



RISING TO THE CHALLENGE: COOPERATIVE SETS NEW SYSTEM PEAK AND PLANS FOR ENHANCED RELIABILITY

By Kurt Harris, General Manager/CEO



Jump River Electric
Cooperative, Inc.

Since 1938

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On July 4th, we established a record system peak, reflecting the growing energy demands of our cooperative. This new peak highlights the importance of our ongoing efforts to enhance reliability and expand our infrastructure to meet the needs of our members.

Meeting the Demand

The unprecedented energy demand on Independence Day has prompted us to explore options for constructing an additional substation in the Hayward area. This initiative aims to increase our capacity to manage higher loads, ensuring reliable service for our members. The new substation will play a crucial role in our network, improving our capability to handle peak demands and establishing a solid foundation for future growth.

Reliability as a Strategic Initiative

At Jump River Electric Cooperative, reliability is more than just a goal—it's a strategic initiative that guides our operations and decision-making processes. We understand that our

members depend on us to provide safe and reliable electricity, and we are committed to meeting those expectations. As part of this initiative, we are undertaking extensive plant upgrades to improve the resilience and efficiency of our infrastructure.

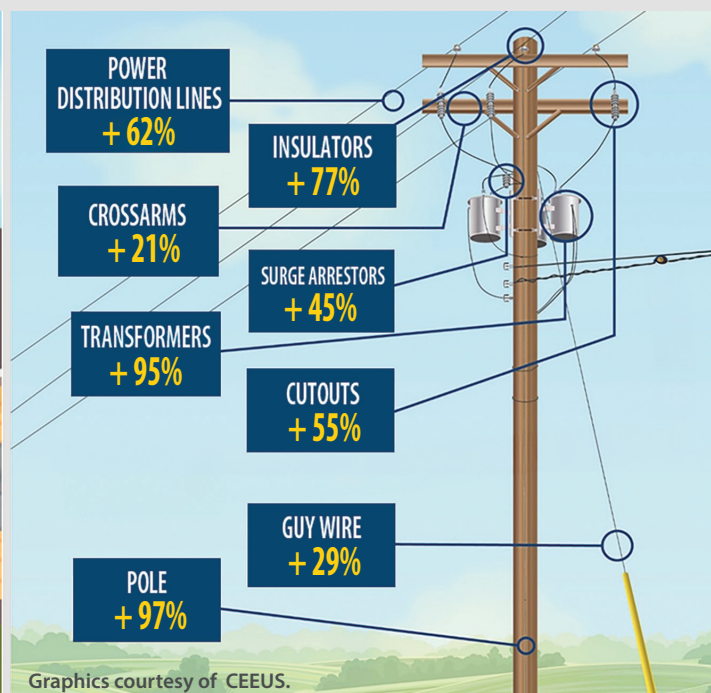
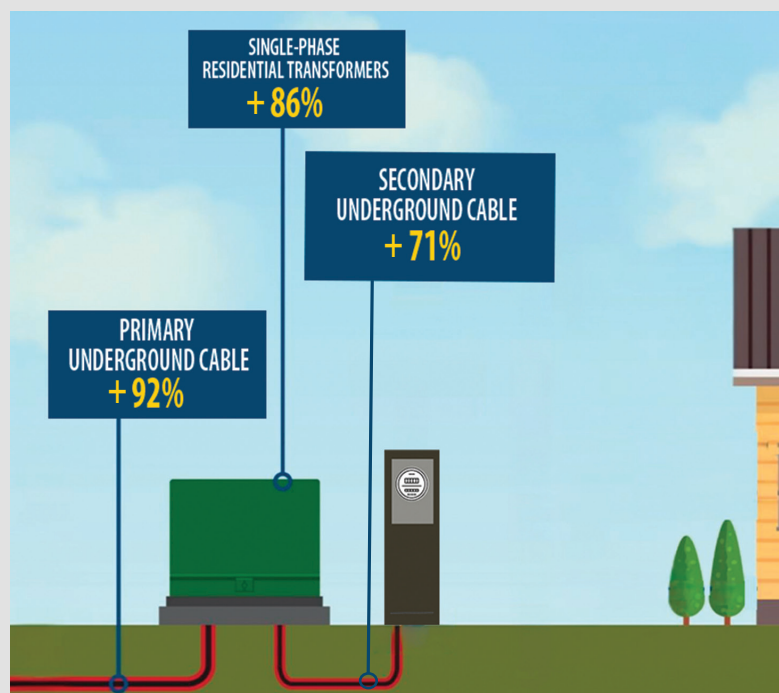
Investing in Our Future

These upgrades are essential for our progress, but it's important to acknowledge that they do come with significant costs. Since 2020, the price of materials has risen considerably, impacting the overall expense of our projects. We've experienced a 51% compounded inflationary rise in prices on all utility products since that time. Despite these challenges, we remain dedicated to investing in our infrastructure to ensure we meet the evolving needs of our members.

Looking Ahead

As we move forward, we will continue to prioritize reliability and innovation. By strategically expanding our capacity and upgrading our facilities, we are not only addressing current demands but also preparing for the future.

PRICE INCREASES EXPERIENCED BY THE COOPERATIVE SINCE 2020



THE POWER OF PREPARATION

September is National Preparedness Month

With severe weather events occurring more frequently, now more than ever it makes sense to be prepared for prolonged power outages or other emergencies. Being prepared is more than just having enough food, water, and supplies to last a few days. It involves having a family emergency plan as well.

Do you have a plan? If so, review the steps below to determine if there are any improvements you should make to your existing plan. If not, don't worry, it's not too late to create one today.

It's important to keep in mind that your family may not be together if a disaster strikes. Know how you'll contact one another and reconnect if separated. Establish a family meeting place that's familiar and easy to find.

Here is what your plan needs to include and what you need to do so you are prepared, no matter what comes your way.

Step 1: Put a plan together by discussing the questions below with your family, friends, or household to start your emergency plan.

1. How will I receive emergency alerts and warnings?
2. What is my shelter plan?
3. What is my evacuation route?
4. What is my family/household communication plan?
5. Do I need to update my emergency preparedness kit?

Step 2: Consider specific needs in your household.

As you prepare your plan, tailor your plans and emergency kit

supplies to your specific daily living needs and responsibilities. Discuss your needs and responsibilities and how people in the network can assist each other with communication, care of children, business, pets or specific needs like operating medical equipment. Create your own personal network for specific areas where you need assistance. Keep in mind some of these factors when developing your plan:

- Different ages of members within your household
- Responsibilities for assisting others
- Locations frequented
- Dietary needs
- Medical needs, including prescriptions and equipment
- Disabilities or access and functional needs, including devices and equipment
- How will I power life-sustaining equipment or cell phones during an outage
- Pets or service animals
- Households with school-aged children

Step 3: Create a Family Emergency Plan

Make a Family Emergency Plan quickly and easily by using the fillable form found at <https://www.ready.gov/plan-form>.

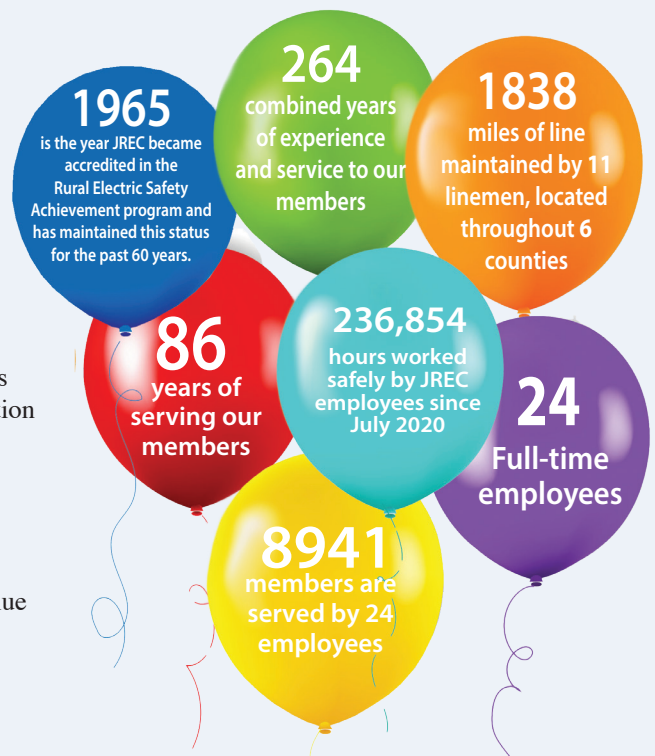
Step 4: Practice your plan with your family/household

The cliché "practice makes perfect" is so true.

BY THE NUMBERS: CELEBRATING SAFETY AND EXPERIENCE THIS LABOR DAY

As we celebrate our employees this Labor Day, we reflect on their invaluable contributions to Jump River Electric Cooperative's mission of providing reliable, safe, sustainable, and affordable utility services. Each employee wears many hats within their job, demonstrating versatility and dedication across various roles and responsibilities.

Their dedication to stewardship, integrity, reliability, quality, cost-effectiveness, and compassion has been key in establishing JREC as a trusted provider of energy and other services. The impressive safety records and extensive experience of our team are testaments to their commitment and expertise. We deeply value their efforts, which continue to drive our success and uphold the seven cooperative principles this co-op was founded on.



WELCOME, BEN

Ben Modl joined the cooperative in July as the Operations Manager, bringing a wealth of experience and a strong commitment to community engagement. Originally from Chippewa Falls, Ben has lived in the area for 11 years and is a member of JREC. He is married and a proud father of four boys. He previously worked at Chippewa Valley Electric Cooperative in Cornell, Wis. as their Staking/Line Technician.



Ben's interest in becoming a journeyman lineman was sparked by the influence of family and friends, who helped to guide him toward this career path. As he begins his tenure at JREC, Ben is eager to build strong relationships with both cooperative members and coworkers. "I'm enjoying getting

to know the people and I'm looking forward to helping this co-op move forward with their efforts to increase reliability for our members," Ben explained.

Outside of work, Ben is involved in his community, serving as a middle school basketball and baseball coach. His passion for coaching, along with hobbies like hunting, fishing, and spending quality time with his family, reflects his dedication to fostering connections and supporting the local community. At the top of his personal bucket list is a Yukon moose hunt, showcasing his love for hunting and the outdoors.

General Manager and CEO Kurt Harris said, "I am pleased to have Ben join our team. He comes to us with extensive industry and leadership experience. His diverse skill set has already proven that he will be a valuable asset to the cooperative and our members."

Ben lives by the motto "Can't isn't a word," a philosophy that drives his approach to challenges and opportunities alike. As Ben Modl embarks on his journey with the cooperative, members can look forward to working with him on new construction and operation projects. Please help us welcome Ben to JREC!

EMPLOYEES HONORED



Four employees were recently recognized for their years of service. Ladysmith Foreman Greg Walters received an award for 30 years of service (center); Hayward Lineman Cory Andraschko (left), Senior Accountant Sebastian Halmstad (right), and Hayward Line Superintendent Kraig Gay (not pictured) all received 10-year awards. Thank you for working safely and for your dedication to the cooperative and its members.

CONGRATULATIONS, RJ!



If RJ isn't serving sky-high ice cream cones during our Member Appreciation Days or teaching electrical safety to local students, he's busy ensuring your lights stay on. RJ began working at the cooperative in the summer of 2021 and recently completed his apprenticeship to become a journeyman lineman.

Achieving journeyman status typically takes about four years, beginning with graduation from a one-year Electric Power Distribution/Lineworker program. During the apprenticeship, lineworkers receive regular classroom instruction in safety, electrical theory, circuitry, transformer connections, and more. They must also complete 8,000 hours (including classroom time) of full-time work as an apprentice.

Congratulations to RJ for completing this program! Thank you for your dedication to keeping the power on throughout the cooperative's service territory.

LOCAL STUDENTS REPRESENT JREC AT YOUTH LEADERSHIP CONFERENCE

The YLC is a dynamic three-day, activity-filled event aimed at building leadership skills while ensuring attendees leave with a solid understanding of what electric cooperatives are. Attendees explore potential career opportunities within co-ops and learn how they can make a positive impact on their peers and community.

Youth who attend the YLC also can enter an essay contest for scholarship funds and run for the YLC board, which opens up other state and national leadership opportunities. To find out more about the YLC and how you can attend in 2026, go to jrec.com/youth-leadership-conference.



Kyra Rabuck of Stanley, Chloe Irwin of Sheldon, and Payton Birkenholz of Holcombe (L-R) represented JREC at the 2025 Youth Leadership Conference (YLC), held this past July at UW-Stout.

Kyra shared that this conference taught her how co-ops work and how to keep going when life brings you down. She also said, "I recommend that students attend because it's not only a learning opportunity, but it also helps teach you some vital life advice and tests your people skills while making friends and connections."



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A HUMAN kind Blood Drive

American Red Cross

Blood Drive

**Ladysmith Community
Jump River Electric Co-op Inc.**

Community Room
1102 W. 9th St. N

**Thursday, October 16, 2025
10 a.m. to 4 p.m.**

Don't wait—make an appointment today by going to jrec.com or clicking on the QR code at right. Together, we can overcome the current shortage.

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Denise Zimmer, Editor



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