

Since 1940

# WISCONSIN ENERGY *Cooperative* February 2026 NEWS



Jump River Electric  
Cooperative, Inc.

Since 1938

Your Touchstone Energy Cooperative



## THE FEMA EMERGENCY

SUPPLY CHAIN STILL A CHALLENGE

COME HAVE A PIECE OF CAKE

KIDS AND CRITTERS



# INVESTING IN A STRONGER, MORE RELIABLE FUTURE



Jump River Electric  
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Your Touchstone Energy® Cooperative

By Kurt Harris, General Manager/CEO

Last month, I highlighted some of the achievements of 2025 and offered a glimpse into our plans for 2026, all aimed at meeting our strategic goals. As we look ahead, we are committed to further investing in our infrastructure and making outage communications more reliable and informative.

A key focus for us is identifying and addressing potential issues before they arise. This proactive approach includes maintaining a six-year vegetation management cycle and conducting regular pole and line inspections.

To help improve the reliability of our distribution system this year's work plan projects include upgrading lines in the following areas:

Town	Road Name	Mile of Line
Ruby	County Road M to 305th Avenue	2.5
Spider Lake	Neumaier, Johns, and Tews Road	2.4
Spider Lake	Larson and Camp Road	1.4
Spider Lake	W Murphy Boulevard to Turners Road	1
Wilkinson	County Road F	2

The cost of maintaining our power lines continues to rise due to higher prices for line materials and vegetation management. As a result, the same amount of funding replaces less infrastructure than in the past. We continue to pursue state and federal grants, when available, to help reduce these costs and keep your electric service safe and reliable.

## Upcoming Rate Change

As previously mentioned in the January issue of this magazine, a rate change will take effect on March 1, 2026. This adjustment is necessary due to higher wholesale purchase power costs and the ongoing need to replace aging infrastructure. These costs have been increasing steadily and have reached a point where they can no longer be absorbed. Being a not-for-profit cooperative, this rate change is not about generating profits but about covering the real costs.

The following chart shows the new residential rates. Please visit [jrec.com/rates](http://jrec.com/rates) to learn more and view the complete rate schedule.

Residential Rate	
Fixed Cost of Delivery Charge	\$48.00
Energy—Per Kilowatt-hour Charge:	
Summer (June - August)	\$0.1280
*Winter (September - May)	\$0.1149

*\*This is a correction to the rate that was published in the January issue of this magazine.*

## Cost Versus Benefit

Our current electric system was largely built decades ago. While routine maintenance extends its lifespan, updating equipment to meet modern standards is essential to ensure power availability when you need it most. These proactive investments reduce the likelihood of outages and shorten restoration times while strengthening the electric infrastructure that supports our growing community and improves safety for our crews and the public.

When considering the cost of replacing aging infrastructure, it is reasonable to ask whether these investments are worthwhile. Our review of outages following the November snowstorm showed a significant reduction in the number of members who experienced an outage in the same impacted area. We estimate that recent infrastructure upgrades prevented outages for approximately 728 members, representing about 43 percent of those served in that area. This demonstrates that strategic investments in our infrastructure will have a meaningful and lasting impact.

If you have any questions, we're always happy to talk with you. As your local cooperative, we are committed to keeping you informed, listening to your concerns, and making decisions with your best interests in mind. Our goal is to make life better for you and the communities we serve.



Recent infrastructure improvements made a measurable difference during the November snowstorm, preventing outages for an estimated 728 members—about 43 percent of those served in the affected area.

# YOU CAN SERVE YOUR CO-OP AND COMMUNITY

## Join the Board of Directors

At the core, being a cooperative means we are locally controlled. That's not just a tagline; it's the very heart of our business model. Members have a voice in how our co-op operates. You elect board members who live right here in our service area and understand the unique challenges and opportunities our communities face. Decisions aren't made in corporate boardrooms hundreds of miles away, they're made here at home, by people who care about the same things you do.

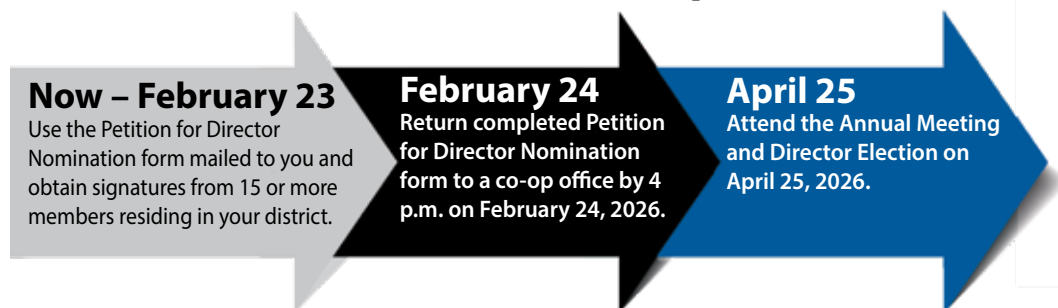
Each year, three board of directors are elected at the annual meeting, which is scheduled to be held on Saturday,

April 25, 2026. Each director elected will serve a three-year term. Directors play a crucial role in decisions impacting rates, strategic plans, special contracts, capital credit returns, and budgets. They contribute to the formulation and approval of cooperative policies that govern this co-op. Please go online to [jrec.com](http://jrec.com) or scan the QR code below for more information on what is expected of a director.

If you have an interest in serving your cooperative as a board member, please refer to the graphic below for your next steps and upcoming deadlines.

## PETITION FOR DIRECTOR NOMINATION FORMS DUE SOON

### What to do next for interested parties in Districts 3, 4, & 9



Scan code to find a Petition Form online.

Questions can be emailed to [jrec.com](mailto:jrec.com) or call 715-532-5524.

### PROPOSED RESOLUTION DEADLINE

The deadline for submitting any advisory resolutions is coming soon. If you have a suggested change to the bylaws or an idea for the co-op to consider, please submit this by 4:00 p.m. on February 24 so it can be reviewed by the Rules & Resolution committee before the Annual Meeting.

## ALWAYS BE PREPARED WITH A BACKUP PLAN

We work hard to prevent outages; however, outages can occur due to storms and a variety of other reasons like animals, trees or limbs, equipment failure, or other problems. It's always a good idea for members to have a backup plan for these occasions, especially if someone in your household depends on oxygen or other lifesaving medical devices.

If you rely on electricity for any medical equipment in your home, make sure to obtain a backup source of power recommended by the manufacturer of any critical care equipment. This could be a battery backup or generator to keep the equipment operating. Alternatively, you can devise a plan so the person who relies on critical care medical devices will have somewhere to stay until power is restored. You should also notify JREC if you or another person in your home depends on any lifesaving devices, what those devices are, and if you have an emergency generator. You can email this

information to [jrec@jrec.com](mailto:jrec@jrec.com) or call 715-532-5524.

If you do not have a backup power source and would like to learn what to consider before purchasing a portable or standby generator, visit [jrec.com](http://jrec.com). However, generators aren't the only option you may want to consider. Portable power stations are another alternative, as they are easy to use, safe to operate indoors, and many can be recharged through a wall outlet, your vehicle, or solar panels. Here's some of what you need to know to choose the right one.

### Portable power station basics

Think of a portable power station as a high-capacity rechargeable battery designed for emergencies, travel, or off-grid use. Unlike traditional generators, they produce zero emissions, operate silently, need very little maintenance, and don't require gasoline.

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# Willie's PowerUP Pick

## PAPERLESS BILLING

Your cooperative offers more than just safe, reliable electricity. We also provide a variety of other services and products to support you. Each month, with the help of Willie Wiredhand, we will highlight one so you can power up on these member advantages.



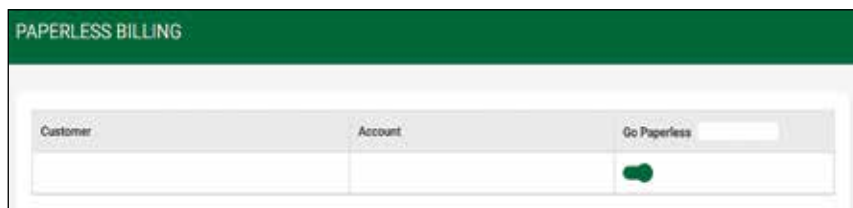
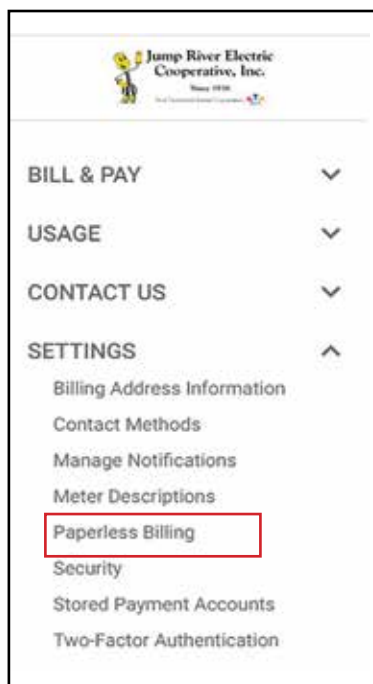
### Go Paperless

Did you know that you can receive a one-time \$10 credit when you sign up for **paperless billing**?



Here is how you can **Power Up** on this service today:

- Click **Login to SmartHub** and sign in to your account at [jrec.com](http://jrec.com). New users can create an account by clicking on the **Create SmartHub Account** link and following the prompts.
- Once signed into SmartHub, go into the **settings menu** and select **Paperless Billing** (see screenshot to the left).
- Toggle to turn on paperless billing (see below).



## NEW YEAR'S RESOLUTION #2: SAVE TIME AND MONEY

Did you know that when you go paperless, your energy bill is emailed to you the same day it's compiled, so there's no waiting for the mail?

### SAVE TIME

You've accomplished the first part of our second resolution for the year with this one simple change. You no longer wait for your bill to arrive in the mail or spend time trying to find it later when the due date arrives. It is always available to view on SmartHub.

### SAVE MONEY

A one-time \$10 energy credit will be applied to the next monthly bill upon signing up for this service. Not only are you putting money back in your pocket, but you also help to save your co-op money by reducing paper, printing, and mailing costs. Thank you.

**Ready to check this resolution off your list? Sign up for paperless billing today through SmartHub!**

# Holiday Giving

The holiday season at JREC was filled with generosity and teamwork. As part of our annual holiday activities, four young members were selected as stocking winners. The winners included Lily J. (age 5) and Jacob B. (age 6), from Ladysmith, both of whom had siblings just as excited as they were to receive all these toys. Evy B. (age 8) and Calvin M. (age 5), both from Hayward, were the other two winners. A special thank you to Mark Tamm for donating two beautiful moose rocking chairs for this drawing again this year.

In December, we also asked our members to help fill up our table with non-perishable food items and our members generously responded. Thank you to all who helped JREC meet this need within our community.

Giving back continued with a donation to the Rusk County ADRC, which helped provide holiday gift bags to the Meals on Wheels participants. Flambeau School second-grade students helped assemble these holiday gift bags—making it a real community effort.



Top, l-r: General Manager/CEO Kurt Harris with two of the stocking winners: Lily J. and Jacob B. Bottom, l-r: Members donated non-perishable food items during JREC's December food drive. Executive Assistant Virginia Jacobs (left) presents a donation to Kay Whittenberger of the Rusk County ADRC.

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## Most models have three main components:

- **Battery:** Stores the energy
- **Inverter:** Converts stored energy to usable household power
- **Ports and outlets:** USB, AC, and DC connections for your devices

## Features to look for:

- **Pass-through charging:** Allows you to power devices while the unit is charging.
- **Battery management system:** Provides built-in safety features to prevent overcharging, overheating, and shorting out circuits.

To maintain your system, store it in a cool, dry place and keep it clean to ensure maximum lifespan and performance.

## How to choose the right power station system

The system that's right for you depends on three things:

- What you want to power (lights, phone chargers, refrigerator, medical equipment, etc.).
- How long do you need power (a few hours during an outage or days without electricity).
- Where you'll use it (at home, in an RV, camping, or during travel).

If a portable power station seems to be the right fit for you, please visit [jrec.com/electrical-safety-information](http://jrec.com/electrical-safety-information) for more information on comparing battery systems, power station categories, and what to be mindful of if you need to power multiple devices at once.

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Pay by Phone: 844-967-2320

Find us on Facebook, X, and Instagram

Denise Zimmer, Editor



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



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JREC is an equal opportunity provider and employer.