



**Jump River
Electric Cooperative**
Your Touchstone Energy® Partner

A LOOK BACK OVER THE PAST YEAR



William Schmidt
General Manager

As we look back at 2016, I would like to reflect on what happened over the past year. First of all, let us not forget that we are fortunate to live in a beautiful natural wilderness here in Northern Wisconsin, filled with unlimited outdoor activities and absent of many of the issues faced

by larger metropolitan areas.

In addition, JREC has not had a rate increase since 2010. We have kept our members' rates down. We continue to make reasonable investments in our electric system, including right-of-way maintenance programs. We continue to invest in new technology, like two-way metering and outage management systems, in order to improve our reliability, and enhance our communications with our members.

JREC sent eight high school students (and one chaperone/coach) to the annual Youth Leadership Conference in River Falls this summer, and it was inspiring for me hear directly from our participants the enormous value of the program and the difference that it made in their lives.

I enjoyed attending the scholarship dinners and events this year and handing out many educational and technical school scholarships, and our JREC board of directors also approved many charitable donations to worthy causes and events throughout the year.

I enjoyed meeting members and discussing pertinent issues at our Member Appreciation Days in Ladysmith, Hayward, and Jump River this past summer. We have a rich history at JREC, and a bright future. And, all of it is due to the commitment and engagement of our directors, employees, and most of all, our members. See you in 2017!

Looking forward I envision a work culture that engages and empowers employees and members with continuous

learning and education, strategic planning and execution, and, above all else, communication. This is what I have promoted over my electric cooperative career. I promote a culture of ethical behavior, transparency, and accountability, as demonstrated by my actions and performance results. I prefer a work culture that is open-minded to new technologies and new ideas from existing and future generations of members, directors, and employees.

Succession planning is critical to all organizations, and I enjoy coaching and mentoring management staff and employees to achieve their career goals. My greatest professional achievements have been assisting others achieve their career aspirations.

There are significant, complex, and multidimensional challenges for our community. These challenges include the impacts from federal and state regulation and legislation, including the impacts from the Clean Power Act, the EPA, and the next U.S. Supreme Court appointment.

They include disruptive innovations in the form of renewable and alternative energy, energy storage, advanced technology, social media, big data, and the generational differences of new employees and members.

Supporting economic development initiatives, including enhanced and reliable broadband, creating good-paying jobs and attracting skilled employees (and their families) into our community are critical to our future.

Maintaining affordable electric rates, delivering reliable and safe service, engaging members and employees, and maintaining financial stability are still our top priorities.

I believe the greatest challenge continues to be improving the quality of life in our community. As a cooperative, we have a responsibility to meet the needs of members today, while anticipating the needs of the next generation. Helping our community succeed—that's the power of co-op membership.



Highlights of 2016 – Left to right: General Manager William Schmidt chats with members at Member Appreciation Days in August; JREC employees help members unload electronics at the electronic recycling event in April; JREC Finance Manager Scott Peterson presents a check to the Boys & Girls Club of Lac Courte Oreilles; and JREC Youth Leadership Congress delegate Jonathon Readinger, who was elected to the 2016–17 Youth Board, speaks at the WECA annual meeting in November.



MAKE YOUR NEW YEAR A MORE EFFICIENT ONE

It is that time of year again — time to take down the holiday decorations, reflect on the past year, and set goals for the new year. Start this new year on the right foot by resolving to make energy efficient choices with these tips from the Energy Education Council.

When it comes to resolutions, it's important to set a clear and achievable goal to reach by the end of the year. Whether you aim to reduce your energy use by 5 percent, save \$150 over last year, or compete with your neighbor for more efficient energy use—choose a goal that works for you.

One of the most inexpensive ways to be more energy efficient is to make use of a power strip or smart strip.

Once you've established your goals, it is time to identify where your home is losing energy by contacting a local home energy auditor or conducting an energy audit yourself by making use of an online energy audit tool. Although the latter method is not as thorough as if done by a professional, it can still help you pinpoint some of the easiest fixes and upgrades that can be done.

Once you have concrete objectives, it is time to start making energy efficient choices. Whether you choose a quick fix or a long-term investment, here are a few good starting points.

One of the most inexpensive ways to be more energy efficient is to make use of a power strip or smart strip. Televisions, computers, and even cell phone chargers continue to use electricity even when they are off, but this can be prevented with the flip of a switch if devices are plugged into a power strip.

From a lightbulb to a refrigerator, upgrading outdated and inefficient appliances can help you save as well. According to the U.S. Department of Energy, more than 30 percent of an average home's energy usage comes from lighting and appliances. Make the switch to energy efficient LED light bulbs, or better yet, EnergyStar rated appliances to put a serious dent in your energy use.

Weather proofing your home can reduce your annual energy use by up to 10 percent, according to the Environmental Protection Agency. This can include minor jobs, like installing weather stripping on doors and caulking around windows, or bigger jobs, like sealing air leaks and adding extra insulation in your attic.

Check your furnace filter regularly, and replace it if it is dirty. Why make your furnace work harder than it has to? A clogged filter can slow the flow of air and reduce the efficiency and life of your furnace.

And don't forget little steps like making sure furniture isn't blocking your heat registers, or opening curtains on south-facing windows during the day to allow sunlight to naturally heat your home, and closing them at night to reduce the chill.

For more information on how to reach your energy efficiency goals, visit EnergyEdCouncil.org.

JREC will be continuing their Energy Sense program in 2017. This program not only promotes energy conservation and efficiency, which saves you money on your energy bill as you lower your energy consumption, it also provides you with an opportunity to get money back on qualified energy efficient products purchased in 2017 through this rebate program. You can find out more details regarding this program on the cooperatives website (www.jrec.com).



Ed Wollwert
President



Jerry Carow
Vice President



Lori Taguma
Sec.-Treas.

JREC BOARD ELECTS OFFICERS

Following the 78th annual meeting, the reorganizational meeting was held for the purpose of electing board officers. District 9 Director Ed Wollwert retained his seat as the board president, with District 4 director Jerry Carow elected as the vice president, and District 7 director Lori Taguma elected as the secretary-treasurer. These directors will also serve on the Executive Committee during the coming year.



Help us demonstrate the 7th cooperative principle—Concern for Community —by bringing a non-perishable food item in to either of our offices during the month of January and receive a FREE CFL bulb! Food items will be donated to area food pantries.



ENERGY ASSISTANCE AVAILABLE

In order to assist in meeting energy costs, the federal government has developed the Energy Assistance Program. To find out if you qualify, or to apply, contact your county Department of Health and Social Services.

It is best to apply early so that you can establish your eligibility and receive full benefits. However, it isn't too late to apply for heating and energy assistance. For your convenience, here is a list of phone numbers for the areas we serve.

Chippewa County	715-726-7840
Rusk County	715-532-2299
Sawyer County	715-634-4806
Taylor County	715-748-3332
LCO Tribal	715-634-8934
Wisconsin Rural Housing	888-400-5974
Farm Crisis Center (for farmers only)	800-942-2474

LUCKY 13 TURKEY WINNERS

The Lucky 13 drawing was a hit again this year with our members. Thirteen names were drawn from all the entries received, and each of the following members received a turkey just in time for Thanksgiving:

- William Sillman of Bruce
- Virginia Emmerich of Gilman
- Dewey Kaiser of Glen Flora
- Rich Davis, Beverly Cunningham, Deanne Martin, and Kelly Nayquonabe of Hayward
- Troy Ewer, Helen Patrick, Al Czynscon, and Ken Dicus of Ladysmith
- Debra Kochevar and Carol Milam of Sheldon



THE BENEFITS OF CHOOSING AN ELECTRIC WATER HEATER

As expected, most people don't think much about water heaters. They take for granted that they make it possible to have hot showers and clean dinner dishes and enjoy load upon load of freshly laundered linens. The lonely water heater, tucked away in the basement or a utility closet, is out of sight and out of mind.

There are times, however, when your attention turns to that most essential of appliances: when an existing water heater breaks ("Brrr. That water is cold!") or when building or renovating a home.

Electric water heaters are environmentally friendly, easy to install, and emerging as a building block of the future electric grid.

At those times, a homeowner will make a decision that has consequences that persist for a decade or two, maybe longer. Your water-heating choice will have implications for energy efficiency, cost of use, the environment, safety, and reliability.

As a member of the cooperative, you



might already know about many of the advantages and benefits of electric water heaters. First, electric water heaters are safe. There is no threat of carbon monoxide poisoning, combustion, or explosion. Electric water heaters are environmentally friendly and capable of using electricity generated from solar, wind, hydro, and other renewable sources.

Electric water heaters are also easy to install, requiring no expensive gas lines, exhaust flue, or on-site fuel tanks. Compared to other fuels, the cost of electricity is stable.

In addition, electric water heaters are emerging as a building block of the future electric grid. These formerly mundane units are evolving into smart appliances and energy storage units that are helping the grid become more stable and more efficient. By heating water when demand for electricity is low and storing the thermal energy for later use, electric water heaters can save you money.

Since the 1980s, JREC members have been encouraged to actively participate in the water heater load management program. By allowing JREC to install a load management receiver on your electric water heater, you are part of the solution in keeping rates stable.

Not everyone acknowledges the superiority of electric water heaters. The fact is that propane is a fossil fuel, and prices tend to fluctuate wildly. If you install a propane heater today, you'll live with the consequences and risks for years to come. That's the inconvenient truth.

If you have questions about water heater options or other energy efficiency needs, give us a call at 715-532-5524. At JREC, we're here to be your trusted energy source.



Every now and again we have to take some electrical services out of power to do maintenance or repairs on our system. When we do this, we send an automated call informing members of the planned outage so they can plan accordingly. We don't want you to just get started on a birthday cake or loaf of bread and have the power go out!

Every time we do these calls, we have a handful of phone numbers that bounce back as disconnected, changed, or it's for the wrong person altogether.

We will list your phone number(s) that we have on file on the top third of your electric bill. Please take a moment to verify that the number we have on file is the best number for you to get important notifications at. If it is not the correct number, you can make the correction on the stub and just mail it with your monthly statement. Otherwise, you can always call the office at 715-532-5524 to notify us of the change.

We are also updating our account records with the latest email addresses for those members who have email. If you have an email address, please add that information to your bill stub.

NONDISCRIMINATION STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, 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) E-mail: program.intake@usda.gov.

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Did you know?

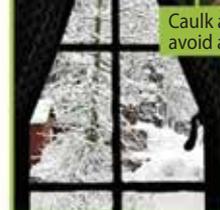
Heating your home accounts for up to 48 percent of your utility bill.

A few tips to help you save:

Clean or replace your furnace filter once a month (or as recommended).



Caulk and seal windows to avoid air leaks.



Keep draperies and shades open during the day and closed at night.



Visit www.energy.gov for more ways to save!

William Schmidt, General Manager

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715-532-5524 • www.jrec.com

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

JREC is an equal opportunity provider and employer.



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Happy New Year from the board of directors and employees of Jump River Electric Cooperative.
JREC offices will be closed Monday, January 2.