


Since 1940

WISCONSIN ENERGY *Cooperative* April 2025 NEWS



Jump River Electric
Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative 

MEMBER DRIVEN, FUTURE FOCUSED

87TH ANNUAL MEETING

APRIL 26, 2025



**THIS IS YOUR PRIZE STUB
AND REGISTRATION TICKET!**

Please detach this mailing label
and bring it to the annual meeting.

NOTICE OF THE 87TH ANNUAL MEETING

SATURDAY, APRIL 26

9:30 – 10 a.m. REGISTRATION

10 a.m. BUSINESS MEETING BEGINS

Order of Business

1. Report on Registration
2. Affidavit of Mailing
3. Approval of the 2024 Annual Meeting Minutes
4. Reports from Directors and General Manager/CEO
5. The election of three directors, one each from district 2, 7, and 8
6. Action on Proposed Bylaw Amendments
7. Unfinished and New Business
8. Prize Drawings
9. Adjourn



Members not able to attend this meeting in person can watch the meeting live on our Facebook page. Members will not be able to register or participate in the meeting via the livestream. This will be a VIEW ONLY option.



MEETING LOCATIONS

Ladysmith headquarters and Hayward branch office.



BE SURE TO VOTE!

Director elections and proposed bylaw amendments on the ballot.



PRIZES

- **\$1,000 IN ENERGY CREDITS:** Drawings will be held at the end of the meeting. Members will have a chance to win the grand prize of a **\$500 energy credit** or one of the five **\$100 energy credits**. Members must be present at one of the two in-person meeting locations to be eligible to win.
- **\$25 ENERGY CREDIT:** A JREC cutting board and a \$25 energy credit will be given to each registering membership who attends the business meeting in person.

This card will assist JREC employees in registering you at the annual meeting and for the prize drawings. Only JREC members are eligible for prize drawings.



You MUST be present to win.



By Kurt Harris, General Manager/CEO

CELEBRATING 87 YEARS OF SERVING OUR MEMBERS



Jump River Electric Cooperative, Inc.

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Your Touchstone Energy® Cooperative

ANNUAL MEETING TO BE HELD APRIL 26

The annual meeting of Jump River Electric Cooperative’s membership is fast approaching. Preparing for this event has caused me to reflect on the past and how today’s energy landscape and member expectations differ from decades ago. While our focus on providing safe, reliable energy for our members has remained steady over the years, how we accomplished that has evolved significantly. I will share more on the co-op’s efforts to keep pace with changing technology, evolving industry needs, and member expectations at the annual meeting.

Members are encouraged to attend the annual meeting at either the Ladysmith headquarters or the Hayward branch office on April 26. Members at both locations can vote in person, hear reports from the board and myself, ask questions, and win prizes.

On the next page, you will find biographies on the board candidates. Members will be asked to vote for one candidate per district and on two proposed bylaw amendments that are being proposed by the Board of Directors and Management.

These amendments add clarity and consistency as well as possible cost savings to the membership in the event of an uncontested election. You can choose the voting method that works best for you: electronically, by mail, or in person at the meeting. The mail-in ballot is included in this issue. Please take a few minutes to vote.

Meeting registration starts at 9:30 a.m. and the business meeting begins at 10 a.m. If you cannot attend the meeting, you can watch it live on our Facebook page. Please note that members will not be able to register or participate in the meeting via the livestream.

Again, please mark your calendar for Saturday, April 26, and plan to attend YOUR annual meeting. Coffee and cookies will be served during registration. All members in attendance will receive a \$25 energy credit and a bamboo cutting board. During the meeting you will have a chance to win even more, with \$1,000 in energy credits being given away.

Member involvement is critically important to the success of your cooperative. Please join us this year.

CAPITAL CREDIT ALLOCATION

Capital credits are one of the many benefits of co-op membership. All active members will receive a notice of their capital credit allocation listed under the Account Activity section of the April energy bill.

Keep these three things in mind when looking at the notice:

- It is not a bill.
- It is not a credit that can be used to pay an electric bill.
- No action is necessary from you.

The allocation amount shown on the bill is based on two factors: 1) the cooperative’s excess revenues (margins), and 2) what you paid the cooperative for the same year. The balance listed on this notice represents the amount of ownership you have in JREC.

Here is what each amount on this notice represents:

Beginning Balance – The amount in your capital credit account as of January 1, 2024

Retirement – Amount paid out as an energy credit on last November’s bill

Allocation – Amount that was added to your capital credit account in 2024

Balance – The total capital credit allocation (less retirement) since becoming a member

When the financial condition allows, the board approves a portion of your capital credit allocation to be paid out to you. In the meantime, your capital credits serve as an investment in the cooperative’s electric distribution system. Member investments, investments in Associated Organizations, short and long-term loans are the sole sources of funding for the co-op; there are no external investors. You can find more on capital credits along with FAQs online at jrec.com/capital-credits.

Who Are Our Members?

| | |
|-----------------------------------|---------------|
| Residential | 4,366 |
| Seasonal..... | 4,653 |
| Commercial | 675 |
| Farms..... | 295 |
| Schools, Halls, Etc | 45 |
| Water Pumping | 26 |
| Industrial..... | 18 |
| Street Lights | 6 |
| Total Meters Connected.... | 10,084 |

MEET YOUR DIRECTOR CANDIDATES

Co-op Principle #2: Democratic Member Control

As a member-owned business, JREC is governed by a board of directors, elected by the membership. Three seats on the board are up for election and each elected director will serve a three-year term on the nine-person board. You can vote for one person from each district (2, 7, and 8), regardless of where you live.

Each member has one vote. Joint memberships constitute one (1) member and one vote. More information on the three different voting methods can be found on page 16d.

You can find more on what is expected of a director by visiting jrec.com/board-and-district-information. Be sure to practice Co-op Principle #2 and vote!



DISTRICT 2:

In June of 2024, I was honored to be chosen by the Jump River Electric Cooperative Board of Directors to fill the District 2 vacancy. Since then, I have gained an incredible amount of knowledge about electrical power and how cooperatives work. My husband, Gary, and I live near Jump River and have been members of Jump River Electric Cooperative for 42 years. We have a beef farm and logging business in the area. In 2019, I retired from a 38-year teaching career in the Gilman School District and from the Gilman Ambulance Service after 33 years. This has given me the time to commit wholeheartedly to JREC and all that it involves.

It is my goal to always consider the co-op members when making decisions. I am open and available to all members that have concerns and if I don't immediately know the answer, I will find it out for them. I stand behind the co-op's mission of ensuring all members receive safe, affordable, and reliable energy. Rural energy can be a challenge due to the vast area that is covered by our lines, and I strive to learn all that I can about the past, present, and future of this ever-changing industry. Educating and updating our members, and

all involved in the cooperative, is crucial to have a cooperative that runs smoothly. I hope you all enjoy and learn from the monthly magazine, *Wisconsin Energy Cooperative News*.

My favorite cooperative principle is "Concern for Community." Through our Community Cents donations, we have been able to contribute to various community programs and projects. Giving back to the communities we live in is important to me. I am involved in and volunteer for the Jump River Community Center, the NWTC ATV/UTV Riders, Hugh Warner Post 2977 VFW Auxiliary, and keep up with local township activities and needs.

I would love to continue serving you, the Jump River Electric Cooperative members, as we move on to making this co-op the very best it can be.



CHRISTINE BEADLES
Jump River, Incumbent

DISTRICT 7:

In January 2025, I was appointed to fill the vacant District 7 Director position. I now seek your support to serve a full term. As the son of a lineman, I have always placed a high value on the importance of rural electric infrastructure and the safety of those who work with it.

I have been a JREC member since 1979 and have lived in District 7 for the past eight years. I have over 30 years' experience serving on the boards of various civic and nonprofit organizations. I currently serve as chairman of the Chippewa Flowage Area Property Owners Association and as a board member of the Sawyer County Lakes Forum.

My professional experience has primarily been in the areas of natural resource management, grant writing, and nonprofit governance. I am currently employed part-time as

the Zoning Administrator for the Town of Spider Lake and maintain a consulting business providing services for funding strategies and grant writing. My experience aligns well with the JREC Director expectations, and I am committed to affordable, reliable, sustainable and modern energy for all cooperative members.

Thank you for your consideration.



MIKE GARDNER
Hayward, Incumbent



DISTRICT 8:

My name is Walter Kruk, and everybody knows me as Wally. I am on the board of directors for Jump River Electric Cooperative for District 8. I am running for election again and would appreciate your vote.

I was originally elected to the board in 2016, during a time when there were many issues between the general manager, board of directors, and the Jump River members. I am glad to say that while on the board of directors, I have been part of turning things around for the Jump River Electric members, so they are able to clearly see and know more details about the board meetings and activities through a dedication to transparency. As a member of the board, I can assure you that the board of directors and the CEO of Jump River Electric are always working to keep Jump River Electric Cooperative a place to be proud of for their employees and their members. While serving on the board, I have always been open to telephone calls or emails from members with questions or comments about Jump River Electric Cooperative.

While on the board, I have attended several seminars and classes on understanding the workings of an electric

cooperative and the information a board member needs to know. I have received my Credentialed Cooperative Director Program Certificate, Board Leadership Program Certificate, and Director Gold Program Certificate. I plan on attending more classes to help me understand more of what our electric cooperative needs for now and the future.

My experience and current board responsibilities include being on the board of directors of the Hayward Rod and Gun Club, Amateur Radio Emergency Communications Director for Sawyer County, and a Severe Weather Instructor for the National Weather Service. Previously, I was the Board President for LEPC (Local Emergency Planning Committee) and Board President for Sims Motor Credit Union.

Again, I am seeking your vote in this year's coming election in April.



WALTER KRUK
Hayward, Incumbent




SCHOLARSHIP PROGRAM

\$1,000 Scholarships available to students who are active members or are dependents of an active member of JREC. Available scholarships:

High School - Homeschool - Lineworker - Non-traditional
NEW in 2025: Powering the Future Scholarship

A non-traditional student is someone who has graduated from high school for a minimum of one year prior to applying for the scholarship. Scholarship funds come from unclaimed capital credits.

APPLY NOW

Visit Our Website
www.jrec.com/scholarships

DEADLINES ARE DRAWING NEAR

2025 YOUTH LEADERSHIP CONFERENCE

UNIQUE
Opportunity to participate in fun, hands-on activities.

DYNAMIC
Three-day event is hosted on a college campus, UW-Stout.

DISCOVER
Your leadership skills and the purpose and the value of cooperatives.

**JULY 15 - 17
UW-STOUT, MENOMONIE, WI**

- For those in their sophomore or junior year in high school.
- All conference expenses are paid for by JREC.
- Interested in attending?
Applications can be found on the JREC website. Contact JREC for more information. Space is limited, apply by May 31, 2025.

FREQUENTLY ASKED QUESTIONS ON VOTING

Q. Can I vote for a director from each district, even if I'm not a member in that district?

A. Yes

Q. How and when can I vote?

A. Refer to page 16d for the three voting methods, when you can vote, along with voting deadlines.

Q. Can my spouse and I both vote?

A. No. Only one vote per joint membership is allowed, regardless of the number of meters/accounts you may have with JREC.

Q. How does JREC ensure only one vote is cast per membership, regardless of how they vote?

A. JREC has a proven voting verification procedure in place that records when a vote is cast by mail-in or electronically. Once a vote is cast electronically, that member's online voting option is disabled, ensuring that only one web ballot can be cast per membership. Members who attend the annual meeting are only given a Meeting-Day ballot once it has been confirmed that no other ballot has been previously cast.

Q. Do I need a SmartHub account to vote electronically?

A. Yes. You can create a SmartHub account at jrec.smarthub.coop/ui/#/registration.

Q. Who oversees the electronic voting process?

A. JREC has hired Survey & Ballot System (SBS) to oversee the electronic voting process. They are a well-established company.

Q. What type of security can I expect with an SBS-managed online election?

A. Several layers of security are employed to protect the election process and ensure your vote is kept anonymous. The voting website is hosted on their secure server and our election website is only accessible to authorized members through unique voter logins and passwords. Data is stored in a secure data center with controlled, monitored access 24/7/365.

Q. How is my vote kept anonymous?

A. SBS only provides a list of members who voted to JREC, not how they voted. Web votes are tallied by SBS and certified election results given to JREC's attorney. Mail-in ballots are kept in a secure location until the Annual Meeting. Members who serve on the election inspection committee open and tally the mail-in and meeting-day votes in a way that maintains anonymity.



Viasat

UNLIMITED INTERNET ONLY \$119.99/MO.

EXPERIENCE FAST INTERNET WITH SPEEDS UP TO 100 MBPS!

jrec.com/viasat PACKAGES STARTING AT \$69.99

Call 715-532-5524 if questions. Free standard installation. Minimum 24-month service term. Taxes apply. Prices and terms are subject to change.

5 Simple Steps to Start Saving


- 01 GO TO JREC.COM FOR ENERGY SAVING TIPS
- 02 IMPLEMENT ENERGY SAVING MEASURES
- 03 FIND AVAILABLE ENERGYSENSE REBATES AT JREC.COM
- 04 SUBMIT REBATE FORM & DOCUMENTS TO JREC
- 05 RECEIVE REBATE ON ENERGY BILL

Go to jrec.com/energy-sense-rebates for details.



**Jump River Electric
Cooperative, Inc.**

Since 1938

Your Touchstone Energy® Cooperative 

1102 W 9th Street North, PO Box 99
Ladysmith WI 54848

Phone: (715) 532-5524
Fax: (715) 532-3065

February 27, 2025

To: Membership

Proposed Resolutions:

As provided by the Bylaws, the Rules & Resolution Committee met on February 27, 2025, to consider proposed Bylaw amendments to determine: 1) whether each is legally “in order”; 2) whether additional information should be presented to the membership to ensure a full airing of the issue and an informed decision; and 3) whether to make a recommendation to the membership concerning adoption or rejection of each of the proposals. The full text of the two proposals is printed on the ballot, along with an explanation and the Committee’s recommendation.

Annual Meeting Rules:

The Committee reviewed the 2025 Annual Meeting Rules. The rules worked well last year and were revised with this year’s deadline dates. The 2025 Annual Meeting Rules, as adopted by this committee, can be found below.

Respectfully submitted,

Rules and Resolution Committee:

| | |
|--------------------|---------------|
| Doug Dicus, Chair | Sue Farrell |
| Richard Gilbertson | Walt Lang Jr. |
| Gene Ludvigsen | Vicky Payla |

2025 ANNUAL MEETING RULES

1. Members may attend in person either at the Ladysmith headquarters or at the Cooperative’s office in Hayward. Meeting day voting will be available at both locations.
2. To the maximum extent feasible, voting at the meeting will be by show of member voting card that will be provided at registration. There will be no voice voting.
3. Any proposed resolution on policy affecting Jump River Electric Cooperative, Inc. (JREC), was required to be submitted by February 25, 2025, the deadline included in the December, January, and February *Wisconsin Energy Cooperative News (WECN)* mailed to each member.
4. Members are being provided a mail-in ballot in the April issue of the WECN to vote on the three director seats up for election this year. Members received information on their three voting options and deadlines associated with each option in the March and April issues of the WECN, as permitted in Article III, Section 7 of the Bylaws. Members may vote in any one of three ways: mail-in, electronically, or by meeting-day ballot. Electronic votes must be cast by 4 p.m. on April 24, 2025; mail-in ballots must be received at the JREC office by 4 p.m. on April 25, 2025.
5. The tellers may begin opening and counting the ballots prior to the opening of the meeting, to avoid unnecessarily extending the length of the meeting. The Chair may close meeting-day balloting at the beginning of the meeting.
6. The meeting will be conducted in accordance with Robert’s Rules of Order Newly Revised, as supplemented by these Rules. The Chair of the meeting has appointed the Cooperative’s Attorney, Jessica Shrestha, to act as Parliamentarian of the Meeting.
7. Any speaker must be recognized by the Chair before speaking. Only members will be recognized by the Chair, and each member must give his or her name and address. Members are to limit their comments to two (2) minutes, with any rebuttal limited to one (1) minute. The Chair and his designee at the Hayward site shall be responsible for maintaining decorum during the meeting. Comments from members will be in order during comments and questions, unfinished and new business sessions after all reports and presentations have been given.

YOUR VOTING OPTIONS

3

VOTING OPTIONS

1

ELECTRONIC BALLOT

Members can cast a ballot online through SmartHub. If you do not have a SmartHub account, you will need to first create one. Online voting will be open until April 24 at 4 p.m.

2

You can find the **MAIL-IN BALLOT** on page 16e-16f. All mail-in ballots must reach the JREC office by 4 p.m. on April 25, and will not be accepted at the 87th Annual Meeting.

3

Members who attend the annual meeting on April 26 and have not cast a ballot prior to the meeting will receive a **MEETING-DAY BALLOT**.

If you have questions on any of the voting methods or need help setting up your SmartHub account, please contact our office at 715-532-5524.

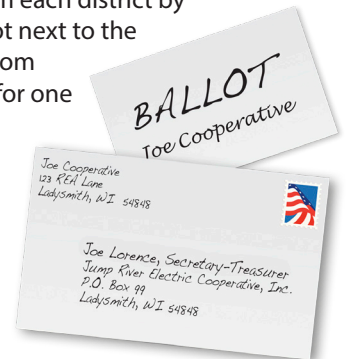
ELECTRONIC BALLOT INSTRUCTIONS

1. Log into your SmartHub account or create one by following the instructions at jrec.com/smarthub-how.
2. Once you're logged into SmartHub you can cast your vote by clicking on the "Vote Now" tab at the top of the page.
3. A Voting Instruction screen will open. Review instructions then click "Go to Ballot". Director candidate bios and two proposed bylaw amendments can be viewed. Members can vote for one candidate per district. Next, vote on the two proposed bylaw amendments by selecting "for adoption" to vote for the proposal or select "against adoption" to vote against the proposal.
4. Click on the "Go to Ballot Confirmation" link to view a summary of your ballot. You can print or change your vote from this screen, if needed, before you submit it. Click "Submit Ballot" once you are ready to cast your vote.



MAIL-IN BALLOT INSTRUCTIONS

1. Vote for one candidate from each district by marking an "X" on the ballot next to the candidate of your choice from that district. You can vote for one person per district.
2. Vote on the two proposed bylaw amendments by marking an "X" on the "for adoption" to vote for the proposal or on the "against adoption" to vote against the proposal.
3. Enclose the completed ballot in an envelope, add **BALLOT** and your **SIGNATURE** to the outside of the envelope (see inside envelope example at right). Ballots are only counted if you **SIGN** your envelope!
4. Enclose the ballot envelope inside another envelope, add your name and return address in the upper left-hand corner, add a stamp, and mail to: Joe Lorence, Secretary-Treasurer, Jump River Electric Cooperative, PO Box 99, Ladysmith WI 54848



MEETING-DAY BALLOT INSTRUCTIONS

1. Meeting-day ballots will only be provided to members attending the 87th Annual Meeting who have not cast a timely absentee mail-in ballot or electronic ballot.
2. Meeting-day ballots can be obtained at the registration table.
3. These ballots need to be cast prior to the opening of the business meeting at 10 a.m.



87th ANNUAL MEETING MAIL-IN BALLOT

DIRECTORS



Vote for one person from each of the below districts to serve on the JREC Board of Directors. See Candidate Biography Information on pages 16–16a.

DISTRICT 2

Christine Eeacles

DISTRICT 7

Mike Gardner

DISTRICT 8

Walter Kruk

BALLOT VOID

PROPOSED BYLAW AMENDMENTS

Editor’s Note: Two proposed amendments to the Bylaws were submitted by the Board of Directors and management. A summary of the proposed Bylaw amendments and the recommendations of the Rules and Resolution Committee is shaded in green. Underlined text within the proposed amendments indicates added language, text with a line through indicates removed language.

Proposed Bylaw Amendment #1

Recommended changes to Article III, Section 7 of the Bylaws would: (1) define the difference between an absentee and a mail-in ballot; (2) make the capitalization of the Board of Directors consistent throughout the bylaw; (3) remove duplicate language already included in Article IV, Section 5; (4) remove language implying that nominations from the floor might be allowed; and (5) simplify the bylaw in general. The Rules and Resolution Committee agrees with this proposal and, on a 6-0 vote, **recommends that the membership vote for adoption** of this bylaw amendment.

Amend Article III, Section 7 of the Bylaws as follows:

Section 7. Voting By Absentee Signed Ballot or Electronically. Except as otherwise provided by law, the articles of incorporation of the Cooperative or these Bylaws, voting for matters considered at a meeting of the members shall be conducted Any member who is unable to attend a meeting of the members may vote on any motion to be considered at the meeting only as follows:

- (a) If the Cooperative provides ballots for the vote on the motion to the members together with notice of the meeting at which the vote will be taken and exact copies of the motion and any resolution to which it pertains, an absent member may vote on the motion by submitting a signed ballot. If a signed ballot has been submitted on a motion under this paragraph, neither the motion nor any resolution to which it pertains may be amended.
- (b) If the Cooperative does not provide ballots, and an exact copy of the motion or resolution to which it pertains to the members along with the notice of meeting but makes available ballots for the vote along with exact copies of the motion or resolution to which it pertains, then a member may request a ballot and exact copy of the motion and may vote by submitting a signed ballot. However, the motion and any resolution to which it pertains may be amended at the meeting and, if the motion or resolution is amended, the ballot is void. The ballot may not be counted on any motion to amend or adopt as amended the motion or resolution.
- (a) The Board of Directors, in its discretion, may make absentee ballots available upon member request for election of directors or for other matters to be presented at any meeting of the members. If the Cooperative makes absentee ballots available for a vote on a motion, the Cooperative shall provide to any requesting member, along with the ballot, exact copies of the motion and any resolution to which it pertains. If an absentee ballot

is duly submitted by a member on a motion under this paragraph, the ballot will be deemed void if the motion or resolution is subsequently amended and such ballot may not be counted on any motion to amend or adopt as amended the motion or resolution.

- (b) The Board of Directors, in its discretion, may provide mail-in ballots for election of directors or for other matters to be presented at any meeting of the members to all members entitled to vote thereon. If the Cooperative provides mail-in ballots for a motion, the Cooperative shall include, along with the ballot, exact copies of the motion and any resolution to which it pertains with the notice of the meeting at which the vote will be taken. If a mail-in ballot has been duly submitted on a motion under this paragraph, neither the motion nor any resolution to which it pertains may be amended.
- (c) A sealed envelope bearing the signature of the member and enclosing a marked but unsigned ballot shall constitute a signed absentee or mail-in ballot for purposes of this section.
- (d) Absentee and mail-in ballots shall be mailed or delivered to the Cooperative office so as to be received at the office on or before the day before the membership meeting.
- (ed) Where mail-in ballots are permitted, the Board of Directors may similarly permit electronic voting, provided the Board has first adopted authentication procedures to govern such voting that in the Board's judgment will reasonably ensure that it is the member who is casting the vote and provided the vote is received in the manner, and by the deadline, specified by the Cooperative in the notice of the membership meeting.
- (f) ~~Ballots for use in voting for directors shall be provided members along with the notice of meeting. Members may vote by absentee ballot in accordance with the provisions in this section. Such ballots shall be counted even though, if permitted by these bylaws, additional nominations may be made from the floor.~~
- (ge) A member may not withdraw an absentee ballot, mail-in ballot, signed ballot or an electronic vote he, she or it has duly submitted under this Section. ~~on election of directors, on any proposed resolution, or on any other matter acted on at a meeting of the membership; A~~ member may not substitute an in-person ballot for an absentee ballot, mail-in signed ballot, or electronic vote that he, she or it has timely duly submitted under this Section.

When, in the Board's judgment, it is not safe or feasible to hold a meeting of the members in person, to the extent permitted by law the Board may limit voting on election of directors and on any other matter to absentee mail-in ballots voting, and including electronic voting; in accordance with this Section, provided that on any matter where voting is to be limited in that way absentee ballots have been sent to all members entitled to vote on the matter.

For Adoption Against Adoption

BALLOT VOID

Proposed Bylaw Amendment #2

Recommended changes to Article IV, Section 5 of the Bylaws would: (1) add language for the event of uncontested director elections; and (2) address how to break a tie in an election, if one occurs. The Rules and Resolutions Committee agrees with this proposal, which would help reduce election costs when uncontested elections occur, and, on a 6-0 vote, **recommends that the membership vote for adoption** of this bylaw amendment.

Amend Article IV, Section 5 of the Bylaws as follows:

Section 5. Election of Directors. In the event during a director election there is only one candidate for any director position(s), the election for the uncontested director position(s) may be conducted at the annual meeting by unanimous consent, voice vote, or similar means, at the discretion of the Board of Directors, without the need for the Cooperative to provide, or for the members to cast, mail-in, absentee, electronic, or in-person ballots. For each contested election, tThere shall be included with the notice of annual meeting sent to each member a ballot containing the names of the qualified candidates nominated by petition or by the Nominating Committee and. ~~e~~Each member of the Cooperative shall be eligible to vote for one candidate from each district from which a director is to be elected, either by voting in person at the meeting, ~~or~~ by submitting an mail-in ballot, by submitting an absentee ballot, or by electronic vote when permitted, as provided in Article III, Section 7, above. The candidate from each district receiving the highest number of votes shall be deemed elected. In the event of a tie, the tie shall be broken by the toss of a coin, which shall be conducted by a non-candidate.

For Adoption Against Adoption

BALLOT VOID

Mail-in ballots must reach the JREC office by 4 p.m. on April 25, 2025, and will not be accepted at the 87th annual meeting. Copies of this ballot will not be accepted. Please remember, only one ballot will be accepted per membership.



BALANCE SHEET

(December 31, 2024)
(Subject to Audit)

OPERATING REPORT

(Subject to Audit)

| ASSETS | 2024 |
|---|---------------------|
| Electric Utility Plant | \$61,234,760 |
| Less Reserve for Depreciation | \$(18,126,250) |
| Net Utility Plant | \$43,108,510 |
| Patronage Associated Organizations | \$7,113,256 |
| Investments Associated Organizations | \$713,810 |
| Other Investments | \$8,105 |
| General Cash | \$112,761 |
| Temporary Cash Investments | \$1,302 |
| Accounts and Notes Receivable (Less Reserves) | \$1,781,437 |
| Materials and Supplies | \$1,079,088 |
| Other Current and Accrued Assets | \$162,145 |
| Deferred Charges | \$50,080 |
| TOTAL ASSETS | \$54,130,494 |

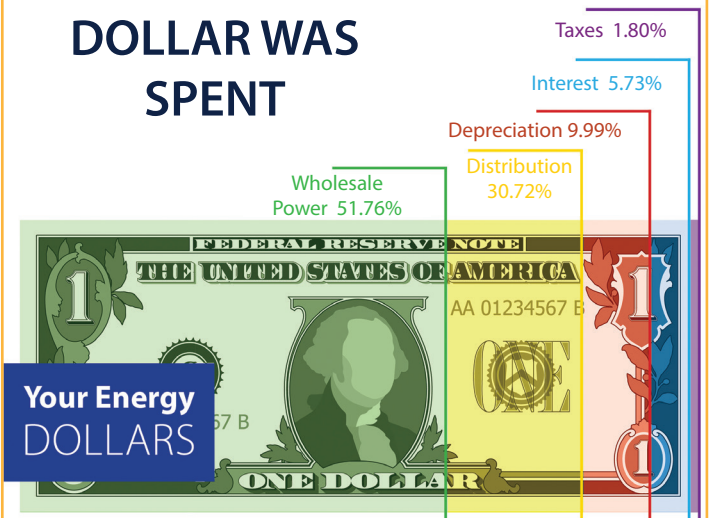
| LIABILITIES | 2024 |
|---------------------------------------|---------------------|
| Long Term Debt (RUS-NRUCF-COBANK) | \$27,933,529 |
| Notes and Accounts Payable | \$3,833,628 |
| Customer Deposits | \$453,732 |
| Other Current and Accrued Liabilities | \$773,927 |
| Deferred Credits | \$579,332 |
| Total Liabilities | \$33,574,147 |
| Patrons' Capital Credits | \$27,236,139 |
| Less Capital Credits Retired | \$(11,562,887) |
| Balance Capital Credits Outstanding | \$15,673,252 |
| Retired Capital Credits-Gain | \$1,190,494 |
| Membership Fees | \$44,180 |
| Other Equities | \$3,648,420 |
| TOTAL LIABILITIES AND EQUITIES | \$54,130,494 |

| For the Year | 2024 | 2023 |
|--|---------------------|---------------------|
| Total Operating Revenue | \$16,371,017 | \$16,406,482 |
| Operating Expenses | | |
| Cost Of Power | \$8,034,927 | \$7,970,586 |
| Operations & Maintenance Expense..... | \$2,831,926 | \$2,756,125 |
| Collection & Billing Expense..... | \$406,639 | \$395,570 |
| Customer Service & Information Expense | \$96,650 | \$102,631 |
| Sales Expense | \$50,147 | \$67,067 |
| Administrative & General Expense..... | \$1,383,002 | \$1,356,365 |
| Depreciation | \$1,550,330 | \$1,502,912 |
| Taxes..... | \$277,703 | \$269,105 |
| Interest On Long-Term Debt | \$887,839 | \$866,655 |
| Other Deductions | \$5,263 | \$64,913 |
| Total Operating Expenses | \$15,524,426 | \$15,351,930 |
| Net Income From Operations | \$846,591 | \$1,054,552 |
| Non-Operating Income | \$677,344 | \$588,715 |
| TOTAL MARGINS | \$1,523,935 | \$1,643,267 |

What We Did During 2024

| | |
|--|-------|
| New Services Built..... | 121 |
| Miles of Overhead Line Built/Removed | -6.57 |
| Miles of Underground Line Installed/Removed..... | 16.08 |
| Poles Installed or Replaced | 445 |
| Services Changed for Increased Capacity | 53 |

HOW YOUR 2024 DOLLAR WAS SPENT



Your Energy DOLLARS

HOW CAN I MAKE MY BILL SMALLER?

As always, JREC encourages members to make their home as energy efficient as possible. We offer a lot of helpful tips, videos, and even a home energy adventure tour on our website under the Energy Efficiency tab. Not only can you save energy, which ultimately saves you money, you can put

money immediately back into your pocket through the rebates available through the Energy Sense program.

Members can visit jrec.com/energy-sense for a detailed list of all incentives/rebates on this program and for the appropriate rebate form.

Energy Sense™

Together we can... Together we will



ENERGY STAR Electric Appliances & Recycling

- \$125**—All-in-one Washer/Dryer Combo
- \$100**—Clothes Washer and Refrigerator
- \$50**—Dishwasher
- \$25**—Clothes Dryer, Dehumidifier, Inductive Range, and Freezer (min. 10 cu. Ft.)
- \$25**—RECYCLING working Freezer, Refrigerator, and Window A/C

Lighting

- \$1.00/bulb**—Light Emitting Diode (LED) Bulbs (min. 5 bulbs). Quantities less than five bulbs do not qualify. Max 50% of cost.
- \$1.00 per 800 lumens**—Light Fixture
- \$5**—Occupancy Sensor
- \$5**—LED Exit Sign

Electric Water Heaters

- \$150/unit**—75 to 99 gallons
 - \$300**—100+ gallons
 - \$300**—Heat Pump Water Heater
- Water heaters can be purchased directly from JREC with greater rebates available. Load management receiver must be installed and energy efficiency standards met to receive rebate.

HVAC

- \$300/ton**—Heat Pumps: Air Source & Mini Split and Commercial Air Source & PTHPs
- \$500/ton**—Geothermal Heat Pump
- \$35/unit**—New Furnace w/Efficient ECM Blower Motor
- 50% of cost, \$50 max**—Programmable Thermostat

Additional rebates available based on KW size for mini-boilers, Electric Thermal Storage units, and plenum heaters.

Ag., Commercial and Industrial Prescriptive

- \$1/inch**—Exhaust and Circulation Fans
- \$500/unit**—Dairy Plate Cooler/Well Water Pre-Cooler
- \$300/unit**—Dairy Refrigeration Heat Recovery with Electric Backup
- \$50/unit**—Low/Zero Energy Livestock Waterer
- \$30/HP**—Scroll Refrigerator Compressor and Variable Frequency Drive (VFD)

Electric Vehicle Charger

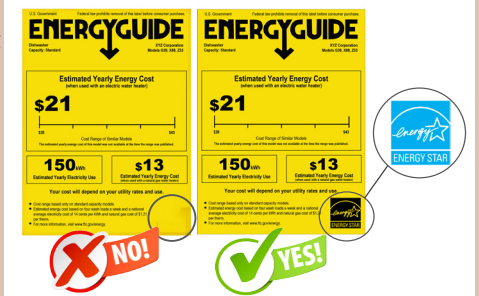
- \$400**—Level 2 EV Charger Station
- \$800**—ZefNet EV Smart Charger with Integrated Metering

Must be on JREC's EV load management program.

Know the difference between EnergyGuide and the ENERGY STAR® labels

EnergyGuide

The EnergyGuide label is a required label that estimates the annual energy consumption for an appliance. It also provides information about whether that use is above or below the average for that type of product. The dollar amount listed is the estimated yearly operating cost based on the national average cost of electricity.



ENERGY STAR®

The ENERGY STAR® label is the government's symbol for energy efficiency. It helps consumers easily recognize highly efficient products, homes, and buildings that save energy and money, and help protect the environment. The ENERGY STAR® logo is often incorporated into the EnergyGuide.

JREC incentives are ONLY available for new ENERGY STAR®-rated appliance purchases. Therefore, when shopping for new appliances and to ensure you're getting the most energy-efficient equipment, search for the ENERGY STAR® label.

Important Incentive Details

- Incentives must be submitted within **three months** of purchase or installation.
- Incentives are in place through **December 26, 2025**. Funds are limited, so submit the required documentation as soon as possible.
- Incentives will be applied as a credit on an electric account.
- Refer to incentive forms for detailed criteria.
- Incentive program is subject to change without notice.



23RD ANNUAL POSTER CONTEST FOR KIDS, AGES 5-12

Students can show us what they know about electrical safety by entering our electrical safety poster contest. That's not all. If your child is in third grade, they can enter one poster into two contests. It's a 2 for 1 deal! Third graders have two chances to win as Wisconsin Energy Cooperative Association (WECA) also hosts a poster contest for third grade only.

All posters can be sent to JREC and we will take care of getting them into the appropriate contest. All posters need to be received at JREC by **April 30, 2025**.



Here is what you'll need

- A 8.5"X11" or 11"X14" paper or poster board.
- Make it colorful with crayons, colored pencils, or markers.
- Complete and add entry ticket to back of poster.

What you could win

JREC's poster contest:

- \$50 cash prize for first place
- \$25 cash prize for second place
- Prizes to be awarded per age category: 5-7 and 8-12.

WECA's third-grade contest:

- A \$25 gift card for first place and a chance to win a statewide prize of a Chromebook (1st place), \$100 Gift Card (2nd place), or \$75 Gift Card (3rd place).

JREC Poster Entry Ticket

Name _____

Member Acct. _____

Grade _____ Age _____ Phone _____

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

Same form can be used for the third grade-only WECA poster contest.

ELECTRICAL SAFETY — FOR ALL AGES

During March and April, we visit local schools to present electrical safety demonstrations. These sessions are crucial for ensuring the safety of our community's youth. With the help of Neon Leon and Lightning Liz, JREC linemen teach students about electrical hazards at home and school. Hopefully, you've heard about these demonstrations, as students are encouraged to share their newfound knowledge with family and friends.

If you or your family members would like a refresher on electrical safety, visit safeelectricity.org or our website at jrec.com/kids-safety-zone. Have a new driver in your family? If so, watch "This is Your License to Live" video at jrec.com/electrical-safety-information and find out what to do if you encounter downed power lines in a vehicle accident.



CALL 811 BEFORE YOU DIG

For projects big or small, call at least three days prior to digging.

 Safe Electricity.org®

April is #SafeDiggingMonth. Protect yourself and avoid damage to neighborhood underground utility lines. Planting the right tree in the right place can help lower energy bills. But the wrong tree in the wrong place can be a hazard. Find more at jrec.com/row-maintenance.



LINeworkERS ARE WIRED FOR SERVICE

If you were asked to associate an image or a person with our co-op, you would probably picture a lineworker. Among the most visible employees of the co-op, lineworkers work tirelessly to ensure our community receives safe, reliable power.

In fact, it's in the quiet hours before dawn breaks, while many of us are still nestled in our beds, lineworkers begin their day, often clad in flame-resistant clothing, hard hats, safety glasses, rubber gloves and thick, heavy boots. As we celebrate Lineworker Appreciation Day on April 14, this is an important moment to reflect on the essential role they play in our daily lives.

Amid towering utility poles and power lines, lineworkers exhibit a strength that goes far beyond the physical. Whether battling inclement weather, troubleshooting technical problems or navigating treacherous heights, lineworkers demonstrate resilience and a quiet determination to keep our lights on, our homes comfortable, and our communities connected.

JREC crews travel across our six-county service territory, building, maintaining and repairing parts of our local system. Their extraordinary skills ensure our homes remain connected to the grid, businesses stay operational, and emergency services remain accessible—a lifeline that connects us all.




In moments of crisis, when the lights go out and we find ourselves in the dark, lineworkers emerge as beacons of hope. Their swift response restores normalcy, offering reassurance in times of uncertainty. Whether repairing storm-ravaged power lines or ensuring continuity during emergencies, their unwavering commitment illuminates life when we need it most.

Jump River Electric lineworkers also answer the call beyond the boundaries of home. Our crews travel to fellow co-ops, near or far, when widespread outages occur, and additional support is needed. This past year we not only helped a neighboring co-op restore power after an ice storm hit their area, but we also assisted Aiken Electric Co-op located in South Carolina after Hurricane Helene caused extensive damage. Cooperation among cooperatives is one of our seven guiding principles, and no one embodies this core commitment better than lineworkers.

This month, as we celebrate the remarkable men and women who ensure reliable power, let's recognize their unwavering dedication to the local communities they serve. The next time you flip a switch, please take a moment to remember those who make it possible—lineworkers, who are wired for service and dedicated to illuminating life.

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: 844-967-2320

Find us on Facebook, X, and Instagram   




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

Denise Zimmer, Editor



Jump River Electric
Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative 

JREC is an equal opportunity provider and employer.

Our offices will be closed April 18, in observance of Easter.

Minutes of the 86th Annual Meeting of the Membership • April 27, 2024

The 86th Annual Meeting of the Jump River Electric Cooperative, Inc. (hereinafter referred to as the “Cooperative”) was held at the Cooperative’s headquarters office located in the Town of Flambeau, Rusk County, Wisconsin, and at the Hayward branch office located in the Town of Hayward, Sawyer County, Wisconsin; on Saturday, April 27, 2024. The two locations were connected via livestream. Registration began at 9:30 a.m.

Acting Chairman Bill van Doorn called the meeting to order at 10:03 a.m. and welcomed cooperative members to the 86th Annual Meeting. van Doorn asked those who have served or are currently serving in the military to stand to be recognized. van Doorn then asked that all attendees stand for the Pledge of Allegiance and National Anthem.

Acting Chairman van Doorn informed those in attendance of three recent losses to co-op board and employee families. van Doorn reviewed the voting rules, explaining that returned absentee ballots could only be counted if they were returned by April 26 at 4 p.m. and that the only ballots that would be collected would be the ones turned in during registration prior to the opening of the meeting.

Acting Chairman van Doorn announced Attorney Niles Berman would act as Parliamentarian of the meeting.

Secretary-Treasurer Joe Lorence reported there were 91 members registered and declared there was a sufficient number to constitute an in-person quorum.

Attorney Berman reviewed the affidavit of mailing received from the Wisconsin Electric Cooperative Association confirming that the official notice of meeting and the director election ballots were published in the *Wisconsin Energy Cooperative News* (WECN) and mailed to 8,716 members on March 28, 2024. Waiving the reading of the affidavit of mailing was approved by unanimous consent. Berman stated that the rules of the meeting were also published in the WECN and given to members at registration.

The 2023 Annual Meeting Minutes were included in the April issue of the WECN and were approved as distributed by unanimous consent.

Attorney Berman introduced the current directors, being District 1, Jane Reich; District 3, Joe Lorence; District 4, Jay Waeltz; District 5, Bill van Doorn; District 6, Bill Amery; District 7, Jason Weaver; District 8, Walter Kruk; and District 9, Sandy Schara; with district 2 being vacant.

Attorney Berman introduced and thanked the election inspectors who were Darrell Doughty, Jerry Geisler, and Gene Ludvigsen in Ladysmith; and Richard Gilbertson and Kathy Overman in the Hayward branch office.

Attorney Berman introduced the current director candidates being District 1 – Incumbent, Jane Reich, Sheldon and challenger, Nancy Lato, Gilman; District 5 – Bill van Doorn, Ladysmith; and District 6 – Bill Amery, Hayward. Candidates Lato, van Doorn, and Amery addressed the membership.

Attorney Berman introduced the Chairman of the Election Inspectors, Gene Ludvigsen, who then provided the board election results, being as follows:

- District 1, Jane Reich incumbent, received 267 votes; Nancy Lato received 172 votes; with Reich being re-elected.
- District 5, William (Bill) van Doorn ran unopposed and received 408 votes and was re-elected.
- District 6, William (Bill) Amery ran unopposed, received 409 votes and was re-elected.

Acting Chairman van Doorn reported on capital credits, scholarships, and the Community Cents program.

Dairyland Power Cooperative’s (DPC) Vice President of Generation, Jeremy Browning spoke on DPC’s sustainability, reliability, and diversification. Browning also addressed the energy market, renewable generation, carbon rate reduction, Government oversight, environmental and congestion challenges, as well as the advanced nuclear and small modular reactor technology.

General Manager/CEO Kurt Harris introduced guests and thanked the members in attendance for their participation in the cooperative, acknowledged Myron Brooks’ recent passing and his service to the cooperative, and read the auditor report as provided by CliftonLarsonAllen, LLP. Harris reported on long-term financial stability, impact of inflation, reduced expenses, system improvements, member and community collaboration, Hannibal solar project, safety, reliability, and reduced outage minutes in 2023.

Harris honored employees for their years of service without a lost-time accident and recognized employees recently hired and apprentice graduations. Harris also thanked attorney Niles for his years of service to the co-op and presented him with a retirement gift.

Harris answered a submitted question on the fixed cost of delivery fee and other questions from the crowd on Charter, future demand charges, and solar power.

Acting Chairman van Doorn called for unfinished business and there was none.

Acting Chairman van Doorn called for new business and there was none.

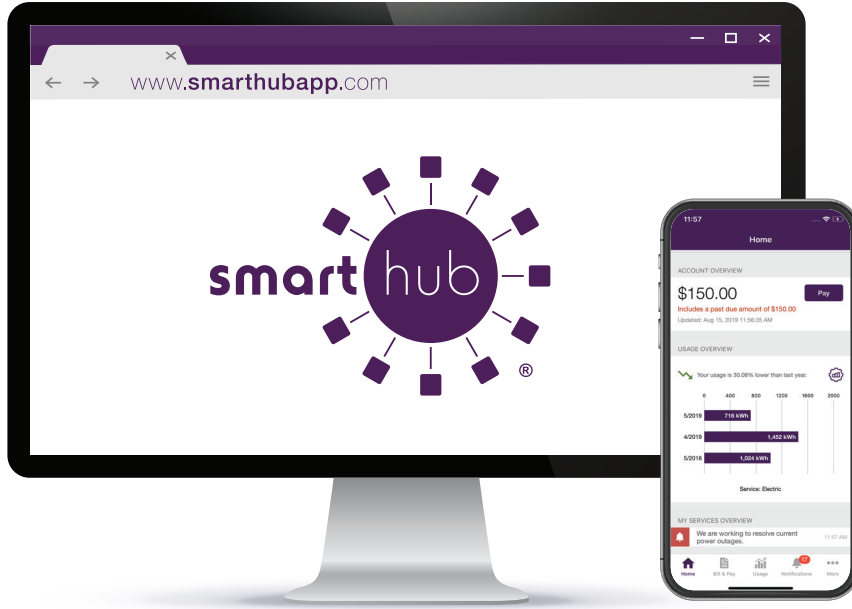
The grand prize winner of a \$500 energy credit was Lloyd Lee, with \$100 energy credit winners being: John Goodman, Anthony Zimmer, William Pfalzgraf, Timothy Smith, and Arnold Horstman.

Being there was no further business to come before the meeting, Acting Chairman van Doorn adjourned the meeting at 11:40 a.m.

Joe Lorence, Secretary – Treasurer

SMART MANAGEMENT. SMART LIFE.

SMARTHUB.



THE CENTER OF MEMBER ENGAGEMENT

SmartHub provides convenient account access and two-way communication to JREC online or by your mobile device. With SmartHub you can:

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- Monitor Usage 24/7
- View and pay your bill
- Opt-in to Community Cents
- Enroll in Outage Alerts
- Update your Account

.....all in the palm of your hand and online.



GET UP TO \$25 IN ENERGY CREDITS when you switch to paperless (\$10) and sign up for auto pay through a checking or savings account (\$15).

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