

## **Paul Larson, Producer Candidate**

Paul Larson is a Sauk Prairie area investor, business owner, and active member of the local agricultural and business community. Paul and his family have built Larson Holiday Farm into a local destination, serving families from across the region.

Paul brings more than 30 years of experience in financial markets, including as editor of *Morningstar StockInvestor*, one of the nation's largest investment newsletters, and later as an institutional investor and portfolio manager. At one point, he was the largest active investor in the propane industry. His work has focused on maximizing investor returns through rigorous business evaluation and valuation discipline — skills directly applicable to the challenges facing Consumers today.

He currently serves as Treasurer of the Sauk Prairie Music Association, where he is responsible for financial oversight and governance. He is also a member of the Wisconsin Christmas Tree Producers Association and serves on committees that advise its board.

Paul and his wife Erika have four children, all of whom have attended or are attending local schools and have been actively involved in music and school activities. Paul has coached the local Eagles MTB youth mountain bike team for several years and has enjoyed watching his kids march at Camp Randall more than a few times (the band always wins!).

Paul is seeking his first term on the Consumers Board. As a cooperative member and operator of a growing local business, he understands what members and local businesses need from a well-run cooperative. He is committed to bringing the financial experience and straightforward approach needed to help Consumers get back on track for its members, employees, and the communities it serves.