

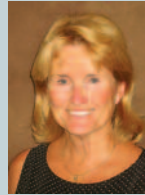
G R O W T H B E N E F I T S A L L M E M B E R S

Joint action is as essential today as it was in the late 1970s, when Wisconsin municipal utilities first began to explore working together to control their power costs and obtain power supply independence. Determined to enjoy the benefits of joint action, these community-owned utilities joined forces to pass enabling legislation and form WPPI.

WPPI was incorporated on September 5, 1980 as Wisconsin's first municipal electric company with 23 members. Later that decade, new 35-year, all-requirements power supply contracts were drafted for members, giving WPPI the

means to finance major generation projects. In 1989, Westby became the first WPPI member to approve its 35-year power supply contract. Within seven months, all 30 members had signed the contract.

“Our affiliation with WPPI enables us to work with an organization that shares our goals — to serve our customers with the best possible rates. Being a member of WPPI has benefits that are simply too numerous to mention. Joining WPPI was the best decision we ever made.”



Nancy Everson
Commission Secretary/Treasurer
Sun Prairie Water & Light

In 2001, membership increased with the approval of applications from Brodhead, Oconto Falls, Plymouth, Prairie du Sac, Reedsburg and Richland Center. Stoughton became WPPI's 37th member-owner in 2002. In late 2004 and early 2005, Juneau and New Glarus joined, demonstrating that joint action is still a strategy for success.

Today, WPPI is experiencing increased interest in membership from Wisconsin municipal utilities that in the past have been content to remain captive wholesale customers of large, private



New Glarus

“By becoming an owner in WPPI, we are controlling our community's future power supply. We further benefit from networking with utilities that have the same challenges and needs we do.”

Tom Myers
Village President
Village of New Glarus



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utilities. This interest is being driven by increasing uncertainty about contract renewals and the advent of complex, new wholesale market structures that require significant expertise to navigate. Joint action means no longer having to go it alone.

For WPPI's existing members, growth in membership will enable WPPI to achieve greater economies of scale in resource development, a stronger market presence and greater risk diversification.

Member Energy Statistics

Member	Customers	Purchases (kWh)	Peak Usage (kW)	
			2004	2003
Algoma	1,985	42,276,948	8,028	8,286
Black River Falls	2,653	59,032,079	11,293	12,178
Boscobel	1,732	42,547,059	8,665	9,265
Brodhead	1,763	41,521,197	7,858	8,080
Cedarburg	5,873	130,208,045	26,241	28,237
Columbus	2,529	65,780,848	12,041	12,893
Cuba City	1,050	17,165,911	3,691	3,977
Eagle River	1,321	36,445,300	6,900	7,258
Florence	1,074	17,700,823	3,526	3,294
Hartford	5,796	275,747,129	46,196	45,218
Hustisford	1,456	21,921,389	4,466	4,584
Jefferson	3,843	152,918,239	25,774	26,162
Juneau	1,101	0	7,748	8,479
Kaukauna	13,314	625,902,091	123,524	121,994
Lake Mills	3,557	67,191,748	14,190	16,220
Lodi	1,604	29,415,045	6,346	6,655
Menasha	8,195	597,621,637	84,856	84,408
Muscoda	1,119	34,958,870	6,469	6,656
New Glarus	1,409	0	4,823	5,331
New Holstein	2,330	74,784,859	13,363	13,651
New London	3,745	199,127,367	34,107	34,040
New Richmond	3,655	83,603,237	17,250	18,010
Oconomowoc	7,987	215,637,319	43,072	45,638
Oconto Falls	1,577	34,377,490	6,850	7,348
Plymouth	7,509	229,481,474	40,859	42,588
Prairie du Sac	1,795	44,308,938	8,889	9,209
Reedsburg	4,588	262,065,422	45,875	45,020
Richland Center	2,964	106,173,275	20,512	19,517
River Falls	5,325	116,676,941	22,604	23,052
Slinger	1,751	39,003,631	7,993	8,039
Stoughton	8,155	140,558,833	30,873	32,794
Sturgeon Bay	8,330	150,167,579	26,474	29,326
Sun Prairie	11,448	206,630,633	43,892	47,656
Two Rivers	6,191	100,833,292	19,646	20,795
Waterloo	1,785	50,997,471	10,862	13,148
Waunakee	4,418	103,864,236	22,549	23,760
Waupun	4,168	116,079,094	21,101	22,500
Westby	1,132	22,202,662	4,483	4,983
Whitehall	919	30,664,579	5,669	6,213



Juneau