

# YOUTH LEADERSHIP CONFERENCE PROVIDES SCHOLARSHIP OPPORTUNITY



## Local Teen Wins Essay Contest

**R**owan Wergeland, a high school senior at Winter High School, was sponsored by Jump River Electric Cooperative (JREC) to attend the 2023 Youth Leadership Conference (YLC) held this past July. Following the conference, students were encouraged to enter the essay contest put on by Wisconsin Electric Cooperative Association (WECA). Our co-op also offers an essay contest based on this same essay.

Attendees of the YLC heard a presentation by Ben Bella, safety & loss control manager for a group of electric co-ops. Students were instructed to “Describe the message Ben Bella spoke about, express why it’s important, and give an example of how it would play a prominent role with your cooperative, its employees, and members.”

Rowan nailed the topic and placed first in both essay contests, receiving \$100 from JREC and a \$1,000 scholarship from WECA.

### Rowan Wergeland’s Winning Essay:

One of the most popular adages in today’s world is undoubtedly the saying, “safety first.” This short proverb expresses a very important idea: that human life should always be the highest priority in any situation. This particularly applies to the workplace, where unsafe actions can add up to disastrous consequences for workers and those around them. Ben Bella, the Safety and Loss Control Manager for the Eau Claire, Jackson, Oakdale, and Riverland Electric Cooperatives, is an expert on this topic. In his presentation at YLC 2023, he spoke about workplace safety and the consequences of unsafe behavior, which are important topics for cooperatives of all kinds.

Workplace accidents are unfortunately prevalent in the United States. According to Ben Bella, 15 workers die from job-related injuries every day. As he explained, the number of unsafe behaviors is difficult to track, but can be inferred from the concept of the safety pyramid. This pyramid is a visual representation of the consequences of problematic actions or conditions: the closer you get to the tip of the pyramid, the less likely but more severe the consequence is. This model explains that for every 300,000 risky behaviors, there are 30,000 near misses or minor accidents, 300 more serious accidents, 30 severe accidents, and one fatality. Using this model, he can estimate that 4.5 million unsafe workplace actions happen across the U.S. every day. The vast majority of these unsafe behaviors are completely preventable by solutions as simple as being aware of those around oneself.

Another thing Bella talked about was how the same concept of safety can be applied to driving. Behaviors like distracted driving, despite sometimes seeming harmless, can have a very harmful effect on roadway safety. Knowing how to prevent unnecessary risks and handle potentially harmful situations correctly goes a long way toward lowering the chances of an accident. Working for electric cooperatives, one of those potentially harmful situations he has experience with is car crashes involving power lines. He expressed the correct way of handling the situation: always assume the lines are energized,

call 911, and stay in the car unless circumstances absolutely require you to leave. If you need to leave, jump onto the ground with both feet together, avoiding a possible voltage difference.

Bella’s message of safety fits right in with the Youth Leadership Conference’s theme of cooperatives and cooperation. Cooperatives of all types are created to serve the community (“Concern for Community” being number seven on the seven cooperative principles), and a cooperative could not do that effectively without a consideration for the safety of its members and employees. Additionally, a lack of safety measures could cause the members to lose faith in their cooperative and even discontinue their membership. A cooperative is nothing without the individuals that it serves, and a disregard for safety would be directly against those individuals.

Jump River Electric, my sponsoring cooperative, follows strict regulations set by the Rural Electric Safety Achievement Program to ensure workplace safety. “JREC’s number one priority is keeping their employees, members, and the community safe. One way we do this is by following the highest safety standards set out by the RESAP program. Monthly safety meetings are held for our linemen, and at times our office employees, where they complete training on a variety of safety topics,” said Denise Zimmer, an employee at Jump River Electric Cooperative. At times such as while fixing power lines after a storm, a lack of awareness or ensuring a safe environment could cause serious injury and delay repairs, as well as discourage other cooperatives from assisting. This focus on safety, for which they have earned nineteen RESAP accreditations, allows them to function smoothly as a cooperative and avoid unnecessary injuries.

Safety is a cornerstone of life. As Ben Bella emphasized, unsafe behaviors can have major consequences. Cooperatives have a focus on community and improving human life; this is why they especially should always follow safety rules. A commitment to safety helps them serve their members and protect their employees, ensuring cooperatives can continue to benefit their communities for years to come.

# JREC HOLIDAY ROUNDUP

## CHRISTMAS DRAWINGS FOR THE KIDS

**Newborn to age 2:** Enter to win a rocking moose

**Kids 3 to 10:** Enter to win a stocking full of toys

All children of active members can either enter for a chance to win a rocking moose or a stocking full of toys, based on the above age categories.

- One name will be drawn from all entries of children between the ages of newborn to 2 for a chance to win a rocking moose, like the one pictured at right. This moose was donated by member Mark Tamm of Hayward. Thank you, Mark!
- Two names (one boy/one girl) will be drawn from ages 3 to 10 entries from the Hayward-area members and then two more from the Ladysmith/Jump River-area members.



You can complete the drawing ticket below and either deliver or mail it to the appropriate location address.

**HURRY—the drawings will be held Wednesday, December 20, 2023.**

- Previous winners and their families, directors', and employees' immediate families are not eligible.
- Parent(s)/guardian(s) of child must be an active member of the cooperative.
- Winners will be notified, and pictures taken of each winner.

My name is: \_\_\_\_\_

My age is: \_\_\_\_\_

My parents are: \_\_\_\_\_

My telephone number is: \_\_\_\_\_

Member account number: \_\_\_\_\_

If your parents don't have a telephone, please list a number where a message can be left: \_\_\_\_\_

BOY  GIRL  ROCKING MOOSE

Drop or mail to: Jump River Electric Cooperative  
Hayward members: 13895 W CTH B, Hayward, WI 54843  
All other members: P.O. Box 99, Ladysmith, WI 54848



## GINGERBREAD "HOME FOR THE HOLIDAYS" CONTEST

**This fun family contest is back for the third year!**

While everyone is home for the holidays, why not make a unique gingerbread home together? This activity is sure to build great memories for you and your family, and it could also win you a \$50 energy credit. We'll be giving out three \$50 energy credits, one to each of the three most creative gingerbread houses that are entered into our contest.

This contest is for members only. Please submit a picture of your unique gingerbread home to [dzimmer@jrec.com](mailto:dzimmer@jrec.com) along with your account number, name, and phone number. Entries must be submitted by January 5, 2024.



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# 2024 ANNUAL MEETING DATE SET

## Mark calendar for upcoming deadlines

Be sure to mark your calendar as the 2024 annual meeting date has been set for April 27, 2024. The meeting is scheduled to be held at the Ladysmith headquarters warehouse with a livestreamed meeting held simultaneously at the Hayward outpost. Members will have the option to vote by absentee mail-in ballot, electronic ballot, and in person prior to the start of the business meeting. Registration will begin at 9:30 a.m. with the business meeting starting at 10 a.m. More information to follow in future issues of this magazine.

### Future Deadlines:

- **January 22** is deadline for notifying the co-op of your interest in serving on the Rules & Resolution Committee. This committee would meet in early March.
- **February 27** is the deadline for submitting both the Director Nomination Petitions and any proposed resolutions that are to be considered at the 86th Annual Meeting. Members who reside in districts 1, 5, and 6 will have the opportunity to be nominated as a director candidate for the 2024 board election. You can view a map of all districts at [jrec.com/board-and-district-information](http://jrec.com/board-and-district-information).

## WINTER LOAD MANAGEMENT PROGRAMS

Jump River Electric Cooperative has a long and successful history of using load management programs to help reduce electricity consumption during times of high demand and high prices in the energy market. Our commitment to grid reliability forced changes last year to our winter control events, and we will continue with the split control event times again this year.

During times of highest demand for electricity, typically the coldest days of winter, voluntarily enrolled interruptible heat (dual fuel) loads will be managed from 7 to 11 a.m. Enrolled dairy water heaters, grain dryers, and manual standby generators will remain in the traditional winter schedule of control beginning at 5

p.m. with restoral at 10 p.m.

Residential water heaters and other accounts that are enrolled in the Daily Storage (Electric Thermal Storage Heat or EV Chargers) will not be affected by the split control events and will continue at the same control times as in the past. Load management events are announced on local radio stations. You can also go to [jrec.com](http://jrec.com) and click on the residential control event button at the bottom of the home page to determine if a control event is occurring. A full list of events and times, including economic control and maximum generation events, can be found at [jrec.com](http://jrec.com). Please call our office if you have any questions or would like to enroll in this program.

## WANTED POSTER WINNER



Gary Beadles won a \$25 energy credit for naming the guy in the bib overalls in this photo. It is believed to be his dad, Allen Beadles, a former longtime member of the JREC board of directors. The other gentlemen's name is still unknown. Thank you for those who took a guess!



## DID YOU KNOW?



You can find a copy of the cooperative bylaws and policies at [jrec.com/bylaws-policies](http://jrec.com/bylaws-policies). Bylaws are what govern the cooperative. If you plan on submitting a proposed resolution to go before the membership at the annual meeting, you will find the current bylaw language here. The board oversees the cooperative, director, and member policies. The board reviews policies throughout the year and occasionally revises them and may even need to remove or add a new policy due to changes in the industry. If you have any questions on either the bylaws or policies, please call our office.

## CHRISTMAS WISH PROGRAM SPREADS HOLIDAY CHEER

For the 27th year, WIGM 1490 AM, WKEB 99.3 FM, Jump River Electric Cooperative, along with Touchstone Energy and other area co-ops are sponsoring the Christmas Wish Program. Do you know someone who could use a boost this holiday season? Make a wish on their behalf by contacting WIGM/WKEB Radio, P.O. Box 59, Medford, WI 54451; (715) 748-2752 by fax or [www.K99WIGM.com](http://www.K99WIGM.com). Please include the name, address and phone number of the individual you are making a wish for, and the wish you would like granted.

**Requests are being taken until December 18, 2023.**



# TRUNK OR TREAT DRIVE-THRU COMMUNITY EVENTS WERE A HIT!

Do you want or need an excuse to enjoy being a kid again? If so, you and your family should come all tricked out to our Trunk or Treat Drive-thru next year. It doesn't even matter what the weather is like as we hold this event rain, sleet, and in this year's case, snow.

Our fourth annual Trunk or Treat events, held at the warehouse in Ladysmith and in downtown Hayward, brought in many JREC and community members. Candy, milk, cheese sticks, and coloring books were given out. We'd like to thank the following businesses that helped make our Ladysmith drive-thru such a success: Ladysmith Federal, Macchina del Cibo, Marshfield Clinic, Rusk Area Chamber of Commerce, Rusk County Dairy & Beef Promotions, and Security Financial Bank.

A costume contest was held again this year with each winner receiving—yes, more candy—and a bag full of JREC goodies. Winners are indicated on the photos at right.



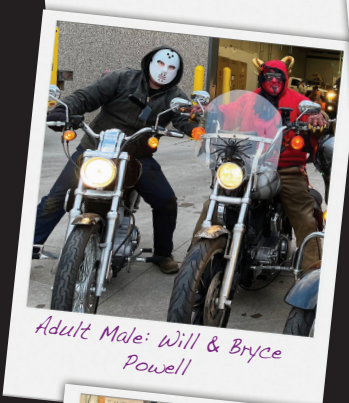
Scariest Child: Zeke and Tony K.



Best Boy: Zach W.



Best Girl: Olivia C.



Adult Male: Will & Bryce Powell



Adult Female: Pam Jacobson & Jamie Wilk



Best Themed Vehicle: Macy H. & Avery G.



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715-532-5524 (Ladysmith); 715-634-4575 (Hayward) • www.jrec.com



Scan the QR code to find us on Facebook (left) and Instagram (right).


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Denise Zimmer, Editor

 **Jump River Electric Cooperative, Inc.**

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JREC is an equal opportunity provider and employer.

**JREC's offices will be closed Monday, December 25, and Tuesday, December 26. Happy holidays!**