



Community Service Managers

Helping our business and communities work toward positive outcomes together

As an energy provider, we're strongly committed to the communities we serve and helping them grow and prosper. Our Community Service Managers work with community and business leaders, local government and economic development organizations, as well as chamber of commerce and nonprofit organizations. We're here to help advocate for positive outcomes that help our communities thrive.

Here are examples of our team's involvement:

- Maintain relationships with community stakeholders, including local, county, state and federal elected officials
- Lead outreach to local government officials, agencies and trade allies on key company projects
- Support company growth and lead economic development opportunities with local and regional organizations
- Facilitate permit approvals for company assets, including generation, transmission and distribution facilities
- Promote company strategies, goals, products and services within communities and organizations
- Assist with major outage or storm inquiries and resolutions
- Manage company nonprofit donations, community events and employee volunteerism



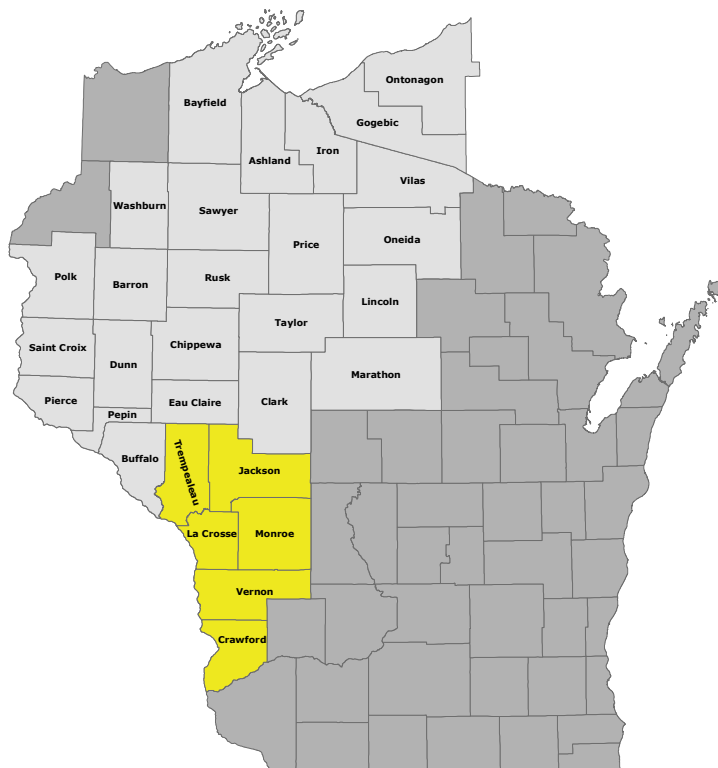
Mike Herro

3215 Commerce St.

La Crosse, WI 54603

P: 608.789.3673 C: 608.780.1217

michael.j.herro@xcelenergy.com



Counties Served:

- Crawford County
- Jackson County
- La Crosse County
- Monroe County
- Trempealeau County
- Vernon County

Company Facilities and Generating Plants:

- La Crosse Service Center
- Sparta Service Center
- Blaire Service Center
- French Island Generating Plant

Electric Emergency/Lights Out: 800.895.1999

Gas Emergency/Gas Odor: 800.895.2999

Business Solutions Center: 800.481.4700

Builders Call Line: 800.628.2121

YOUR TRUSTED ENERGY LEADER

Clean, safe, reliable

Leading the clean energy transition



With eight new Midwest wind farms in the works, Wisconsin's largest community solar garden program and 19 hydro facilities on eight Wisconsin rivers, we're creating a greener, more affordable and sustainable energy future.

- National wind leader for more than a decade
- Our current energy mix: 58% carbon-free and 29% renewable
- Our goal: 85% carbon-free energy by 2030
- 100% carbon-free by 2050

Powering the economy



Through ongoing investment in our infrastructure — the plants, pipes, poles and wires that make up our business — we generate tax revenue, purchase goods and services and employ local workers. And we work to keep customers' electric and natural gas bills below the national average.

Employees and Contractors 1,000+

Spending in the State \$229 million with local suppliers
Taxes \$22 million

Giving back to our communities



We are going beyond energy in supporting our 499 Wisconsin communities and helping them thrive. Our employees understand the importance of giving back where they live and work, and each year we contribute millions of dollars to keeping Wisconsinites and our communities strong.

Employee Volunteerism 1,100 hours
Energy Assistance \$19.45 million
Community Giving \$1 million +



250,000 electric customers
109,000 natural gas customers
99.9% electric reliability



Energy Efficiency Programs

Electricity (119 gigawatt hours)
Saved enough energy to power about 13,200 homes in 2018

Natural gas (98,193 dekatherms)
Saved enough energy to heat about 1,500 homes in 2018

Our Wisconsin customers got more than \$10 million back in combined incentives from Xcel Energy and Focus on Energy for energy efficiency improvements in 2018.

See a full listing of Wisconsin-Michigan community service managers and the areas they serve at xcelenergy.com/Community.