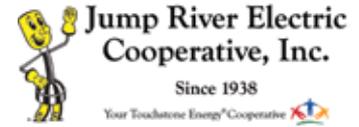




James Anderson  
General Manager

## EIGHT DECADES OF SERVING OUR MEMBERS



Back in 1938 members of our rural community, primarily the Jump River area, went door to door helping neighbors sign up for the conveniences everyone wanted with electric service—conveniences their city cousins had been enjoying for years. A \$5 fee was collected, even though there was no guarantee that electric service would become a reality as the local investor-owned utility could not or would not extend power to rural areas. Local folks banded together and worked hard to form this cooperative.

Eight decades later, the cooperative serves approximately 8,450 members and continues to focus on providing reliable, safe, sustainable, and affordable utility services to the communities we serve. The cooperative has grown from 150 miles of plant in 1940 to just over 1,763 miles of line today. The methods used to bring electricity to our members have evolved over the years, along with the needs of the members.

Members now look to the cooperative for ways to save energy and lower energy bills. As Board President Jerry Carow stated at the recent annual meeting, “We often hear at our meetings that we are the only organization that applauds a drop in the consumption of the product we try to sell. But we do, because it can help manage the loads at peak times and lower your cost.”

We have helped many members make energy-saving improvements to homes or businesses. Our incentive program, Energy Sense, can help reduce the cost of these improvements. Over \$29,500 was returned to our members in 2017 due to energy efficiency incentives received directly through JREC’s Energy Sense program.

Members today also look for renewable energy options and easier ways to engage through social media. Making sure that we have better communication with our member-owners is our top priority.

**A Year of Change** The past year has been one of change and progress. We have made changes in everything we do—most noticeable is changing our logo back to Willie Wired-hand. Willie symbolizes the Seven Cooperative Principles, and he’s giving a hand to our members, which is the connection we embrace.

We have changed the logo on the side of our trucks to encompass our three service territories, Jump River, Hayward, and our Ladysmith headquarters. The logo also now reads “An Electric Utility Owned by the Members we Serve”. This is very important to me, our employees, and the board of directors—to reconnect with member-owners in all areas we serve.

The seven co-op principles still guide us today as they did the founding members of this cooperative 80 years ago, and they are now posted in our offices. The mission statement was also updated and a value statement was added. These are also

posted where our member-owners and employees can easily see what our members should expect from their cooperative.

The 2017 finances were presented in last month’s magazine and reviewed at the recent annual meeting by our auditor. He relayed that the co-op is financially sound.

We are continuing to aggressively take care of our right-of-way clearing to help maintain an uninterrupted power supply. I am pleased to say that our average outage time by member and overall has decreased from last year.

Lastly, I’m pleased to report that the board of directors has authorized the cooperative to retire over \$416,000 in capital credits. This retirement was paid out in the form of an energy credit. This is an increase of almost \$100,000 from 2017.

We officially celebrate 80 years of serving our members on November 10.

**What’s to Come** More change is coming. JREC will be launching a new website soon that will better meet the needs of our members and will help with member engagement.

Several technology improvements are coming. We are finishing up our meter upgrades to a new, improved system. This is an advanced meter that allows us to improve your service and works hand in hand with our new billing software to give you more information about your usage, which in turn will allow you to curb your usage and lower your bill.

We are making upgrades to equipment on our line and our mapping system. This will help us respond faster to outages, identify problems current and future, and improve reliability.

Our employee positions were evaluated, and we are focusing on training and new, more efficient work practices.

The Community Cents program and electric vehicle charges are coming; read more on the following page.

Next year we will be rolling out our new billing software through National Information Solutions Cooperative (NISC). NISC will allow you to access your account and monitor your usage with daily, weekly, and monthly tables and yearly comparisons.

NISC will also allow us to set up the pre-paid metering we have talked about in the past, so members may prepay their account if they wish.

Efforts to resolve our issues with the LCO have been moving forward steadily. We are just completing an evaluation of JREC’s assets, a final piece of information needed to put together the final agreement. We have the support of the Bureau of Indian Affairs to resolve this as soon as possible. We are cautiously optimistic that we will have a final agreement that will benefit all member-owners, both within and outside of the LCO, ratified this year.

Based on our current operational calculations we are anticipating steady rates to continue and are not anticipating a rate increase for next year.



## ANNUAL MEETING HIGHLIGHTS YEAR OF CHANGE AND PROGRESS

The 80th business meeting began with the presentation of colors by the Ladysmith American Legion. Those in the audience who had served in the armed forces were also recognized.

Jane Reich was re-elected as District 1 director with 154 votes over her challenger, Earl Hinkel, who received 69 votes. District 5 incumbent Bill vanDoorn won unopposed with 190 votes, and District 6 incumbent John Cerman won unopposed with 181 votes.

Members adopted all six proposed bylaws amendments:

- #1 – Director Qualifications – Felony Convictions: 183 for, 26 against
- #2 – Director Qualifications – Removal of Director: 185 for, 21 against
- #3 – Director Qualifications – Clarification of Partial Terms: 191 for, 18 against
- #4 – Director Qualifications – Change of Term Limits: 118 for, 87 against
- #5 – Director Qualifications – Delinquencies: 184 for, 17 against
- #6 – Dispute Resolution – 149 for, 53 against

Board President Jerry Carow announced the new Community Cents program that is patterned after other co-op “Round-Up” programs. This volunteer program will allow members to make a difference in their communities by having their monthly bill rounded up to the next dollar, with the difference placed in a fund to be used for community giving. In similar programs, the average contribution is \$6 per member per year, which would result in around \$50,000 per year if all members chose to contribute. Watch for more information on this program in future issues of this magazine.

A new incentive program will also be presented for charging electric vehicles. To help with the electric vehicle charging station infrastructure, JREC will be installing a charging station at the Ladysmith and Hayward offices. This will put JREC on the electric vehicle grid map and allow for the growth of the movement and increased electric usage for the cooperative. Watch this magazine for more information. Jerry Springer from Dairyland Power followed up Carow’s presentation by providing more information on electric and plug-in hybrid vehicles available today and in the future.

Linda Powers of River Valley Architects presented the process and results of the Space Needs Study that was performed on the Ladysmith headquarters buildings. She also reviewed the steps that will be taken as this evaluation continues.

All members attending received a \$10 energy credit. Doug and Ronda Parker won the grand prize of \$1,200 in energy credits (*pictured at right*).

Many members also joined us at JS Supper Club where they enjoyed a chicken dinner following the meeting.

To view the entire business meeting, go to [www.jrec.com](http://www.jrec.com). Thank you to all who came. We hope to see you again next year.



1. Kurt Hoesly of Flambeau High School sang the National Anthem.
2. JREC General Manager Jim Anderson.
3. Linda Powers of River Valley Architects.
4. These employees were recognized for milestones in years of service and hours of no lost-time accidents: Scott for 30 years and 65,079.5 hours, Jessica for 10 years and 21,819.5 hours, Dawn for 15 years and 30,992.5 hours, Vicky for 5 years and 11,603.5 hours, and Jeff for 10 years and 21,077.5 hours. (*see photo above*)
- 5 & 6. Jeff Springer of Dairyland Power spoke about electric vehicles and drove an electric truck to the meeting for members to see.

## ENERGY ASSISTANCE AVAILABLE FOR QUALIFYING MEMBERS

The winter heating season has now begun. It's important for you to make every attempt to keep current on your electric bill. We understand that things do happen that put financial burdens on people. Certain government organizations can offer heating assistance or point you in the direction of a group that can help. The Wisconsin Home Energy Assistance Program (WHEAP) administers the federally funded Low Income Home Energy Assistance Program (LIHEAP) and Public Benefits Energy Assistance Program. LIHEAP and its related services help more than 200,000 Wisconsin households annually.

### Eligibility

You may be eligible for weatherization services if:

- You received benefits from WHEAP or your gross income for the last three months is equal to or less than 60 percent of Wisconsin's state median income (SMI) for your family size. (see chart at right)
- Your dwelling/apartment has not been weatherized before.
- Your household meets certain priorities that may include a high energy burden or use, an elderly or disabled member, or a child under 6.

Household Size	3 Month Income	Annual Income
1	\$ 6,870.00	\$27,480
2	\$ 8,983.75	\$35,935
3	\$11,097.75	\$44,391
4	\$13,211.50	\$52,846
5	\$15,325.25	\$61,301
6	\$17,439.25	\$69,757
7	\$17,835.50	\$71,342
8	\$18,231.75	\$72,927

For more information and application details, please contact your local office:

Chippewa County .....	715-726-7840
LCO Tribal .....	715-634-8934
Rusk County .....	715-532-2299
Sawyer County .....	715-634-4806
Taylor County .....	715-748-6123
Wis. Rural Housing .....	888-400-5974
Farm Crisis Center (for farmers only) .....	800-942-2474

To learn more, call toll free 1-866-HEATWIS (432-8947) or visit [homeenergyplus.wi.gov](http://homeenergyplus.wi.gov). You can also contact Keep Wisconsin Warm Fund – Bill Pay Assistance at 1-800-981-WARM (9276) or visit [www.kwwf.org](http://www.kwwf.org). (Source: Wisconsin Department of Administration)

### Board of Director Officer Results

In a reorganization meeting following JREC's annual meeting, the board of directors elected officers:

<b>President</b>	<b>Vice President</b>	<b>Secretary-Treasurer</b>
<b>Jerry Carow</b>	<b>Walter Kruk</b>	<b>Joe Lorence</b>



## SHOW YOUR APPRECIATION ON VETERANS DAY

**V**eterans Day, November 11, is an important day for showing appreciation to members of our military, past and present. If you're looking for an appropriate way to honor a veteran in your life, or would like to contribute in a way that's meaningful for veterans everywhere, here's a list of suggestions to start you off.

**Show up** – Attend a Veterans Day event in your area—not just a picnic with friends but an honest-to-goodness parade or service for veterans. Roy Rogers said, “We can't all be heroes; someone has to sit on the curb and clap as they go by.” Veterans Day is a great opportunity to do just that.

**Donate** – There are a plethora of wonderful organizations who offer all manner of support, services, and appreciation for our service members. Consider donating to the Wounded Warrior project, Homes for our Troops, or the USO.

**Fly a flag – correctly** – Veterans Day is a great opportunity to fly the flag! Just make sure you're observing the proper rules for display. Not sure exactly what those are? Check out American Legion's guide to the flag at [legion.org/flag/code](http://legion.org/flag/code).

**Ask someone about their service** – Some questions to start a conversation with are: What did you do in the military? How long did you serve? What was your favorite moment in all your time in the service? Did anyone else in your family serve? Why did you choose to go into the service branch you did? Do not ask if they've killed anyone. Should your veteran be a combat vet, be supportive without being intrusive. Sometimes you don't have to say anything—just listen.

**Write** – If you know a veteran, write a simple postcard or e-card that recognizes them on Veterans Day. If you don't know a veteran, look up the closest military installation and send one there.

**Don't confuse Veterans Day with Memorial Day** – Veterans Day is a time to thank those who are serving or have served and are still with us. Memorial Day is to reflect and remember those who lost their lives in service to their country. Confusing the two diminishes the importance of both.

**Visit a VA hospital** – Find out what the policies are at your nearest VA hospital for interacting with patients or volunteering, and spend the day with a veteran. Many VA facilities will have events on Veterans Day. Even if you never interact with a veteran, helping at a facility is a way to give back.

**Get outdoors with a veteran** – Invite a veteran or a military family to explore a national park—admission is free for all visitors on Veterans Day.—Source: *military.com*

MY CO-OP



It's time once again to talk turkey with our traditional Lucky 13 Turkey drawing! Just complete the drawing ticket below and mail it to Jump River Electric Cooperative at P.O. Box 99, Ladysmith, WI 54848, and you could win a turkey for your holiday dinner.

A lucky winner will be drawn from all entries received. You may submit up to two entries per family. Drawings will be held November 5–9, 12–16, and 19–21. There will be one winner per day, with only one winner per family during the drawing period. Turkeys will not be shipped or delivered and must be claimed by December 5. Good luck!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE # \_\_\_\_\_

ACCT. # \_\_\_\_\_

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

## INTERRUPTIBLE HEAT TEST SET FOR NOVEMBER 14

On Wednesday, November 14, residential electric heating on our dual fuel program will be interrupted for a test of the load management system. The test will begin at 5 p.m., with all electric heating to be restored by 10 p.m. If everything is working properly, a yellow light will be visible in the window of the load management receiver. If your electric heat remains on during the test, or if you experience any other problems, please contact our office at 715-532-5524.

### When it's Not a Test

Before you know it, winter will be upon us, and we will be experiencing peak loads due to the cold weather. During the 2018–2019 winter season, dual-fuel electric heat may be interrupted at any time due to these peak demand loads. However, your dual-fuel electric heat will not be interrupted for more than 12 hours in any 24-hour period.

On these colder winter days, a peak alert is likely to occur because the demand for electricity is at its highest, which means we all need to conserve energy use whenever possible. The level of demand determines a large portion of

our energy costs during this time. Reducing or delaying your electrical usage during a peak alert helps lower this cost.

The key to reducing the number of peak alerts and dual-fuel electric heat interruptions you will experience is to lessen your consumption between the hours of 5 to 10 p.m. on these coldest winter days. This helps the cooperative save on our wholesale power bill, and this savings is passed along to you.

By making a few simple changes, such as turning off unneeded lighting, electronics, and appliances during times of peak alert; shifting chores like operating the dishwasher or clothes washer to morning or late evening hours, when the demand for electricity is generally lower; and turning your thermostat down just a few degrees, you can help us help you save a substantial amount of money on your power costs.

On the coldest winter days, peak-alert messages will be broadcast on the following stations:

WOJB 88.9 FM	WLDY 93.1 FM
WRLS 92.3 FM	WIAL I-94 FM
WECL 92.9 FM	WAXX 104.5 FM



Throughout various events this summer and at the Member Appreciation Days events, JREC gave members the opportunity to enter the drawing for a chance to win a Kindle Fire. The winner of this Kindle Fire tablet was Teri Rzeszutko of Hayward.

### James Anderson, General Manager/CEO

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715-532-5524 • www.jrec.com

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

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Denise Zimmer, Editor



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Cooperative, Inc.

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