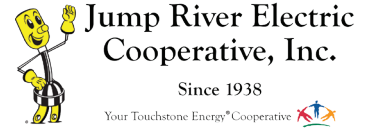


GENERATIONS OF RESILIENCE

Reliable Power for Today and Tomorrow



By Kurt Harris, General Manager/CEO

Ringing in a new year sparks a sense of renewed hope and optimism about the future. As the general manager and CEO of Jump River Electric Cooperative, for me, it's a time to reflect on our history, where we are today, and

where we're going tomorrow. At the heart of this reflection, I think about ways we can better serve you, the members of the cooperative.

The phrase "We're here to serve you" isn't just a slogan; it's our mission. When we were formed over 85 years ago, neighbors banded together and created our co-op. Not only is this our history, but it is the basis on why we were created—to serve our community and to serve you.

While our focus has remained steady on providing reliable, safe, sustainable, and affordable utility services to our members, today's energy landscape and consumer expectations are far different than they were decades ago. Resiliency has guided our cooperative through the generations, and it remains necessary in this ever-changing society and industry.

Resiliency is many things—it's reliability in your electric service, it's our ability to restore your power safely and efficiently, it's being able to meet the demands of new technology, and it's how we serve you with a diverse energy mix. Providing our members with resilient service is what we work for, day in and day out, 24/7, 365.

Our team at JREC is always looking ahead, exploring ways to innovate and utilize new technologies to improve our services. In recent years we've added new technology, like SmartHub (online account portal) and a new mapping system. Our advanced metering infrastructure, also known as AMI, enables two-way communication between the co-op and members. These changes have made it possible to provide more real-time data, and ultimately improves reliability and communication with our members.

Grid Reliability Predictions

In November, the regional grid operator—Midcontinent Independent System Operator (MISO)—provided their prediction for winter reliability. In their assessment, MISO expects above-normal temperatures where we live, and to have enough electricity supply to meet demand under typical winter conditions. While that statement brings some peace of mind, MISO still cautions that there is always the potential for "high risk, low probability events" occurring, such as extreme weather across most of the U.S., intense winter storms, and/or fuel supply issues.

Finding the problem before it becomes one.

Throughout 2024 you may see us in your area as we conduct pole and line inspections, perform preventative and vegetation maintenance, and make improvements to the electric system. Here are some of the work projects we have planned that will help improve power reliability:

Brushing in the following townships:

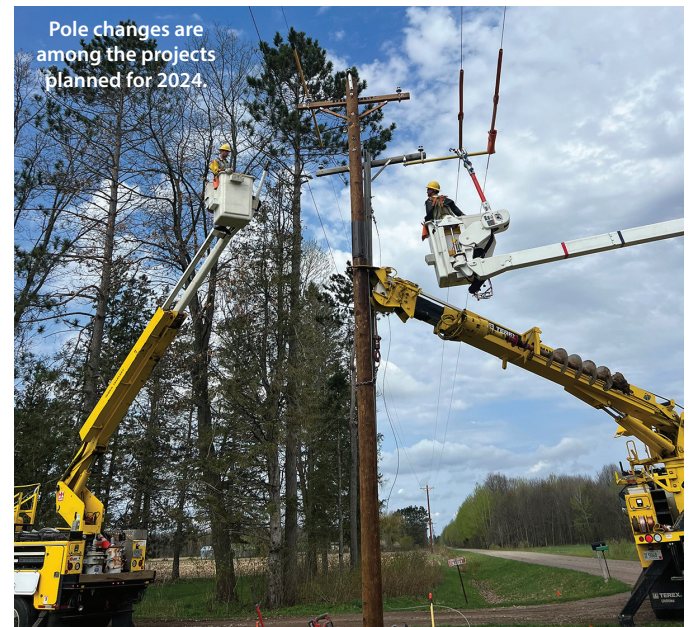
- Ladysmith area: Dewey, Flambeau, and True
- Hannibal area: Aurora, Cleveland, Ford, Grover, Pershing, Roosevelt, and Ruby.

Pole changes:

- In the townships of Hayward and Lenroot, off the Sister Bay substation.
- All of Taylor County as part of a Charter Communications project.

Replacing overhead to underground line:

- Approximately 4.5 miles of line on County Rd E, Williams Road, Williams Resort Road, and Yopps Road in the Town of Bass Lake.



Pole changes are among the projects planned for 2024.

We're here whenever you need us, or to answer a question regarding electrical safety or any topic related to the cooperative. Connect with us online at jrec.com, in person, through the SmartHub app, or our social media channels. However you choose to connect, please let us know how we can serve you better.

Your cooperative will continue working hard to provide the reliable, safe, sustainable, and affordable electricity you expect and deserve—for today and tomorrow.



85th ANNIVERSARY CELEBRATION

Thank you to the members who stopped by the Hayward and Ladysmith offices on November 10 as we celebrated 85 years. The favorite part of all our jobs is serving you, our members. Cake and coffee were served and playing cards and the new 2024 member photo calendars were given out throughout the day. Winners of our prize drawing were David and Marcia Dieckman of Ladysmith and Vicki Musiala of Hayward.



WINNER-WINNER, TURKEY DINNER

You might not consider the number 13 lucky, but it sure was for Kristi Donyes of Gilman (pictured above, left) as she was our 13th and final winner in our Lucky 13 Turkey contest. Other winners are as follows: Paul Farrington of Conrath; James Suchy of Couderay; Linda Badagliacco, Lester Meyer, Ron and Kit Morse (pictured above right), Tim Strottman, and James Tomasik, all of Hayward; Allen Czynscon and Shelley Pfalzgraf of Ladysmith; Pat Kowal of Lublin; and Lisa Ash and John Prasnicky of Sheldon.

SERVE YOUR CO-OP AND COMMUNITY

Join JREC's board of directors

Petition for Director Nominations forms will be mailed in early January to members residing in Districts 1, 5, and 6 and are due February 27.



Three steps to becoming a director candidate:

1. Have 15 or more members from the district you reside in sign your Petition for Director Nomination paper.
2. Return the member-signed petition to one of our two cooperative offices by end of day on February 27. Cooperative personnel will validate signatures and districts. A photo will be taken of the candidate at this time.
3. Qualified candidates are subject to a background check prior to being listed on the director election ballot.

The role of the director

Directors provide strategic direction and guidance to management to ensure the cooperative continues to serve the interest of the membership. Elected directors serve a three-year term. Go to jrec.com/board-and-district-information to find more on director expectations and to view a district map. You can also find out if you are qualified to be a director by reviewing Article IV of the Articles of Incorporation and Bylaws found online at jrec.com/bylaws-policies.

Other 2024 Deadlines

January 20 – Notify JREC of your interest to serve on the Rules & Resolution Committee by calling 715-532-5524.

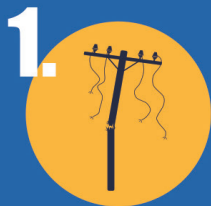
February 27 – Members must submit any proposed resolution that is to be considered at the annual meeting by this date.

April 27 – The 86th Annual Meeting will be held at the Ladysmith headquarters warehouse with a livestreamed meeting held simultaneously at the Hayward outpost. More information on the meeting and your voting options to come in future issues of this magazine.



When the power is out, crews are doing all they can to safely and efficiently restore it so that you can get back to life as usual.

Depending on the extent of storm damage, restoration can be a complex process. There are many steps in the assessment and restoration process:



1. Assess the damage and address safety risks



2. Restore power to public health and safety facilities



3. Repair distribution lines

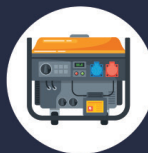


4. Get power restored to homes and businesses



Remember, a neighbor may have power while you do not. Your home might be on a different feeder or transformer or the service line to your home may be damaged.

Never plug a portable generator into a wall outlet, which could cause power to backfeed into the overhead lines that utility crews are working on.



Regardless of the extent of an outage, **safety always comes first.** January is great time to be sure your emergency kit is ready.

Always report your outage, even if you think your neighbors already called. Report your outage through SmartHub or call us.



DIRECTORS RECEIVE GOLD CREDENTIALS

District 3 Director Joe Lorence (left) and District 8 Director Walter Kruk accepted their Director Gold Credential (DGC) Certificates at a recent board meeting. This certificate recognizes the commitment by these directors to continue their education beyond the Credentialed Cooperative Director and Board Leadership Certificate courses. This additional education helps board members continue to advance their knowledge in the electric co-op industry.

DID YOU KNOW?



JREC will be offering 33, \$1000 scholarships to graduating homeschool or high school seniors and non-traditional students. Active members or dependent students of active members who are continuing their education at a college or post-secondary institute in 2024 can apply.



Monies for these scholarships come from the Federated Youth Foundation, which is funded through unclaimed capital credits. You can find more information about the five different types of scholarships offered at jrec.com/scholarships.

SAVE ENERGY WITH SMALL COUNTERTOP APPLIANCES

After what it seems like two months of cooking, it is great to know that January is National Slow Cooking Month—yum! Did you know cooking with smaller countertop appliances is more efficient than using the stovetop?

Slow cookers aren't the only countertop appliances that can help you save energy in the kitchen. Instant Pots can double as a slow cooker, and toaster ovens use less energy than standard ovens.

January 10 is National Cut Your Energy Costs Day, so what a great day to dust off one of those countertop appliances and try a new recipe! While you're at it, lower your winter energy bill by lowering your thermostat and closing your window coverings.



**SMART MANAGEMENT.
SMART LIFE. SMARTHUB.**

To make managing and paying your bill easier, Jump River Electric Cooperative offers SmartHub, an online application to help you manage your account 24/7. With SmartHub, you can:

- make a payment
- check your usage/view history
- notify us of account issues
- report an outage
- make updates/changes to your account

SmartHub is available in both mobile apps and a web version to give members secure access whether at home, at work, or on the go. Members with smart phones or tablet devices can download the SmartHub app from the App Store or the Android Marketplace. (Use search term "NISC SmartHub" or scan the QR code at right.)



Visit jrec.com for more information on SmartHub and other programs.

Energy Sense
Together we can... Together we will



**REBATES ARE BACK
IN 2024**

- \$100 rebate on an Energy Star-rated electric refrigerator or wash machine,
- \$150 towards cost of home energy audit and up to \$500 for efficiency improvements made.
- \$300 per ton on a heat pump – air source & mini split unit,
- \$500 rebate on a dairy plate cooler/well water pre-cooler,
- Up to \$400* on electric water heaters purchased from JREC, and
- Up to \$800 for a Level 2 electric vehicle charger.

Find all the information on how to qualify for these and many more rebates available through the Energy Sense program online at jrec.com/energy-sense-rebates.

**Rebate may change based on manufacturer price changes.*

1102 West 9th Street North • P.O. Box 99, Ladysmith, WI 54848
715-532-5524 (Ladysmith); 715-634-4575 (Hayward) • www.jrec.com

After-hour emergency service, call 866-273-5111
Pay by Phone: 888-255-6489

Find us on Facebook, X, and Instagram

Denise Zimmer, Editor



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



**Jump River Electric
Cooperative, Inc.**

Since 1938

Your Touchstone Energy® Cooperative

JREC is an equal opportunity provider and employer.

Offices will be closed January 1, New Years Day.