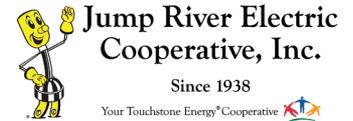


INTERESTED IN BECOMING A DIRECTOR?



By James Anderson, General Manager/CEO

It sure seems like 2021 is moving fast as we are already approaching the deadline for director nomination petitions and proposed bylaw resolutions. As a reminder, that deadline is Tuesday, February 23, at 4 p.m.

The following districts are up for director election this year: District 1, currently represented by incumbent Jane Reich; District 5, represented by incumbent Bill van Doorn; and District 6, which is currently open. Any members living in these districts and desiring to serve on the Jump River Electric Co-op Board of Directors needs to submit their Petition for Director Nomination by February 23, at either office before the close of business.

Petitions were mailed to each member living within these three districts in early January. More information regarding director duties, district maps, and the petitions themselves can be found on the home page of jrec.com.

New Electronic Voting

This year's annual meeting will also include electronic voting through a secure service in addition to mail-in voting as we are trying to reach more of our membership. Please watch future issues of this magazine and your mail for important information about this year's annual meeting. You can also get information on the JREC website, Facebook, and Twitter. The annual meeting will be held on April 24.

You can be assured that even as things change in these un-



certain times, you can depend on your cooperative to continue to provide safe, reliable, and affordable service. #POWERON

Electric Cooperatives Create CHARGE EV

Jump River Electric Cooperative along with a group of 28 other electric co-ops have created a regional electric vehicle (EV) charging network across Wisconsin, Illinois, Iowa, and Minnesota named CHARGE EV, LLC. The network includes over 30 Level 2 and Level 3 charging stations.

Your cooperative has installed two charging stations, one at each of our co-op offices, for our members' convenience. You can stop in at any time and charge your EV. These chargers were added to help alleviate "range anxiety," which is the concern some people have about traveling in an EV without a place to charge their vehicle. We hope that the EV infrastructure created by this group will give people confidence to consider an EV and encourage growth in the EV market.



The CHARGE EV infrastructure is just the start as the group plans for additional investments in the EV market including member education on installing home chargers and encouraging members to test drive EVs. Members of JREC also qualify for EV rebates through the Energy Sense program. Go to www.jrec.com/energy-sense-rebates for more information.

Our hope is that soon there is a national co-op brand and charging network. Charger locations and other information can be found at www.charge.coop.—Jim

"If you think you are too small to make a difference, try sleeping with a mosquito."—Dalai Lama

#POWERON





YOU'RE A WINNER!

Below are just a few photos from the various contests held during the last few months of 2020. Thank you to all who participated, from the Lucky 13 turkey drawing to the latest Facebook contest where members had to find Willie Wiredhand. We had fun and we hope you did too. Winners of each contest are listed below.



COLORING CONTEST WINNERS

Gwendolyn, age 4; Bryce, age 6; and Tristen, age 4.



Lucky 13 Drawing!!

The Lucky 13 winners are as follows: Francis Evangelista of Bruce; Greg Galotka of Glen Flora; Larry Ponsler of Hawkins; Sherry Beckman, Dennis Laier, Ron Weberg, Rosalind Walstad, Don and Carol Human, and Mark Tamm, all of Hayward; Emery Heath of Jump River; Mary Ripke and Tim Smith, both of Ladysmith; and Sindy Symbal of Stanley.

Christmas is about giving and that wasn't lost on these young winners. Those with siblings enjoyed figuring out who would get what from the giant stocking. One mother was told she'd be the lucky recipient of the Barbie doll and a few other "girl" items. Winners are, clockwise starting below: Tanner C., age 7, of Sheldon; Giizis C., age 4, of Hayward; and Clayton S., age 7, of Ladysmith. A

big thank you goes out to Mark Tamm for donating two rocking moose chairs again this year to go along with the stocking full of toys.

CHRISTMAS STOCKING WINNERS



TRIVIA CONTEST WINNERS

Trivia prize winners were Pat Kowal, Bonnie Lang, and Jeff Pynn.

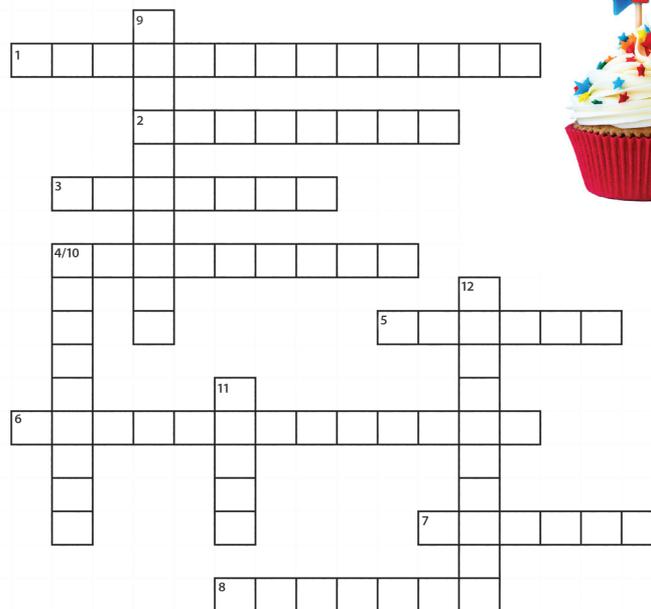


WHERE'S WILLIE?

Thank you to all who donated hats, mittens, and scarves during the month of November. If you look closely, you'll find Willie Wiredhand enjoying the warmth of these gifts (far left). Thank you also to The Silver Bear, a gift shop located along Highway 27 in Holcombe, for their gift card donation. Silver Bear gift cards were just one of the items the following winners of the Where's Willie Wiredhand contest found in their gift basket: Meagan Riel, Jenny Hengst, Cheryl McVicker, and Emma Trottier.

COMMUNITY CENTS PROGRAM MARKS ONE-YEAR ANNIVERSARY

Find out more about this member program and how you can help power it by completing this crossword puzzle.



ACROSS: (Facts about this program.)

1. The Community Cents program is operated and funded _____ from JREC.
2. This program is _____ to participate.
3. If you participate, your monthly bill will be _____ up to the nearest dollar.
4. This program offers members the opportunity to help their _____.
5. With your donation "Your change can make _____."
6. This program relies solely on member _____.
7. You can sign up online at jrec.com or by completing the opt-in form on the back of your _____ bill.
8. The average member will see about six _____ a year go toward this program.

DOWN: (Reasons why you should sign-up today!)

9. Your New Year's _____ was to help your community.
10. Money raised helps support local _____ organizations like 4-H, food pantries, Salvation Army, and many more.
11. Celebrate Community Cents' _____ anniversary by opting in today.
12. You are more likely to spend more money on a box of chocolates for _____ Day than you will donate to this program for an entire year.

1. Independently 2. Optional 3. Rounded 4. Neighbors 5. Change 6. Contributions 7. Energy 8. Dollars 9. Resolution 10. Nonprofit 11. First 12. Valentines

MONEY BACK INTO YOUR POCKET

If your holidays included new appliances, lighting, or other energy efficient items, you will want to go online to jrec.com/energy-sense-rebates to find out how we can put money back into your pocket.

Members have earned thousands of dollars through our Energy Sense rebate program over the years and 2021 should be no different.

We want to help you control your energy costs by helping you make your home as energy efficient as possible...and help you get cash back

when you do. Don't delay—to qualify for a rebate you must have the required information submitted to JREC within three months of purchase or installation, depending on the rebate requirement for that particular item.



Energy Efficiency Toolkit

You can also find many tips on energy efficiency online at jrec.com/use-energy-wisely-guide-efficiency-tips. Take a home energy assessment or find out how to check the insulation in your attic at jrec.com/home-energy-saving or use the home efficiency analysis tool at jrec.com/together-we-save. Kids can also get involved in this efficiency effort by going to the Kids Energy Zone page.

Ladysmith Lions Club

FUN ON THE FROZEN FLAMBEAU

Ice Fishing Contest

Sunday, February 21, 2021 • 10 a.m. to 2 p.m.

Nine years ago, Ladysmith Lions Club members put together their first "Fun on the Frozen Flambeau" ice fishing contest. Held on the Dairyland Reservoir, this community event offers people of all ages the opportunity to get out and experience the great outdoors, while raising money that helps pay for recreation improvements on and around the Dairyland Reservoir and other Lions Club programs like food bank donations, scholarships, and more.

Ice fishing is just one aspect of this event. You can also participate in bucket raffles and enjoy great food available near the headquarters on the ice. Over \$20,000 in cash and prizes will be given away. You can purchase tickets in advance from Ladysmith Lions members and at many local businesses or purchase one that day. Bundle up and enjoy some ice fishing February 21!





SCHOLARSHIPS INCREASED IN 2021

JREC to award over \$21,000 in scholarships to college-bound students

Giving back to the community is one of the cooperative principles; furthering the education of our area youth and members is another. Both are very important to JREC, and we are proud to be able to help our members and their students meet their educational goals through our scholarship program. Scholarships are available to active members and dependent students of active members.

This year JREC has increased the scholarship amount from \$500 per scholarship to \$750, with the lineworker scholarship remaining at \$800. Not only did we increase the amount of these scholarships, but we also added six homeschool at-large scholarships. Over \$21,000 in scholarships will be awarded in 2021, almost doubling the previous award amount of \$10,800. If you are college-bound, be sure to review all the scholarship opportunities listed below.



\$750 Traditional and At-Large Scholarships

High school seniors graduating from the below list of high schools and whose parent(s) or legal guardian(s) are active members of JREC can apply.

- **Two \$750 Scholarships Per School:** Bruce, Chetek-Weyerhaeuser, Flambeau, Gilman, Hayward, Ladysmith, and Lake Holcombe.
- **One \$750 Scholarship Per School:** LCO, Rib Lake, and Stanley-Boyd.

Six additional at-large scholarships are available to students receiving their high school homeschool diploma and whose parent(s) or legal guardian(s) are active members of JREC.

- **Two \$750 At-Large Scholarships awarded per area:** Hayward, greater Jump River area, and Ladysmith.

\$800 JREC-John Hirschfeld Jr. Memorial Lineworker Scholarship

is available to one active member or their dependent student who attends a one-year Electric Power Distribution/Lineworker post-secondary school program. Non-traditional students and high school seniors graduating from one of the above-listed high schools and Winter High School can apply.

\$750 Non-Traditional Scholarships

- **Two JREC-Allen Beadles Memorial Scholarships** will be awarded to non-traditional active members who are continuing their post-secondary education.
- **Two JREC-Charles Kagigebi Memorial Scholarships** will be awarded to non-traditional active members attending the LCO Community College.

A non-traditional student is defined as a dependent student whose parent(s) or legal-guardian(s) or self is an active member of JREC and has received their GED or high school diploma for a minimum of one year prior to applying for the scholarship.

Application and deadline

Applications for high school and the lineworker scholarships can be obtained from the school's guidance counselor. All other scholarships, including the lineworker scholarship, can be found online at jrec.com/scholarships or picked up at one of our offices. Application deadlines vary by scholarship type and school. Please call 715-532-5524 if you have any questions.

All scholarships are financed through Federated Youth Foundation (FYF) Scholarship Program, which is funded from unclaimed capital credits. FYF is a non-profit charitable foundation serving cooperatives across Wisconsin.

James Anderson, General Manager/CEO

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715-532-5524 • www.jrec.com

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

Find us on Facebook 

JREC is an equal opportunity provider and employer.

Denise Zimmer, Editor



Jump River Electric Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative 

2021 co-op calendars can be picked up at either office.