



2024: A Year of Growth, Innovation and Commitment

By Kurt Harris, General Manager/CEO



Jump River Electric Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative 

As we reflect on the past year, I am filled with pride and gratitude for the accomplishments we have made together as a cooperative. It has been a year of growth, innovation, and unwavering commitment to you, our members. I am pleased to share with you some of the highlights and milestones that have defined our year.

Community Cents Donation

This year marked a significant milestone as we made our first Community Cents donations. This initiative is designed to support local organizations and projects that make a positive impact on the communities we serve. Through the collective generosity of our members rounding up their bills, we were able to provide much-needed funds to support various community-driven initiatives. Your participation in this program exemplifies the cooperative spirit and our shared commitment to enhancing the quality of life for all.

Scholarships Awarded

Investing in the future of our communities is a core value of our cooperative. We are proud to have offered \$33,000 in scholarships to deserving students utilizing Federated Youth Foundation funds. These scholarships support their pursuit of higher education and contribute to the future workforce of our region.

SmartHub Outage Alerts

In our ongoing efforts to improve service reliability and communication, we have updated our mapping system to offer SmartHub outage alerts. This enhancement allows members to receive real-time notifications about power outages and restoration efforts. By leveraging advanced technology, we aim to keep you informed and provide timely updates, ensuring that you are always in the know during unexpected events.

Reliability and Growth

The Operations Department had another busy year as we strive to enhance reliability and address the changing needs of our members. This year, we replaced over 400 poles and converted 10 miles of overhead lines to underground. The cooperative continues to expand, with approximately 100 new services added and 7 miles of new infrastructure installed.

No Increase in Rates

We understand the importance of affordability, especially in challenging economic times. I am pleased to report that we have managed to maintain our rates without any increases in 2024. Currently, we are not expecting any increase in 2025. However, as costs increase, we will need to continue to evaluate this. Through effective financial management and operational efficiencies, we have been able to deliver reliable service while keeping costs stable for our members.

Capital Credits Returned

As a member-owned cooperative, we believe in sharing our success with those who make it possible. This year, we returned over \$500,000 in capital credits to our members, a testament to the value of co-op membership and principles. Returning capital credits is one of the many ways we demonstrate our commitment to you, our members, and show appreciation for your continued support and loyalty.

RESAP Certification

We are proud to have successfully completed the Rural Electric Safety Achievement Program (RESAP) certification this year. This certification shows our prioritization of maintaining the highest standards of safety for both our employees and our members. Adhering to RESAP guidelines ensures that we operate in a safe and responsible manner, fostering a secure working environment and reliable service delivery.

In closing, I want to extend my heartfelt thanks to each of you for your trust and support. Our achievements this year are a direct result of our collective efforts and the strong sense of community that defines our cooperative. As we look forward to the coming year, we remain dedicated to serving you with excellence, innovation, and a steadfast commitment to our cooperative principles.

Thank you for being a valued member of our cooperative. Together, we will continue to power our community and build a brighter future. Happy Holidays!



JOIN US FOR HOLIDAY
Cookies and Coffee
at the Co-op

Stop in at either office from 9 a.m. to 3 p.m.
Dec. 17 - Ladysmith
Dec. 18 - Hayward

The General Manager/
CEO will be available
for questions from
9 a.m. to noon.

Sign up for various prize drawings, including a \$50 energy credit.



Upcoming Rights-of-Way Vegetation Maintenance

Jump River Electric Cooperative is committed to providing safe and reliable electric service to all our members. To achieve this, we will be conducting rights-of-way vegetation maintenance starting as early as January, weather permitting. Regular maintenance of trees and brush along our power lines is essential to prevent outages and ensure the safety of our infrastructure.

Our contractor, Zielies Tree Service, Inc., will be performing the work in the Towns of Aurora, Cleveland, Colburn, Jump River, McKinley, Pershing, Taft, and Westboro. Members affected by this maintenance will receive a postcard notification with further details.

We appreciate your understanding and cooperation as we carry out this important work to maintain the quality of your electric service. Please call 715-532-5524 if you have any questions.

Shopping for new appliances this holiday season?

Everything you do—from flipping a switch to upgrading your appliances—can add up to big energy savings. Check out Jump River Electric Cooperative’s Energy Sense rebates by scanning the QR Code below.

Incentive forms must be submitted within three months of purchase and installation. The deadline to submit incentives is **December 31, 2024**.

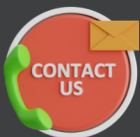
Available ENERGY STAR® Certified Appliance & Lighting Incentives



- LED Bulbs
- Dishwasher
- Dehumidifier
- Electric Water Heater
- HVAC
- Washer/Dryer
- Refrigerator/Freezer
- And more!



3 DATES TO REMEMBER IN 2025



JANUARY 23

Please contact us if you would like to serve on the Rules & Resolution Committee.

FEBRUARY 25

Director Nomination Petitions and Proposed Resolutions due by this date. Director elections to be held in Districts 2, 7, and 8.



APRIL 26

The 87th Annual Meeting will be held on this date. More information to come.



Put a FREEZE on Winter Holiday Fires

Did you know?



More than **1 in every 5** Christmas tree fires were caused by a heat source too close to the tree.

As you deck the halls this season, be fire smart.



Read manufacturer's instructions for the number of light strands to connect.



Make sure your tree is **at least 3 feet away** from heat sources like fireplaces, radiators and space heaters.



Holiday lights can add to your seasonal celebrations, but they can also increase your risk of a house fire. According to the U.S. Fire Administration, holiday lights and decorations cause nearly 400 house fires each year.



ATTENTION

Office Hours for December 10

Ladysmith Office: Closed at noon
Hayward Office: Closed all day




GIVE THE GIFT OF ENERGY THIS HOLIDAY SEASON!

Need ideas about what to get that special someone for the holidays? If that person is on JREC lines, consider a gift certificate for their electric bill. Call or stop by our office to learn how to obtain a gift certificate.

Christmas Wish

Nominate a Deserving Person or Family

Do you know of someone, or a family, who is going through a tough time this year? Are they needing a little extra help or cheer this Christmas season?

Submit their names (s) and a little story about them to: k99@k99WIGM.com or call (715) 748-2566

Presented by Taylor County Association of Cooperatives and K99 Radio



Requests are being taken until December 17, 2024



THE FASTEST WAY TO GET YOUR NAME ON THE NICE LIST!

SIGN UP FOR Viasat TODAY!

NEW UNLIMITED PACKAGES
Faster speeds of up to 100 Mbps

DECEMBER SPECIAL!


\$50 off OR 12-month Contract

This special ends December 31, 2024, and includes your choice of either \$50 off your first order or reduce the customer agreement from 24 to 12 months. You pick! Enjoy free installation! Available packages start as low as \$69.99. Taxes apply. Speeds are "up to" and are not guaranteed. See jrec.com/viasat for details. Offer may be changed or withdrawn at any time.

CHRISTMAS STOCKING DRAWING

Children ages 3 to 10 can enter to win a stocking full of toys. Two names (one boy/one girl) will be drawn from entries submitted by Hayward-area members, and two more will be selected for Ladysmith/Jump River-area members. Parent(s)/guardian(s) of child must be an active member of the cooperative.

Please complete the drawing ticket below and either drop it off or mail it to the appropriate address listed below. **Hurry – the drawings will be held Friday, December 20.**



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

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

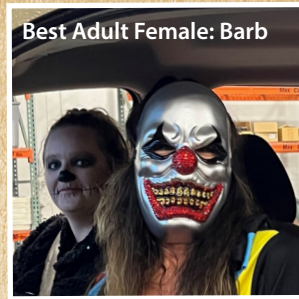
Previous winners and family members of employees or directors are not eligible.

OCTOBER COMMUNITY EVENTS A SUCCESS

TRUNK OR TREAT

Despite the first rainy then snowy weather, events held at Ladysmith and Hayward were a success. In fact, a record number of trick-or-treaters participated in the Ladysmith Trunk or Treat Drive-Thru. A costume contest was held at Ladysmith, with each winner receiving a JREC bag full of swag and yes, even more candy.

Thank you to the following businesses for helping make this community event possible by joining us in giving out treats: Imperium Chiropractic, Macchina del Cibo, Rusk Area Chamber of Commerce, Rusk County Dairy Promoters, and Security Financial Bank.



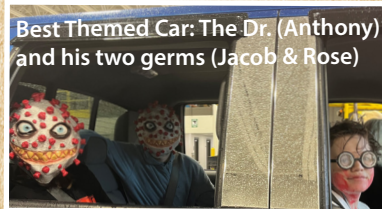
Best Adult Female: Barb



Best Scary Child: Ali



Best Boy: Kyler



Best Themed Car: The Dr. (Anthony) and his two germs (Jacob & Rose)



Best Adult Male: Mike



Best Girl: Leighton



AMERICAN RED CROSS BLOOD DRIVE



Thank you to the community members who made a life-saving blood donation at our first cooperative blood drive, held October 22. We exceeded the goal set for this drive thanks to you!






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



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

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


Find us on Facebook, X, and Instagram   

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 December 24 and 25 for the Christmas holiday and January 1 for New Year's Day.