



Patron Reporter

Black River Falls Fall 2011 Vol. 15, No. 2

ENERGY SPECIALIST



Kyle Parker, Certified Energy Specialist

Federation Cooperative and Cenex Lubricants are once again offering their fall gift card promotion. Patrons can earn 1 - \$75 gift card for every 100 gallons of Cenex Oil purchased between November 1, 2011 and January 31, 2012. Qualifying products include: Superlube TMS 15W-40 and 10W-30, Superlube 518, Quiklift HTB, Maxtron Enviro-Edge, and Maxtron DEO. Gift cards can be chosen from Cabelas, Cenex, Sears and Applebees.

Please call me at 715-896-5467 with any questions you may have.



Jeff Polivka, General Manager

As the up coming harvest signals the end of a growing season, it also signals the end of another business year for your company Federation Coop. We just completed fiscal year; auditors will be here to hopefully confirm a very respectable year for your company. We continue to



Michele Henrickson, Office Manager

We had a wonderful turn out for Customer Appreciation on September 9th. We raised \$755 for the local charity Project Christmas. We sold just over 4900 gallons of gas at a 30 cent discount. The wait time at the pumps was minimal even with our full service. Brats from Falls Meats and pop were enjoyed in the tent out back with many having seconds! Judy carries a large line of meat products from Falls Meat of Pigeon Falls and if you have never had their meat ball mix you don't know what you're missing!

As the cold weather approaches we all start to think about heating our homes. If you are one of our patrons who pay promptly each month or signs up for one of the propane programs, thank you! If you are experiencing a problem with your account, simply give us a call so we can work it out. We appreciate open lines of communication so if a problem arises, we can resolve it together.

When the Jackson Electric newsletter comes I look at the recipes first and I know many of us do that. So I am pro-

FROM THE OFFICE

moting cranberries again this fall with the following recipe:

Cranberry Apple Salsa

12 oz frozen or fresh cranberries

3 Granny Smith apples peeled

1 med sweet red pepper

1/2 med red onion

3/4 cup sugar

1/3 cup apple juice

1 teaspoon great lime peel

Chop first four ingredients to preference size and mix with remaining ingredients. Chill and serve with lime chips!

SCHOLARSHIP WINNERS

Every year Federation Cooperative awards three \$1000 scholarships to seniors from Black River Falls, Melrose-Mindoro and Lincoln High Schools. Requirements are that the parents are patrons of the Coop and that the student successfully completes the first semester at college or vocational tech-college with a 2.50GPA. The students receiving this year's awards were Dana McNulty, Black River Falls; Miranda Jo Kunes, Melrose-Mindoro and Joseph J. Pflieger, Humbird. Congratulations to these individuals and good luck!

FROM THE MANAGER

work towards our selling value to our members in the products, good and services provided. Our strong commitment from your directors is to perform on the promise of aggressive cash patronage and equity revolvment. The total picture will come together at our annual meeting on Saturday December 3rd, 2011. There is some exciting news in the wind that will be discussed during the

annual meeting. You don't want to miss it! The very best from our business family to yours for a safe and prosperous harvest and future business success.

Jeff Polivka
General Manager
Federation Cooperative

CRANBERRY SUPPLY



Joel Hoag, Cranberry Specialist

Season eight, another one under our belt. It is hard to believe it was in the 80s last week, and this week is more like how fall weather should be. Good ole Wisconsin weather, we never know what we're going to get.

It's my pleasure to inform you that our 2011 season was successful; with sales exceeding the 2010 season. Your loyalty and desire to do business locally with Cranberry Supply is a tribute to the Cranberry Industry. Without your continued support, we wouldn't be here. It's amazing what doing business locally can do for our economy. It helps our school district, and helps keep our property and income taxes lower.

As you get ready for harvest, remember to be safe.

Thanks again for your support!
Joel Hoag, Manager

TRANSPORT DEPARTMENT

Well, fall is just around the corner again. With fall comes cooler temperatures, leaves changing colors, geese flying south, hunting season and the Packers. I hope the Packers continue on the success they had last year.

Due to the fluctuation in the economy, the Transport division has also had an up and down year. Overall it has been a steady and prosperous. Some products are available only at specific terminals. The issue with the terminals being out of products still remains, causing additional challenges. We have a great driving staff that know and understand this and will do what needs to get done.

The trucks stationed in Marshfield and Milwaukee are working out very well. Due to the proximity to the terminals, we can watch the daily markets longer and react accordingly. This has significantly benefited the company when there are larger market moves.

I believe we have most of the emission issues with the newer trucks resolved. The salesman and the Kenworth dealer have been working with us, which has been very helpful.

The Transport Division wishes everyone a safe and happy fall season. We will continue to provide the best possible service to our customers as we can.

OASIS

Have a safe hunting season!

We would like to remind you that we strive for customer satisfaction, and try to tend to all your needs during your visit. Our employees are available to assist you in fueling your vehicle.

Please inform the cashier that you are a patron to receive your \$.05/gallon discount. We thank you for making Black River Crossing Oasis your one stop shop for all your convenience needs. We are always looking for ways to improve.

Cooperatively,
Kimberly O'Brien

AGRONOMY

What a wonderful time to be involved in agriculture. The opportunities have never been better and profit potential as high. The current commodity market has all the grains in a favorable position to be profitable. The flip side is in the milk and meat production arena. When you put \$7 corn and \$14 soybeans through an animal, it takes some careful calculations to show a positive bottom line. The milk price has been holding up but looks as though a downturn may be on the horizon. This makes it tough for dairymen to figure out their next step. Long term they want to continue to produce milk and meat for a hungry planet. In the short term it may appear to be more challenging than they would like. It is very important to utilize the talents of your local livestock production specialist. Marlin Subra is certainly up to the task and is available to help you.

2010 was a great year and a lot of grain

producers turned some excellent profits. 2011 has the potential to be another great year. We must still pay attention and not become complacent. Attention to detail will be rewarded. A marketing plan for your grain and a purchasing plan for your inputs should go hand in hand. This is the time of year to continue your soil testing program to determine current soil nutrient levels. This knowledge will help us make proper recommendations for next years crops. This is important to properly formulate a nutrition plan for 2012 crops.

Winfield Solutions and Croplan Genetics has one of their 155 Answer Plots located in West Salem. Answer Plot Knowledge events are your hands on opportunity to get insights that could boost your profit potential. You will be able to experience first hand the latest crop protection and seed technologies in conditions similar to those on your farm. Get answers and custom

recommendations from local experts. Find out about R7 technology and learn to utilize the R7 technology on your farm. Get ready to get smarter. Don't miss the opportunity to utilize this great teaching tool. We can get you there and get you the information that will help you realize the profit potential on your farming operation. Ask the experts. Get the answers. If you haven't been to an Answer Plot tour, you absolutely must attend. Just ask any producer who has been there.

We are committed to serving you with quality products, information, opportunities and first rate service. We always encourage your input as a member patron to help make your cooperative stronger and more profitable. Thank you for your continued patronage and support.

The Agronomy and Feed Team

ENERGY SPECIALIST



Greg Burgau, Energy Department Manager

LP GAS

With fall harvest right around the corner, it is inevitable that allocations for LP gas will be put in place. A pipeline in southern Nebraska under the Missouri River has developed a leak. Repairs to the pipeline are expected to last until mid November. This will no doubt cause disruptions with grain drying demand increasing. If you have not received your fill for the upcoming heating season, please call and order a delivery. There will be a limited number of gallons dedicated to home heating during the grain drying season.

With the price fluctuations of gas and diesel, it may be an ideal time to look into converting to LP gas for your fleet vehicles. Federation Cooperative is currently pursuing training for our employees in the service of LP gas engines and conversions. There will be more information on this in the spring newsletter.

Our meters on the tanks at our bulk plant and our bobtail trucks have been checked by Wisconsin Scales and Measures. Along with the testing, our trucks have undergone the annual inspections so they are ready for the heating season.

Our drivers would like to extend their appreciation to all the customers who shoveled a path to their tank. Thank You!!

Due to the numerous same day delivery calls, the fees for out of gas, same day delivery and off route deliveries have increased. It is very important to make sure your tank does not run out of gas. Please plan ahead.

ROUTE DAYS

Monday: Shamrock, Cataract, Millston

Tuesday: Melrose, North Bend, Taylor, Hixton

Wednesday: Warrens, City Point

Thursday: Hatfield, Merrilan, Alma Center

If you are experiencing any issues with your heating system, please call Federation Cooperative first. We have a 24 hour support line, 715-896-0226. If your tank is out of gas, this could save you unnecessary charges from a furnace repairman.

Reward \$500: For information leading to the return of 2 - 1000 gallon LP tanks that were located at 23816 County EW, Warrens. Please call the main office with any information you may have.

DIESEL

As cold weather approaches, we will begin winterizing diesel in mid-November. We are able to blend your diesel with #1 if you request it. Make sure your fuel is winterized before below 0°f weather approaches. Don't get caught off guard.

Fuel contracts are available for any months up to 12 months. Prices are changing daily, so call if you are interested in contracting fuel. The energy markets have declined from the highs of the past year. This may be a good time to look at spring needs!!

The Packers (4-0) and Vikings (0-4) records have the same number. And it looks like Bret Favre has beat Orville Hagen to retirement. However, Orville is looking to retire in 2012. This means we are actively looking for a replacement. If you are interested, please turn in an application at the main office.

Have a great fall.

AUTOMOTIVE DEPARTMENT



Rich Goldsmith
Automotive Department Manager

Well our wonderful hot summer is about to end. I am not looking forward to old Mr Winter. It definitely gets busy with everyone getting ready for the upcoming winter. Now is a great time to install a new battery, get a tune-up, and replace the thermostat so you have heat for your vehicle, which is a good thing in Wisconsin.

Tires in the winter can lose air, so make sure you keep checking them for the right amount of pressure. Make sure your tires are rotated and your vehicle has proper alignment. We have an excellent alignment machine to get the job done right with speed and accuracy. We can get any brand of tires with next day delivery and have numerous tube sizes in stock. Don't forget to check the tires on your snow blower and make sure they are in good working condition.

Give us a call to get your vehicle in good working condition. Football season is here again and I am looking forward to it. As one Packer player said repeat, repeat, repeat. Thank you for your business and patronage.



Thanks!

Thanks to everyone for contributing to the "Cans for Kids".
Our drop site has raised nearly \$20K. Way to go!



Federation Cooperative

108 N. Water Street
Black River Falls, WI 54615

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4 SEASONS

Winter is coming fast, are you ready? Give your vehicle a refreshing look with our ultra-sonic car wash. Wash away summer dust and grime and brighten your vehicle with our Best Buy tri-foam wash. Remember you will receive one dollar off your vehicle wash anytime you fuel your vehicle, the code is good for thirty days.

Deer season is upon us, whether archery or gun. We sell DNR license and serve as a registration station. Archery season is September 17 - November 17 and November 19 - January 8, 2012. The nine day gun season is November 19-27. Stop in and register your trophies and we will take a picture of your deer to post on our website.

We have all your hunting needs at a reasonable price: beer, groceries, fresh sandwiches that are never frozen and a large variety of beef snacks. We also have the best kept secret in town: Charlie Bigg's

Chicken - great for any occasion. Also available: 50# bag of deer corn, 40# bag of wood pellets, 20# bag of Ice-No-Mor, 50# bag of solar salt and LP exchange. Cenex gift cards, available in any whole dollar increments up to \$100, are perfect for anyone on your list and can be used at any Cenex location.

News Flash: Customer Appreciation day was on September 9, 2011 from 2-6 pm. What a great day. We sold over 4,900 gallons of gasoline at a reduced price with full service at the pumps by Federation Cooperative employees. We served brats and refreshments to our customers with the donations going to Project Christmas. We were able to raise \$755. The winners of the 2 - \$50 gift cards given away by Federation Cooperative were Faye Brown and Charlotte Heller, both from Black River Falls. Diane Wood, from Black River

Falls, was the winner of the deer print raffle. Cody's DJ Service provided great music to compliment our day of fun and activities. Congratulations to all our winners and everyone who helped make customer appreciation a great success.

Four Seasons takes pride in the first rate service we provide to our customer. Our friendly employees are willing to help fuel your vehicle. Just an added service for anyone in need of help; neighbors helping neighbors.

The real secret of happiness is not what you give or receive, it's what you share. Remember our key to success: all convenience stores sell similar products, we sell better customer service. Your loyalty is much appreciated, thank you for your continued patronage.

Have a healthy, prosperous fall!! Go Pack Go!!