

# POWER REPORT



November 2013

## what's inside

- 2..... From the CEO
- 2..... WPPI Energy News in Brief
- 3-4..... Member Spotlight:  
Prairie du Sac, Wisconsin
- 5..... Member News
- 5..... State Updates
- 6..... Business & Energy
- 7..... Datebook: Winter/Spring
- 8..... Ask the Experts

## members

<b>Wisconsin</b>	Mount Horeb	Wausaukee
Algoma	Muscoda	Waupun
Black River Falls	New Glarus	Westby
Boscobel	New Holstein	Whitehall
Brodhead	New London	
Cedarburg	New Richmond	<b>Michigan</b>
Columbus	Oconomowoc	Alger Delta CEA
Cuba City	Oconto Falls	Baraga
Eagle River	Plymouth	Crystal Falls
Evansville	Prairie du Sac	Gladstone
Florence	Reedsburg	L'Anse
Hartford	Richland Center	Negaunee
Hustisford	River Falls	Norway
Jefferson	Slinger	
Juneau	Stoughton	<b>Iowa</b>
Kaukauna	Sturgeon Bay	Independence
Lake Mills	Sun Prairie	Maquoketa
Lodi	Two Rivers	Preston
Menasha	Waterloo	

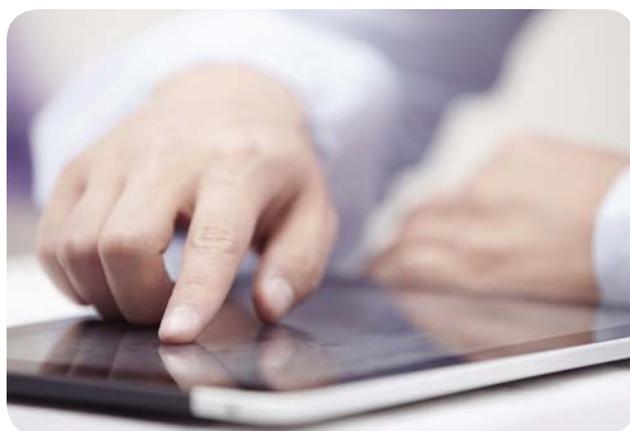
WPPI Energy is a regional power company serving 51 consumer-owned electric utilities. Through WPPI Energy, these public power utilities share resources and own generation facilities to provide reliable, affordable electricity to more than 200,000 homes and businesses in Wisconsin, Upper Michigan and Iowa.

## Detailed Energy-Use Data Will Benefit Customers, Utilities and WPPI Energy

Changes are coming in the electric utilities industry, and virtually all of them will depend upon customer information.

That customer information will take the form of interval data, which is energy-use information that is "time-stamped" in evenly spaced periods of time.

Measuring electricity usage in small increments lets customers see how their own usage varies by day and time and lets them make changes accordingly.



Expanding the use of interval data will help WPPI Energy and member utilities meet customer demands for instant access to energy-use information.

For example, while many WPPI Energy members have collected 12 data points per year (a once-a-month meter reading) from residential customers, now some of them are collecting 8,760, based on one-hour intervals. For commercial and industrial customers, the number of data points is expanding from 36 to 35,040, if collected in 15-minute intervals. Utilities that have already installed advanced meters for some or all of their customers are among the first to make this change.

As a system, WPPI Energy's members will increasingly rely upon customer information to predict future power-supply needs and allocate resources in a way that can mitigate wholesale costs.

The more detailed data can help to improve grid efficiency and reliability by calculating actual loads on equipment such as transformers.

In addition, members can analyze the data to validate the impact of customers' energy-efficiency improvements and other efforts to reduce usage.

"Collecting, managing and using interval data is the single most important initiative impacting WPPI's ability to provide high-quality, cost-effective services to members," said Senior Vice President – Member and Customer Services Tom Paque.

"It's also the single most important initiative impacting our members' ability to meet future customer needs and expectations," he added.

continued on page 7



## From the CEO: State of WPPI Energy

mpeters@wppienergy.org

At the WPPI Energy Annual Meeting in September, I highlighted examples of the ways in which members used joint action to accomplish shared goals. Over the past year, we have:

- Completed a successful municipal bond sale to finance required environmental upgrades to Boswell Energy Center Unit 4, ensuring access to economical baseload energy for another 20-plus years. The funds also will pay for our investment in new transmission through our participation in CapX2020, which will tie western Wisconsin into Minnesota to help offset transmission costs, which now make up 13% or more of wholesale power costs. Finally, the bond proceeds will allow for several smaller projects to move forward at Elm Road Generating Station (ERGS);
- Started a fuel-blending initiative that will help reduce coal costs at ERGS;
- Made significant advancements on delivering on our technology commitment to members with the advanced metering infrastructure/customer information system/meter data management system rollout. We now have four members who have a fully integrated system and are now able to get detailed interval data for all customers. (See story, p. 1);
- Restructured and consolidated our information technology/information systems department – now referred to as our Business and Technology Solutions department. This configuration better aligns our staff resources, allows for more cross training and will result in better service for our members;
- Acted on the recommendations of the member-led Metering and Billing Best Practices Task Force to develop a series of

workshops, a reference manual and training videos that highlight metering and billing best practices;

- Worked with Municipal Electric Utilities of Wisconsin and others to pass a Wisconsin law to protect customers' energy usage from being released to third parties; and
- Created the WPPI Energy Policy and Communications Leadership Council to engage on critical policy issues going forward, such as tax-exempt financing, cyber security and greenhouse gas (GHG) regulations;

Going forward, our discussions on emissions will take on greater importance. As the result of proactive leadership and planning, we've reduced our system-wide GHG emissions by more than 30% since 2005. This compares to President Obama's stated goal of reducing emissions by 17% from 2005 levels by the year 2020. (See news brief below.)

We have significant challenges ahead, including how the rules get written to address GHG emissions. We anticipate distributed generation, particularly third-party ownership of behind-the-meter generation, to present both a significant challenge and opportunity for WPPI Energy and members over the next several years as the costs for this type of small-scale generation continue to drop. We have already seen a renewed focus on deregulation, at least in Michigan, and anticipate discussions among some parties will increase in Wisconsin as well.

Just as it has been for the the past 33-plus years, we expect our members' legacy of innovation through joint action will continue to be a source of strength.

## QUICK TAKES

### WPPI Energy News in Brief

#### Comment Letter Submitted to EPA

WPPI Energy submitted comments to the U.S. Environmental Protection Agency (EPA) in early November as the agency prepares to begin drafting proposed new rules on greenhouse gas emissions from existing power plants.

In requesting comments, EPA asked stakeholders to address several key questions, including "What action are states, utilities and power plants taking today to reduce carbon emissions?"

System-wide, WPPI Energy already has reduced emissions by more than 30 percent from 2005 levels, the comments explained.

Stakeholders who have already made significant reductions, such as the ones completed by WPPI Energy, should receive credit for early action. The customers and communities we serve have already invested in significant reduction efforts, and their leadership has helped to clear the path for others to follow, according to WPPI Energy.

At the same time, states must have the flexibility to set their own plans. Significant region-by-region differences exist in current

generating fleets, which requires that states have the flexibility they need to strike a careful balance between sustainability, affordability and reliability, according to WPPI Energy.

#### Boswell Construction Begins

WPPI Energy staff members and Board Chair Jeff Feldt were among the company officials, local leaders and government representatives who gathered on Oct. 31 at the Boswell Energy Center in Cohasset, Minn., to break ground on an emissions-reduction construction project for Boswell Unit 4.

WPPI Energy purchased a 20 percent share of the 585-megawatt plant in 1989. The resource provides a significant portion of the energy needed to serve member communities at a competitive cost.

"Today, not only do we break ground on a major environmental retrofit, but we also celebrate a great partnership with Minnesota Power that has resulted in a well-run, reliable and affordable base load power plant for the members and customers we serve," WPPI Energy President and CEO Mike Peters said at the event.

The project is slated for completion at the end of 2015.



# MEMBER SPOTLIGHT

## Prairie du Sac, Wisconsin

### prairie du sac, wisconsin fast facts

**County:**

Sauk

**Number of Customers:**

2,033 electric and water

**Member Website:**

[www.prairiedusac.net](http://www.prairiedusac.net)

**Did you know?**

- Prairie du Sac's electric utility was formed in 1914.
- This past August, Prairie du Sac hosted its 39th Annual Wisconsin State Cow Chip Throw & Festival. The event draws more than 40,000 people every year, with hundreds of competitors, plus an art fair, concerts and a 10K run.

*WPPI Energy member since 2001.*



The Highway 60 bridge in Prairie du Sac crosses the Wisconsin River. This stretch of the Wisconsin River, from the Prairie du Sac Dam to the Mississippi River, is one of Wisconsin's most popular canoe and kayak routes.

A new \$68 million, 115-acre hospital campus now occupies a stretch of land with a view of wooded hills in Prairie du Sac. Construction crews work steadily both inside and outside the 140,000-square-foot building, and a network of nature trails is taking shape around the perimeter.

The Prairie du Sac Department of Public Works & Utilities recently completed a \$500,000 project to install twin 3,000-amp service to the new facility, which is scheduled to open in Spring 2014. While the local linemen did all the electrical work, other public works employees helped out where needed to install 40,000 feet of 500-MCM cable and new switchgears. Soon they will install new 1,600-amp service to another medical office building on the site.

Nearby, workers are framing yet more new homes, adding to the subdivisions that have steadily expanded the village's north side.

Farther up Highway 78, a trio of modern, prairie-style office buildings overlooks the Wisconsin River in the North Ridge Business Park. The headquarters of the Culver's Franchising System, Schwartz

Insurance and the Badgerland Financial operations center now occupy what was an empty field four years ago, with vacant lots still available to others.

The population has increased by more than 20% since 2000, to about 4,000 people today, in the village about 25 miles northwest of Madison.

In the adjacent community of Sauk City – which shares a municipal boundary, school district, police department and the hospital with Prairie du Sac – the population has grown about 10% during the same period. The two communities maintain separate electric and water utilities, fire departments and libraries.

Village Administrator Alan Wildman said he expects Prairie du Sac to continue to grow. This year, the village even earned national distinction, winning the Golden Medal Award for having the best-tasting water in the nation at the Rural Water Rally in Washington, D.C.

**Hands-on Work Ethic**

The ongoing expansion has created plenty of work for the locally owned, not-for-profit utility, which serves 2,000 electric and water meters.

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Prairie du Sac Department of Public Works & Utilities Director Pat Drone started working in the village as a lineman in 1977.

Public Works & Utilities Director Patrick Drone started working at the utility as a lineman in 1977. Since he became superintendent in 1991, he and his crew have had many opportunities to be involved directly with planning and constructing the village's electrical and water systems.

"Because of our size, we all have to work together as our load continues to grow," Drone said.

Under his supervision, the village has put in new overhead lines, the new Tower Street Substation and a new well, in addition to extending electric, water, sewer and stormwater services to new homes and businesses.

Creating redundancy has been important. In 2004, the utility constructed the new Tower Street substation, building all of their own ties between Prairie du Sac's two substations. Now either can carry the village's full load, explained lead lineman Troy Murphy, who has done much of the expansion work in his 16 years with the village. Today his electric utility crew includes Paul Kippley and Gregg Coenen.

In fact, the department's staff of nine has only grown by two positions over the years, which Drone attributes to the quality of his employees and the fact that everyone wears multiple hats. Public Works employees, including Drone, share responsibilities.

The village's largest customer, Milwaukee Valve, comprises about half the electric utility's load. The management has been receptive to energy-efficiency changes, most recently by installing new controls. It's one of the many practices the company details on a separate website devoted to its sustainability efforts, [www.milwaukeevalve-green.com](http://www.milwaukeevalve-green.com).

Other companies based in Prairie du Sac include American Data, founded in 1984 by a nursing home administrator to provide software to the health care industry; Ganser Construction, which has been in the business of building

homes since 1977; and Wollersheim Winery, which got its start in 1972.

Energy Services Representative Jim Schieble has taken a proactive role with helping customers identify and implement energy-efficiency improvements. With the utility's assistance, Sauk Prairie High School and Grand Avenue Elementary School have earned ENERGY STAR® certification. The high school has replaced its lighting, added variable speed controls to its heating and ventilation systems and installed automated controls. It also has a 4.18 kW fixed solar photovoltaic system that was installed in coordination with the utility, Focus on Energy and WPPI Energy.

### Upgrade Planned

The utility's programs for residential customers include Tree Power, AC Tune-Up, lamp recycling and offerings through Focus on Energy. During Public Power Week, the village invited customers to stop into the office for treats, gifts and prize giveaways.

In the year ahead, Drone and his staff will work toward upgrading to advanced metering infrastructure (AMI) for both electric and water.



Prairie du Sac's Public Works & Utilities staff recently did much of the work to extend service to the new hospital. Pictured, from left, are Steve Haas, Gregg Coenen, Paul Kippley, Troy Murphy, Tom Meyer, Arlyn Oetzman, Kim Foye, Mark Young, Rick Rothman and Pat Drone.

As with all projects, he has done his research. He and long-time Village Board member Eldor Fruehling have visited other communities to learn more about implementing AMI, recently selecting Elster electric meters and Sensus water meters.

In the meantime, Drone – who was honored with the American Public Power Association's Larry Hobart Seven Hats Award for outstanding management of a small public power system in 2008 – says he looks forward to getting up at 1 a.m. to help plow the village streets when it snows, as he does every year.

## Awards Honor Individuals

WPPI Energy presented awards to three individuals this fall:

**Dave Mikonowicz**, former general manager of the Reedsburg Utility Commission, was recognized for his long-time service to public power and joint action.

New London Utilities' General Manager **Steve Thompson** was honored for his active participation in WPPI Energy since its inception in 1980 and for continually seeking new ways to serve community needs during his 40-year public power career.

New Holstein **Mayor Dianne Reese** received an award for her extensive involvement in community projects and her efforts to showcase the value of public power.

## Members Earn NREL Honors

The U.S. Department of Energy's National Renewable Energy Laboratory (NREL) has recognized four WPPI Energy members for their leadership in renewable energy:

- **Waterloo Utilities** was first in the nation for green power sales as a percentage of total retail electricity sales.
- **River Falls Municipal Utilities** and **Stoughton Utilities** were among the top 10 utilities in the nation for customer participation in voluntary renewable energy programs and for green power sales as a percentage of total retail electricity sales.
- **Cuba City Light & Water** received recognition for the first time for being in the top 10 in the nation for customer participation.

In addition, WPPI Energy was recognized for being among the top 10 green power providers nationally for its net price premium for renewable energy.

# STATE UPDATES

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## MPSC Issues Energy Reports

Following a series of public listening sessions, Michigan Gov. Rick Snyder's administration has begun issuing a series of draft reports on energy.

The first report reviews the state's current renewable portfolio standard, which requires 10% renewables by 2015. Without making a firm recommendation, the report says that the state could increase its RPS without sacrificing reliability.

A second draft report covers reliability, rates and ratemaking, and natural gas infrastructure.

A third report focuses on "electric choice." In the report, the Michigan Public Service Commission (MPSC) detailed several policy options on modifying the state's 2008 law that allows 10% of a utility's customers to switch to another electricity provider.

A fourth report, on energy efficiency, shows that electric utilities achieved 116% of their targets in 2011, and initial results show that 2012 targets were met. For each dollar spent on utility efficiency programs during 2012, customers gained an estimated \$3.83 in avoided energy costs on a net present value basis, according to the report.

The full reports are available at [www.michigan.gov/energy](http://www.michigan.gov/energy).



## IAMU Director to Retire

**Bob Haug**, executive director of the Iowa Association of Municipal Utilities, will retire in early 2014. During his 27 years at IAMU, he has developed many member programs and led efforts related to energy efficiency and renewable energy. A national search is under way for his successor.

## Attorney Joins Iowa Utilities Board

**Sheila K. Tipton** has been appointed to the Iowa Utilities Board, beginning her term on Aug. 19. Tipton was an attorney at Belin McCormick in Des Moines. She replaces **Swati Dandekar**, who resigned from the board.



## New Committee Chair Named

**Rep. Mark Honadel** (R-South Milwaukee) has left the state Legislature for the private sector, leaving a seat that will be filled via a special election Nov. 19. **Rep. Mike Kuglitsch** (R-New Berlin) has been appointed to replace Honadel as chair of the Assembly Committee on Energy and Utilities.

## Opt-Out Bill Stalls

WPPI Energy – along with the Citizens Utility Board, Municipal Environmental Group – Water Division, Wisconsin Rural Water Association, and several investor-owned utilities – have registered in opposition to a bill introduced by **Rep. Jeremy Thiesfeldt** (R-Fond du Lac) that would require public utilities to offer an opt-out measure for advanced meters (AB 345). The bill has been referred for a committee hearing, but so far one has not been scheduled.

## Why Promote Energy Efficiency? It's a \$6.4 Million Question

The annual cost savings achievable through energy-efficiency improvements – such as upgrading lighting or refrigeration systems – can have a significant impact on a local business' bottom line.

“When we think of economic development, we often think of attracting a new business to town – but for locally owned utilities, it’s equally or more important to help existing businesses stay competitive,” said WPPI Energy’s Vice President-Energy Services Jake Oelke.

WPPI Energy members offer energy-efficiency programs as a customer service,

offering customers savings that would be very difficult to achieve otherwise given the slim profit margins under which many businesses operate. The result: more money and jobs stay local.

But energy efficiency has a broader impact, too.

Collectively, WPPI Energy members far exceeded their 2012 goal for energy efficiency, saving customers across all classes \$6.4 million in electricity costs.

By reducing electric energy waste, businesses can help displace the need for

additional generation from power plants. A reduction in electricity demand means a reduction in costs, both short- and long-term, as well as in greenhouse gas emissions.

“Energy efficiency is our least-cost resource long term. Over the past decade, customers have made improvements that have reduced demand on the system by more than 50 megawatts,” Oelke said. “Without it, we’d have to invest hundreds of millions of dollars in another power plant or purchased power.”

## Game Teaches Families to Make “Cool Choices” at Home Utilities Sponsor Energy Challenge Among Local Schools

A simple game co-sponsored by Menasha Utilities and Kaukauna Utilities helped more than 300 families in Wisconsin’s Fox Valley make significant energy-saving changes over 12 weeks. If continued over a year, together they’ll save enough energy to power 43 Wisconsin homes – in addition to other resources saved and emissions reduced.

The goal of the game is to change behaviors, hopefully in a way that will last a lifetime.

In 2012, Sustainable Fox Valley partnered with the two utilities, plus University of Wisconsin-Extension Community Development and the K-12 Energy Education Program (KEEP).

The utilities’ energy services representatives, Jeff Forbes and Lisa Miotke, served on a committee to explore options for a web-based tool to use for the challenge. They found Cool Choices, a Madison-based not-for-profit organization that had already created and tested a web-based game.

Seven participating schools kicked off the Fox Cities Energy Challenge in February. Families who took the challenge pledge chose specific actions to take, such as “Turn off the water when you brush your teeth,” from a set of Cool Choices cards. Families logged their actions online through early May, competing with the other schools in their communities. Certain cards, labeled CREATE and STEP, could be played



More than 300 families in the Kaukauna and Menasha school districts participated in a utility-sponsored energy challenge, which rewarded specific actions like turning down the thermostat.

repeatedly, while others labeled FOCUS and LEAP could be played only once.

“The participation levels were great, considering this was our first year,” said Jessa Green of Sustainable Fox Valley.

In all, the elementary-age players and their families took 16,500 actions during the 12 weeks. Through the online reporting tool, all households could track how their actions were adding up. Weekly prizes, such as reusable water bottles and LED nightlights, kept students motivated.

“I’ve heard back from a number of the participating families saying how much they enjoyed making their daily ‘cool choices,’ ”

Green said. “It created something fun and educational for families to talk about and work on together.”

Forbes and Miotke tracked the schools’ progress throughout the game and visited the schools to award prizes. Each utility donated \$1,500 toward energy-efficiency upgrades to the winning schools, St. Mary’s in Menasha and Park Community Charter School in Kaukauna.

To gauge whether the game helped families enact ongoing sustainability practices, a third-party research firm will check in with participants one year after the end of the challenge.

Organizers plan to launch an eight-week game again in January 2014.



Individual utilities will be able to provide a higher level of service to customers. They'll use interval data to perform important billing accuracy procedures and to offer rates that are more cost-based, such as time-of-use pricing that reflects the true cost of serving customers during times of higher and lower demand.

**“Collecting, managing and using interval data is the single most important initiative impacting WPPI's ability to provide high-quality, cost-effective services to members.”**

*Tom Paque, senior vice president  
- Member and Customer Services*

At the same time, with access to detailed energy-usage information, customers will be able to examine their power consumption and evaluate changes that will lead to greater energy efficiency and cost savings.

“Utilities are no longer asking, ‘Should we be doing this?’ but rather, ‘How can we best do this for our utility?’ ” Paque said.

WPPI Energy's member-led Customer Information Strategy will provide a roadmap for communities ready to move in this direction. Member utilities that need to replace outdated electric meters and want to be able to collect interval data may choose to upgrade to advanced metering infrastructure (AMI). WPPI Energy can help members save on purchasing the new meters through joint purchasing and provide assistance such as technical expertise and customer communications.

To date, six WPPI Energy member utilities are in various stages of AMI upgrades in their communities and several more are ready to begin in 2014 – each at their own pace and with their own unique circumstances.

For those not yet ready to make a community-wide shift to new metering systems, the membership has made it a priority to be able to collect, validate and use interval data for its largest commercial and industrial customers across the system.

A joint-action investment is making it possible for utilities and WPPI Energy to use the data effectively. Together through WPPI Energy, members have access to a

meter data management system (MDM) that helps utilities validate, store, analyze and bill from interval data. In the future, members also will be able to offer customers access to their usage information online, courtesy of another shared investment in technology through WPPI Energy.

“Together, we're well positioned to adopt wider use of interval data in ways that benefit customers, utilities and WPPI Energy as a system,” Paque said.

### Subscribe Online

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## DATEBOOK: Winter/Spring



WPPI Energy and its 51 members in Wisconsin, Upper Michigan and Iowa sponsor and provide support for energy education conferences and technical workshops benefiting commercial and industrial utility customers.

### WPPI Energy/Energy Center of Wisconsin Webinars

The Energy Center of Wisconsin | [www.ecw.org/wppienergycatalog](http://www.ecw.org/wppienergycatalog)  
A new bundle of webinars will be available on demand each quarter, made possible by WPPI Energy's sponsorship of the Energy Center. Those who would like to receive continuing education credits can go to [www.ecw.org/university/ecuonline-forcredit.php](http://www.ecw.org/university/ecuonline-forcredit.php).

- October–December will feature topics geared toward home building professionals and best building and ventilation practices.
- January–March webcasts will focus on commercial lighting technology and solutions.

### Free On-Demand Webinars

The Energy Center of Wisconsin | [www.ecw.org/university](http://www.ecw.org/university)  
These and other webinars are available at any time:

- Implementation of successful daylighting control systems
- Subslab ventilation systems for moisture control
- Ventilation systems and the ASHRAE 62.2 standard
- Enhancements for new and existing RTUs
- Evolving lighting: technology and human factors
- Exploring LED lighting technology for facilities

### Better Buildings: Better Business Conference

Energy Center University | [www.ecw.org/university](http://www.ecw.org/university)

- December 10–11 | Illinois
- March 5–7 | Wisconsin



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## Ask the Experts

**Q:** *Why was the new customer privacy law (Wisconsin Act 25) needed?*

**A:** Municipal utilities have always closely protected customer information. In fact, it's been a requirement for many years.

The Wisconsin Public Service Commission's administrative code (Chapter 113) clearly states that utilities cannot release "any information received from individual customers which serves to identify them individually, by usage or status."

Public power utilities in Wisconsin worked hard to bolster this customer protection this year by advocating for the passage of new legislation. In fact, WPPI Energy's Policy and Communications Leadership Council made it a priority to enact Act 25, which was signed into law last July. The law was needed to:

- **Resolve a potential discrepancy** between the Public Service Commission's Administrative Code Chapter 113 and Wisconsin open records laws. The law now ensures for municipal electric utility customers – more than 250,000 homes, farms and businesses – the same privacy protections as other regulated utilities in Wisconsin.
- **Prevent out-of-state companies and marketers** from obtaining customer details. Without the law, third parties could attempt to access private customer usage and billing information through open records requests.

- **Protect the privacy of individuals.** The new law has encouraged municipal utilities to review their business practices to ensure that private customer account information, status and usage are not released to anyone other than the account holder. That can include a balance inquiry by an individual who wishes to pay another person's utility bill, for example, and may require a customer to fill out a consent form if they want the information to be released in those cases.
- **Protect the trade secrets of industrial customers.** Manufacturers and others can be assured that any potentially sensitive business data is not accessible.

### New bill provides technical clarifications

On Oct. 23, Gov. Scott Walker signed into law additional legislation (SB 315) ensuring that municipal utilities will still have the ability to release customer information required by federal securities laws when issuing new long-term debt, refinancing of existing debt or complying with annual disclosure requirements. The bill includes an amendment that allows a limited release of information to landlords, title companies and banks when properties are in foreclosure.

Your questions answered: Have a question you'd like answered by one of WPPI Energy's experts? E-mail your inquiry to [powerreport@wppienergy.org](mailto:powerreport@wppienergy.org).

Jeff Feldt is general manager at Kaukauna Utilities, chair of the WPPI Energy Board of Directors and chair of the WPPI Energy Policy and Communications Leadership Council.

