



STRATEGIC PLAN UPDATE

By Michael Schaefer, Interim Manager

There are three strategic plan items the board has begun discussing and I will provide some insight on: electric rate options, broadband internet service, and electric vehicles (EVs).

Time-of-use Electric Rates The board recently held a discussion with our rate consultant about a proposal to offer a time-of-use (TOU) rate to members. A TOU rate matches the “peak” and “off-peak” hours with rates reflecting the higher and lower cost of wholesale power purchased by the co-op.

TOU would be an option for members who would then change their electric usage patterns based on the price signals. The more power shifted to “off-peak” hours should reduce your monthly electric bill. At the same time, the price for electric usage during the “peak” hours would cost a premium, and thus, the incentive to shift usage. There is a potential for a much lower rate during the overnight hours, which would also prepare and benefit the co-op and members for electric vehicle (EV) charging. An increase in EVs is predicted in the not-too-distant future.

TOU will not be for everyone, especially if you cannot change your lifestyle or habits. If, and when, the option becomes available, we can help you decide if this rate structure might make sense for you.

Broadband Study As part of my former employment, I became involved with an effort in neighboring Taylor County to address the issue of providing quality internet service to those living in the rural areas of the county where the service was inadequate or non-existent. This is much like the 1930s when Jump River Electric Co-op (JREC) was founded to provide electric service where the big utilities wouldn't go.

A feasibility study by the Taylor Electric Co-op attracted interest from members of the Taylor County Board. Taylor County formed a committee that included representatives from the county board, electric co-op, schools, and several others. What seemed an impossible dream has started to take shape, with plans to circle the county with a backbone fiber network, and a mix of fiber and wireless systems to make relatively affordable, high-speed internet available to most residents within the next couple of years.

JREC recently invited representatives from Rusk and Sawyer Counties, area schools, the Lac Courte Oreilles Tribal Government, and various area internet service providers to attend a “Broadband Opportunity Meeting” held in our Community Room. Around 30 people were in attendance to hear the results of a feasibility study performed on behalf of JREC to provide internet service to all members. Key results of a survey by the Northwest Regional Planning Commission (NWRPC) related to the issues of inadequate broadband service in rural areas of northern Wisconsin were also reviewed.



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Attendees also learned about the process and progress being made in Taylor County from Mike Bub, chairman of the Taylor County Broadband Committee, and they discussed ways to potentially move forward in Rusk and Sawyer Counties.

The task is way more than what the JREC Board of Directors wants to tackle alone. It was hoped that the Rusk and Sawyer County boards would get the message and perhaps become a leader to develop a path to get things started. As noted, one of the top recommendations from the NWRPC survey was, “develop public-private partnerships with Internet Service Providers to fill unserved and underserved gaps.” JREC hopes to further pursue this with the counties and with some of the internet service providers already doing business within our service territory. We do not want to duplicate services—only provide a means to members who are unserved or underserved at this time.



Take an EV Test Drive Today! Acceptance and availability of EVs are increasing at a rapid pace. JREC and other electric cooperatives recognized this emerging trend, and JREC, along with 30 other electric cooperatives throughout Illinois, Iowa, Minnesota, and Wisconsin, created CHARGE EV, LLC, to help promote EV adoption. The goal of CHARGE EV, LLC, is to build a national EV charging network throughout rural America to alleviate concerns over range anxiety.

As covered in the February issue of this magazine, a Tesla EV car was added to JREC's fleet to help educate our employees, members, and surrounding communities about electric vehicles. The board recently approved an EV Test Drive program, providing active members with the opportunity to experience the benefits of electric vehicles firsthand. See for yourself why those who own an EV say they are fun to drive and have very little maintenance. Call 715-532-5524 to find out how to schedule your EV test drive.

Watch for more updates on these and other opportunities as JREC plans its strategies to provide quality products and services to make our members' lives better.

20TH ANNUAL ELECTRICAL SAFETY POSTER CONTEST

Area youth are encouraged to share their safety message

JREC recognizes Electrical Safety Month every May, but we also know the importance of practicing safety year-round. From our co-op crews to you, the members we serve, we recognize that everyone has a part to play in prioritizing safety.

According to the Electrical Safety Foundation International, thousands of people in the United States are critically injured or electrocuted because of electrical fires and accidents in their own homes. Many of these accidents are preventable. Electricity is a necessity, and it powers our daily lives. But we know firsthand how dangerous electricity can be because we work with it 365 days a year.

Additionally, we want to help keep you and all members of our community

safe. That's why you'll see us hosting safety demonstrations for area EMS personnel and in our local schools. We discuss what to do in a car accident involving a utility pole and downed power lines. Go to jrec.com and watch the "This is Your License to Live" video to see what you should do in this emergency scenario. We also caution students on the dangers of pad-mounted transformers and overloading circuits with too many electronic devices.

JREC would like to pass on a few resources where you can find practical electrical safety tips and fun activities for your entire family. We encourage you to talk with your kids about playing it safe and smart around electricity. Help them be aware of overhead power lines near where they play outdoors.

Here are few online resources:

- jrec.com/kids-safety-zone
- safeelectricity.org
- Esfi.org
- discoveryeducation.com/stem-camp-energy-course/
- Safety Sadie videos on YouTube

Our 20th annual electrical safety poster contest is for area youth ages 5 to 12. This is a great opportunity to put what was just learned onto a poster. Follow the below guidelines for a chance to win a prize.

WECA is also holding a poster contest for third-grade students. This same poster you create for JREC can be entered in the WECA contest. Please turn these posters into JREC by May 31. Refer to the WECA guidelines for additional prize opportunities.



JREC Safety Poster Contest

What you need:

- 8½ x 11 or larger sheet of paper or poster board.
- Art supplies: crayons, colored pencils, or markers.
- Depict a way(s) to be safe around electricity either inside or out.
- Complete entry ticket below and attach to back of poster.
- Submit poster by **May 31, 2022**, to the Ladysmith office.

What you could win:

- A \$50 cash prize for first place and a \$25 cash prize for second place.
- One to be awarded per age category: 5–7 and 8–12.

Winning posters will be featured in a future issue of this magazine.

JREC Poster Entry Ticket

Name _____

Member Acct. _____

Grade _____ Age _____ Phone _____

Return to JREC, P.O. Box 99, Ladysmith WI 54848



WECA Safety Poster Contest

Open to Third-Graders

What you need:

- Sheet of paper or poster board at least 8-1/2x11 inches, but no larger than 11x14 inches.
- Art supplies: crayons, colored pencils, or markers.
- Create an original poster supporting electrical safety.
- Complete entry ticket below and attach to back of poster.
- Submit poster by **May 31, 2022**, to the Ladysmith office.

What you could win:

- \$25 gift card plus a chance to win statewide prizes:
 - First place: Chromebook
 - Second place: \$100 Gift Card
 - Third place: \$75 Gift Card

WECA Poster Entry Ticket

Name _____

Member Acct. _____

Phone _____

Return to JREC, P.O. Box 99, Ladysmith WI 54848

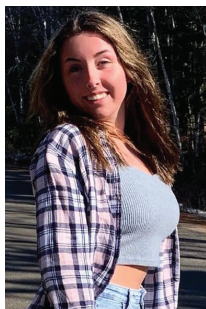


WECA Youth Leadership Congress

UW-Stout | July 12-14, 2022



The annual Youth Leadership Congress is a dynamic three-day event for youth leaders across Wisconsin to develop their leadership skills while learning about the purpose, operation, and scope of cooperative businesses.



Lake Holcombe student Hannah Boiteau was one of the 2021 Youth Leadership Congress (YLC) attendees sponsored by JREC. Hannah was elected to the YLC youth board in 2021 by her peers and is one of the students currently planning the July event. Here is what Hannah has to say about her YLC experience:

"First, and most importantly, who would not want to be a leader? Youth leadership opportunities, like the YLC, allow students to grow their leadership skills in a positive environment. We get a chance to promote personal growth, expand our horizons, and become more active in our community. I can promise that if you choose to attend Youth Leadership Congress, it will be one of the most memorable experiences you will ever encounter. You can talk about different issues that affect you and your community with fellow students and address them in a way that will ultimately help. This conference will also help everyone broaden their understanding of cooperatives. Which, by the way, really does apply to us and our everyday lives. If you get a chance, please check out the event at vimeo.com/304450504. I can promise that it will not disappoint!"

Contact your guidance counselor or call JREC at 715-532-5524 if you are interested in attending. JREC pays all expenses for sponsored students and provide transportation to and from the event. **Deadline to apply is May 16, 2022.**



SOMETHING FOR EVERYONE

Nestled between Tony and Ladysmith, off State Highway 8, is a quaint shop named CK's Creations & Gifts. Inside, you'll find owner Carol Kay Haydock along with a variety of unique gifts. Carol Kay believes her shop holds something for everyone and every occasion. Toys, jewelry, candles, soaps, wall décor, decorations, purses, books, Arts Bros maple syrup, towel and diaper pizzas, and more can be found here.

CK's Creations & Gifts has been open for just under two years, but for the past 35 years Carol Kay has been making towel and diaper cakes designed to look like a wedding cake, bassinets, muffins, and even cupcakes. These cakes can be customized to fit your needs or event. Each towel or diaper cake is an original, handmade gift. Carol Kay says, "These make perfect gifts and replace traditional gift baskets." You can find more on these products at ckscreations.net.

You can also find that perfect Mother's Day gift at CK's Creations & Gifts. Shop hours are 10 a.m. to 5 p.m. Tuesday through Friday, and 10 a.m. to 3 p.m. on Saturday. Be sure to ask Carol Kay about her daily and seasonal specials when you stop by. You can also contact her at 715-572-4941 or visit ckscreations.net. Help grow your community—buy local.



CONGRATULATIONS JORDAN!

Almost five years ago, Jordan Behreandt joined JREC as a fourth-year apprentice lineman and within the following year was a journeyman lineman. This past April, he was promoted to operations manager.

If you are building a new service in our southern service area this year, you may meet him during this process. In fact, Jordan says one of the things he is most looking forward to in this new role is meeting all the membership and learning the entire JREC system.

Jordan became a lineman because he

enjoys working in the outdoors and the diversity of the job itself. He says, “No job is the same as the job you were working on yesterday,” and this will continue to be true in his new role.

In his free time, Jordan likes to hunt and fish. As a hounds-man, most of his summers and winters are spent training and running hounds.



COMMUNICATION IS KEY to Successful Construction

Are you looking at building your forever home or a weekend gateway this year? If so, communication is key to the successful construction of a new service.

The first step in getting power is to call the office well in advance. You will be asked to provide a copy of your property’s warranty deed prior to our co-op representative meeting with you. This first meeting should be done once you know the site layout and where your building is going as well as the placement of the well, septic, driveway, and any potential future outbuildings.

JREC has a “New Construction Checklist” to help walk you through this process. You can find this checklist, all required forms, and the base cost for a new construction at jrec.com/new-construction.

Once you are ready, give our office a call to schedule a meeting. At the first meeting, our representative will work with you to get the best route and tentative plan in place, provide you with all the required documents that will need to be completed before construction can begin, and give you a cost estimate.

The board recently updated policy 15 – Fees & Credits to reflect the current cost for new construction of a single-phase service as follows:

- New service/staking fee of \$550
- Footage fees are: \$13 per foot for first 200 feet
\$12 per foot for 201 – 400 feet
\$5.50 per foot for 401 feet or greater
- All applicable road bores are \$550 per bore.

Once a meter socket is installed by a licensed electrician, payment is received in full, and all required documents are handed in, your project will be scheduled for installation. Go to our website for tips on building an energy efficient home and find the many services and rebates JREC offers its members.

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Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, 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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After-hour emergency service, call 866-273-5111

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Denise Zimmer, Editor



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