



**Wisconsin
Electric
Cooperative
Association**

NEWS RELEASE

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Energy Leaders Convene at “Electrify Wisconsin!” Event

Forum highlights new economic opportunities including billions in federal funding for electric school buses, upgrading school buildings, and more.

The Wisconsin Electric Cooperative Association (WECA) and the Beneficial Electrification League (BEL), convened dozens of Wisconsin’s top energy leaders on Thursday, April 21, 2022 at “Electrify Wisconsin,” a forum designed to advance cost-effective electrification measures that save consumers money, reduce emissions, and improve the electric grid. “Electrify Wisconsin!” was held at the Fluno Center in Madison.

“We greatly appreciate the leadership of Wisconsin’s consumer-owned electric cooperatives in bringing the latest information on clean energy technologies and financial opportunities to the Badger State’s businesses, consumers, and policymakers,” said Keith Dennis, President of the Beneficial Electrification League, a non-profit organization working across the country to expand the cost-effective use of electricity for energy end-uses that would otherwise be powered by fossil fuels such as gasoline, diesel oil, natural gas, and propane.

“We’re pleased to host the Electrify Wisconsin! forum to help further the conversation on beneficial electrification and the opportunities available to electric cooperatives and the communities they serve,” said Stephen Freese, WECA president and CEO. “Our goal is to help all Wisconsin stakeholders be well-positioned to participate in the many federal funding programs rolling out that will help advance beneficial electrification, and to learn more about the benefits of a broad array of electric technologies.”

Nate Boettcher, President and CEO of Pierce Pepin Cooperative Services talked about the transition to electric vehicle use and the launch of CHARGE, which promotes and streamlines

the installation of residential and public-facing charging stations in co-op areas, and now has 90 participating cooperatives.

“What started in a meeting room at Dairyland Power Cooperative has turned into a mission and a calling for all of us,” Boettcher said.

Boettcher talked about how rural Wisconsin was left behind during the initial electrification of the nation, and again with broadband expansion. “Let’s not let history repeat itself. Let’s not forget about rural Wisconsin again,” Boettcher said, encouraging the installation of EV chargers.

Public Service Commissioner Tyler Huebner and Craig Thompson, secretary of the Wisconsin Department of Transportation talked about the efforts made at the state level to encourage electrification to lower emissions across all sectors.

Other participants in the forum included representatives from Dairyland Power Cooperative, Xcel Energy, Alliant Energy, Wisconsin Office of Sustainability and Clean Energy, Dane County Office of Energy & Climate Change, City of Milwaukee Environmental Collaboration Office, Wisconsin Public Service Commission Office of Energy Innovation, Environmental Law and Policy Center of the Midwest, Environment Protection Agency, Environmental and Energy Studies Institute, Mitsubishi Electric, Slipstream, Elevate Energy, and more.

More information on the event and beneficial electrification is available at www.be-league.org.

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