case for the City of Negaunee Electric Dept. Although there is no exact date on record for its formation, there is no question that the utility's role in the community is both longstanding and vital.

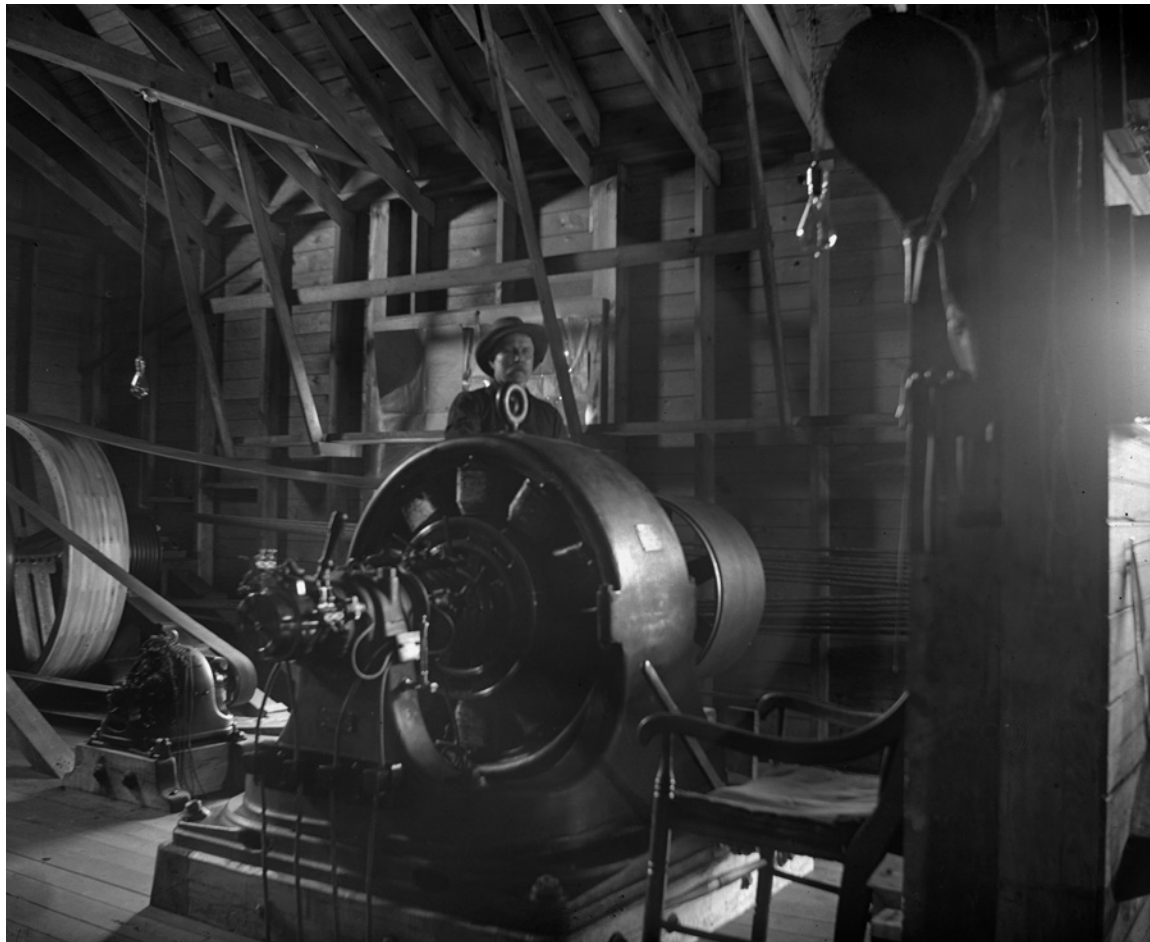


City of Negaunee Electric Department

Standing the Test of Time

For well over a century, municipal utilities have delivered reliable, affordable power and forward-thinking services for the benefit of those they serve.

Customer-focused and not-for-profit, today these utilities continue to play a crucial role in their communities and the overall electric industry. They set the standard by which others are measured.



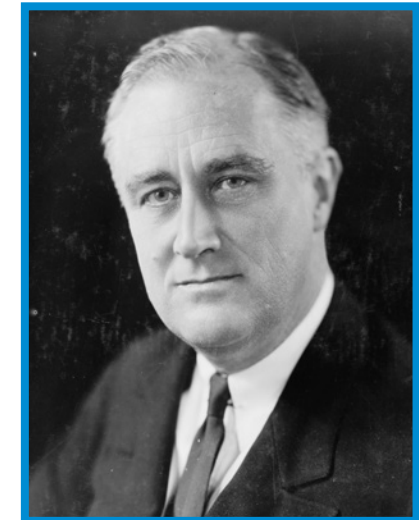
A man stands in the interior of the Black River Falls hydroelectric powerhouse in 1910.
Wisconsin Historical Society, WHS43196.

1932

In his famous “Portland Speech” on September 21, 1932, Franklin D. Roosevelt, 32nd President of the United States, praises inexpensive public power as the standard against which to judge private utility rates and service.

“The very fact that a community can, by vote of the electorate, create a yardstick of its own, will, in most cases, guarantee good service and low rates to its population.”

—President Roosevelt



FDR, circa 1932.



At a ceremony on Nov. 9, 1977 in Madison, Wisconsin Acting Governor Martin Schreiber signs into law the Municipal Electric Company Act, which enables municipalities to form joint municipal electric companies. Pictured with the Governor are state lawmakers and WPPI member utility leaders (left to right): Rep. Thomas Loftus (Sun Prairie); Rep. Jonathan Barry (Mt. Horeb); Elkhorn Utilities Commission President J.L. Henderson; Sun Prairie Utilities Superintendent George Straus; Sen. Timothy Cullen (Janesville); Gov. Martin Schreiber; Elkhorn Light & Water Commission Superintendent Anthony F. Biba; Rep. Marjorie Miller (Madison); Rep. Mary Lou Munts (Madison); and Willard Bremser of the Waunakee Water & Light Commission.

II. Joint Action: The Early Days

As munis in the 1930s begin to face buy-out attempts from private utilities seeking to expand, local leaders become increasingly interested in taking action together to protect and preserve the significant value that public power provides their communities.

1928

The Wisconsin Municipal Electric Association is formed to represent community-owned utilities across the state. The organization's accomplishments include passage of legislation to provide Wisconsin munis with tax-exempt status. Among its many successful initiatives over the decades that follow, the association will play a central role in the formation of WPPI.



"Municipal Utility Plants Will be Organized," reports The Manitowoc Times on Oct. 28, 1928.



The American Public Power Association Board of Directors in 1940.

1940

The American Public Power Association is created to represent the common interests of the nation's community-owned electric utilities.

1947

Municipal utility officials in Iowa adopt a constitution and form a new organization to represent and support their interests: the Iowa Association of Municipal Utilities.



A Jefferson, Wis., electric utility substation in 1962. Wisconsin Historical Society, WHS66557.

1950s & 1960s

As the industry shifts toward large, central-station electric generation and high-voltage transmission lines, smaller local resources begin to become less economical, and most munis will eventually shut down their local fossil fuel-fired generation facilities. In addition, some public power communities start to outgrow their hydroelectric plants.

As a result, many municipal electric utilities end up as wholesale customers of the very private utilities that sought to buy them out.

Wisconsin’s joint action model gets its start in 1959, when municipal utility leaders begin exploring ways to work together for greater control over their power costs. Munis served by the region’s private utilities soon form groups to contest wholesale rates.

1957

Leland Olds, who chaired the Federal Power Commission from 1939-1949, lays out before the American Economic Association an idea that will help shape the future development of joint action agencies. Olds envisions “great, regional power reservoirs” set up as nonprofit entities, jointly owned by the electric utilities they serve, with financing achieved by issuing bonds.



Leland Olds

1958

The Michigan Municipal Utilities Association is incorporated to advocate for local consumer-owned utilities in the state. The organization builds upon previous efforts by the Michigan League of Publicly Owned Utilities, which was created in the 1930s with support from the Michigan Municipal League.

MUNICIPAL ELECTRIC UTILITIES OF WISCONSIN
 "ORGANIZED FOR MUTUAL PROTECTION"

1964

The Wisconsin Municipal Electric Association becomes the Municipal Electric Utilities of Wisconsin.

1968

The Michigan Municipal Utilities Association becomes the Michigan Municipal Electric Association.



JOINT ACTION COMMITTEE
MUNICIPAL ELECTRIC - COOPERATIVE ELECTRIC - STATE OF WISCONSIN

1969

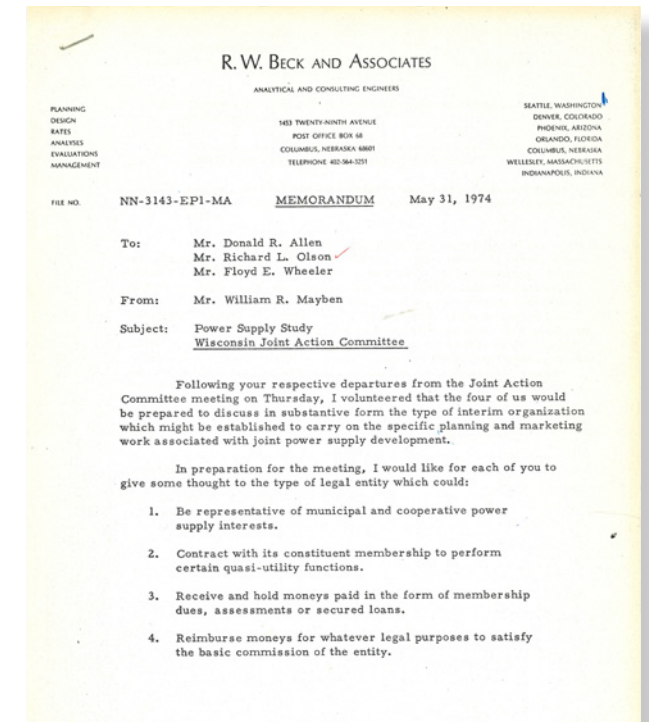
The Municipal Electric Utilities of Wisconsin organize a Joint Action Committee in 1969.

“Joint action between municipal utilities is primarily for low-cost wholesale power and joint ownership of large generating facilities. We should be planning our power supply, not our suppliers.”

– Municipal Electric Utilities Board of Directors, 1969

1972

Wisconsin munis and electric cooperatives commission a statewide Reconnaissance Power Supply Study to evaluate the feasibility of working together to establish their own power supply. The study is conducted by consulting firm RW Beck.



1973

Electric rates begin rising with the oil embargo of 1973, and the cost pressures continue to increase significantly with the construction of new, large generation facilities in the mid and late 1970s. Rate fights at the Federal Power Commission in Washington, D.C. escalate as a result.



1974

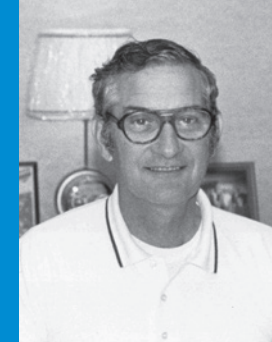
The completed power supply study recommends the formation of a new organization of those municipal utilities in Wisconsin wishing to further pursue joint action. Also recommended is a detailed economic analysis of the feasibility of the munis constructing their own power plants.

To accommodate the growing workload of its joint action power supply activities, the Municipal Electric Utilities of Wisconsin add a Generation & Transmission Committee. The group's members will become WPPI's founders.

1975

In November of 1975, thirty-eight Wisconsin municipals meet in Madison and authorize the Generation & Transmission Committee to make necessary preparations to form a joint action organization.

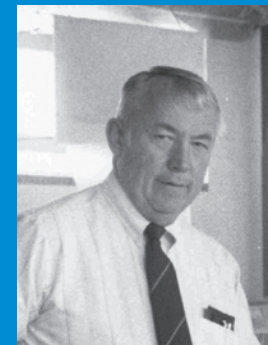
MEUW Generation & Transmission Committee



Bill Baudhuin
Sturgeon Bay



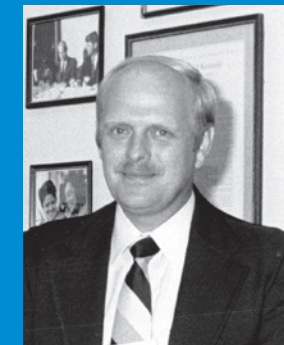
Ed Garber
Manitowoc



Glenn Frank
Cedarburg



Ernie Mullen (chair)
Kaukauna



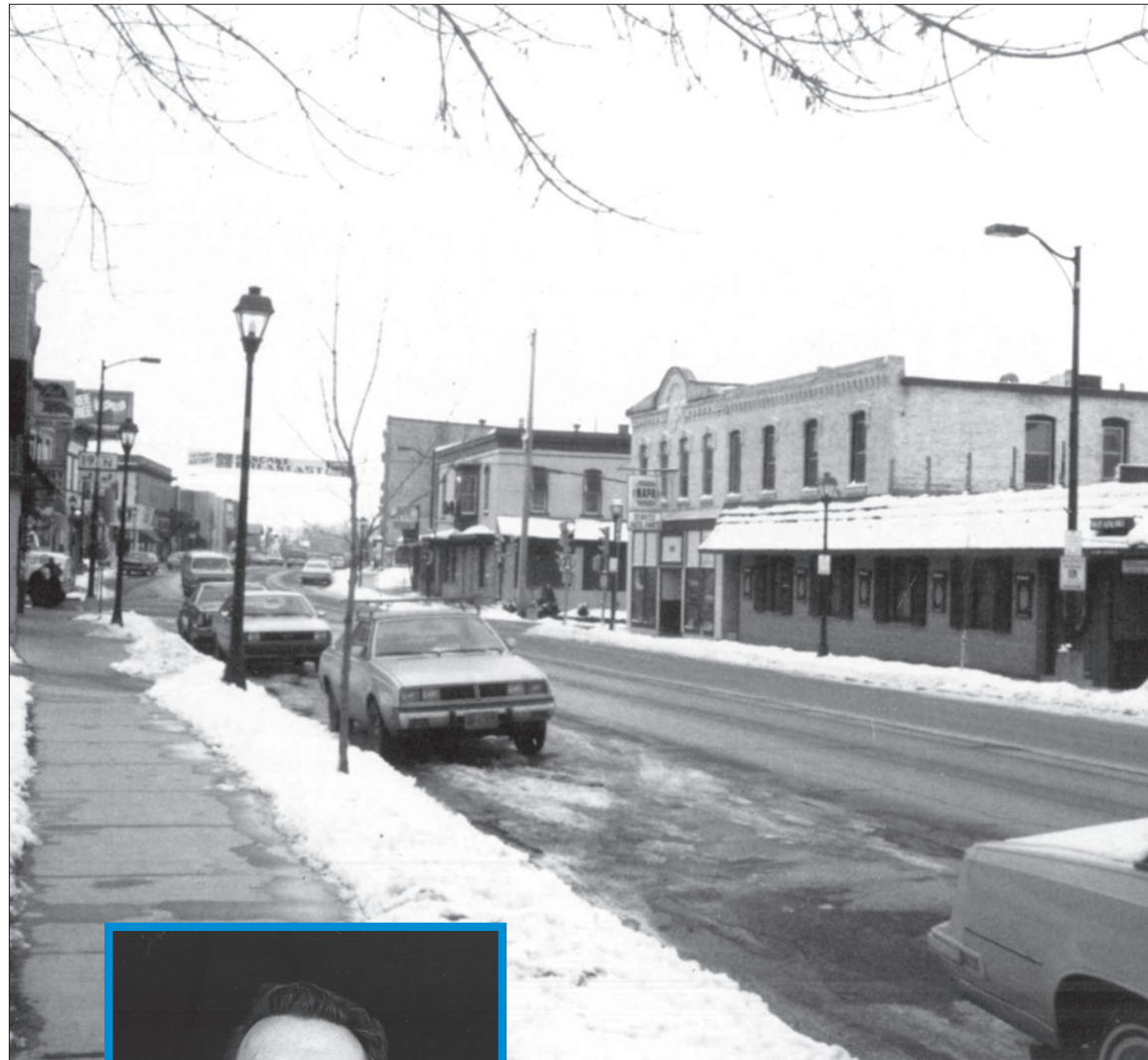
Bob Pawelski
Marshfield



Bill Pappathopoulos
Two Rivers



George Straus
Sun Prairie



Ernie Mullen

Herreman's Supper Club in Sun Prairie (building on right).
Sun Prairie Historical Society.



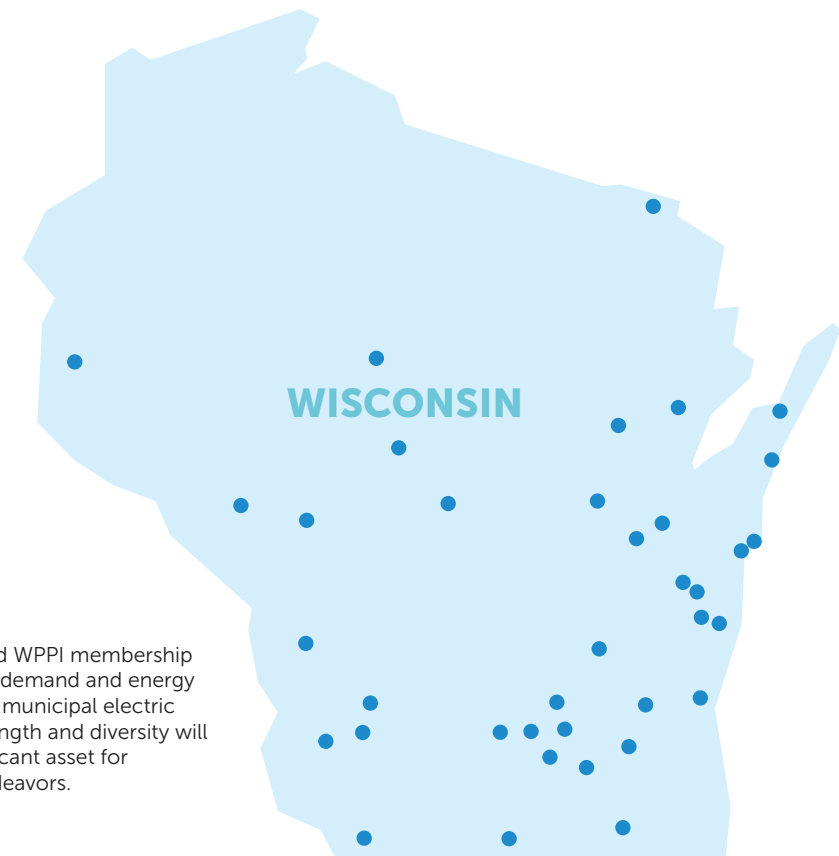
Wisconsin Public Power, Incorporated

1976

Thirty-three Wisconsin municipal utility representatives gather at Herreman's Supper Club in Sun Prairie on April 30, 1976, to form Wisconsin Public Power, Incorporated. Their first priority is to secure passage of state legislation that will enable them to create a joint action agency, through which they will finance their own generation and transmission facilities using tax-exempt municipal bonds.

Members elect Ernie Mullen, general manager of Kaukauna's municipal electric utility, to be WPPI's board president.

By October, five more munis join WPPI, and the membership grows to 38.



In 1976-77, the newly formed WPPI membership represents about 75% of the demand and energy requirements of Wisconsin's municipal electric utilities. WPPI members' strength and diversity will continue to serve as a significant asset for the organization's future endeavors.



Dick Olson



Roy Thilly

1977

The legislation needed to form a joint action agency is drafted by Dick Olson, WPPI’s outside general counsel from the law firm of Boardman, Suhr, Curry & Field, with the help of associate Roy Thilly.

Following intensive lobbying by munis throughout the state—and despite fierce opposition from some parts of the utility industry—the Wisconsin Assembly overwhelmingly approves the joint action statute supported by WPPI in a 94-2 vote. Two days later, the Senate approves the legislation 30-1.

The Federal Energy Regulatory Commission is created and takes over responsibilities of the Federal Power Commission, including the wholesale electric rate cases impacting WPPI member utilities.



Then & Now: Advocacy

In the late 1970s, faced with the need to fight a series of large, pancaked wholesale rate increases that private utilities file with federal regulators, Wisconsin municipal utilities fight for the right to gain power supply independence and control of costs through joint action.



“WPPI’s first major effort had ended in complete success.”

– President Ernie Mullen, in WPPI’s first annual report

Then: The membership won its first major legislative victory on Nov. 9, 1977 when Acting Governor Martin Schreiber signs Chapter 159, Laws of 1977, including the Municipal Electric Company Act. The signing ceremony was attended by approximately 100 utility representatives and legislators.



Today, WPPI member officials continue to advocate as highly credible energy policy experts. They speak with the combined strength of 51 local voices working together for the interests of those they serve.

Now: WPPI members and their fellow public power leaders depart the Eisenhower Executive Office Building following a February 2020 briefing with Trump Administration officials.



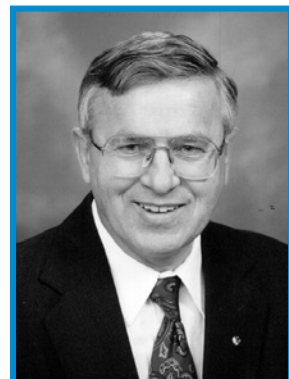
Wisconsin Historical Society, WHS44033.

“Everyone is looking into joint action, realizing that it will probably be the salvation of municipal electric systems... We know for a fact that every utility executive in the state of Wisconsin is aware of WPPI. Perhaps not all are convinced that they’re happy to see us in existence. That fact in itself should give us all considerable encouragement.”

– President Ernie Mullen in his remarks at WPPI’s inaugural annual meeting

1978

WPPI commissions a feasibility study to identify the most beneficial approach for members to pursue joint action power supply projects. The work is performed by Burns & McDonnell, Kansas City, under the direction of Lead Engineer Peter Steitz, who in 1985 will join WPPI as Director of Engineering Services.



Pete Steitz

1979

WPPI hires Dave Penn as its general manager and first employee.

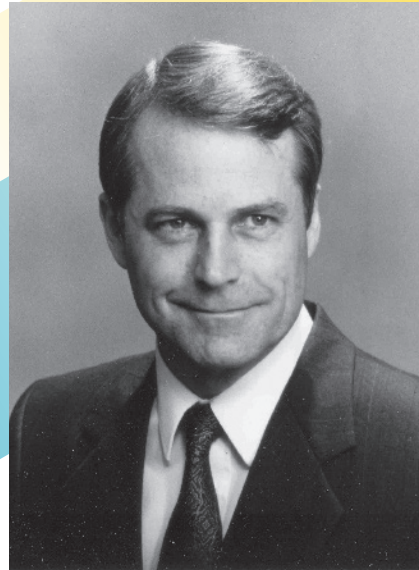
Sun Prairie Water & Light, now Sun Prairie Utilities, donates space in its facility for WPPI’s first office. Later in this same year, the organization will move its assets – primarily consisting of a \$35 typewriter – to its first designated office space at 1500 West Main Street in Sun Prairie.

The completed “Burns & Mac” feasibility study recommends that WPPI members form a new municipal electric power supply company.

The Boardman law firm drafts a contract for interested communities to form Wisconsin Public Power Inc. as a municipal electric company under the new statute. All members of the Municipal Electric Utilities of Wisconsin are invited to join.



Profile in Leadership: Dave Penn



Dave Penn

Prior to joining WPPI's staff, Dave Penn served as chief economist at the Department of Energy's Office of Competition, and as chief economist of the Nuclear Regulatory Commission's antitrust review. He serves for 13 years as the first general manager for WPPI before taking the role of assistant executive director for the American Public Power Association. Throughout his career, Penn testifies and publishes extensively on the subjects of industry structure and regulation.

III. Delivering the Joint Action Advantage



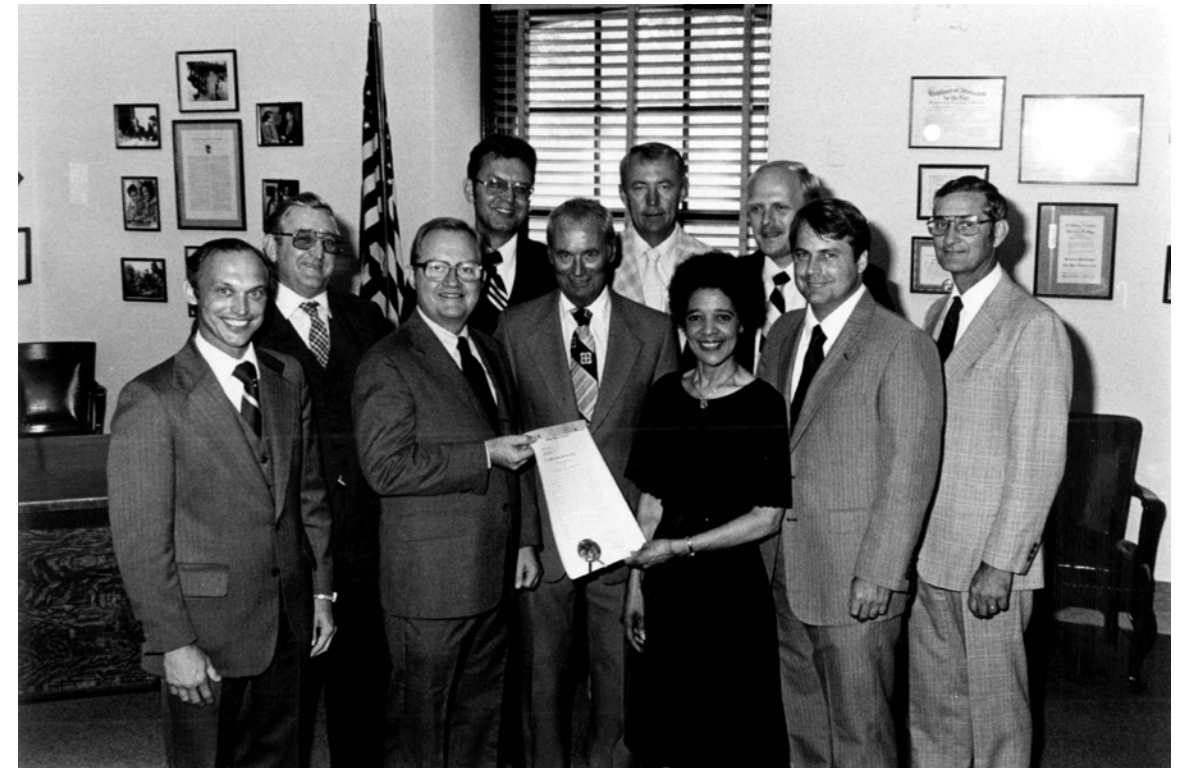
General Manager Dave Penn looks on as WPPI SYSTEM President Ernie Mullen signs incorporation papers for the new municipal electric company on Sept. 5, 1980.

The Wisconsin Public Power Inc. SYSTEM

1980

The Wisconsin Public Power Incorporated SYSTEM is incorporated at the Wisconsin State Capitol on September 5, 1980.

The name Wisconsin Public Power, Inc. SYSTEM emphasizes a system rather than project-based approach and distinguishes the new municipal electric company from the nonprofit corporation that focused on legislation.



Incorporation at the State Capitol. Front row, from left: WPPI SYSTEM Engineer Marty Paulus, Legal Counsel Dick Olson, John Sauer of Cuba City, Wisconsin Secretary of State Vel Phillips, WPPI SYSTEM General Manager Dave Penn, and Bill Baudhuin of Sturgeon Bay; Back Row, from left: Robert Dickinson of Wisconsin Rapids, WPPI SYSTEM President Ernie Mullen, Glenn Frank of Cedarburg, and Robert Pawelski of Marshfield.



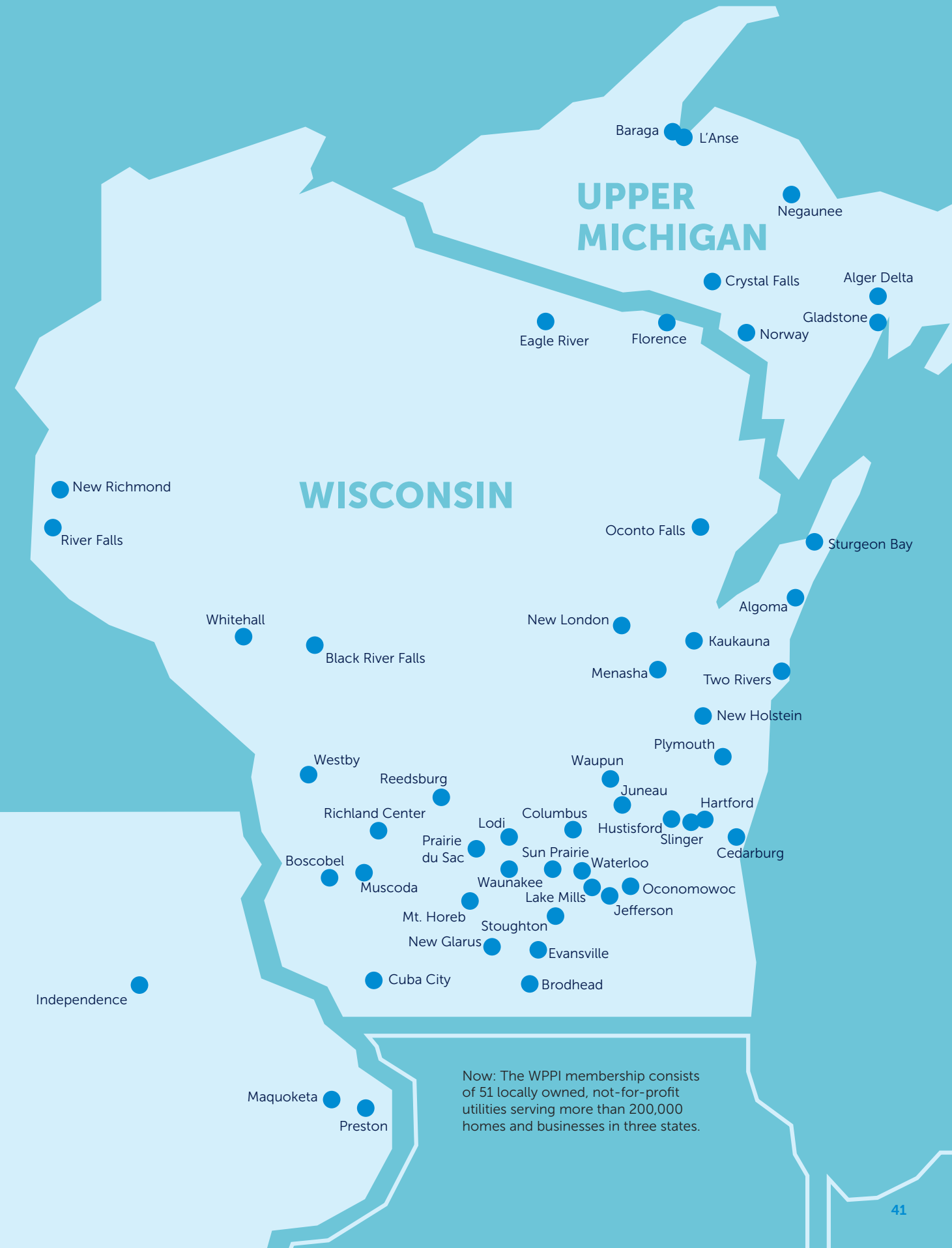
Then & Now: Wisconsin's First Municipal Electric Company

In 1980 and 1981, 32 public power communities join forces as the Wisconsin Public Power, Inc. SYSTEM, the state's first municipal electric company. Their goal: to better meet their own local power needs and control costs for their customers.

Algoma • Barron • Black River Falls • Boscobel • Cedarburg
 Columbus • Cuba City • Deerfield • Elkhorn • Florence
 Hartford • Jefferson • Kaukauna • Kiel • Lake Mills • Manitowoc
 Marshfield • Medford • Menasha • Muscoda • New Holstein
 New London • New Richmond • Oconomowoc • River Falls
 Sturgeon Bay • Two Rivers • Waterloo • Waunakee • Waupun
 Whitehall • Wisconsin Rapids

Then: WPPI's founding member communities.

Today, WPPI's 51 member utilities have achieved that and more, with a power supply that is diverse, competitive and responsible; a comprehensive array of forward-thinking shared services and advanced technologies; and a highly effective voice for energy policy advocacy.



Now: The WPPI membership consists of 51 locally owned, not-for-profit utilities serving more than 200,000 homes and businesses in three states.

1981

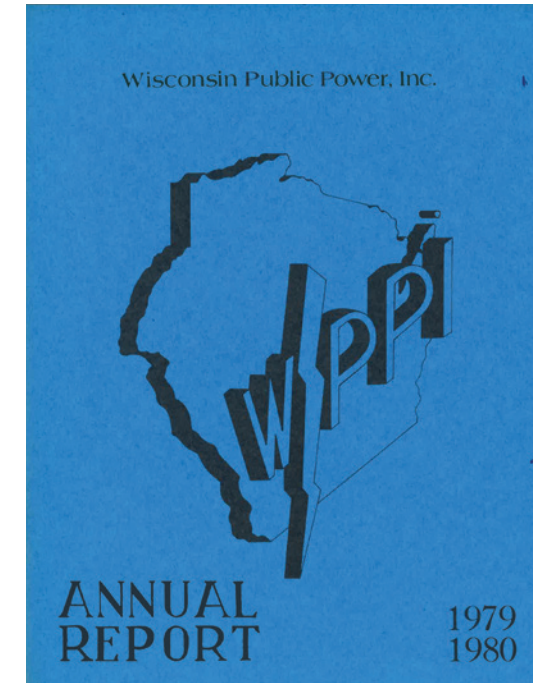
WPPI contracts with Kaukauna for operation center services.



At the Kaukauna Utilities operations center (pictured here in 1990), System Operating Supervisor Frank Granberg (left) and Operator Don Gorzelitz watch as Operator Carl Vanden Heuvel confers with a Wisconsin Electric Power Co. dispatcher.

The WPPI SYSTEM on November 2 begins delivery of power to 22 members for the first time under new under new five-year power supply agreements. Four more, Waunakee, Westby, Slinger and Eagle River, quickly join the list and assign their existing power supply agreements to WPPI.

Overnight, WPPI becomes the largest customer of Wisconsin Power & Light Co., Wisconsin Electric Power Co. and Wisconsin Public Service Corp.



“We think that today WPPI is a significant factor in the Wisconsin power supply picture...WPPI’s presence has made the current suppliers more aware of a potential competitor and, no doubt, had a beneficial effect on rate filings and settlements. It has also become a certainty to me that it is only a question of time before WPPI will be an ownership partner in the power supply business of Wisconsin.”

– President Ernie Mullen, 1979-80 Annual Report



1982

The number of WPPI members grows to 35. As individual communities make various decisions about their long-term power supply plans, WPPI membership will fluctuate during the 1980s before settling at 30 near the end of the decade.



WPPI prevails against private utility suppliers in wholesale electric rate case proceedings at the Federal Energy Regulatory Commission, returning to the membership nearly \$2 million in refunds.

1983

By joining the American Public Power Association as a joint action agency, WPPI provides all of its members with access to the national association's support and services.



1984

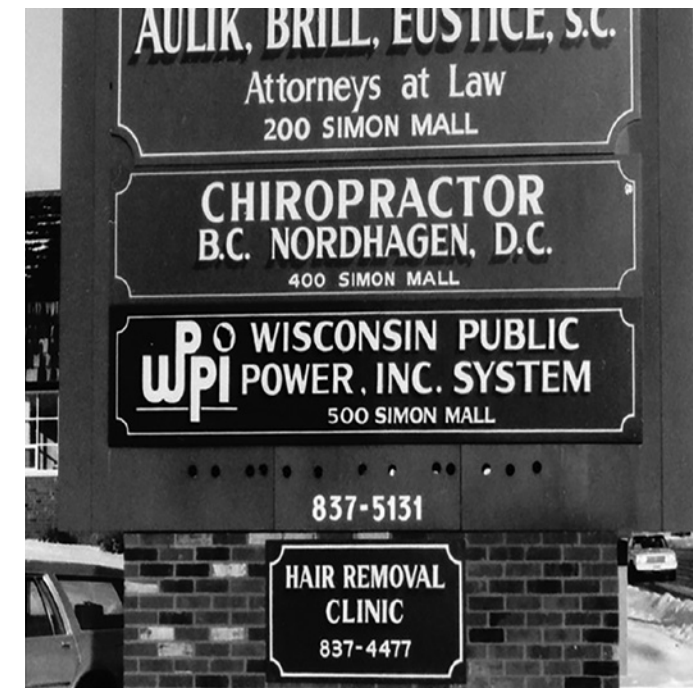
The WPPI membership continues to review options for developing its own power supply, including constructing new generation and buying into existing facilities.

1985

As members continue leveraging their combined buying power to lower costs, WPPI doubles from four to eight its number of contracts for purchased wholesale power.

1986

WPPI moves into new, larger offices in Sun Prairie's Simon Mall complex along Main Street.



TRANSMISSIONS

THE NEWSLETTER OF THE WISCONSIN PUBLIC POWER, INC. SYSTEM

VOLUME 6 NUMBER 3

JUNE 1987

Directors approve Member Services program

Savings of 15 to 20 percent per year on the purchase of supplies and contracted services may be expected by municipal electric utilities in Wisconsin electing to participate in WPPI SYSTEM's new Member Services program. Approved by the WPPI SYSTEM Board of Directors at WPPI's annual

support. WPPI members will be sent more information on the new Member Services program in the near future.

Resolutions adopted
Three resolutions were approved at the annual meeting.
National Public Power Week—

In marked contrast when a supplier files for a wholesale rate decrease, the FERC may find that the decrease was not enough (the rates may still be too high), but the lower ultimate rates do not take effect until the "finding." Thus, wholesale customers would never get back the excessive charges for that period. In addition, the supplier has little incentive

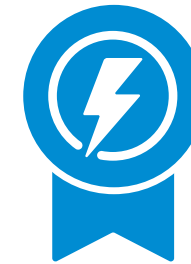
1987

WPPI members work together to develop cost-effective shared energy services and demand-saving programs. The offerings soon expand to include joint purchasing as well as assistance with rates and forecasting.

Dave Penn is named to the American Public Power Association Board of Directors.



Dave Penn



The WPPI Joint Action Hall of Fame is created to recognize individuals who have played pivotal roles in developing the joint action alternative for Wisconsin municipal utilities.

INITIAL JOINT ACTION HALL OF FAME HONOREES



Robert Dickinson
Wisconsin Rapids



Richard Olson
WPPI Attorney



Edmund Garber
Manitowoc

Honorees not pictured:

- Norman Dietrich, Marshfield
- Bud Leuders, WPPI Consultant
- Donald Smith, Columbus



WPPI also commences negotiations with Northern States Power Co. and Wisconsin Electric Power Co. for the transmission services necessary to deliver power from Boswell to members.

1988

WPPI begins negotiations with Minnesota Power and Light Co. for the purchase of an interest in the 535-megawatt Boswell Unit 4 coal-fired generating station.



JOINT ACTION HALL OF FAME HONOREES



Arthur Jark
Jefferson



George Straus
Sun Prairie

1989

To support the purchase of Boswell Unit 4, WPPI's outside counsel, Roy Thilly (who will later become President & CEO), and New York bond counsel draft new 35-year, all-requirements power supply contracts for members. The revenues from the wholesale power they purchase will be pledged for future financings.

All current members sign 35-year contracts, and the additions of Hustisford, Lodi and Sun Prairie bring membership to 30. This number will hold steady for more than a decade.

"These two steps—acquiring a share of a major power plant and securing long-term transmission service at reasonable cost—were major victories that established WPPI as a bona fide new utility."

– Former WPPI President & CEO Roy Thilly in *A Short History of WPPI Energy: The First Thirty Years*





“Developing, offering and signing members to 35-year power supply contracts has been the single most important development in the SYSTEM’s history to date.”

– President Ernie Mullen and General Manager Dave Penn, 1989 Annual Report

On December 1, the Wisconsin Public Power, Inc. SYSTEM and its members begin operations under their new 35-year all-requirements contracts.



JOINT ACTION HALL OF FAME HONOREES



John Sauer
Cuba City

Honoree not pictured:
Chester Harrison, Plymouth



JOINT ACTION HALL OF FAME HONOREES



Ernest Dyer
New Holstein



Albert Leu
Waupun

WPPI, along with several other joint action agencies and munis, founds the national Transmission Access Policy Study Group to advocate fair access to the grid for transmission-dependent utilities.



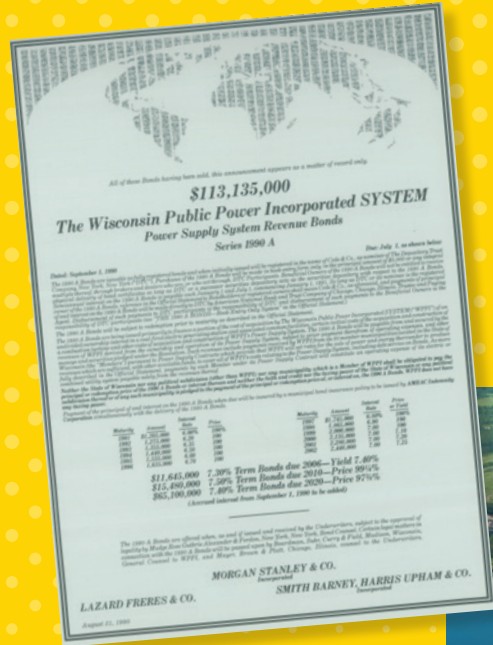
1990

The WPPI membership breaks ground for a new, 26,000-square-foot office headquarters on a seven-acre site in the Sun Prairie Business Park.

WPPI completes its first bond issuance, borrowing \$113 million and closing on the purchase of its interest in Boswell Unit 4.

WPPI negotiates an innovative agreement with Wisconsin Power & Light Co. for the construction and operation of a combustion turbine unit at South Fond du Lac, marking the first time in U.S. history that a municipal electric company and an investor-owned utility join forces to develop generation capacity.

Then & Now: The Joint Action Cost Advantage



Access to tax-exempt municipal bond debt financing supports WPPI strategic business initiatives at a significant cost advantage for members.

In 1989-1990, WPPI members enter into 35-year, all requirements power supply contracts, paving the way for WPPI's first power supply system revenue bond issuance. The \$113 million bond issuance funds the purchase of WPPI's first owned electric generation resource, a 20% interest in Boswell Energy Center Unit 4, and the construction of WPPI's office and operations facility.

Today, WPPI bonds remain the subject of strong demand from investors motivated by the organization's credit ratings, aligned member interests, and reputation. WPPI has completed multiple successful bond issuances over the decades, with the most recent in 2018.

WPPI maintains solid credit ratings due in part to a strong track record of resource management and members' long-term, all-requirements contracts that help keep their interests aligned and unified.

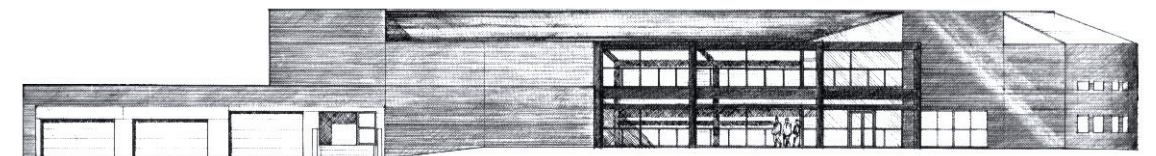
Long-Term Bond Ratings (2020)
Fitch A+
Moody's A1
S&P A



From left: WPPI Board President Ernie Mullen of Kaukauna, Vice President Glenn Frank of Cedarburg, Secretary Robert Hogan of Menasha, Treasurer Bob Friberg of Florence, Executive Committee member George Straus of Sun Prairie, Executive Committee member Steve Thompson of New London, Executive Committee member Ron Greuel of New Holstein, Sun Prairie Water & Light Commission Superintendent Larry Bocock, Richard Lynch of J.H. Findorff & Son, Fred Zimmerman of Bowen-Williamson-Zimmerman, Curt Hastings of J.H. Findorff & Son, and WPPI General Manager Dave Penn.

1991

Construction of the new WPPI office and operations facility is complete. WPPI commences operation of its new 24-hour operations center and delivers energy from Boswell Unit 4 to serve member load.



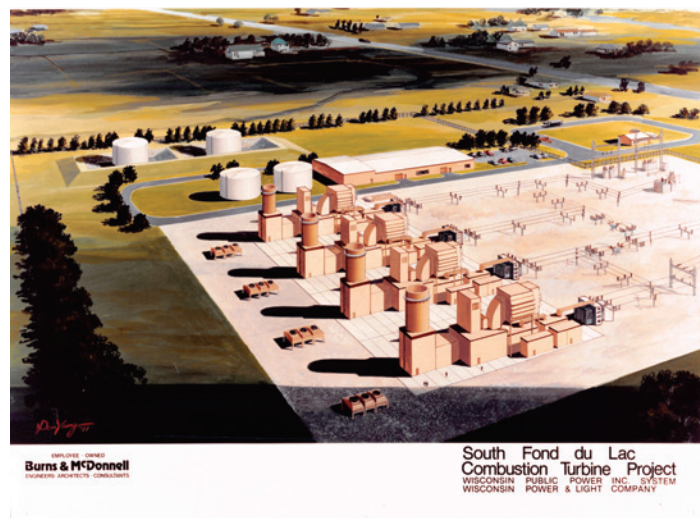
"Our new headquarters will serve over the coming decades as a visual reminder of how far we, as municipal electric utilities, have come in Wisconsin in terms of joint action."

– President Ernie Mullen



WPPI joins the Mid-America Interconnected Network and the Mid-Continent Area Power Pool, the two regions within the North American Electric Reliability Council (NERC) in which WPPI member load is located.

Roy Thilly is elected to the NERC Board of Trustees, on which he will serve until 2002. He will later serve on the NERC board again, beginning in early 2011 through the time of this publication, including a term as chair in 2017.



WPPI completes its second bond issuance, borrowing \$43 million to finance construction of South Fond du Lac Combustion Turbine Unit 1. Representatives from WPPI and Wisconsin Power & Light Co. attend a groundbreaking ceremony for the project.



JOINT ACTION HALL OF FAME HONOREE

James Austin, Menasha

1992

Roy Thilly takes the reins as WPPI general manager and counsel following Dave Penn's departure for the American Public Power Association in Washington, D.C.

"We are very fortunate to be able to find someone like Roy with his knowledge not only of WPPI and Wisconsin, but also of the whole electric utility industry in the United States."

- President Ernie Mullen

Thilly, representing WPPI and the Transmission Access Policy Study Group, assists in negotiation of the Energy Policy Act of 1992. The federal act gives the Federal Energy Regulatory Commission power for the first time to order the provision of transmission service.

WPPI executes a second agreement with Wisconsin Power & Light Co. to allow WPPI to construct and own South Fond du Lac Combustion Turbine Unit 4.



JOINT ACTION HALL OF FAME HONOREES

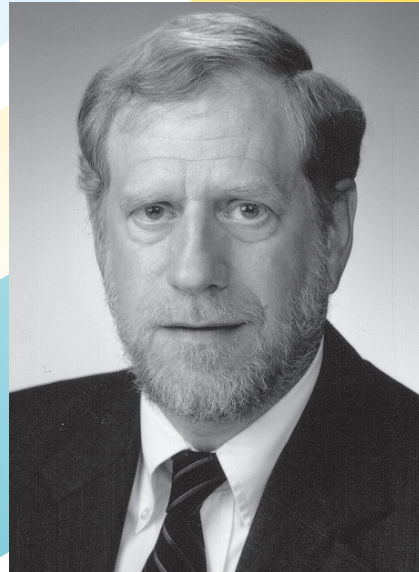


Dave Penn
General Manager of WPPI
from 1979 – 1992



Glenn Frank
Cedarburg

Profile in Leadership:
Roy Thilly



Roy Thilly

Prior to joining WPPI’s staff team, Roy Thilly was a partner in the Madison law firm then known as Boardman, Suhr, Curry & Field, where he served as outside counsel from WPPI’s inception. He represented municipal utilities from several states and other clients before the Federal Energy Regulatory Commission in power supply and transmission negotiations, and in general litigation.

During his 19 years as WPPI President & CEO, Thilly will play a prominent leadership role in state and national electric issues including reliability, transmission and climate change. He will also participate on the boards of directors for several national organizations, including serving as chair of the American Public Power Association Board of Directors.

1993

South Fond du Lac Unit 1 becomes operational.

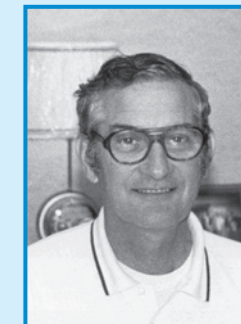


“Completion of this project is a major step in achieving WPPI’s goal of power supply independence for its members.”

– President Ernie Mullen



JOINT ACTION HALL OF FAME HONOREES



William Baudhuin
Sturgeon Bay



Josep Drone
Muscodá

1994

WPPI members initiate new shared curtailable, interruptible and customer generation programs to maintain a competitive edge with large industrial customers.

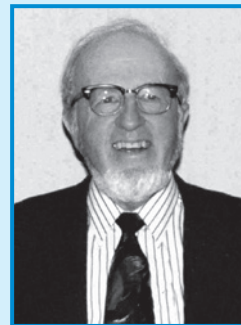
WPPI participates in Wisconsin's first electric restructuring task force organized by the Public Utility Institute of the University of Wisconsin.



JOINT ACTION HALL OF FAME HONOREES



Ernest Mullen
Kaukauna



Thomas Pinney, Jr.
Sturgeon Bay

Then & Now: Helping Customers Boost the Bottom Line

In the mid-1990's, WPPI member utilities establish shared energy efficiency programs in order to provide customers excellent service and help them keep their bills down.



Then: Cedarburg Energy Conservation event

Today, the WPPI membership's cost-effective, high-quality energy efficiency offerings range from field support and customer communications to incentive- and grant-funded programs and more. Helping customers reduce energy waste protects the environment and delivers significant utility bill savings. WPPI member support for customers in this area also strengthens their customers' satisfaction.

WPPI members helped customers lower their electric bills in 2019 by

\$6.7 M 

Now: WPPI members continue to help customers achieve significant savings each year.



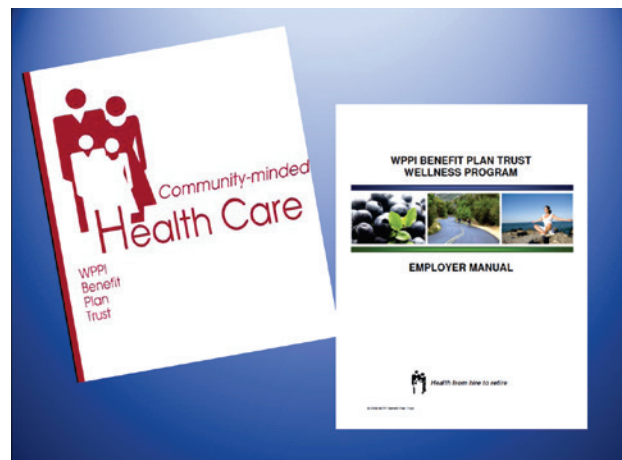
Dennis Westhuis

1995

Dennis Westhuis, Waupun, succeeds the retiring Ernie Mullen to become WPPI's second president of the board of directors.

WPPI creates a new benefit trust for participating members to help lower and control health insurance costs.

WPPI participates in a Public Service Commission of Wisconsin advisory committee on electric restructuring.



South Fond du Lac Combustion Turbine Unit 4.

1996

WPPI issues nearly \$41 million of revenue bonds to finance the acquisition of South Fond du Lac Combustion Turbine Unit 4, which immediately goes into operation.



WPPI assists in the formation of Customers First!, a broad-based coalition of Wisconsin utility stakeholders dedicated to preserving Wisconsin's reliable and affordable electricity supply.

WPPI begins providing operations center services on nights and weekends to the Missouri Basin Municipal Power Agency, which is later renamed Missouri River Energy Services.

Then & Now: Forward-Thinking Technology

In 1996, WPPI installs a secure wide-area computer network, connecting member utilities for the first time through email and an internal website.



Today, members of WPPI have access to a comprehensive suite of forward-thinking business technologies including customer information and meter data management systems, online customer engagement and self-service platforms, network support, cybersecurity protection, and more. While WPPI's shared services will keep evolving as technology continues to change, the goal remains the same: to help members make the most of their technology investments with cost-effective, flexible approaches that best meet their local needs.



Customer Engagement

34

Member utilities using or preparing to use WPPI's online self-service tools

Customer Information

40

Member utilities using or preparing to use WPPI's utility billing and customer information technology



Advanced Metering & Data Management

36

Member utilities using advanced meters to meet some or all of their system needs

160,000

Member advanced electric and water meters for which WPPI reads and validates data

41

Members using WPPI's Shared Meter Technician Service



Wisconsin Public Power Inc.

1997

The Wisconsin Public Power Inc. SYSTEM changes its name to Wisconsin Public Power Inc.

The first issue of *The Local Circuit*, a customized newsletter from WPPI members to their residential customers, hits mailboxes throughout the state.

WPPI members develop a shared team of energy services professionals to provide their customers with enhanced support.



Energy Services Representative Jim Schieble delivers an elementary school energy safety program.

Wisconsin faces its first significant electric summer reliability problem, leading to the threat of brownouts. WPPI maintains adequate resources to meet members' requirements.

1998

WPPI plays an active role in drafting and securing passage of the Wisconsin Electric Reliability Act.

WPPI becomes the first non-transmission owner to join the Midwest Independent System Operator, now known as MISO or the Midcontinent Independent System Operator.

Ruling in WPPI's favor, the Federal Energy Regulatory Commission orders two Wisconsin investor-owned utilities to make transmission service available for WPPI to import power from its Boswell Unit 4 electric generating plant in Minnesota.



WPPI provides approximately \$2.5 million in grants for interested members to implement shared accounting and customer information systems. The new offerings enable WPPI members to cost-effectively access modern utility business technologies necessary to provide excellent service and expand their rate options for customers.



A March 18, 1999 Associated Press report in *The Wisconsin State Journal* details electric reliability concerns for the summer ahead.

1999

Peak demand hits a WPPI all-time high of 646 megawatts in the midst of a heat wave that challenges the state's transmission system and causes dramatic price spikes. At the time of the peak, WPPI estimates that 30 to 40 megawatts of demand was voluntarily curtailed by WPPI member customers.

Roy Thilly is elected president of the American Public Power Association.



Roy Thilly

Then & Now: Transmission Ownership

In 1999, WPPI plays a significant role in the drafting and passage of Reliability 2000 legislation - provisions in the state budget intended to further restructure the industry and enhance reliability. The legislation provides incentives for Wisconsin's major transmission owners to divest their transmission facilities to a new transmission company and grants WPPI the right to participate as an owner in that company.



Then: Wisconsin Gov. Tommy Thompson signs into law Reliability 2000 legislation, which allows for the formation of ATC and grants WPPI the right to participate as an owner.

Previously, the WPPI membership had no access to regional transmission ownership. The new law allows Wisconsin's major transmission-owning utilities to divest these facilities into a new jointly owned company, the American Transmission Co., and grants WPPI the right to participate as an owner.



Now: An ATC transmission tower.

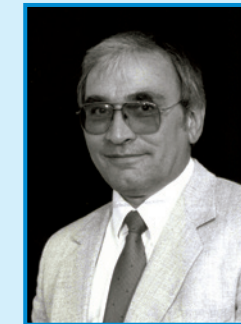
As of the end of 2019, WPPI has a 6.7%, \$139 million equity ownership in the American Transmission Co.



JOINT ACTION HALL OF FAME HONOREES



Charles Bradburn
Cedarburg



Ron Greuel
New Holstein

2000

Members and guests celebrate the 20th anniversary of WPPI's incorporation at the joint action agency's annual meeting.

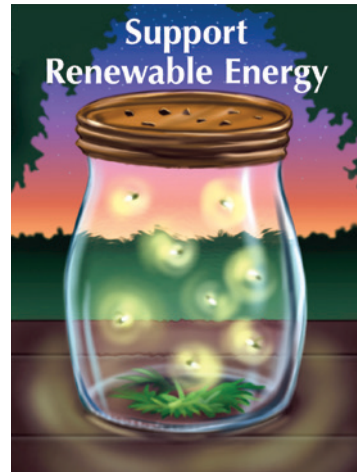
Dennis Horner, New Richmond, is elected as the chair of WPPI, succeeding Dennis Westhuis.



Dennis Horner



Culminating a 15-year effort to gain ownership of a portion of the transmission grid, WPPI purchases a 5.7% interest in the American Transmission Co. for approximately \$17 million, making WPPI the first transmission-dependent utility to buy into the nation’s first for-profit electric transmission company.



2001

Members launch WPPI’s Renewable Energy Program, through which customers may offset all or a portion of their electric usage with power from clean energy resources.

WPPI membership increases by 20% with the addition of six new communities. They are the first to join WPPI since the membership signed 35-year power supply contracts in 1989.

Brodhead • Oconto Falls • Plymouth • Prairie du Sac
Reedsburg • Richland Center

WPPI’s 36 members now supply power to more than 130,000 homes and businesses throughout Wisconsin.

2002

Stoughton becomes the seventh community to join WPPI over the course of 13 months, bringing the membership total to 37.

The WPPI Board of Directors approves a plan to build the 52-megawatt Island Street gas-fired generating unit in member city Kaukauna. Construction begins the following spring.

Over the course of less than three months, all 37 member communities unanimously approve long-term power supply contract extensions with WPPI, adding 13 years to the 35-year contracts put in place in 1989. The extensions provide the flexibility to finance new generation to meet members’ long-term needs.



JOINT ACTION HALL OF FAME HONOREE



Dennis Rydzewski
Menasha

2003

WPPI receives the American Public Power Association’s Award of Continued Excellence for supporting research and development projects aimed at improving energy efficiency and promoting renewable resources. The award is presented through the association’s Demonstration of Energy-Efficient Developments program.



William “Bill” Pappathopoulos, Two Rivers, is elected as the chair of WPPI, succeeding Dennis Horner.



Bill Pappathopoulos



John Andler



WPPI members celebrate the Island Street Peaking Plant’s dedication.

2004

John Andler, Columbus, is elected as chair of WPPI, succeeding Bill Pappathopoulos.

WPPI members celebrate the dedication of the Island Street Peaking Plant in Kaukauna. Built at a cost of \$25.5 million, the gas-fired unit will provide 52 megawatts of electricity during peak demand periods.

WPPI agrees to purchase part of the output from the Forward Wind Energy Project being developed in Brownsville, Wis.



JOINT ACTION HALL OF FAME HONOREE

William Pappathopoulos, Two Rivers



Elm Road Generating Station.

2005

WPPI welcomes New Glarus, Juneau, and Mount Horeb, increasing the joint action agency's membership to 40.

Elected officials and utility representatives from all 40 member communities celebrate the 25th anniversary of the incorporation of WPPI as Wisconsin's first joint action, municipal power company.



WPPI notifies Wisconsin Energy Corporation of its intent to purchase an 8.33% interest in the Elm Road Generating Station—two 615-megawatt units under construction in Oak Creek, Wis.

WPPI issues nearly \$237 million of revenue bonds to fund the cost of its investment in Elm Road.



JOINT ACTION HALL OF FAME HONOREE



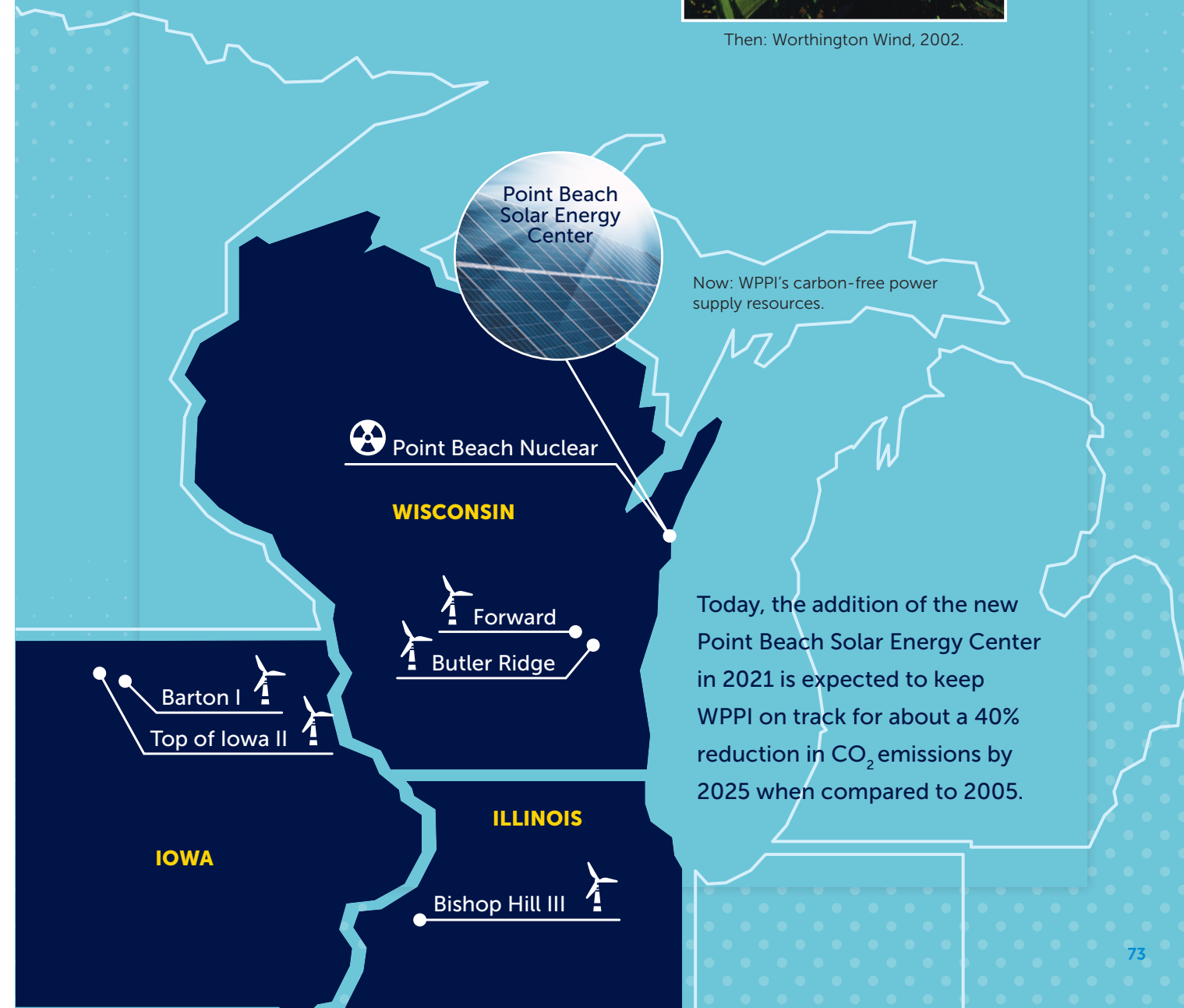
Dennis Westhuis
Waupun

Then & Now: Renewable Energy Leaders

In 2002, WPPI adds the first wind power resource to its portfolio with two turbines located in Worthington, Minn. By 2009, WPPI members will become the first in Wisconsin with resources in place to meet state requirements for utilities to deliver at least 10% renewable energy by 2015.



Then: Worthington Wind, 2002.



Today, the addition of the new Point Beach Solar Energy Center in 2021 is expected to keep WPPI on track for about a 40% reduction in CO₂ emissions by 2025 when compared to 2005.

Then & Now: Advancing Electric Vehicles

In 2007, WPPI becomes the first utility with plug-in hybrid-electric vehicles on the road in the Midwest. To help build a consumer market and convince automakers to adopt this emerging technology, WPPI installs lithium-ion batteries and 120-volt charging equipment in two Toyota Priuses, whose license plates read "GASSIPR" and "GDIDEA."



Then: A WPPI plug-in hybrid-electric Prius on display at the Midwest Renewable Energy Fair in 2007.

Today, WPPI members continue to lead the way in EV market advancement with customer outreach, matching funds for charging stations, and more.



Now: A Chevy Bolt EV and level-2 chargers at WPPI's office and operations facility.

2006

Membership grows to 46 as WPPI welcomes six new communities, including the first non-Wisconsin munis to join the membership.

Baraga, Mich. • Evansville, Wis. • Independence, Iowa • L'Anse, Mich.
Negaunee, Mich. • Norway, Mich.

Wisconsin law at this time allows only municipal utilities from within the state to be full members and owners of WPPI. Others are served through long-term power supply contracts. WPPI sets a legislative priority, which it will accomplish in 2010, to achieve parity in membership status for the new out-of-state municipals.

WPPI agrees to purchase 50 megawatts of renewable output from the Top of Iowa Phase II wind development in Joice, Iowa.



The Top of Iowa II wind farm.



Butler Ridge wind farm.

2007

WPPI welcomes three more new members, including the first and only electric cooperative to be served by the joint action agency, bringing WPPI's membership total to 49.

Alger Delta CEA, Mich. • Gladstone, Mich. • Maquoketa, Iowa

WPPI agrees to purchase the renewable output of the Butler Ridge wind energy project to be constructed in Dodge County, Wis.

Wisconsin Governor Jim Doyle names WPPI President & CEO Roy Thilly co-chair of the Governor's Global Warming Task Force.

WPPI becomes Wisconsin's first utility to use solar power at its headquarters with the installation of two 2.8-kilowatt arrays of solar-tracking photovoltaic panels.



Solar photovoltaic technology installed at WPPI's operations and office facility.



JOINT ACTION HALL OF FAME HONOREE



Larry Boccock
Sun Prairie

2008

Cedarburg Light & Water Manager Dale Lythjohan is elected as the chair of WPPI, succeeding John Andler.

WPPI agrees to purchase 30 megawatts of renewable energy from the Barton I wind farm located in Worth County, Iowa.

Preston, Iowa becomes WPPI's 50th member.



Dale Lythjohan



JOINT ACTION HALL OF FAME HONOREE



Peter Steitz
former Senior Vice President of
Power Supply & Operations, WPPI

WPPI Energy

Now serving members in three states, Wisconsin Public Power Inc. in December 2008 becomes WPPI Energy. A new logo and tagline – the way energy should be – are adopted to reflect the company's updated profile.



Row 1 (left-right): WPPI President & CEO Roy Thilly with Executive Committee members Diane Gard, Oconomowoc; Chair Dale Lythjohan, Cedarburg; Zak Bloom, Waupun; Row 2: Carl Gaulke, River Falls; Jeff Feldt, Kaukauna; Mike Reynolds, Boscobel; Row 3: Jim Stawicki, Sturgeon Bay; Robert Kardasz, Stoughton; and Dave Mikonowicz, Reedsburg.

2009

Construction is underway for WPPI’s first two GreenMax Homes, which combine state-of-the-art, energy efficient construction and appliances with renewable energy systems. With grant-based support from the WPPI membership, Black River Falls homeowners Tom and Verona Chambers and Stoughton homeowners John and Rebecca Scheller are committed to monitor and fine-tune their respective energy use to meet their net zero energy goals. A third GreenMax Home, owned by Alger Delta CEA customers Sam and Christine Simonetta, will follow in 2010.

The City of Crystal Falls, Mich. joins the membership, bringing to 51 the number of customer-owned electric utilities served by WPPI.

2010

WPPI develops an Outsourced Retail Billing Service as a new option for interested member utilities to present energy usage data to customers, accommodate bill messaging, and streamline the production and mailing of paper bills.

Unit 1 of the Elm Road Generating Station begins commercial operation. Construction of the units is staggered by a year to efficiently use craft skills.

WPPI renovates and expands its office and operations facility, pictured on p. 84. The building becomes the first in Sun Prairie to achieve ‘Gold’ certification through the U.S. Green Building Council’s Leadership In Energy Efficient Design rating system.

At Lambeau Field in Green Bay, members celebrate their thirtieth anniversary of joint action through WPPI.

WPPI successfully advocates for Wisconsin legislation to allow full membership in the joint action agency for out-of-state munis.



Elm Road Generating Station.

2011

The five-and-a-half year construction project to build the Elm Road Generating Station is complete when the second of the facility’s two coal-fired units enters commercial operation.

Mike Peters becomes the next President & CEO of WPPI as Roy Thilly retires after 19 years.

WPPI agrees to purchase approximately 160 megawatts of the electric power output from the Point Beach Nuclear Plant.



Point Beach Nuclear Power Plant.

Profile in Leadership:
Mike Peters



Mike Peters

WPPI President & CEO Mike Peters has advocated for more than three decades on behalf of utilities and their customers at the state and national level on issues including utility restructuring and customer choice, climate change policy and action, and more.

Prior to joining the organization in 2011, Peters was CEO for 16 years at the Michigan Electric Cooperative Association, the statewide trade group representing Michigan’s electric cooperative industry. He also held leadership positions at the Association of Illinois Electric Cooperatives and the Kansas Electric Cooperatives, Inc., where he served as general counsel. He has served throughout his career on various industry boards, energy policy work groups and task forces.



Jeff Feldt

Kaukauna Utilities General Manager Jeff Feldt is elected as WPPI’s chair, succeeding Dale Lythjohan.

WPPI’s office and operations facility (photos on p. 84) earns ENERGY STAR certification and achieves a 100% score on the U.S. Environmental Protection Agency’s energy-performance scale, making the building one of the most energy-efficient nationwide.



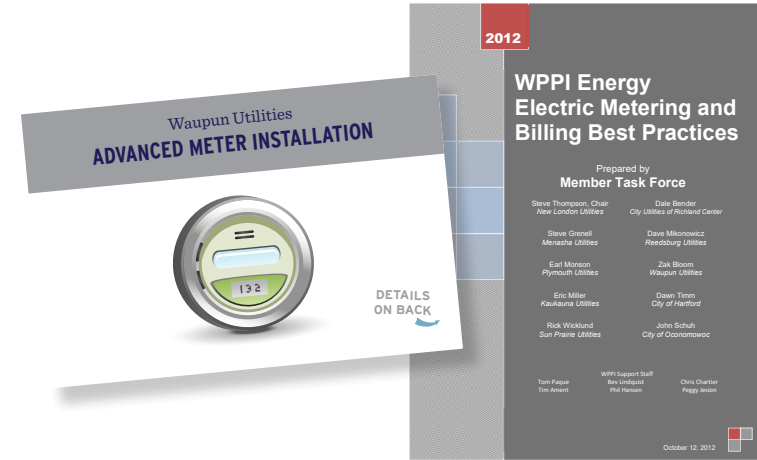
JOINT ACTION HALL OF FAME HONOREE



Roy Thilly
former President & CEO, WPPI



WPPI's LEED "Gold," ENERGY STAR certified office and operations facility is among the most energy efficient buildings in the nation.



2012

The WPPI membership adopts an advanced metering strategy, featuring a shared meter data management system and professional support services.

The first group of members begin using advanced meters with support from WPPI.

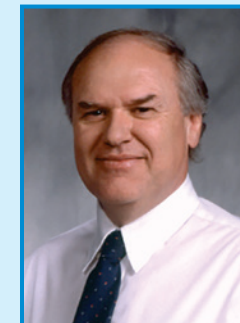
Members form a WPPI Metering and Billing Best Practices Task Force. The group delivers a best practices manual that shapes the development of a training workshop, videos, new services for WPPI members, and more.



JOINT ACTION HALL OF FAME HONOREES



Mike Stuart
Former Chief Operations
Officer, WPPI



Dennis Horner
New Richmond



John Andler
Columbus



CapX2020 works to strengthen the region's transmission grid.



Staff and members from WPPI join officials from Minnesota Power to break ground on environmental updates at Boswell Energy Center Unit 4.

2013

WPPI is one of 11 utilities working to expand the transmission grid through the CapX2020 initiative. Construction begins in January, 2013 on the 345-kilovolt Hampton-Rochester-La Crosse project.

WPPI and Minnesota Power break ground on an environmental retrofit project at Boswell Energy Center Unit 4.

WPPI issues nearly \$180 million of revenue bonds. The proceeds are used primarily to:

- Refinance previously issued bonds at substantial savings to WPPI members
- Fund WPPI's costs for emission reduction upgrades at Boswell Energy Center Unit 4
- Fund an investment in new transmission through WPPI's participation in CapX2020

WPPI launches its new online Support Center to deliver prompt, personal assistance for member employees using the joint action agency's supported systems and software.



Nelson Energy Center.

2014

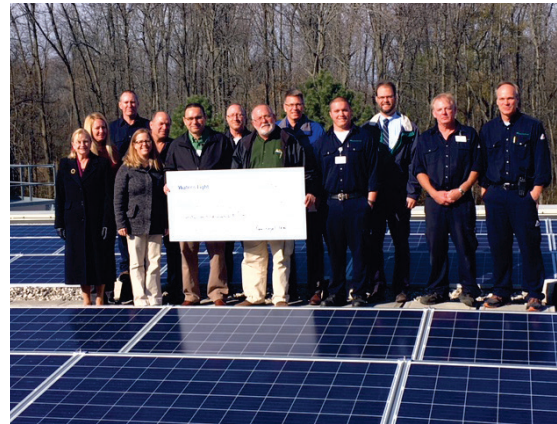
WPPI enters into a 20-year agreement to purchase 90 megawatts of capacity and energy from the new gas-fired, combined-cycle Nelson Energy Center near Rock Falls, Ill.

A new Shared Metering Technician service enables interested members to access highly trained professionals for local metering projects.



The WPPI shared meter technician service.

WPPI introduces RFP-based Renewable Energy Grants for Non-Profits, giving eligible organizations the opportunity to bid for competitive grants to install renewable energy systems on their premises.



WPPI-funded solar photovoltaic installations for non-profit organizations (clockwise from top, left): Stoughton Parks & Recreation's Nordic Ridge Park Shelter, Independence High School, Aurora Health Center in Two Rivers, the First Congregational United Church of Christ in River Falls, the Kaukauna Housing Authority, and the Generations Center of the Plymouth Intergenerational Coalition.

WPPI completes a \$69 million bond issuance and uses the proceeds for an advanced refunding of previously issued bonds, delivering for members significant savings once again.



JOINT ACTION HALL OF FAME HONOREE



Bev Lindquist
former Vice President of
Information Systems, WPPI



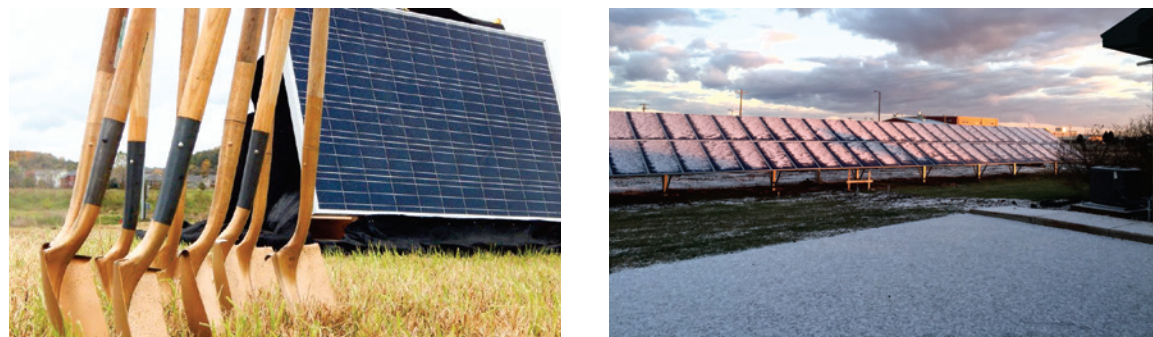
2015

WPPI members celebrate 35 years of joint action during the organization’s annual meeting at the Blue Harbor resort in Sheboygan.

At their annual meeting in September, WPPI’s board asks members to modify their all-requirements power supply agreements, which are set to expire in 2037. The response is prompt and enthusiastic: by March, 49 members representing approximately 98% of WPPI’s total load execute power supply agreements extending through 2055.

Two members, River Falls and New Richmond, pilot the WPPI membership’s efforts to build new community solar projects. Both break ground in October of 2015 and begin producing power for customers by the year’s end.

WPPI agrees to own 1.5% of the Badger Coulee 345-kilovolt transmission line between La Crosse and Madison.



Community solar projects in New Richmond (right) and River Falls.



WPPI members pilot the use of an online customer portal to provide large business customers with more information about their energy use.

2016

WPPI and Minnesota Power celebrate the completion of environmental updates at Boswell Energy Center Unit 4 that will dramatically reduce the facility’s emissions of mercury, sulfur dioxide and particulates.

WPPI completes an issuance of nearly \$76 million in revenue bonds and again uses the proceeds for an advanced refunding of previously issued bonds, delivering for members additional significant savings.

WPPI and its fellow CapX2020 utility partners celebrate completion of the new 345-kilovolt Hampton-Rochester-La Crosse transmission line. WPPI owns approximately 9.5% of the Wisconsin portion of the line.



CapX2020’s Hampton-Rochester-La Crosse transmission project crosses the Mississippi River.

The WPPI membership develops a new, market-based rate to encourage local businesses to expand and new businesses to locate in member communities.



New London Utilities is the first to offer the new market-based rate, which spurs a 150,000 square-foot state-of-the-art expansion at manufacturer Steel King’s local plant. Pictured are Steel King Plant Manager Steve Krueger (left) with New London Utilities General Manager Steve Thompson in 2017. Both are now retired.

Waupun Utilities and Sturgeon Bay Utilities lead the way for the WPPI membership with community-wide implementation of the MyMeter customer portal, now known as MyAccount.



The Board of Directors approves a new 2017-2021 business plan to support member priorities for continued success as utilities of the future.

2017

WPPI reaches an agreement to purchase the output of the Point Beach Solar Energy Center, which will be located adjacent to the WPPI member community of Two Rivers. At the time of the announcement, the project is the largest of its kind planned for Wisconsin.

WPPI executes an agreement to purchase 132 megawatts from the Bishop Hill III Wind Energy Center in Henry Co., Ill. which will more than double WPPI’s wind power.

Both Point Beach Solar and Bishop Hill III are projected to lower wholesale costs to WPPI members.



WPPI members cut the ribbon for the new Bishop Hill III Wind Energy Center.

WPPI terminates more than 200 megawatts of its long-term “slice of system” wholesale power purchases, gaining added flexibility to accommodate changes in load, consider beneficial new resource opportunities, and lower power costs for members.



Lead Journeyman Lineman Dony Ison and Journeyman Lineman Matt Robison provide electric distribution construction and maintenance services for Baraga and L'Anse. During emergencies, they also deliver critical mutual aid to other electric systems in the Upper Peninsula.

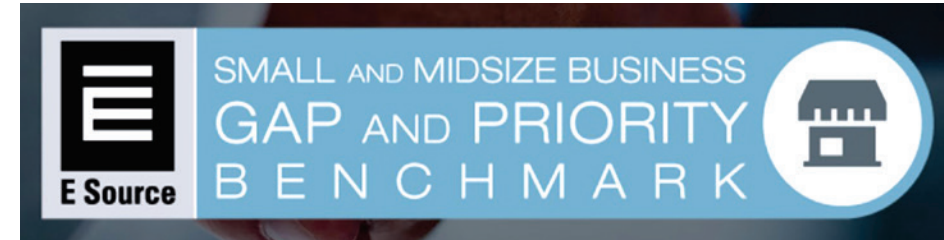
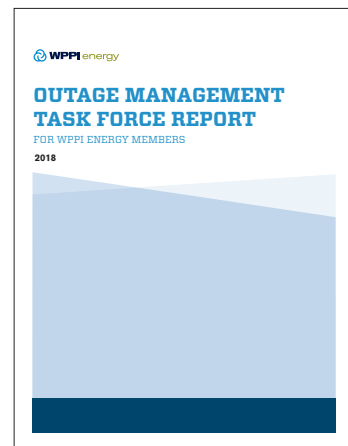
2018

WPPI and fellow project owners celebrate the completion of the Badger Coulee 345-kilovolt transmission project.

WPPI issues \$41 million of revenue bonds in order to refinance \$47 million of its previously issued bonds. Later in the year, WPPI pays off early another \$15 million in previously issued bonds, delivering additional rate reductions to members.

At the request of the neighboring member communities of Baraga and L'Anse, WPPI launches a two-person, dedicated line crew to meet the two utilities' electric distribution and maintenance needs.

A member-led Outage Management Task Force develops and delivers a roadmap for the use of advanced outage management systems. Their work leads WPPI to develop an online, map-based "OMS Lite" tool and a program to help members affordably complete GIS system mapping updates necessary for more complex OMS solutions.



2019

WPPI's members earn the number-one national ranking in E Source's Small and Midsize Business Customer Satisfaction Survey.

WPPI introduces a new cybersecurity service, providing participating member utilities specialized information security talent and multiple layers of protection.

Mike Peters is elected to the American Public Power Association Board of Directors.

Wisconsin Governor Tony Evers names Mike Peters to the Governor's Task Force on Climate Change.



Mike Peters

Twenty-two WPPI members earn Smart Energy Provider designation from the American Public Power Association, comprising more than one-third of the association's inaugural class of approximately 60 Smart Energy Provider utilities nationwide.

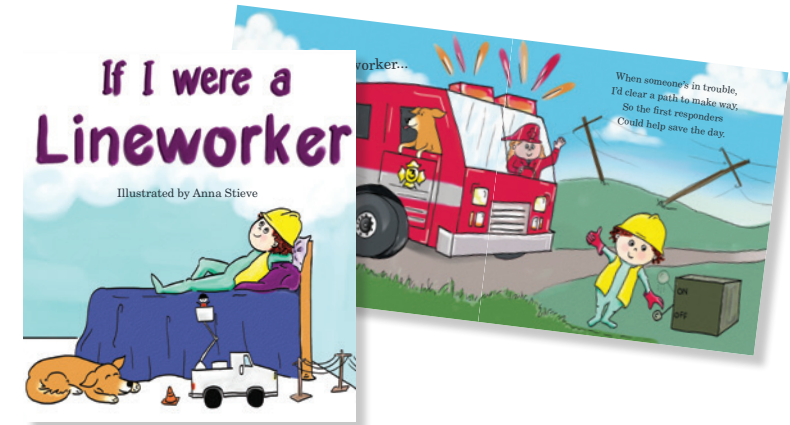


2019

Cedarburg · Columbus · Independence · Florence · Jefferson
 Kaukauna · Lake Mills · Lodi · Maquoketa · Menasha · New Holstein
 New London · New Richmond · Oconomowoc · Prairie du Sac
 Reedsburg · Richland Center · River Falls · Stoughton
 Sun Prairie · Two Rivers · Waunakee

2020

Eagle River · Hartford · Juneau · Negaunee
 Slinger · Sturgeon Bay · Waupun



2020

WPPI members introduce *If I Were a Lineworker*, an original children's book providing energy education and community outreach opportunities.

Eight additional WPPI members earn the American Public Power Association's Smart Energy Provider designation.

In response to COVID-19, WPPI supports members with legislative and regulatory advocacy, utility loan programs, steps to provide immediate rate relief, and a \$500,000 Community Recharge initiative to fund local relief efforts.



JOINT ACTION HALL OF FAME HONOREE



Steve Thompson
 New London



WPPI members celebrate 40 years of joint action at their Annual Meeting on September 17, 2020. Due to the pandemic, the event takes place virtually for the first time.

“WPPI’s members, staff and board are to be commended for forty years of remarkable accomplishments, growing from an organization with just a \$35 typewriter to assets of three-quarters of a billion, and from our first power supply revenues of about \$75 million to approaching half a billion. Far more important, of course, are the lowered member costs, increased services, conversion to environmentally friendly resources, continued leadership, and an enduring public power philosophy.”

–Dave Penn, WPPI General Manager from 1979-1992



Celebrating Member Milestones in 2020

While WPPI turns 40, most of the membership’s local utilities have been delivering local, customer-focused electric service for well over a century. Congratulations to the following WPPI members with milestone public power anniversaries in 2020.



130
New Richmond Utilities, 1890



120
Cuba City Municipal Utilities, 1900



120
Oconomowoc Utilities, 1900



120
River Falls Municipal Utilities, 1900



115
Menasha Utilities, 1905



110
Sun Prairie Utilities, 1910



105
Waunakee Utilities, 1915



105
Westby Utilities, 1915



80
Whitehall Electric, 1940



OFFICE OF THE GOVERNOR

CERTIFICATE OF COMMENDATION

HONORING

WPPI Energy

40TH ANNIVERSARY

WHEREAS, since its formation in 1980 as a not-for-profit, member-owned, joint-action wholesale power supplier, WPPI Energy has helped preserve and enhance the value of public power utilities in Wisconsin; and

WHEREAS, for 40 years, WPPI Energy has supported not-for-profit, municipally owned utilities in their delivery of safe, reliable, affordable, and responsible electric power to Wisconsin's homes and businesses, while strengthening the local economy and providing communities with more control over their energy future; and

WHEREAS, WPPI Energy member utilities have built a cost-effective and responsible long-term power supply for their communities, forward-thinking programs and technologies for utilities and their customers, and effective advocacy for sound energy policy; and

WHEREAS, over the past four decades, the member utilities of WPPI Energy have achieved shared strength by pooling their expertise to best meet their communities' local needs and have led by example with energy efficiency initiatives and the use of renewable energy; and

WHEREAS, WPPI Energy and their member utilities have greatly contributed to the well being and quality of life of all Wisconsinites, benefiting businesses and communities across our state; and

WHEREAS, the state of Wisconsin wishes WPPI Energy many more years of success;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin, do hereby congratulate WPPI Energy upon their 40th anniversary, and thank them for their dedicated service to our state.

DONE ON THIS 31ST DAY OF AUGUST 2020.

Tony Evers

TONY EVERS GOVERNOR

Forty & Forward

This visual history is dedicated to the champions of public power and joint action, both present and past, throughout the WPPI family. Over the past four decades, your dedication and determination have made all the difference.

Time and time again, the WPPI membership has proven the power of joint action. From winning the right to develop our own power supply and gaining access to transmission, to delivering on the promise of advanced technologies and services for customers, our past achievements only begin to represent all the good WPPI members can accomplish as 51 communities working for a common purpose.

Together, we will keep moving forward – for the next 40 years and more.

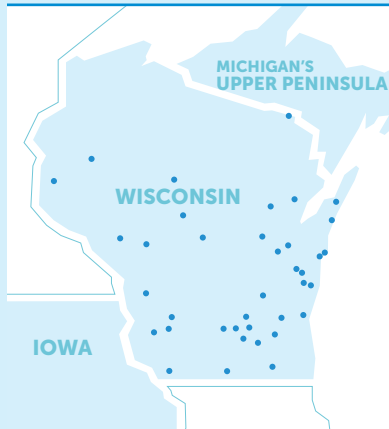


Row 1, from left: Marty Dreischmeier, Chief Financial Officer; Phil Hansen, Chief Information Officer; Mike Peters, President & CEO. Row 2: Tom Hanrahan, General Counsel; Tom Paque, Senior Vice President – Services & Business Strategy, Valy Goepfrich, Senior Vice President – Power Supply.

Through the Years: The WPPI Membership

Wisconsin Public Power, Inc.

1977

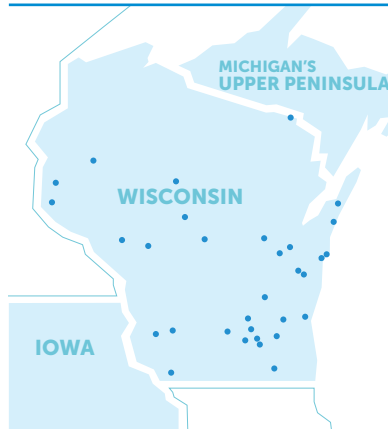


38
members

As a newly formed joint action agency, members aim to finance their own generation and transmission facilities using tax-exempt municipal bonds

Wisconsin Public Power, Inc. SYSTEM

1981

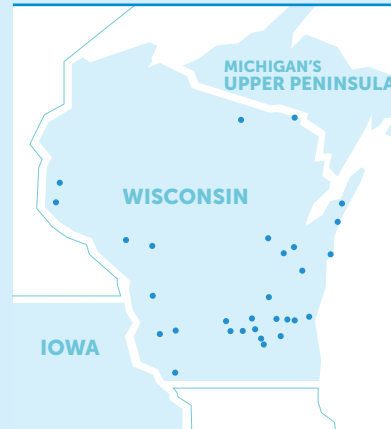


32
members

Peak Demand
345
megawatts

Wisconsin Public Power, Inc. SYSTEM

1989

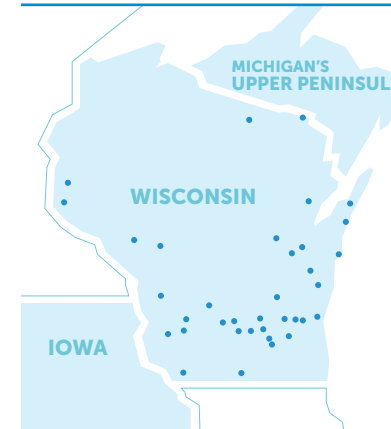


30
members

Peak Demand
479
megawatts

Wisconsin Public Power, Inc.

2001

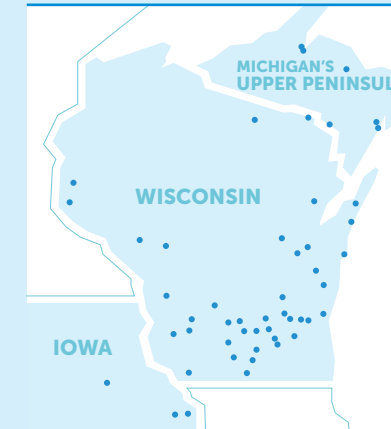


36
members

Peak Demand
746
megawatts

WPPI Energy

2008

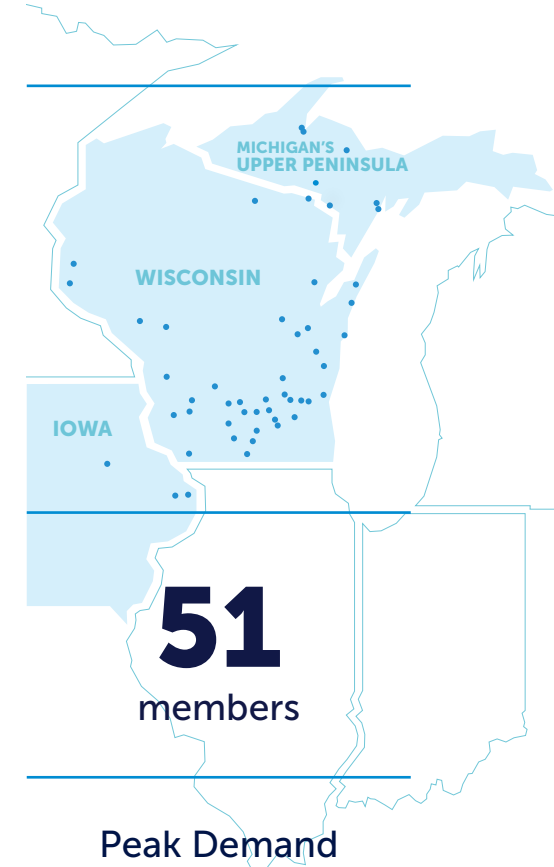


50
members

Peak Demand
927
megawatts

WPPI Energy

Today



51
members

Peak Demand
976
megawatts*

*2019 actual



WPPI
ENERGY