


Since 1940

WISCONSIN ENERGY *Cooperative* May 2026 NEWS



Jump River Electric
Cooperative, Inc.

Since 1938

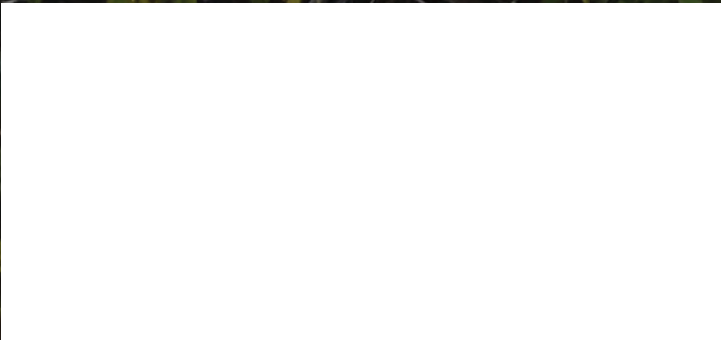
Your Touchstone Energy Cooperative 

POWER PLAYERS OF THE GRID

FEMA FOLLOW UP

**COOPERATIVE LEADERS
MAKE THEIR CASE IN WASHINGTON**

KIDS AND CRITTERS





NEW OUTAGE ALERTS NOW AVAILABLE THROUGH SMARTHUB

By Kurt Harris, General Manager



Over the years, many members have asked for a better way to stay informed during outage situations. I'm pleased to announce a new feature designed to do just that. As part of our ongoing commitment to enhancing communication and providing timely updates, members with a SmartHub account will be automatically enrolled in outage alerts on June 1, which include an estimated time of restoration.

How It Works

We have spent countless hours working on updating our system map as this new system leverages advanced predictive technology to provide you with real-time updates during power outages. When an outage occurs, you will receive a text and/or email alert detailing the estimated time of restoration. This feature is part of our effort to ensure you are kept in the loop and can plan accordingly during unexpected service disruptions.

A Note on Predictive Accuracy

While we strive to provide the most accurate information possible, it's important to understand that these alerts and estimates are generated using predictive models. Various factors, such as weather conditions, complexity of the outage, and the number of outages can all impact the prediction and time it takes to restore service. As a result, the predicted outage information and estimated restoration times may not always be exact. However, rest assured we are dedicated to improving our communication and providing you with the most up-to-date information we have available.

What You Need to Do Before June 1

- **Create a SmartHub account** if you do not already have one.
- **Add or update your mobile phone number** under the Settings tab -> Contact Methods in SmartHub, so a timely text can be sent to the person you would like to receive this information. If you do not have a mobile number listed, you will only receive an email notification.

Can I Opt-Out of Outage Alerts?

Yes, you can. You can opt out of this option after June 1 or call us and we can do this for you. Directions on how to opt-out can be found online at jrec.com/SmartHub-how.

Enhancing Member Communication

Our goal is to enhance the way we communicate with you, our valued members. By utilizing SmartHub's outage alerts, we aim to provide a more seamless and informative experience, ensuring you have access to critical information when you need it most. Currently, 64 percent of our members use SmartHub and can immediately take advantage of this convenient and timely communication tool.

If you have any questions or need assistance with your SmartHub account, please do not hesitate to contact our member services team. We are here to help and ensure that your experience is as smooth and informative as possible.



smart hub INTRODUCING OUTAGE ALERTS

SMART MANAGEMENT. SMART LIFE. SMARTHUB.

We can now send you an **outage text** or **email alert** through SmartHub. You will receive an alert when:

1. The power goes out.
2. The estimated restoration time is changed.
3. The power is restored.

Why wait? Get signed up today!

Find out more at smarthubapp.com.



REMEMBER AND HONOR THOSE WHO SERVE

Offices closed May 25 in observance of Memorial Day.

REDUCING DEMAND CAN HELP LOWER YOUR BILL

Beginning in July 2022, JREC added an additional line item on residential energy statements labeled “Demand Charge.” Currently, the charge is \$0.00, unless your service is on a demand-type rate. You may wonder why this line item appears on your bill if it doesn’t cost anything. The purpose is to show your monthly demand and help explain how a demand charge could affect your bill in the future.

What Is Your Demand?

Your cooperative measures electrical “demand” in kilowatts (kW), while total electricity use is measured in kilowatt-hours (kWh). The demand shown on your bill is the maximum demand for the month, meaning the highest amount of electricity used during a 15-minute interval in that billing period. In other words, the single 15-minute period when you “demanded” the most electricity determines your monthly demand. This method aligns with how JREC is billed by our power provider, Dairyland Power Cooperative (DPC).

Understanding Demand vs. Energy

To help better understand the difference between kWh and kW—energy versus demand—let’s think of electricity like water in your home:

- **Energy (kWh)** is the total water you use over time—like filling up 50 gallons for showers, dishes, and laundry all day. It’s about the bucket’s worth, not how fast it flows.
- **Demand (kW)** is the highest flow rate at any one time—like cranking the faucet wide open for a quick garden hose blast. It’s the max rush at any moment, even if it’s just for 15-30 minutes.

Here’s the catch: If you blast all your faucets at once (you take a shower, run the dishwasher and fill up your child’s swimming pool all at the same time), your water usage spikes—that’s high demand, even if you didn’t use more water overall. The same is true with electricity. Firing up your air conditioner, oven, washer and dryer together creates a “power rush” or “peak demand” that impacts the cost of power for utilities. Refer to the graphic at the right for another example of how to reduce your overall demand.

Why Demand Matters

Demand affects the cost of power for the entire membership. JREC’s wholesale power costs—our largest

expense—are influenced by how much electricity is being used at peak times across our system. Reducing demand, especially during peak periods, helps control these costs, benefiting all members.

How to Reduce High Demand

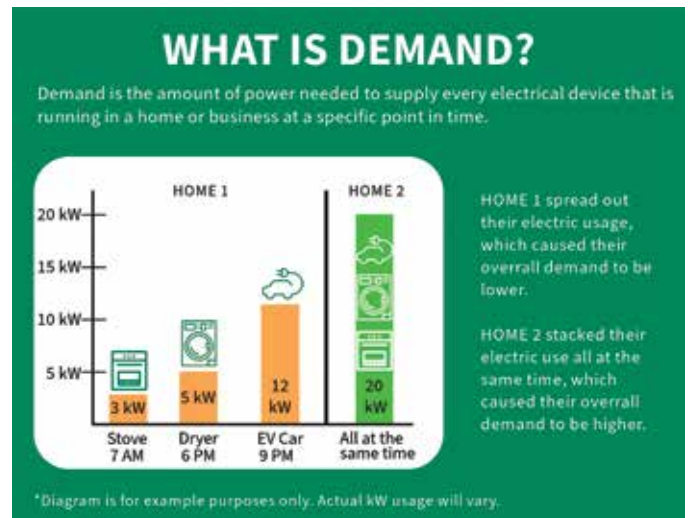
Peak demand on the power grid typically occurs during the afternoon/evening hours when families return home from work or school, cook dinner, and use multiple appliances at once. Other peak events can occur during extreme weather events not only locally, but anywhere in the MISO (Midcontinent Independent System Operator) region.

Members may hear us issue a peak alert via radio or see it on social media. When members reduce or shift usage during these times, it helps lower overall system costs. It is during these times that more generation is required to meet the needs of our members, and energy costs are typically at their highest.

How Demand Can Affect Future Rates

It is important to understand that demand is not just about how much energy you use, but **when** and **how** you use it. By reducing or shifting usage during peak times, you can help lower the demand charges we receive from DPC.

As a not-for-profit cooperative, managing these costs helps keep rates as stable and affordable as possible for our members.



IMPORTANT NOTICE FOR VIASAT SUBSCRIBERS

A letter was mailed to all Viasat subscribers outlining important details about changes you will need to make to your service prior to July 31, 2026. If you have any questions regarding the upcoming service change or need assistance, please contact our office. We’re here to help ensure a smooth transition.

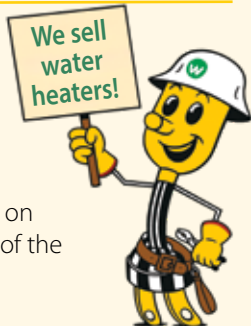




Willie's PowerUP Pick

Electric Water Heater Load Management

Did you know your Cooperative sells electric water heaters? If you allow us to install a load management receiver on the unit, you can also take advantage of the following benefits:



- **Receive a FREE 50-GALLON WATER HEATER** on all new construction or when replacing a gas or oil-fired water heater with a Rheem or Richmond (based on availability) electric water heater.
- **Receive a Rebate.** If you are not eligible for the free 50-gallon water heater, you can qualify for a rebate by joining the water heater load management program with the purchase of a new electric water heater. Rebates vary by size and brand. Prices can be found online at jrec.com/water-heater-program.
- **Receive Free Parts and Labor** (subject to part availability). If your water heater stops working, call JREC and we will be out to service your water heater within 48 hours (excluding weekends and holidays). Members will only be charged for parts and labor if the repair is plumbing or electrical related or is due to a dry-fired element.

WATER HEATER PROGRAM REMINDERS

The maximum interruption of your water heater on this load management program is 4 to 6 hours in a 24-hour period. An interruption will not happen every day. They will happen on days with high demand, i.e. very hot or very cold days.

Water heaters obtained under the cooperative's water heater program are to be used as the primary source of domestic hot water and not to be used as supplemental water heaters or storage water heaters. This will void the warranty. Repairs done on these water heaters will be charged a service fee.

If your water heater leaks and is under warranty, you will need to provide JREC with the serial/model number sticker located on your water heater. Warranties vary by brand.

Participating in this program has a low impact on what you must do on your end; however, it can have a big impact on reducing demand for electricity during peak hours, saving all members money in the long run.

Save the Date

Member Appreciation Days to be held in June:

- 24 Jump River Community Center
- 25 Hayward Branch Office
- 26 Ladysmith Office



Hotdogs, Brats, Beans, Chips, and Ice Cream being served!

Join us for a time of great food, fun, and conversations!

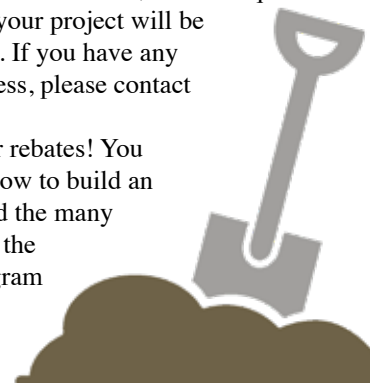
NEW CONSTRUCTION SEASON HAS BEGUN

Are you building your forever home or possibly a weekend getaway this year? If so, be sure to communicate your construction needs to our operations department well in advance of when you want this project completed. Early communication can help us successfully meet our members' expectations.

There are many steps involved in this process, and you can find a handy checklist along with the necessary forms and current pricing at jrec.com/new-construction. Pricing did remain the same from the previous year.

Once a meter socket is installed by a licensed electrician, payment is received in full, and all required documents are received; your project will be scheduled for installation. If you have any questions about this process, please contact our office.

Don't forget about our rebates! You can find information on how to build an energy-efficient home and the many rebates available through the Energy Sense rebate program at jrec.com.



STATEMENT OF NONDISCRIMINATION

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202)720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800)877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at http://www.ascr.usda.gov/complaint_filing_cust.html and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) Fax: (202) 690-7442; or
- (3) Email: program.intake@usda.gov

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PRIORITIZING ELECTRICITY SAFETY ALL YEAR-ROUND

While April showers bring May flowers, May also serves as a reminder of something even more important—National Electrical Safety Month. It's a great time to promote safe practices when working with or near electricity and remember that prevention is key to avoiding electrical hazards year-round.



There are precautions you can take both inside and outside your home when it comes to possible electrical dangers. When outside, always be aware of overhead power lines and stay at least 10 feet or more away — for example, while trimming trees or carrying a tall ladder or other far-reaching object. If you see a downed power line near your home or in your travels, always assume it is energized and NEVER go near one.




Here are some additional electrical safety tips:

- **Cell phones make strange bedfellows:** Don't sleep or lounge with a charging device. It can cause burns or ignite bedding materials.
- **Use quality chargers:** Stick with original or brand-name chargers and cubes. Cheap, generic versions can cause shocks, burns, or fires if they are defective.
- **Charging devices and water don't mix:** Never use plugged-in devices near water. Serious injuries and deaths have occurred.
- **Do not overload outlets.** Plugging in too many devices into one outlet can draw too much power, causing damage to wires and possible fires. Breakers may trip, but this is never guaranteed.
- **Test GFCI buttons monthly:** Set a reminder to ensure they're working properly and protecting against shocks.
- **Watch for warning signs:** Flickering lights, warm or discolored outlets, frequent breaker trips, or burning smells may signal electrical issues. There might also be a problem if your circuits need to be tripped or changed often. If you notice any of these symptoms or other unusual electrical oddities in your home, consult a qualified electrician.
- **Install AFCIs:** Arc fault circuit interrupters help prevent fires and are required by National Electrical Code in many areas. When there is an arc fault, it means that an electrical source in your home is malfunctioning. When that happens, an arc (intense heat or light) can be discharged. Have an electrician check your home, especially if it's older.
- **Childproof electrical hazards.** There are many electrical components that toddlers and children can tamper with, such as exposed outlets, dangling cords, and accessible power strips or surge protectors. Secure these items and look at your home from a child's perspective. Homes built before 2008 may lack tamper-resistant outlets.

For more tips on electrical safety, visit SafeElectricity.org. You can also find a room-by-room electrical safety checklist at jrec.com/electrical-safety-information.

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After-hour emergency service, call 866-273-5111
Pay by Phone: 844-967-2320

Find us on Facebook, X, and Instagram   

Denise Zimmer, Editor



Scan the QR code to find us on
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