



POWER ON: October is National Co-op Month

By James Anderson
General Manager/CEO

As an electric cooperative, our top priority is always to provide reliable, affordable energy to you, the consumer-members we serve. Because we are a co-op, our mission is to enrich the lives of our members and serve the long-term interests of our local community—and this mission has never been more critical than in recent months. One of the seven principles that guides all co-ops is “concern for community.” To me, this principle is the essential DNA of Jump River Electric Cooperative (JREC), and it sets us apart from other electric utilities.

October is National Co-op Month, and electric cooperatives across the country are highlighting the many ways we “Power On.” Keeping this theme in mind, I recognize the essential role we play in serving a special community like ours.

Who would have fathomed in March, that the COVID-19 virus would amount to a test of our community and our nation? The changing circumstances due to the pandemic have created both challenges and opportunities. Over the past several months, we’ve all been challenged to operate differently, and JREC has stepped up to help our members and strengthen the safety net for our more vulnerable neighbors.

As an essential service, and to ensure reliability of your power supply, we modified our operations to safeguard business continuity. Our line crews and other employees began working on staggered schedules to maintain separation. Some staff worked remotely. In the office, we limited and modified meetings and gatherings to allow for safe separation. We also adjusted our walk-in office availability and in-person service calls to ensure the health and safety of our employees and our valued members. In addition, we kept the outside work force separated within the areas we serve. For the health and safety of everyone, we think these measures were the prudent course of action for the times.

For our members impacted by COVID-19 who needed help with their electric bills, we waived late fees and worked with our members to make special payment arrangements.

While we certainly missed visiting with you in person, we found new ways to stay connected. We increased our social media engagement efforts as well as posted additional information regarding health and safety on our website. Dairy Days was held, but with a new drive-through format being followed. Even the annual meeting was delayed. We were able to finally hold it by changing the format and location to

an outside one that allowed us to follow social-distancing guidelines.

A big thank you goes out to all the members who donated items to our “Neighbors Helping Neighbors” donation drive. Through your generous donations we were able to distribute 21 backpacks filled with school supplies and helped to restock some local food pantry shelves.



I tell you about all these efforts not to boast about your cooperative but to explain how much we care about this community—because we live here too.

We’ve seen other local businesses rising to meet similar challenges during this time, because that’s what communities do. While the challenges caused by COVID-19 have been daunting, I’m heartened to see how everyone is pulling together.

In 1938, Jump River Electric Cooperative was built by the community to serve the community, and that’s what we’ll continue to do—Power On.

Then. Now. Always.
We’re proud to power your life.
October is National Co-op Month.



#PowerOn

CELEBRATE CO-OP MONTH BY GIVING

BUNDLE UP – Many families struggle to supply their children with much-needed winter supplies like mittens or a hat and scarf. That is why JREC will be hosting its fourth annual Hat, Mitten, and Scarf drive. Items donated will be given to local schools and day-care centers.



FEED-A-FAMILY – Many families within our community deal with food insecurity daily. The upcoming holidays can sometimes add to this dilemma. You can help by donating a non-perishable meal, such as spaghetti noodles and sauce or mac-and-cheese with a can of vegetables and fruit.



Donated items can be dropped off during working hours at either of the JREC offices. Please call 715-532-5524 if you have questions.

JUMP RIVER ELECTRIC COOPERATIVE TRIVIA CONTEST

It is time to find out how much you know about your local electric cooperative. Answer these questions, fill out the entry form at the bottom, and send the whole page to JREC for a chance to win a prize. The top three members to answer the most questions correctly will win. If there are more than three, we will draw for the winners. Good luck!

1 Which president signed the executive order that created the Rural Electrification Administration?



Bonus Question: In what year did he sign it? _____

2 What year were the "Articles of Incorporation" filed to start Jump River Electric Cooperative (JREC)?

3 How many members per mile of line are served by JREC? _____

4 Name three other services JREC offers its members.

5 How many directors are on the cooperative board? _____

6 How many cooperative principles are there? _____

Bonus Question: Name one of the principles.

7 This little guy was adopted as the mascot of rural electric cooperatives in 1951. What's his name?



8 How many full-time employees does JREC have? _____

9 Name the national organization of electric cooperatives.

10 Which month is Co-op Month?

11 When is National Line Worker Appreciation Month?



12 How many years is an electric lineman apprenticeship? _____

13 What is YOUR account number with JREC? _____



14 How many Annual Meetings of the Membership has JREC held?

15 Who is JREC's wholesale power provider?

16 How many people in the world live without electricity? _____



17 Name the youth conference JREC sends students to, to enhance team building and leadership skills while learning about cooperatives.

18 How many scholarships does JREC offer? _____

Bonus Question: How much money is awarded each year in scholarships? _____

19 How much money has JREC returned to its members in capital credits since its conception? _____

20 What is the name of JREC's rebate/incentive program?

Trivia Contest Entry Form

Name _____

Address _____

Phone _____

Email _____

Acct. No. _____

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

JREC:

More than just your electricity provider

Your cooperative was formed 82 years ago to bring electricity to our area when no one else would. Our priority has always been, and always will be, to provide safe, reliable, and affordable energy to our members. But we don't stop there. JREC not only provides you with power, but we offer many other benefits and services to you and the communities we serve.

Working together, working for you, has been the motto of this cooperative for years. And what a better time to celebrate our joined efforts but in October as we celebrate National Cooperative Month.

We work closely with our local schools to provide safety demonstrations, award college scholarships, and provide opportunities to area youth through our annual leadership program. JREC offers service like Viasat to fill that high-speed internet gap found in our rural communities. Load management programs have been developed over the years to find ways to save you money through energy conservation or to put money back in your pocket by offering rebates for energy efficient products.

Ultimately, the larger community benefits from these programs because of you! You empower the co-op through your membership and through your participation in and support of these programs. Here are some ways you benefit from being a JREC member.

WE HELP YOU SAVE MONEY

- Energy Sense rebates
- ElectricSense Online store
- Electric Heat and Water Heater Load Management Programs
- Autopay incentive
- Renewable grants for net metering installations



Energy Sense
Together we can... Together we will

WE OFFER RESOURCES TO KEEP YOU SAFE

- Electric Safety Demonstrations (for both EMS personnel and youth)
- License to Live Video and driving safety curriculum
- Electrical safety tips and videos on jrec.com



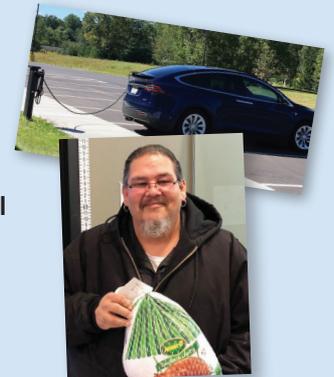
TOGETHER WE SUPPORT THE COMMUNITY

- Community Cents Program
- Food drives
- Back to School Supply drive
- Hat, Mitten & Scarf drive
- Christmas stocking for kids
- Christmas Wish Program
- Adopt-a-Highway
 - Donations to local organizations and groups
 - Employee Jeans Day community donations



WE GIVE BACK TO YOU

- Dairy Days
- Capital credit returns
- Electric vehicle charging stations available at no charge
- Scholarships for high school seniors and adults
- Free leadership conference for area youth
- Lucky 13 Turkey drawing



WE PROVIDE SERVICES TO RURAL MEMBERS

- Viasat high-speed internet
- Safety First Farm Rewiring Program

Viasat



AREA YOUTH – YOU COULD WIN A PRIZE



In 1922, the National Fire Protection Association (NFPA) named the second week of October Fire Prevention Week in commemoration of the Great Chicago Fire in 1871.

With proper preparedness, you can help keep your family safe from fire. Two easy steps you can take are to test your smoke alarms in your house and to create and practice a fire escape plan as this coloring page demonstrates. Go to nfpa.org/Public-Education for more information on how to make a fire escape plan. This site has many resources for educating ourselves and our children on fire safety along with printable activities, lesson plans, videos, and more.

Children ages 4–14, grab your art supplies and color this picture; then put together that escape plan with your family. Please complete the entry ticket at the bottom of the coloring page before submitting. Three names will be drawn from all entries received.

Create an escape plan with your family in case of a fire



Name _____

Member Acct. _____

Grade _____ Age _____ Phone _____

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

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

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JREC is an equal opportunity provider and employer.

Denise Zimmer, Editor



Jump River Electric Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative 