

CUSTOMER CONNECTION Spring 2025



**Reliability
& Rates**
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**Meet Our
Regulatory
Compliance
Specialist**

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A Note From The GM



As we welcome the arrival of spring, it's a great time to reflect on the progress we made in 2024 and look ahead to the exciting initiatives planned for 2025. At Marshfield Utilities, our mission is to provide excellent customer service and deliver safe, reliable, and affordable utility services that contributes to the success of our community.

Last year was a busy and productive one for Marshfield Utilities. Some of the key accomplishments included:

- Strategic Plan Update: We refreshed our strategic plan to align with our long-term goals and evolving industry needs to drive progress for the next three years.
- Lead Service Replacements: A total of 122 lead services were replaced, improving water quality and safety.
- PFAS Temporary Treatment Facility: Successfully completed to address emerging water quality concerns.
- ComMUunity Care Project: Successfully implemented 120 ways of giving back in honor of the 120th anniversary of MU, and furthering our commitment to our customers and the Marshfield community.
- Youth Apprentice (YA) Program Expansion: Increased the number of YA positions to three for students to gain hands-on experience in our water department, human resources and office administration.
- New Billing Statements: Redesigned for clarity and ease of use.
- Water Treatment Facility Improvements: Replaced filter sand to enhance filtration performance.
- Real-Time Outage Map: Now available on our website for enhanced customer awareness.
- Infrastructure Enhancements: Converted 3,600 feet of overhead wire to underground, installed 3,000 feet of new underground primary for the Green Acres Subdivision, and replaced 2,200 feet of water main.

Building on this momentum, we have a robust plan for 2025, including:

- Fire Hydrant Painting & LED Streetlight Replacements: Continuing efforts to enhance system reliability and efficiency.
- Water Rate Case Completion: Ensuring fair and sustainable rates for our customers while maintaining adequate operational finances.
- Youth Apprentice Expansion: Introducing a new opportunity in the electric department.
- Substation Upgrades: Strengthening grid reliability and capacity.
- Lead Service Replacement: With new grant funding available for private-side replacements we hope remaining customers needing their service replacement will take advantage of the savings.
- Technology Enhancements: Upgrading servers, security, software, and workflow processes to improve service delivery.

We appreciate the continued support and engagement of our customers as we work to enhance our community's infrastructure and services. Thank you for being a valued part of Marshfield Utilities, and we look forward to another year of progress together!

Nicolas Kumm
General Manager
Marshfield Utilities

Important Dates

Calendar of Events:

Winter Moratorium Ends - April 15

*Business Appreciation Brat Fry -
May 8th

MU business customers
pre-order brats for their
staff.



Drinking water week:

May 4 - 10

Senior Bingo @ Community Center
(Monday, May 5th)
Story Time @ Marshfield Library
(Friday, May 9th)



*Lamp & Battery
Recycling:
June 5, 2024
10am - 3pm

Free for MU Residential Customers

Stock The Pantry Challenge

June 9-13, 2025

Businesses wanting to participate should email
publicrelations@marshfieldutilities.org

*See flyer at the end of the newsletter

Commission Meetings

April 14

May 12

June 16

July 14

August 11

September 8

All meetings begin at 4 p.m., unless otherwise noted, in
the W. H. Upham meeting room.

(Meeting dates can change at the discretion of the
council.)

Projects In Your Area



This year the Water Department has four large
water main replacement projects and the Electric
Department has six overhead line replacement
projects anticipated between April and September.

For current project locations and time frames please
go to <https://bit.ly/projects-in-your-area>

It All Began With An Edition of Kid's National Geographic

When you ask a child what they want to be when they grow up, you're probably not going to hear them say "regulatory compliance specialist." However, when Carrie Lovelace (MU's regulatory compliance specialist) was in 6th grade, her passion for protecting the environment was sparked after reading an article in Kid's National Geographic about frogs dying in the rainforest.



Carrie hails from several cities throughout Wisconsin before her family transplanted to Marshfield 17-years-ago. She is a Marshfield High School graduate and met her now husband of six years when they both worked at the local McDonald's.

Carrie began her role at Marshfield Utilities as the Regulatory Compliance Specialist two years ago. This is an important position at the

utility because delivering reliable service goes hand in hand with ensuring we meet strict regulatory standards. From monitoring evolving state and federal guidelines to working behind the scenes to keep our utility in compliance, Carrie helps ensure that our community receives safe, efficient, and environmentally responsible service.

We sat down with Carrie to learn more about her role, what drives her passion for compliance, and a few fun facts along the way!

What does a regulatory compliance specialist do?

"My job is to ensure that Marshfield Utilities is following all the environmental and reliability regulations applicable to our operations. For the environmental regulations, I manage our permits issued through the WDNR (Wisconsin Department of Natural Resources) and the EPA (Environmental Protection Agency) for our M-1 peaking plant. I also make sure we are following regulations and best practices for oil and stormwater management. Our reliability standards come from NERC (North American Electric Reliability Corporation) and FERC (Federal Energy Regulatory Commission). These standards ensure

that electric infrastructure, maintenance, and operations are standardized and reliable across the whole grid. A typical day for me involves reviewing regulations, preparing compliance reports, and reviewing compliance data. My position requires frequent collaboration with other people throughout our various departments. Maintaining compliance relies on everyone – thankfully, Marshfield Utilities has an excellent culture of compliance."

How do you stay up to date with changing regulations?

"Many industry organizations such as APPA (American Public Power Association) and NERC send out daily and weekly updates on changing standards and enforcement. MRO (Midwest Reliability Organization) and FET (Federation of Environmental Technicians) provide education and training opportunities throughout the year. FET also holds an annual conference where compliance professionals and WDNR staff can gather and discuss compliance enforcement and best practices."

What's a regulation that customers might not realize affects their service?

"Federal reliability standards through NERC and FERC have increased the reliability of the grid significantly over the last 2+ decades. The electric industry is constantly evolving to address emerging threats and changes in technology."

What do you find most rewarding about your job?

"I enjoy the satisfaction of completing new or challenging tasks that is part of the on-going learning required for this job. However, what I find most rewarding is the work culture at Marshfield Utilities and the great people that I collaborate with."

What inspired you to pursue a career in regulatory compliance?

Since Carrie was in 6th grade and read a National Geographic Magazine about frogs dying in the rainforest, she has been

passionate about protecting the environment. In middle school she started a Green Team club with her friend, rallying her classmates to help clean up the environment.

From there she mapped a clear path for herself to complete her undergraduate degree in Political Science and then her master's degree in Environmental Conservation. With a few hiccups along the way to completing her master's degree from UW-Madison, she entered the job market as MU's previous Regulatory Compliance Specialist retired. Stepping into her role at MU was a natural fit for Carrie as she can take action with her passion and education.

If you weren't in this field, what would you be doing instead?

"I'd probably be in an outdoor role with an organization doing environmental conservation or be a writer"

What skills are essential for someone in your position?

"Attention to detail, analytical thinking, and strong communication skills. You must understand complex regulations and explain them in a way that makes sense for the team."

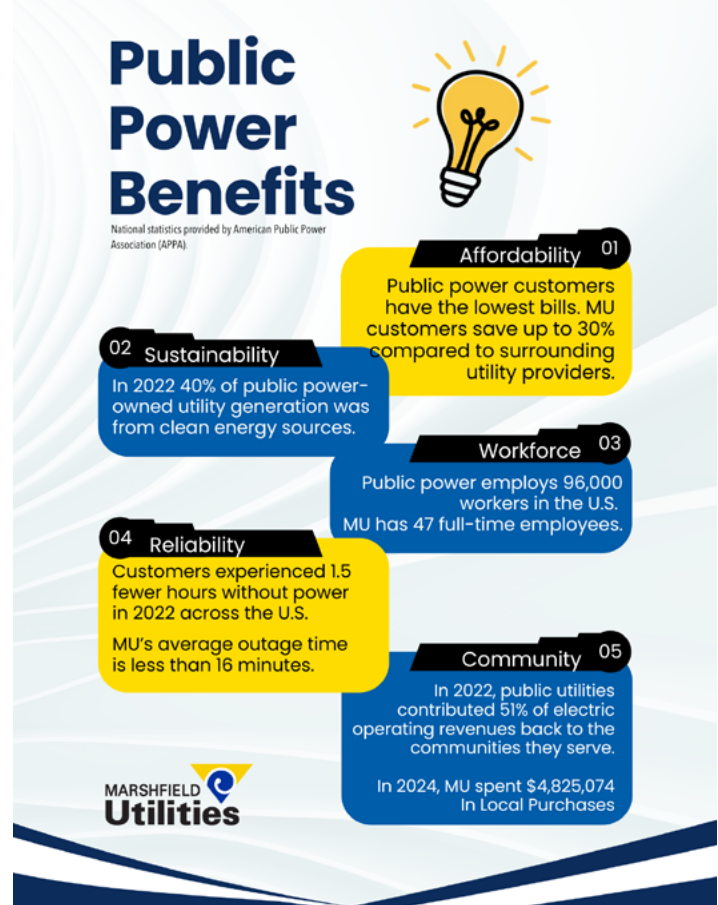
When you're not ensuring compliance, how do you like to spend your free time?

In her free time, Carrie enjoys expressing her creative side playing tabletop role-playing games and reading fantasy fiction. She plays Pathfinder and Cypher regularly with her husband & friends. Recently she read *Mistborn* by Brandon Sanderson, discovering a new favorite author.

What's one fun fact about you that might surprise our customers?

One fun fact about Carrie is that she is in the early stages of developing an environmental themed children's book! Her MU teammates look forward to supporting her in the process. Hopefully inspiring the next 6th grade girl into a career that helps protect the environment.

We appreciate Carrie for her hard work and dedication to keeping Marshfield Utilities in compliance with the highest industry standards! Her efforts help ensure safe, reliable service for our community every day.



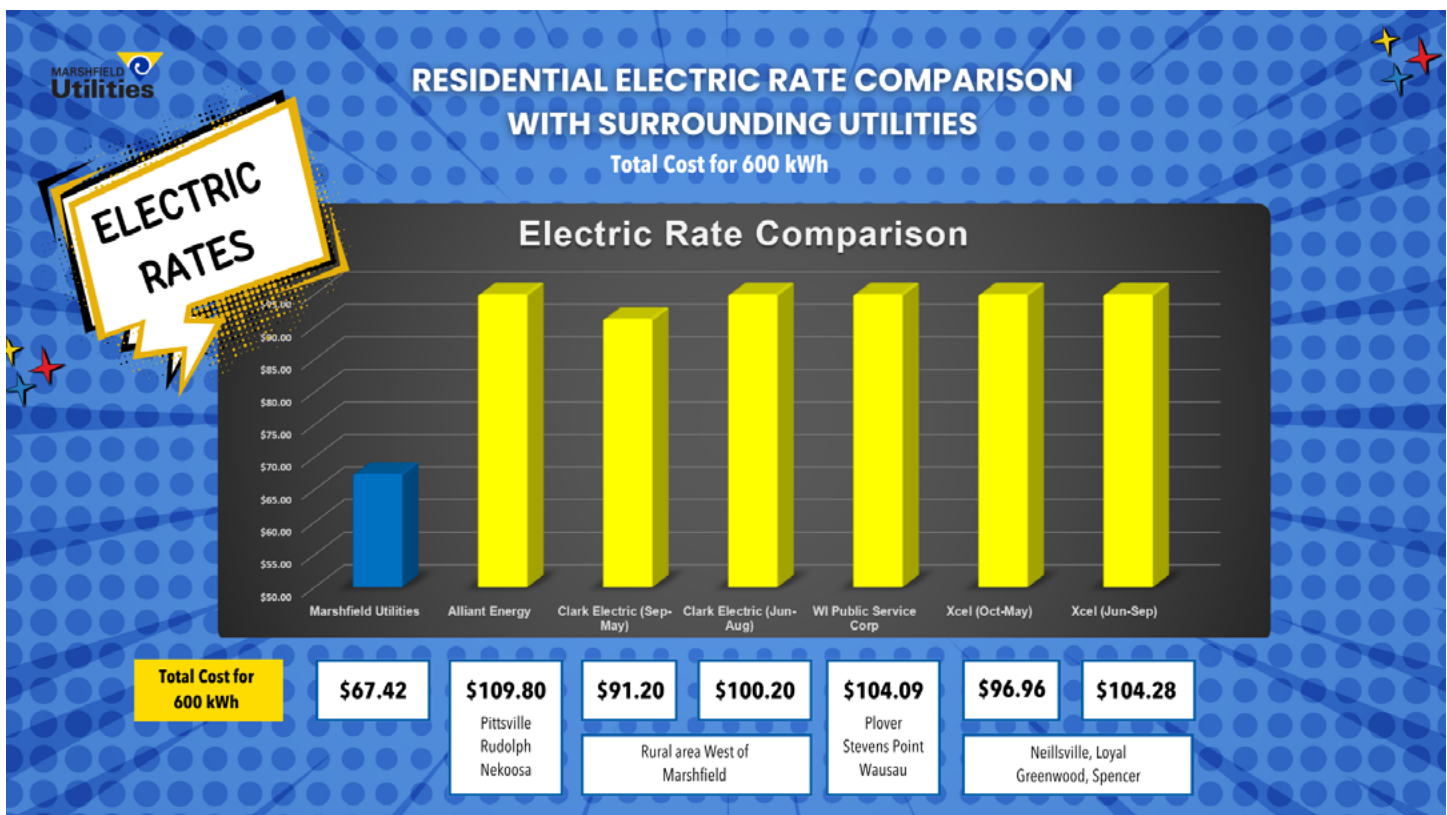
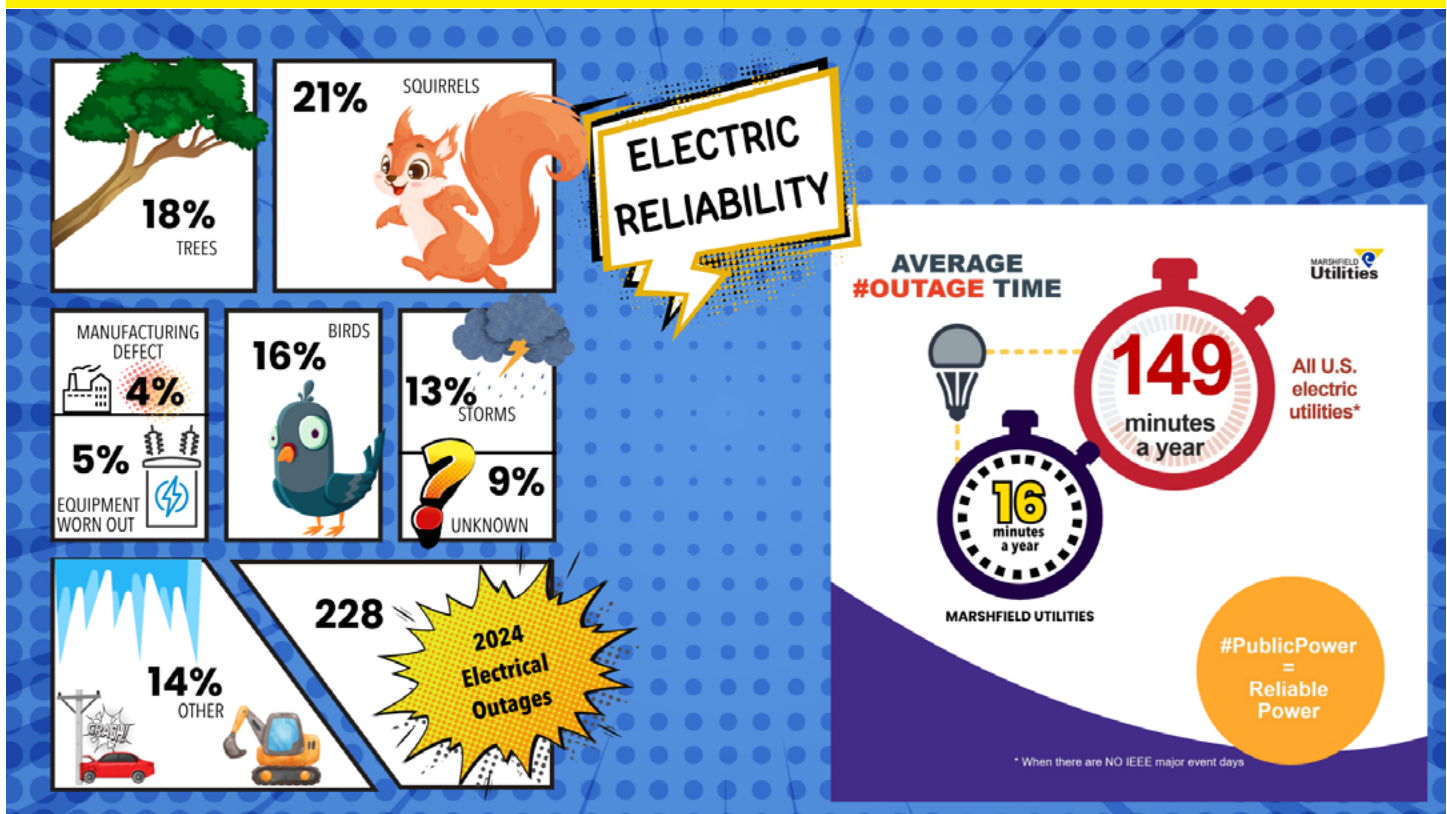
YOU MAY BE ELIGIBLE FOR LARGER REBATES FOR YOUR HEATING AND COOLING EQUIPMENT UPGRADES OR INSULATION AND AIR SEALING HOME IMPROVEMENTS.

[LEARN MORE](#)

MARSHFIELD Utilities **focus on energy**
Partnering with Wisconsin utilities

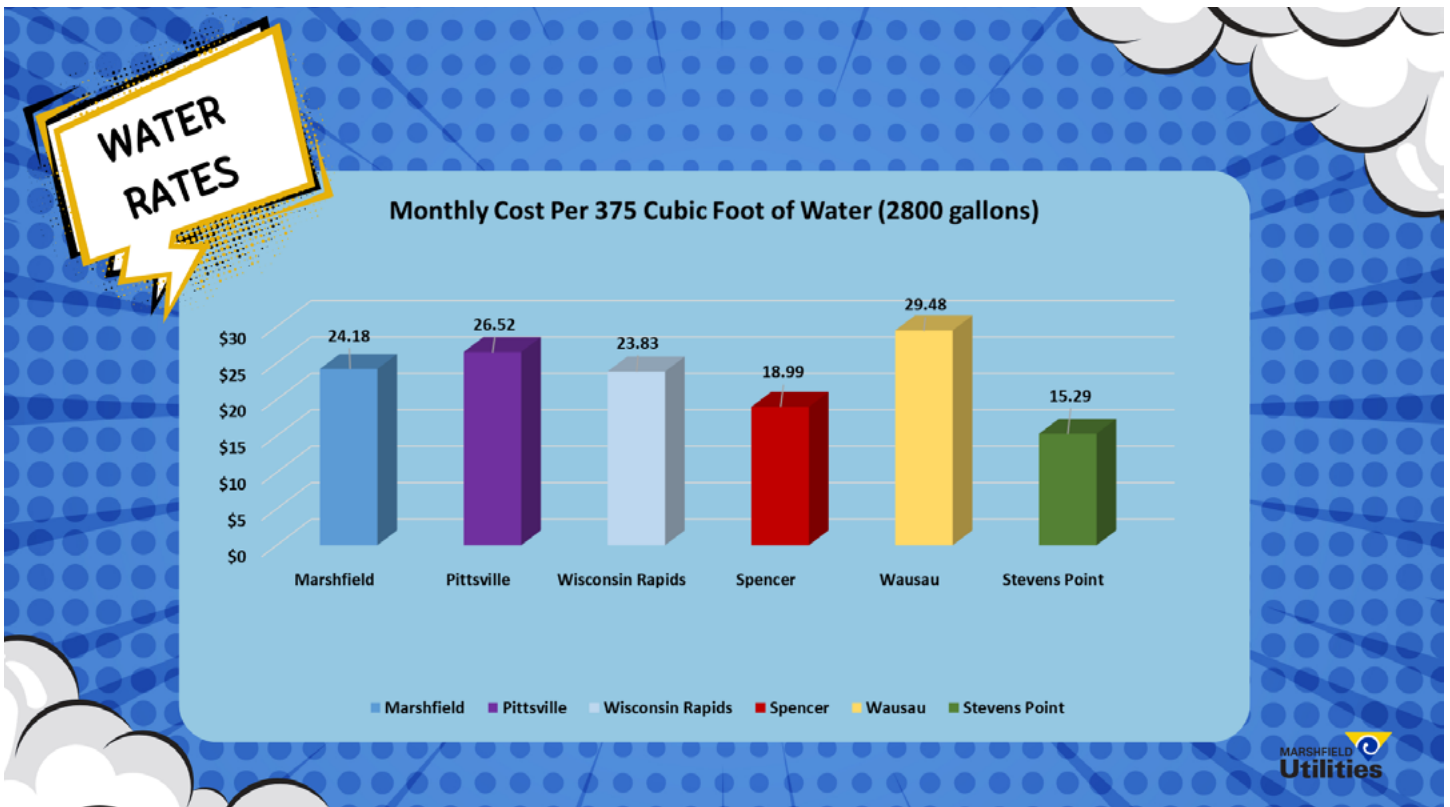
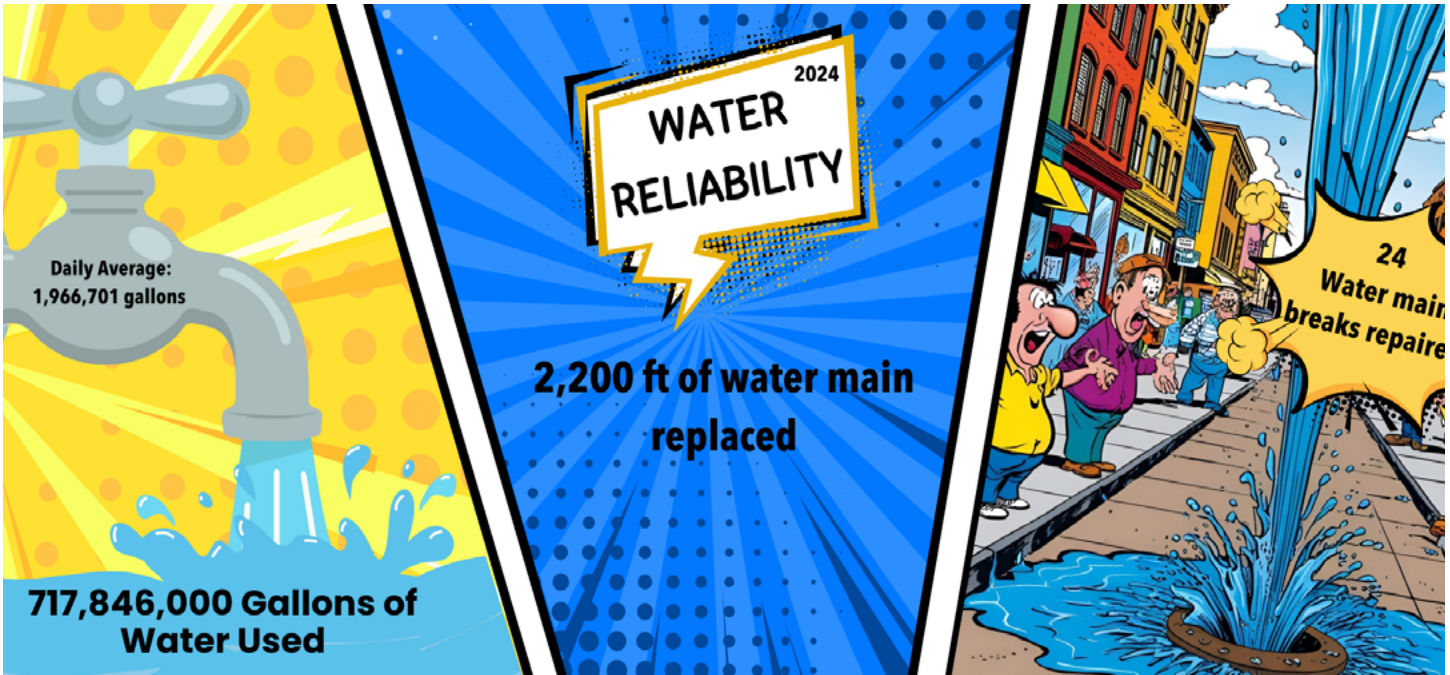
2025 Area Median Income Limits by Household Size
To determine if your household qualifies, visit <https://bit.ly/3Y7v0lp>

Electric Reliability



Marshfield Utilities maintains one of the lowest electric rates in the State of Wisconsin!

Water Reliability



The water rates in Marshfield are slightly above the average when compared to the 589 water utilities across the state. Our reliance on numerous wells, limited access to high-volume water sources, the need for advanced treatment like PFAS removal, and ongoing efforts to replace aging mains and lead service lines all contribute to higher operating costs for the water system.

Drinking Water Week



Join us for storytime at Everett Roehl Marshfield Public Library on Friday, May 9th! There are two sessions, 9:45 a.m. and 10:30 a.m. Learn about water and check out some of our water department's equipment. Learn more about library events at <https://bit.ly/41WwpXP>



For the more mature crowd, MU will be sponsoring prized for Senior Bingo on Tuesday, May 6th at the 2nd Street Community Center. Bingo starts at 1 p.m. Learn more about the Senior Center at <https://bit.ly/4ceB8hB>

Try an Infused Water Recipe

Raspberry Lemon Infusion:

Fill a 2-quart pitcher with water
Add 1 cup of fresh raspberries
Add 3 lemon slices

Cover and refrigerate for 12 to 24 hours. Remove fruit before serving.

For additional recipes visit <https://bit.ly/4ckixkA>



Drinking Water Photo Contest

- Open to creative photographers ages 13 or older. Photo submissions should be focused on water and taken in Marshfield.
- Participants may enter up to 2 original photos per person.
- Submissions must be high-resolution (300 dpi minimum), JPG or PNG format.
- Entries Due by: May 4th, 2025.
- Entry form is available at <https://bit.ly/4jafa1v>

Internal Judging Based On:

- Creativity and originality
- Relevance to water theme
- Visual appeal
- Impact and storytelling (how the photo connects to drinking water week)

One winner will receive either a 4.8x6.4 or 5x5 Fracture glass print of their photo and a \$100 MACCI gift certificate. Additionally, the photo will be hung in the MU office.

Entries will also be posted on MU's Facebook account for a Fan Favorite Vote. One winner will receive either a 4.8x6.4 or 5x5 Fracture glass print of their photo and a \$50 MACCI gift certificate.

Prevent Electric Outages

Power outages can be a major disruption to your day, but with a few proactive measures, you can help prevent them and keep the lights on when needed. By following some simple guidelines and taking part in our ongoing maintenance efforts, you can make a difference in preventing outages.

One of the most common causes of power outages is damage from trees. During high winds or storms, branches that extend into power lines can fall, causing power interruptions. To prevent this, Marshfield Utilities has a Tree Trimming Program to maintain a safe clearance around power lines.

We regularly trim tree limbs and branches that are at risk of interfering with power lines. By cutting back branches near power lines, we reduce the likelihood of outages and improve public safety. We assume responsibility for trimming trees only along the Primary line (the line that goes from pole to pole). Trees are typically trimmed back by 7 to 12 feet depending on the species of tree.

By keeping an eye on trees near power lines on your property, you can help prevent potential risks. If you notice any trees that might pose a risk to power lines, call 866-646-4228 toll free and ask for Derrek to request a Service Line drop or assessment. You can learn more about our program by picking up a brochure in our lobby or looking at the [Tree Trimming Program](#) on our website.

There are several things you can do around your home to reduce the likelihood of an outage and keep your electrical system in good shape. First, check your electrical system to ensure that your home's wiring is up to code and that there are no exposed or frayed wires. If you suspect any issues, consider having your electrical system inspected by a licensed electrician. Additionally, if you own a backup generator, be sure to test it regularly to ensure that it's ready when you need it.

While we work hard to prevent outages, they still occasionally occur. If you experience an outage, please report it as soon as possible. The sooner we know about an outage, the faster we can respond to restore service. [Our Online Outage Map](#) offers real-time updates on outages in your area, allowing you to quickly check the status and stay informed.

Easy Billing & Payment!

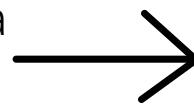
Sign up for PAPERLESS BILLING & PowerPay® for automatic monthly payments.



LEARN MORE



Scan to submit a request Online!



Call 811 -before-you-dig



Request that the approximate location of buried utilities be marked so that you don't accidentally hit an underground utility line!

5 Easy Ways to Stay Safe During Severe Weather and Power Outages

Severe weather can strike at any time, bringing high winds, heavy snow, or thunderstorms that can cause power outages. Being prepared can help keep you and your family safe while minimizing disruptions. Marshfield Utilities is committed to providing reliable service, but when Mother Nature takes over, a little preparation goes a long way.

Here are five simple ways to get ready for bad weather and potential outages:



Create an Emergency Kit – Stock up on essentials like flashlights, batteries, a battery-powered radio, bottled water, non-perishable food, and a first-aid kit. The Department of Homeland Security recommends having enough supplies to last at least 72 hours.

Charge Your Devices – Before a storm, fully charge your cell phone, portable chargers, and any necessary medical devices. A charged phone can be a lifeline for staying informed and contacting emergency services if needed.



Know Your Utility's Contact Information – Save Marshfield Utilities' outage reporting number 866-646-4228 in your contacts so you can quickly report an outage. Bookmark our website to easily check for updates.

Prepare Your Home – Secure outdoor furniture, trim tree branches near power lines, and unplug sensitive electronics to protect them from power surges when electricity is restored.



Have a Backup Plan – If you rely on electrically powered medical devices, make sure you have a backup power source or a plan to relocate to a facility with power. Know where local emergency shelters are located in case of an extended outage.

How We Prioritize Reported Situations:

1. Life and safety situation based on the information we have are first priority.
2. Restoring all outages
3. Addressing down lines, trees or branches on lines with no outages

When an outage occurs the MU line crew works as quickly and safely as possible to restore service.

Hydrant Flushing



Annual hydrant flushing occurs approximately April through October.

Hydrants are flushed on a rotating schedule to clear settled iron and other minerals from the water mains. This helps to improve water clarity and appearance. This maintenance allows for the inspection of hydrants and reduces occurrences of discolored water when there is an increased demand for water. For example, an unexpected demand increase to put out a structure fire.

During flushing or high demand circumstances customers may experience a drop in water pressure or discolored water. Discolored water is normal and temporary as the minerals are disrupted. We recommend customers AVOID washing laundry if they are experiencing discolored water.

If you experience discolored water, turn on the cold water tap on the lowest level of your home. Run the water for several minutes until it clears.

For more information about hydrant flushing or discolored water visit <https://bit.ly/3YA0vDJ>.

Chocolate Turtle Date

Ingredients:

9 Pitted Dates
9 Pecan halves
4 1/2 tsp 100% Peanut Butter
6 Tbsp Dark Chocolate Chips
1/4 tsp coconut oil

Directions:

1. Add the chocolate chips and coconut oil to a microwave safe container. Microwave for 30 seconds and stir. Repeat until all chocolate is melted.
2. Using a flat plate or cutting board that will fit in your freezer, cover with parchment or wax paper.
3. Make 9 dollops of 1/2 tsp of chocolate. Use the back of the measuring spoon to spread in individual small circles about the size of a quarter.
4. Open the dates and flatten slightly. Place one on each chocolate circle.
5. Add 1/2 tsp of peanut butter in the center of each date and top with a pecan half.
6. Cover each date with 1 tsp of melted chocolate to cover.
7. Put in the freezer for a minimum of 30 minutes before serving. Store in an air tight container in the freezer.
8. Makes 9 servings

Nutrition Per Serving:

Calories: Approximately 93 calories

Total Fat: 4.5 grams

Saturated Fat: 1.5 grams

Carbohydrates: 12 grams

Fiber: 1.5 grams

Sugars: 10 grams

Protein: 1.5 grams

Potassium: Approximately 150 milligrams

(AI generated and may vary by brand of products used)



2000 South Central Ave
Marshfield, WI 54449

Office Hours

Monday - Friday

7:00 am - 4:00 pm

(715) 387-1195

Toll Free: 866-646-4228

Lobby Hours

Monday - Thursday

7:30 am - 4:00 pm

NEW TOLL FREE PHONE NUMBER

866-646-4228

Follow us!





Residential customers

BULB & BATTERY RECYCLING EVENT

JUNE 5, 2025

10 AM - 3 PM

Items can be dropped off
with a staff member, at the
front south side of the MU
building.

Items you can recycle.



Alkaline batteries
Lead Acid Batteries
Nickel-Cadmium Batteries
Lithium Ion, and Nickel Metal Hydride
Batteries
Lithium Batteries



Straight Fluorescent, 4' and under - including circular and U-tubes
Straight Fluorescent, 5' and over
Compact Fluorescent, all types
Shielded Fluorescent, 4' and under
Shielded Florescent, 5' and over
Incandescent & LED
Flood/Spot/Quartz/Halogen

FREE!

BUSINESS APPRECIATION BRAT FRY

05/08/2025

**THIS IS A PRE-ORDER AND PICK-UP
EVENT FOR MARSHFIELD UTILITIES'
BUSINESS CUSTOMERS**

USE THE LINK BELOW
TO RESERVE YOUR BRAT MEALS FOR YOUR TEAM!

MAX OF 50 BRAT MEALS PER BUSINESS.

ORDER TODAY!

[HTTPS://WWW.SURVEYMONKEY.COM/R/2025MUBRATFRY](https://www.surveymonkey.com/r/2025MUBRATFRY)

LIMITED QUANTITY AVAILBLE

