



APRIL 2026

Honoring the Backbone of Our Power Grid: NATIONAL LINEWORKER APPRECIATION DAY

Each year on April 18, we honor the dedicated electric lineworkers who keep our communities powered. These skilled professionals build, maintain, and repair the infrastructure that delivers electricity to our homes and businesses, often in the toughest conditions.

When storms strike or outages occur, lineworkers are the ones heading out as the rest of us stay inside. Their work demands technical expertise, physical strength, and an unwavering commitment to safety. Whether climbing poles, restoring service after severe weather, or maintaining miles of power lines, they play a vital role in keeping daily life running smoothly.

We extend our gratitude to our linemen who brave the elements, work long hours, and serve with pride. To all lineworkers: thank you for keeping the lights on and our communities connected.



**Our office will be closed Friday, April 3rd in observance of Good Friday.
Crews will remain on call in case of outages.**



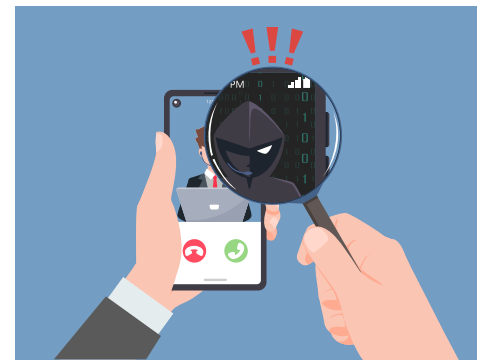
NREC Credentialed Cooperative Director Program

South Central Electric Director Steve Sell has completed the National Rural Electric Cooperative Association's Credentialed Cooperative Director program. The program features a comprehensive curriculum designed to equip directors with the knowledge, skills, and strategic insight needed to govern effectively in today's complex and rapidly changing energy environment.

Stay alert: Scammers targeting members

South Central Electric Association is urging its members to stay alert as reports of scam calls, fake energy rebate offers and phony service disconnection threats continue to rise.

Fraudsters are now becoming more aggressive and convincing in their tactics to trick members — using impersonation, false urgency and digital deception to take payments or personal information from unsuspecting consumers.



These schemes often begin with a phone call, text or even an in-person visit from someone claiming to represent your local cooperative. Their strategies vary, but the goal is always the same: Pressure the member into acting quickly before they have time to verify the request.

Scammers may demand immediate payment and threaten that your electricity will be shut off within minutes, while others offer too-good-to-be-true incentives related to rebates, energy audits or free equipment installations. In many cases, scammers can manipulate caller ID to appear as though the call is coming from a trusted utility number.

We want our members to know that representatives of South Central Electric Association will never:

- Call and demand immediate payment from you.
- Ask for banking or account information over the phone.
- Pressure you to act without the opportunity to verify the situation.
- Encourage you to pay through prepaid debit cards, mobile apps or cryptocurrency.

Education and awareness are two of the most powerful tools we can use in this fight to combat scammers. Members are encouraged to talk with family, friends and neighbors about the warning signs of scams. Sharing information helps others stay safe and contributes to a stronger, more connected community.

If you receive a call, text, email or in-person visit from someone claiming to be from South Central Electric Association and something about it doesn't feel right, don't hesitate to hang up, close the message or refuse entry. Then call your cooperative directly using the number listed on your monthly bill or on the official website. Member services professionals will be available to assist.



Who to Contact & When: “CRC vs. Your Co-op”

South Central Electric Association partners with Cooperative Response Center (CRC) to make sure members can reach a live representative 24/7/365, especially during outages and after business hours. CRC helps with communication and call handling — but they are not a replacement for your local co op team.

Below is a clear breakdown of what CRC can and cannot do for our members.

What CRC *can do* for you (24/7/365)

- **Take outage reports** and **keep you informed during storms** (high volume call handling).
- **Dispatch line crews** for outage restoration for participating co ops.
- Handle **after-hours customer care** calls such as disconnect/reconnect requests guided by your co-op’s policies.
- Provide **status updates** using CRC’s outage communication tools that integrate with co-op systems (AMI/CIS/OMS).

What CRC cannot do (examples)

- **Process a payment.** Instead, they will provide you with our pay by phone number (855-938-3665) or direct you to Smarthub to make an online payment.
- **Troubleshoot your generator** or other customer owned equipment (diagnosis/repair requires your electrician, vendor, or a co op field visit depending on the issue).
- **Perform on site work** (service upgrades, meter swaps, new connects) or **advise on wiring/equipment.**

Quick Guide: “Call CRC” vs. “Call Your Co-op”

Situation	Best First Call	Why
Power out / lights flickering	CRC (24/7)	They log your outage, group related reports, and dispatch line crews per your co op’s procedures.
Storm updates / restoration ETA	CRC	CRC provides status updates using integrated outage tools when available.
Make a phone payment	855-938-3665	
Start/stop/transfer service (routine)	South Central Electric (business hours)	Requires identity checks, deposits, service orders, and internal account setups.
Generator won’t start / equipment advice	Your electrician or vendor (and notify your co op if service is affected)	CRC is a call center— no equipment troubleshooting or repair.
Meter issues, service upgrade, new construction	South Central Electric (business hours)	Needs field assessment/approval and scheduling with operations.
Policy exceptions, payment arrangements	South Central Electric (business hours)	Requires internal authorization and access to full account tools/policies.



Business Spotlight



Double M Finishes LLC

Double M Painting was founded in August 2019, operated as a sole proprietorship until rebranding to Double M Finishes LLC in February 2025. Since 2019 our focus has been on interior and exterior, residential and commercial painting.

Operating as a small 1–3-person team depending on the season, over the years we’ve continued to grow and saw a greater need for added services. Double M Finishes was established by adding new services that include sheetrock installation with full finishing including painting. While this is not a new service, it’s a rare combination to find a company that offers full finishing.

Double M Finishes is owned and operated by Jennifer and Martin Mendiola. Martin works as primary project manager and estimator. Jennifer is behind the scenes handling all employee relations, account payable, accounts receivables and all other misc. bookkeeping. Currently we have 2 full-time employees, and 2 part-time seasonal employees.

As a small business, referrals are so important to us and have kept us moving forward in the last 6 years. If you or someone you know is looking for a full-service finisher, send them our way! Best way to reach us is by phone 507-621-7061 or email doublempaintingmn@gmail.com. We are on Facebook under Double M Finishes LLC.



Summer projects ahead?

If your plans include upgrading, adding, or rebuilding your electrical service, now is the time to reach out to South Central Electric. Ongoing supply chain challenges mean advanced planning is more important than ever.

VISIT OUR WEBSITE!

www.southcentralelectric.com

FOLLOW US on Facebook!

ONLINE PAYMENT & BILLING w/ SMARTHUB

Pay your bills on-line with South Central Electric's on-line bill payment system, SmartHub. Download the SmartHub app for your mobile device or tablet from the APP Store or Google Play.

To get started visit our web site southcentralelectric.com and click on the SmartHub logo. Once you are at the SmartHub site you'll have to sign up as a first time user by clicking the "New User" link and follow the prompts.



South Central Electric Association

A Touchstone Energy® Cooperative

This institution is an equal opportunity provider and employer.

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov.

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Board of Directors

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Vice President, Michael Miest
Secretary, Brad Asendorf
Treasurer, Matt Peters
Mark Sandberg, Director
Steve Sell, Director
Bill Kunz, Director

The Board meets the fourth Tuesday of the month at South Central Electric's building at 71176 Tiell Dr., St. James, MN.

Please see our website for a summary of the board meetings.