



UNDERSTANDING FACTORS THAT IMPACT YOUR ENERGY BILLS

By Kurt Harris, General Manager/CEO

February brings some of the coldest weather of the year, leading to higher energy bills as our home heating systems work harder and longer to keep us warm. Several key factors affect electricity prices, and there are ways you can save on home energy costs.

Your monthly bill from Jump River Electric Co-op includes a summary of your electricity usage. SmartHub, an online account portal, provides a breakdown of your daily use, helping you identify spikes, such as on particularly cold days or when you have guests.

Beyond your monthly energy consumption, other factors can also impact electricity costs:

Fuel Prices

Jump River Electric buys electricity from our wholesale power provider, Dairyland Power Cooperative (DPC), then we deliver it to our members. The cost of generating and transmitting electricity accounts for a significant portion of the cost to provide electric services to local homes and businesses. This cost is influenced by fluctuating fuel prices and supply and demand. While these fluctuations can impact the cost of electricity, we work closely with DPC to plan and help stabilize electricity prices.

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 you consumed (or demanded) in a 15-minute period over a month and is listed on your monthly bill. Although there's currently no charge for demand unless on a demand-type rate, understanding demand helps manage costs.

Electricity supply changes throughout the day because demand fluctuates based on consumers' needs. For example, more electricity is needed in the mornings when the day starts and in the evenings when cooking dinner, running appliances and watching TV, and also during extreme weather. While we can't control the weather, we can plan for these fluctuations to manage costs.

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 the month. Shifting energy use away from peak times and spreading your usage throughout the day can save the cooperative money on demand charges, helping to keep your rates stable.

Infrastructure and Equipment

Members pay a monthly Fixed Cost of Delivery charge to cover the costs of providing electricity, including equipment, materials, labor, and daily operations. To ensure the reliable service you expect and deserve, we must maintain the local grid, including power lines and other essential equipment.

Energy Policy and Regulation

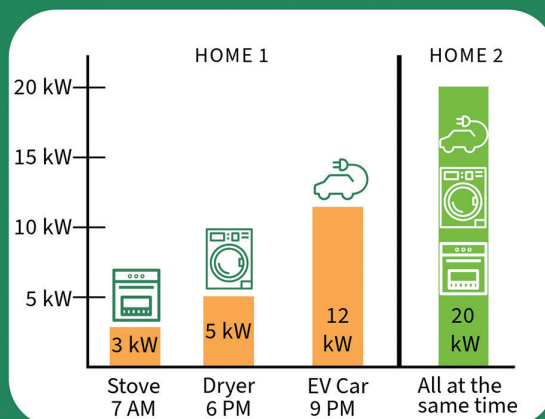
Federal energy policies and regulations can have a profound impact on electricity costs. Shifts to renewable sources and stricter regulations for traditional fuels require costly upgrades and technologies must be constructed and deployed. These additional costs are ultimately passed to consumers.

Electricity use in the U.S. is expected to rise to record highs this year and next, with the demand for electricity expected to at least double by 2050, and early retirement of traditional generation sources may affect reliability. Electric cooperatives advocate for smart energy policies that reliably power our local communities.

(Continued on page 17)

WHAT IS DEMAND?

Demand is the amount of power needed to supply every electrical device that is running in a home or business at a specific point in time.



HOME 1 spread out their electric usage, which caused their overall demand to be lower.

HOME 2 stacked their electric use all at the same time, which caused their overall demand to be higher.

*Diagram is for example purposes only. Actual kW usage will vary.

EMPOWERING YOUR COOPERATIVE: JOIN THE BOARD OF DIRECTORS

Electric cooperatives are essential to our communities, providing reliable power to homes and businesses. Behind the scenes, a dedicated group of nine individuals, the board of directors, helps guide the co-op's direction. If you're passionate about shaping your cooperative's future, consider running for a board seat this coming April:

- 1. Community Impact:** As a director, you influence decisions affecting your neighbors, friends, and local businesses. Your voice matters!
- 2. Transparency and Accountability:** Co-op governance thrives on openness. By joining the board, you contribute to transparent decision-making and financial accountability.
- 3. Expertise Matters:** Your unique skills can enhance the board's effectiveness.

Director Duties and Responsibilities

A director represents all members of Jump River Electric Cooperative and is responsible for approving general policies, annual budgets, special contracts, capital credit allocation and retirements, rate schedules, and delegating authority to the GM/CEO for daily operations.

Wondering about the time commitment? Directors attend monthly board meetings on the last Tuesday of the month at 9:00 a.m. They also represent the cooperative in state, regional, and national affairs and complete the five-course

Credentialed Cooperative Director training. Continuous learning opportunities help directors stay informed about the electric industry.

Director Elections

Members whose primary residence is within district 2, 7, or 8 may be eligible to become a director candidate in the 2025 director election. One member per district will be elected at our Annual Meeting on Saturday, April 26. Elected directors serve a three-year term.

To check if you qualify to be a director, see Article IV of the bylaws for information on expectations, qualifications, disqualifications, compensation, and the election process. Visit jrec.com/bylaws-policies for more details.

To view the map of the districts, scan the QR code at the right to be directed to our website.



Advisory Resolutions

Do you have an idea for the co-op to consider? Submit an advisory resolution by 4:00 p.m. on February 25 to be reviewed by the Rules & Resolution committee before the Annual Meeting.

You can make a difference as an electric co-op director. For questions about director responsibilities, the election process, or submitting an advisory resolution, please contact our office at 715-532-5524.

How to Become A Director Candidate



Check Mailbox

Director Nomination Petitions were mailed to members in Districts 2, 7, and 8. Director candidates must reside within the district they wish to represent.



Get Signatures

Get at least fifteen (15) signatures from members (joint memberships constitute one (1) member) within the same district you reside in.



Submit Petition

Submit the petition to one of our offices on or before February 25. The petition will be verified by JREC personnel.



Members Vote

Members will vote on all three districts and can cast their vote by one of three ways: mail-in, electronic, or meeting-day ballot.



...Factors that Impact your Energy Bills

(Continued from page 15)

You Have Control

While many factors affecting electricity costs are beyond our control, you can manage your energy use at home. Heating and cooling account for a major portion of home energy use; adjusting the thermostat to the lowest comfortable setting can help save energy and money. Regularly service your heating and cooling system and replace dirty filters. Seal air leaks around windows, doors, and other areas to improve heating and cooling efficiency, improving your overall comfort.

Use energy during off-peak periods, like early morning or late evening, when the demand for electricity is lower. Adjusting your energy use can reduce demand charges for both you and the co-op.

Visit jrec.com to learn about our efficiency programs designed to help you save. Jump River Electric is preparing now for increased demand and other challenges to ensure that we will continue to provide our members with reliable, safe, sustainable energy at an affordable cost.

USE CAUTION WHEN USING GENERATORS

February is one of the deadliest months for generator accidents. Generators should be placed in an open, well-ventilated area away from the home or garage. As an extra precaution, install carbon monoxide detectors around the home and test them regularly.

To keep your household and utility crews safe, never plug a portable generator directly into a wall outlet or electrical system. Ensure transfer switches are professionally installed and working properly to avoid the reverse flow of electricity, known as “backfeed,” into the power grid.



GET YOUR CAMERA READY...ITS CONTEST TIME!



You don't need to be a professional photographer to participate in our photo contest. You just need to have a camera (or phone) and start snapping pictures that capture the beauty of rural life in Wisconsin. We ask that all photos be taken within the JREC service territory, and they are sent in high-resolution to dzimmer@jrec.com.

You can find the contest guidelines and the required consent form at jrec.com/photo-contest. Enter for a chance to win an energy credit of \$50, \$30 or \$20 (first to third place). The contest ends March 31.

CONSIDER GIVING A VALENTINE GIFT TO YOUR COMMUNITY: JOIN THE COMMUNITY CENTS PROGRAM

This Valentine's Day, why not show your love for your community by joining the Community Cents program? Giving back to the community is a key aspect of JREC's commitment to co-op principle 7: Concern for Community. By participating in the Community Cents program, you can make a meaningful difference in the lives of those around you.

Members can easily contribute by opting into the program as a special Valentine gift this year. Whether you choose to make a one-time contribution or commit to rounding up your



energy bill to the nearest dollar, your contribution will have a great impact. On average, members who participate in this program contribute an average of \$6.00 a year—far less than the typical cost of a Valentine gift.

Joining this program is simple. You can call our office, complete the back portion of your payment stub, sign-up through SmartHub, or visit jrec.com/community-cents to submit your request online.

This Valentine's Day, consider a gift that keeps on giving. Join the Community Cents program and make a change with your change.

WINNING CHRISTMAS STOCKING BECOMES A FAMILY TRADITION

In 1988, a 5-year-old Randy Crabb Jr. had his name drawn as one of the winners of the JREC's Christmas stocking. Fast forward 36 years, and Randy's son, Jaxon, becomes one of the four 2024 winners. This may be a first for JREC. To commemorate this special event, we invited Randy to join General Manager/CEO Kurt Harris in presenting Jaxon with the stocking full of toys and games. Father and son were very excited to share this memorable experience, making a heartwarming moment and creating a unique family tradition that spans two generations.

This year's winners also include Caroline A. from Ladysmith, and Wyatt T. and Trinity L. from Hayward. Each winner had siblings to share the stocking full of toys with, making every family member feel like a winner this year.



General Manager/CEO Kurt Harris poses with the stocking winners. Left photo with Jaxon and his dad, Randy. Right photo with Caroline A. from Ladysmith. Photo far right: Randy Crabb winning the Christmas stocking in 1988 published in the *Wisconsin Energy Cooperative News*.

1988 Christmas Stocking Winners



Pictured above are the 1988 Jump River Electric Cooperative Christmas Stocking winners. Randy Crabb Jr., 5, and Malisa Bach, 3, sit with Ladysmith Mayor Marty Reynolds, who drew the winning names. Randy is the son of Randy and Mary Crabb of Sheldon and Malisa is the daughter of Todd and Sisie Bach of rural Holcombe. (Photo courtesy of Ladysmith News)

NEED HELP WITH YOUR COLLEGE TUITION? SCHOLARSHIPS NOW AVAILABLE!






JREC is pleased to offer scholarships to active members and their dependent students who are pursuing a post-secondary education this fall. We are excited to announce that we plan to award a total of 33 scholarships, each valued at \$1000, in 2025. Scholarships are funded through unclaimed capital credits.

Not only are scholarships available to graduating high school and homeschooled students within our service area, but we also offer adult and lineworker scholarships. You can find more on eligible high schools, scholarship criteria, and how to apply by scanning the QR code at the right, or by visiting jrec.com/scholarships.



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   




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.