



Jump River Electric Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative



# SPREADING OUT YOUR DEMAND CAN HELP RATES

By Kurt Harris, General Manager/CEO

Capacity, demand, and consumption are three distinct components that play an important role in keeping the lights on, delivering energy when we want it, and determining how much we pay for it. These components are defined as follows:

- **Capacity** refers to the maximum amount of electricity that can be produced at any one given time.
- **Demand** is the maximum amount of electrical power required at any one given time.
- **Consumption** is the amount of electricity a member uses over a period of time.

## What is your demand?

The amount of electricity you consume in a month is measured in kilowatt-hours (kWh), while “demand” is measured in kilowatts (kW). The maximum demand is the highest energy used in a 15-minute period over a month and is listed on your monthly bill. That means the 15-minute interval that your

business or residence is consuming (or “demanding”) the most electricity, in a given month, establishes your demand for the month. This structure aligns with how the co-op is charged from our power provider, Dairyland Power Cooperative.

Members can find their monthly demand reading under the Account Activity portion of the electric bill. Currently there is no charge associated with the “demand charge” line item unless the service is on a demand-type rate.

## How can you avoid high peaks at your service?

On very hot or very cold days, the demand on the system gets high, sometimes reaching very close to the available capacity limit. If at some point demand exceeds available capacity, a brownout/blackout can happen.

Members may hear radio announcements or see posts on our Facebook page stating we are experiencing a peak (demand) alert.

This is typically during the afternoon/evening, from 2 to 7 p.m., when families return home from work or school, cook dinner, and use appliances the most.

You can help reduce these alerts by spreading out your electric load and staggering the use of appliances

across the day, avoiding the peak hours whenever possible. This helps balance capacity and demand.

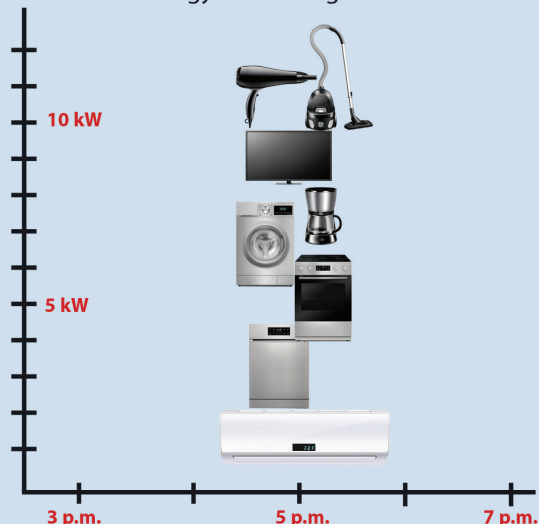
## How does demand affect the energy rate?

At the utility level, we are charged for both energy usage and demand. It is important to understand that demand isn’t necessarily about **how much** energy you use, but **how and when** you use it over the course of a month. Shifting energy use away from peak times saves the cooperative money on demand charges and as a not-for-profit cooperative, those savings help keep your rates stable.

Another way to help keep costs as low as possible is by participating in the load management program. This voluntary program helps us reduce the amount of demand on the system during peak hours by utilizing a load control device. The load control device, often connected to electric heat and water heaters, receives a signal from Dairyland when there is a need to lower energy consumption. Items connected to this device will have their power turned off for a few hours during these peak periods.

As we continue to face the challenges of growing energy needs, it becomes increasingly important to find innovative solutions that balance the demand for electricity with environmental sustainability.

**KW DEMAND** is the maximum amount of energy used at a given time.



Using multiple electric appliances at the same time increases the demand for electricity on the grid and, therefore, increases the cost of wholesale power for everyone.

**KW USE** is the amount of energy you use overall.



Spreading out the use of your electric appliances lowers the demand for electricity on the grid, keeping the cost of wholesale power low for everyone.

# AREA YOUTH BECOME BETTER LEADERS AT THE 60TH ANNUAL YLC

Many young people from across Wisconsin attended the three-day Youth Leadership Conference (YLC) in July. Attendees learned about electric cooperatives and the seven Cooperative Principles that guide them, all while networking with their peers and learning how to become better leaders.

One of the students sponsored by JREC said, "I loved the diverse activities and different speakers." These activities included interactive team-building exercises, an electrical safety demonstration, and many inspirational presentations. Packer Hall of Famer



Trevor Clark of Vernon Electric Cooperative (right) leads a Q&A with Packer great Gilbert Brown, "The Gravedigger."

Gilbert Brown, aka "The Gravedigger," was also on hand to talk about his anti-bullying campaign, the Gilbert Brown Foundation, as well as motivation and determination.

Brown offered up a little about his background with the Packers for the young people who weren't born yet when he was on the field with Green Bay for 10 years from 1994 to 2004.

On anti-bullying, Brown said, "When I was younger, I was bullied, but it was to the point where I knew I could smash them. I knew it, but I had to deal with my Mama when I got home. So, I had to try and figure out a different way to handle it. There's always different ways to handle things, not by brute force. Use your mind." He added, "This is a tough world out there right now. Help somebody."

Brown says his mother is his biggest role model. "My Mama was my everything, she still is," he said, adding that when he was 14 he told her he was going to work hard and get to the NFL so he could buy her a house. "And that's



JREC sponsored area students Raelynn, Rowan, and Katarina to this year's conference, held at UW-Stout. When asked to describe YLC in one or two words, these students said—**Absolutely Incredible, Informative, and Too Short!** Rowan said, "I had a lot of fun. Not only did I get to stay at a college and view the campus, but I also learned a lot about power cooperatives and leadership."

the first thing I did," he said.

This event is a by-teens, for-teens cooperative leadership conference that is planned and developed by a youth board elected at the previous year's event. Students typically enter YLC timid, but throughout the conference they are encouraged to discover their personal strengths, build and improve their leadership skills, and discuss how they can be a positive role model to their peers and community.

## GIVE ME YOUR BEST SHOT

### Capturing the beauty where you live

It's time for our next photo contest. Photos must be taken within the cooperative service area and submitted in a digital, high-resolution format. Members can submit up to three original (unenhanced) photos and consent form.

Winners will receive an energy credit of \$50 for first place, \$30 for second place, or \$20 for third place. Contest ends Friday, September 29, 2023.

Visit [jrec.com/photo-contest](http://jrec.com/photo-contest) for guidelines.



### HARVEST SAFELY

**NO ONE CAN TAKE YOUR PLACE**  
If your equipment comes in contact with a power line or pole, do not exit the cab.

Call 9-1-1, warn others to stay away and wait for the utility to cut the power.

Safe Electricity.org

Farm Safety & Health Week, September 17 - 23.





# GENERATORS

## What You Need to Know

Using a portable generator in a home, garage, or too close to an enclosed area is like starting a parking lot full of cars and letting the carbon monoxide (CO) poison seep into that area. The devastating result is almost immediate. The CO from one generator can kill in minutes. Use a portable generator safely:

- Always use a portable generator at least 20 feet away from your home.
- Never operate one inside a home, on a porch, or near windows and doors.
- Apply the 20-foot distance rule to other locations, such as a cabin or camper.
- When shopping for a generator, look for one that gives off reduced emissions.
- Also look for one that shuts off automatically when high levels of CO are present.
- Keep your generator well maintained and follow all manufacturer's instructions.
- Operate it under an open, canopy-like structure on a dry surface where water cannot pool underneath.
- Ensure CO detectors are installed on every level of your home and near or in bedrooms.
- Test CO alarms monthly; also track their age. They need to be replaced every seven years.

A portable generator is usually gas powered and movable. A generator should have more output than the wattage of the electronics plugged into it. This way, the generator will be able to create the extra electricity it takes for the initial power surge. Make sure there is nothing plugged into the generator when turning it on.

Standby generators are attached directly to the house and are typically powered by natural gas or propane. These generators start automatically when the power goes out. To prevent feeding power back into the power grid and endangering electric line crews and others, standby generators should have a transfer safety switch installed by a professional. Never plug a portable generator directly into a home outlet or electrical system for the same reason.

Please notify us if you have either a portable or standby generator, or if you add one in the future. For more safety information, visit [jrec.com](http://jrec.com) or [SafeElectricity.org](http://SafeElectricity.org).

## DID YOU KNOW?



### Carbon Monoxide (CO) Facts

CO is colorless and odorless. Poisoning can happen so quickly that exposed persons may become unconscious before recognizing any symptoms. Each year in the U.S.:

- Approximately 85 individuals die from CO poisoning.
- Most deaths (81%) occur in residential locations.

## MAKE A PLAN, BUILD A KIT

Your family may not be together if a disaster strikes. That is why it is important to know how you'll contact one another and reconnect if separated. Once you have your emergency plan made, be sure to practice it annually.

Once your plan is made, build your emergency kit. Keep in mind your entire household, pets, and potential special needs and disabilities. Be sure to keep your kit up to date with any new household needs as they develop or change.

Children are the future and an important part of building a national culture of preparedness. Teach your kids how to #BeReady by utilizing the fun activities and safety tips at [ready.gov/kids](http://ready.gov/kids). If you are sending your child off to college this fall, be sure they are ready to meet any needs that may come along in that new environment.

Ready.gov offers many resources to help you and your family stay safe and be prepared for a disaster. Disasters can happen with little warning, so don't put this off for a rainy day because that rainy day may turn into a violent storm.

## KEEP US SAFE

Plugging a portable generator into a wall outlet or using a permanent generator that does not meet code can feed power back into the grid without notice, known as backfeed.



Contact JREC if you have a generator.

715-532-5524 [jrec@jrec.com](mailto:jrec@jrec.com)



# SMALL CHANGE CAN MAKE A BIG DIFFERENCE IN OUR COMMUNITY!

## The mission.

How can one person help make the community better? Members can sign up for the Community Cents program. By voluntarily “rounding up” your electric bill and contributing a few cents every month, you can help support your community.

**How it works.** Members who participate in this program have their monthly bill rounded up to the nearest dollar and those few cents are deposited into the Community Cents, Inc. fund. The average donation per member, per year, is around \$6. Members are always welcome to make a one-time donation or donate a specific amount each month.

**Small change. Big difference.** Every penny that is donated will be pooled together to help local non-profit and charitable organizations within our communities address unmet needs. Collectively, we can make a difference.

**How do I sign up?** You can call our office, sign up online at [jrec.com/community-cents](http://jrec.com/community-cents), or return the completed form (right) or on the back of your energy bill. Members who opt-in to this program during the month of September will

be entered into a drawing for a chance to win one of two \$25 energy credits.

**How do I apply for a donation?** Unfortunately, we have not reached the dollar amount we need to have within the Community Cents, Inc. fund to award donations. Please help us reach this amount by signing up today. Your change can make a change for someone who needs your help.

Thank you for considering this worthy fund. It is another way that you, the members of JREC, are helping to spread the good as far as we can in our community. You can find out more about Community Cents, Inc. or how donations are awarded at [jrec.com/community-cents](http://jrec.com/community-cents).

**Chance to Win a \$25 Energy Credit**  
Sign up in September

## COMMUNITY CENTS Opt-In Form

Yes! I want to sign-up for the Community Cents program, and I know that this money will be donated to a worthy cause, chosen by the Community Cents, Inc. Board of Directors. I understand that by selecting my participation method and by signing and returning this form, my bill will be adjusted accordingly and that unless I call in to have that changed, this will happen until I no longer receive power from Jump River Electric Cooperative.

### Participation Method/Account Information

I wish to participate in the Community Cents Program using the following method:

- Nearest Dollar
- Monthly Fixed Amount of \$ \_\_\_\_\_
- One-Time Donation of \$ \_\_\_\_\_

Account # \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Return to JREC, P.O. Box 99, Ladysmith, WI 54848

**Happy LABOR DAY**

Have happy and safe Labor Day. Offices will be closed September 4.

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

After-hour emergency service, call 866-273-5111

Pay by Phone: 888-255-6489

Find us on Facebook

Denise Zimmer, Editor



**Jump River Electric Cooperative, Inc.**

Since 1938

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JREC is an equal opportunity provider and employer.