



# OUTAGE NOTIFICATION ALERTS NOW AVAILABLE



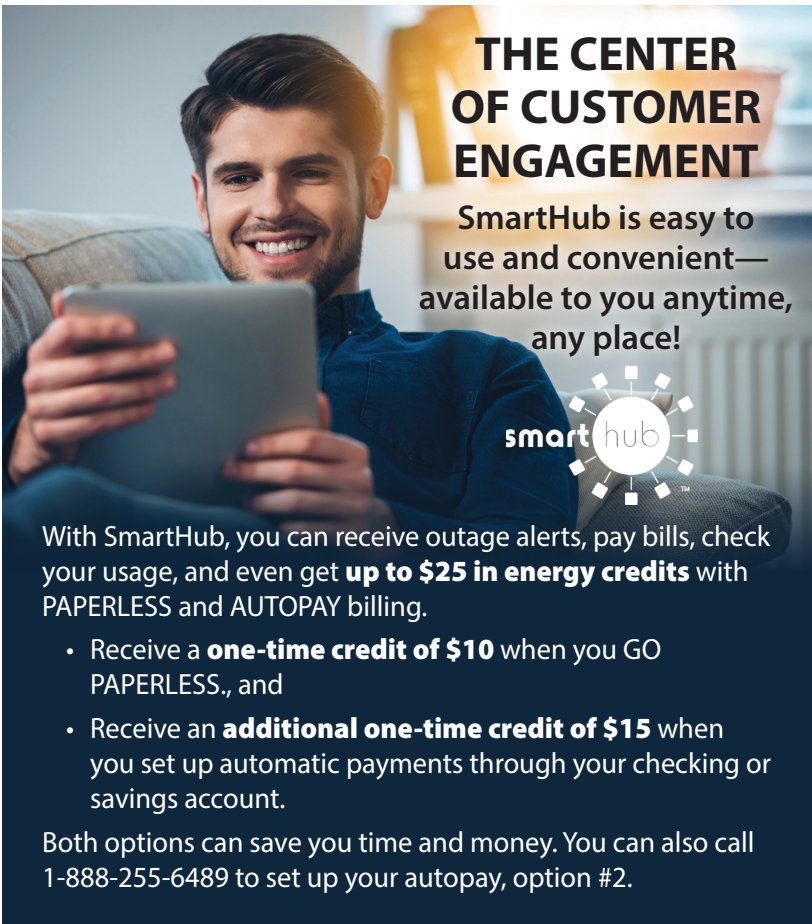
By Kurt Harris, General Manager/CEO

I am thrilled to share with you an important milestone in our ongoing commitment to improving service and communication with you. After months of diligent work and collaboration, we are excited to announce the completion of a major strategic initiative: the completion of our electronic system base map and connectivity

model, which allows us to now offer the rollout of our new outage notification system.


The board and staff recognize that in today's fast-paced world, timely and effective communication is essential. We focused on this strategic initiative to ensure that you, our valued members, can stay informed during power outages. As with any technology, there will be hiccups along the way, but we will work through them as they come and continue to improve this new line of communication with you.

With the new outage notification system, you will receive real-time updates on your outage status via text or email, based on your preference. Whether it's a notification about the outage itself, an update on the estimated time of restoration, or confirmation that power has been restored, you will have the information you need at your fingertips.



## THE CENTER OF CUSTOMER ENGAGEMENT

SmartHub is easy to use and convenient—available to you anytime, any place!



With SmartHub, you can receive outage alerts, pay bills, check your usage, and even get **up to \$25 in energy credits** with PAPERLESS and AUTOPAY billing.

- Receive a **one-time credit of \$10** when you GO PAPERLESS., and
- Receive an **additional one-time credit of \$15** when you set up automatic payments through your checking or savings account.

Both options can save you time and money. You can also call 1-888-255-6489 to set up your autopay, option #2.

## Here's how to set up outage notifications

Make the most of SmartHub and sign up for power outage notifications today. You choose how you receive these notifications from SmartHub (text or email) by updating your notifications preferences as follows:

- **Log in to your SmartHub account**
- **Go to Settings** and set your preferred **Contact Methods: phone, email, or both.**
  - Select **Add Phone** if no number exists and you would like a text alert, or
  - Use the pencil icon beside the existing mobile number to change the **Receive Text Message** drop down to **Yes**
  - Check the box to accept Terms & Conditions
  - Click **Save**
- **Enter verification code that was sent to the telephone number listed to activate the text alert.**
  - Click **Save**
- **Go to Manage Notifications** to set up text and email alerts
  - Under **Service**, you can choose to receive a text, email, or both for power outages, outage updates, and when the power is restored.
  - Click the **drop-down arrow** and then click the **box beside the methods** you want to use to receive notifications.
  - Click **Save**

You can find these step-by-step instructions along with matching screen views and some FAQs at [jrec.com/smarthub-how](http://jrec.com/smarthub-how) or by clicking on the QR code below. Please contact our offices if you have questions on how to set up SmartHub or these notification options.



# NATIONAL CO-OP MONTH

## Another opportunity to support our communities

**B**eyond the business of electricity, our employees and directors are equally invested in our local community because it is where our members live, work, and play. That is why we work hard to support local economic development projects, youth programs and scholarships, charitable giving initiatives, and additional programs that make our community a better place to call home.

Last October we were given another opportunity to do just that—make our community a better place. You may remember reading about how employees of JREC, Taylor Electric, and Dairyland Power Cooperative (DPC) took a day to help spruce up the Tony Little League ballfield. The backstop, dugout fences, benches, and bleachers at the ballfield were all replaced, and decades’ worth of old fence removed. The photo below was taken earlier this summer as Rusk County youth and their families enjoyed the new field.




### Cooperative Day of Service 2024

The American Red Cross has been experiencing an emergency blood shortage throughout the year and is urgently in need of help. Across the country, hospitals are struggling to meet the needs of patients who depend on blood donations. Jump River Electric would like to help meet this need by hosting a blood drive for this year’s Co-op Day of Service event.

On October 22, the first Jump River Electric Cooperative Blood Drive will be held from 11 a.m. to 5 p.m. in the Community Room at the Ladysmith headquarters office, along Highway 27. This day or location may not work for everyone. If that is the case for you, we encourage you to go to [redcrossblood.org/give](https://redcrossblood.org/give) to find a blood drive in your area and help provide this lifesaving gift.

Whether you are a first-time donor or a regular contributor, now is the time to roll up your sleeves. Each donor can save up to three lives with just one donation and ensure patients in need of blood products for cancer and blood disease



A HUMAN *kind* Blood Drive

**Blood Drive**  
**Ladysmith Community  
Jump River Electric  
Co-op Inc**

Community Room  
1102 W 9th St N

**Tuesday, October 22, 2024**  
**11:00 a.m. to 5:00 p.m.**

treatments, planned and unplanned surgical procedures, severe injuries, emergency situations and more receive the help they need for weeks to come.

As an added THANK YOU, donors will receive a \$10 e-gift card from the American Red Cross via email. Don’t wait—make an appointment today by going to [jrec.com](https://jrec.com) or clicking on the QR code at right. Together, we can overcome this shortage.



### Trunk or Treat

To wrap up Co-op Month, we will once again hold our Trunk or Treat community drive-thru events. We invite you to put on your best Halloween costume and join us Thursday, October 31, from 4 to 6 p.m. JREC and community businesses will be handing out treats at both the Ladysmith headquarters and in the Community Parking Lot in Hayward. In Ladysmith, you will be asked to drive through JREC’s warehouse where representatives from various local businesses will be ready to deliver their treats right to your car.



**NO TRICKS,  
JUST TREATS**

**Tuesday, October 31**  
**4–6 p.m.**

**Ladysmith Headquarters  
Community Parking Lot  
in Hayward**

In 1938, Jump River Electric Cooperative was built by the community to serve the community, and that is what we are committed to do. This October, as we celebrate National Co-op Month and the power of membership, we hope you will recognize the many aspects that set electric cooperatives apart. Our mission is reliable power. Our purpose is people—the local communities we’re proud to serve. #POWERON

# RETURNING MONEY BACK TO YOU

## One of many benefits of being a cooperative member

The board of directors authorized the return of **\$373,403** in capital credits at their August board meeting. Active members will receive their portion of this credit on the energy bill mailed in November.

Capital credits set cooperatives apart from investor-owned utilities as each member is an owner of the business, not a shareholder that may or may not receive service from the utility. As you pay for your energy, JREC utilizes the

revenue to grow, operate, and maintain a safe and reliable energy system. The graphic below explains what capital credits are and how they are returned to the membership. In short, capital credits are the most significant source of equity for most cooperatives. This equity is required by lenders.

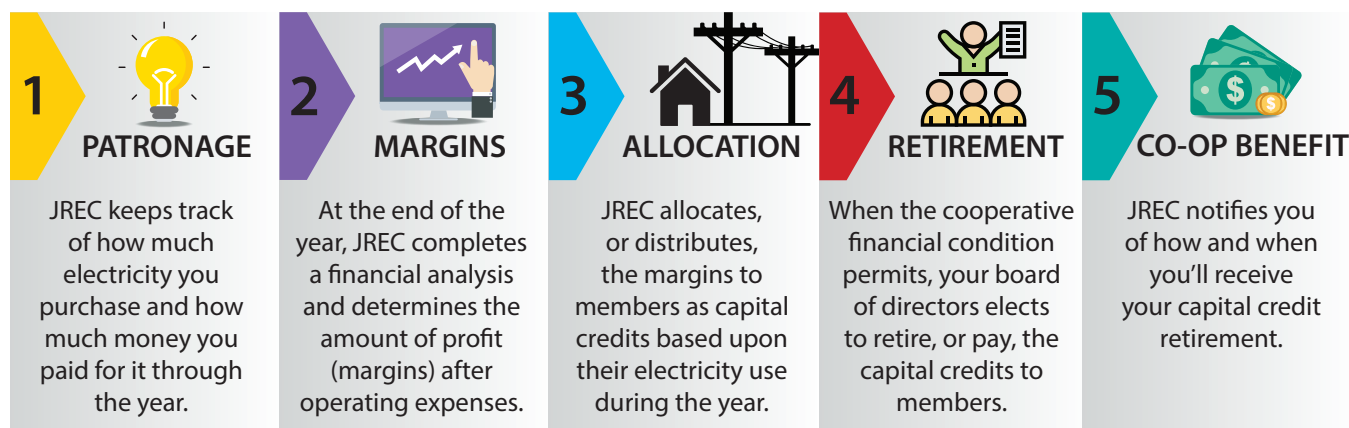
### 2024 Retirement

This year's retirement includes 100 percent of the remaining balance

in capital credits earned in 1994, 50 percent earned in 1995, and 2 percent earned in the years 1996 to 2023.

### Did You Know?

The first capital credits were allocated in 1955. You can also go to [jrec.com/capital-credits](http://jrec.com/capital-credits) to find answers to FAQs and to see if your name is on a list of members who have uncashed capital credit checks from previous years.



## WHY IT'S GOOD TO SEE CO-OP WORKERS ON YOUR PROPERTY

Cooperative employees and contractors work throughout our service territory. We're working to ensure reliable power for you and your neighbors, and that means we must cross your property from time to time. You may see us:

- Making routine repairs
- Trimming trees and brush
- Restoring power outages
- Locating buried utilities for construction and digging projects
- Replacing meters
- Working to upgrade poles, wires, transformers and equipment
- Inspecting lines, power poles, transformer boxes and equipment

### Maintenance Work Planned for November

Trees are one of the leading causes of lengthy service interruptions for our members. Maintaining trees and brush at regular intervals is vital if we are to supply reliable electric service.

In November, rights-of-way vegetation maintenance will begin on the east side of Conrath. Members affected will receive a postcard notifying

them of the work being performed by our contractor, Zielies Tree Service, Inc. A map showing the area scheduled for maintenance can be found at [jrec.com/row-maintenance](http://jrec.com/row-maintenance).

If you have concerns about our work, contact us at 715-532-5524 (Ladysmith) or 715-634-4575 (Hayward). We appreciate your cooperation.

# WELCOME TO JREC, VIRGINIA

She is new to the co-op, but the co-op is not new to her.

Prior to becoming JREC's executive assistant, Virginia Jacobs spent the past 15 years at Rusk County Health & Human Services providing support to co-workers and managers. She spent most of her time there working with the Wisconsin Home Energy Assistance Program (WHEAP), which helps Wisconsinites with their home energy costs. It was in this role that she worked with JREC and its members. Most recently, she was awarded the 2024 Home Energy+ Achievement Award for her efforts assisting customers and coordinating services with North Central CAP.

When asked what she was looking forward to in this new job, Virginia replied, "Joining a wonderful group of employees who are passionate about their roles within JREC and the members and communities, and adding my skills and talents to support our board, employees, and co-op members."

Virginia grew up in Conrath and has lived in this area her whole life. Currently, she and her husband, Jeremy; two children, Clay and Beckett; and dog, Ore; live in Ladysmith. She also believes in community involvement and volunteers her time helping local charities and organizations.

Spending time with family and friends and being outside, mostly during warm months when she can kayak, bike, go for walks, and golf, are at the top of her list for what she likes to do when not working. However, living in



Wisconsin means she has also learned to enjoy colder outdoor activities like building snow forts and sledding down hills. When inside, she enjoys puzzles, scrapbooking, and home improvement projects.

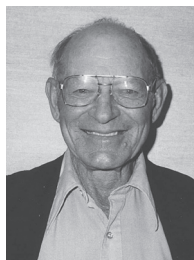
Number one on her bucket list is traveling to all 50 states. In fact, a couple of years ago her family received a photo travel map and they have been trying to fill it in ever since. Her favorite destination or vacation would be anywhere there is a beach or visiting friends in Utah.

"My initial time at the cooperative has been rewarding. I am looking forward to growing with the co-op and our members, along with continuing my family's legacy with JREC," said Virginia.

General Manager & CEO Kurt Harris added, "We are thrilled to welcome Virginia to our team. Virginia has already proven that she will be a true asset to this cooperative with her strong work ethic and knowledge. With her skills and fresh perspectives, we will continue to innovate and grow to better serve the members."

If you stop by the office or see her at community events, please welcome Virginia to the cooperative.

Virginia has co-op roots as her parents and other family members have been longtime co-op members. Her grandpa, Earl Pedersen (right), served on the JREC board of directors from 1946 to 1991, and on the Dairyland Power Cooperative board at times throughout his 45-year career.



## Is it time to ditch your old space heater?

If you can't remember when you purchased your space heater, it might be time to replace it. Just like flip phones have progressed into today's modern cell phone, portable space heaters have come a long way too. Most of today's models have built-in safety features, such as non-exposed coils and sensors that detect overheating or touch, as well as an automatic shut-off feature in case it gets flipped over.

Whether your space heater is brand new or several years old, it should be used carefully, since most home heating fire deaths involve one, according to the National Fire Protection Association. Here are some safety tips to consider:




- Purchase only space heaters that have been safety tested and UL approved.
- Read all instructions and only use as recommended.
- Do not leave a space heater unattended, and always turn it off when not in use.
- Allow a minimum of three feet of clearance around a space heater.
- Do not plug a space heater into an extension cord.
- If your space heater is plugged into a ground fault circuit interrupter (GFCI) and it trips, immediately stop using it and get it professionally inspected.
- Place space heaters on flat, level surfaces and never place them on furniture, counters, or carpet, which can overheat.

Find more tips at [jrec.com](http://jrec.com) or visit [SafeElectricity.org](http://SafeElectricity.org).

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715-532-5524 (Ladysmith); 715-634-4575 (Hayward) • [www.jrec.com](http://www.jrec.com)

After-hour emergency service, call 866-273-5111

Pay by Phone: 888-255-6489


Find us on Facebook, X, and Instagram   

Denise Zimmer, Editor



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Cooperative, Inc.

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Your Touchstone Energy® Cooperative 

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