

White campaign: Data centers in the driftless: A community conversation forum to feature data center expert Prescott Balch on March 8 in Potosi

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Potosi, WI – February 2026 — Concerned residents from southern Wisconsin are hosting “Data Centers in the Driftless: A Community Conversation” on Sunday, March 8, 2026, to explore the potential impacts of proposed data centers and high-voltage power line projects in the region. The event will take place at Holiday Gardens Event Center, 101 Brewery Hollow Road, Potosi, WI, with doors opening at 1:00 p.m. and the presentation beginning at 2:00 p.m.

Featured guest speaker Prescott Balch, a widely recognized technology and data center specialist, will discuss how large-scale data operations intersect with energy needs, environmental sustainability, and local economic futures. The presentation will include multimedia content, informational materials, and an open discussion period.

The event comes as speculation grows about a possible data center development in Cassville, Wisconsin. In October 2025, the Cassville Township Board passed a resolution to explore potential nuclear or large-scale energy development nearby. Since then, residents have raised concerns about proposed 765-volt transmission lines, environmental degradation, and limited public transparency.

Across Wisconsin, several communities have questioned the true costs and benefits of data center projects, noting a pattern of generous tax incentives, complex agreements, and limited assurances for local control. Many small rural townships are now adopting new zoning measures or temporary moratoriums to ensure that

residents can make informed decisions before major developments move forward.

“I’m an outdoor advocate who believes this kind of ecological devastation is immoral,” said co-organizer Melodie Betts. “Our farmland is disappearing at an alarming rate, and the Driftless Area needs to be preserved for generations to come.”

“This issue isn’t about political *lines*—it’s about high-powered transmission *lines*, nuclear centers, and data centers, as well as transparency and informed decision-making,” said co-organizer Lisa White, a lifelong Potosi resident, business woman, and candidate for political office, and one of three local residents coordinating the event alongside Melodie Betts, and Pete Moris. “We all share an interest in protecting the beauty and sustainability of the Driftless Area for generations to come.”

“Our goal is to provide basic facts and answer questions so community leaders and residents can make educated decisions,” Moris continued. “With little or virtually no regulation in place specific to data centers, it’s critical that we understand the potential long-term implications before any agreements are executed.”

Co-organizers emphasize that this work builds on deep local commitment. Melodie Betts and Pete Moris are also business owners and tireless activists protecting and advocating for our rural hometowns.

“Data Centers in the Driftless: A Community Conversation” is a nonpartisan, free public event. No RSVP is required. Light snacks will be provided, and a cash bar will be available.

For more information, please contact one of the organizers listed above.