



David Oelkers,
Interim General Manager

MARK YOUR CALENDARS

Member Appreciation Days Mark your calendars and plan to attend Member Appreciation Days, July 19–21. This three-day event is held each year to celebrate you, the member. Brats, hot dogs, beans, chips, soda, coffee, milk, and ice cream will be served all three days. Prize drawings will also be held at each location. You can find the details regarding the times and location on page 16.

Cooperative Principle #2 – Democratic Member Control

What does Democratic Member Control really mean when you are part of a cooperative? As many may know, cooperatives are founded and guided by seven Cooperative Principles. The second of these seven principles is Democratic Member Control and it is defined as follows: Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. The elected representatives are accountable to the membership. In primary cooperatives, members have equal voting rights (one member, one vote), and cooperatives at other levels are organized in a democratic manner.

In other words, Jump River Electric Cooperative is member controlled and locally owned. As it states above, as a member you have a voice in how your cooperative operates. Member control means you elect the directors who are accountable to those they serve. Each October, three directors are elected at the annual meeting. This process starts with a petition for director nomination, which will be mailed in July to members living in districts 3, 4 and 9. See the map to the right to determine which district you live in.

Members who live in one of the three districts (3, 4, and 9) who would like to run for the director position would need to have any 15 or more members of the same district sign a petition for director nomination and return this petition to the cooperative by August 22, 2017. Directors are elected for a three-year term and must be a resident of their respective district.

What Does a Director Do? Directors represent the members of their district and make decisions in the best interest of all the members of the cooperative. Directors are asked to not only participate in monthly board meetings, but also to attend other national, state, and local meetings throughout the year. Other duties are as follows:

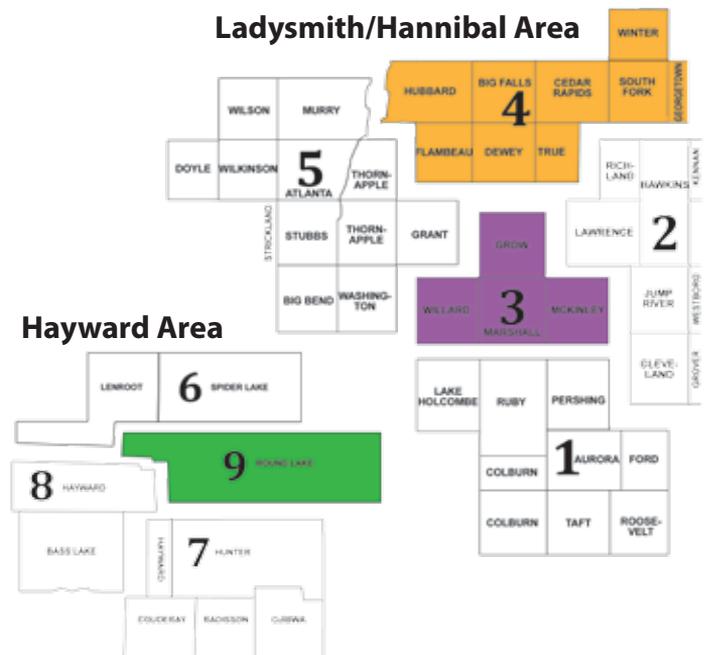
- **Establish policies for the cooperative.** Directors set policies and strategic goals, analyze financial reports, set the budget, and provide fiscal direction to the cooperative.
- **Become knowledgeable of issues.** The electric utility industry is rapidly changing. It is a director's duty to understand current issues and how they can affect the operation of the cooperative; in many cases this requires industry-specific education.



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- **Be accessible to JREC members.** Directors are accountable to members who elect them. A director should be willing to discuss concerns brought by members and present them to the full board for review and discussion.

For a complete list of director duties and to view the director job description, go to www.jrec.com and click on the Board link. You will find links to both below the current list of district directors. If you have any questions on the petition process or what is expected of a director, please contact our office at 715-532-5524.



Rules and Resolution Committee deadline Each year, members are appointed by the board of directors to serve on the Rules & Resolution Committee. This committee is asked to adopt rules and procedures for conducting the annual meeting of the members and to review any resolutions that are to be presented at the annual meeting. If you are interested in being a part of this committee, please contact the Ladysmith office by July 20, 2017. This committee will meet in September.

Resolution deadline Anyone wishing to submit a proposed resolution to the cooperative will need to do so by September 6, 2017, in order to permit the Rules & Resolution Committee adequate time to consider the resolution and to obtain any additional information needed in order to make an informed decision.

Annual Meeting Being Planned The 79th Annual Meeting of the Members of Jump River Electric Cooperative will be held on Saturday, October 21, 2017. Please mark your calendar with this date. More information regarding the annual meeting will be in the August issue of this magazine.



SALES TAX ON SUMMER ELECTRIC BILLS

A sales tax will be applied to your electric bill for electric usage in the months of May through October. According to Wisconsin Statute 77.54 (30) (a) 2, “Electricity and natural gas sold during the months of November, December, January, February, March, and April for residential use” are exempt from sales and use tax. This statute was enacted in 1995.

The state government regards electricity for residential use during the winter months as a necessity; therefore, it is exempt from sales tax during these months. “Residential use” is defined in the statute as a structure or portion of a structure which is a person’s permanent principle residence. It does not include use in motor homes, travel trailer, other recreational vehicles, or transient accommodations.

If you feel you qualify for year-round tax exemption status, please confirm that you have a completed and signed Wisconsin Sales and Use Tax Exemption Certificate on file at JREC. If you do not, you will need to complete one. Forms are available from our office or at www.jrec.com and click on the New Member Information Link.

SUMMER ENERGY CHARGE

Starting with your July billing statement, June usage, you will notice the regular residential energy charge will switch to the summer energy charge. This charge will be in effect with the June, July, and August usage.

The summer energy charge is a bit higher than the rest of the year because the wholesale cost of energy is higher during the summer months of June, July, and August. High electric demand related to air conditioners is the main driver in the summer. Those costs are passed on to the members in the form of a higher summer rate. All electric utilities in our area experience this summer cost increase; however, some utilities blend this increase over 12 months. Jump River Electric Cooperative uses a higher summer rate to recover these increased energy costs as they occur.

Limiting electrical usage between the hours of 2 and 6 p.m. is especially critical on peak load control days, occurring on the hottest days of the summer, because JREC pays peak demand charges in addition to the higher rate.

POLICY CHANGE

The JREC board changed Policy 36 – Merchandising at the April 25, 2017, meeting and will no longer offer financing to members on the purchase of appliances or the option to charge appliances on an open account up to thirty (30) days for both members and non-members.



JREC MEMBER APPRECIATION DAYS

July 19 – Jump River Park Pavilion
July 20 – Hayward Office, Hayward
July 21 – Ladysmith Office, Ladysmith
10 a.m. to 2 p.m. at each location



Free brats and hot dogs, baked beans, chips, soda, coffee, milk, and ice cream

Inventory BLOWOUT
On select GE and Hotpoint Appliances

JREC stocks a wide range of appliances, and they GOTTA GO! You can pick them up or have them delivered. Stop in or call us for more information.

*** 10% member discount on eligible appliances, June and July ONLY.**

**Special pricing and member discount eligible on the purchase of an electric range, refrigerator, washer, dryer, freezer, air conditioner, or dishwasher from JREC.*

715-532-5524 (Ladysmith) • 715-634-4575 (Hayward)



Member Appreciation Special

Members will receive special pricing* on appliance purchases made during this event (July 19–21) only.



The BIG green box

Electric pad-mount transformers and primary pedestals, better known as those “big green boxes” scattered through your neighborhood, deserve more attention than you might think. The purpose of a transformer is to change high-voltage electricity to a lower voltage needed for supplying power to your home. Typically there are 7,200 volts running into the transformers and pedestals. This high voltage can make for potentially dangerous situations.

Some members don’t like the look of these “electrical boxes” (a common nickname for pad-mounted underground transformers) and try to hide them with bushes, fences, rock gardens, or flower beds—creating an unsafe situation for all concerned, including Jump River Electric Cooperative (JREC) workers.

JREC reminds you that you can help yourself, your neighbors, and the utility repair crews by maintaining a safe work area around transformers, free of shrubs, trees, and debris. Please keep shrubs and structures a minimum of 10 feet away from the transformers and pedestals. This also helps utility crews restore power more quickly during an outage and allows them to perform preventative maintenance.

Please take great caution if you collide with a transformer. If at all possible, stay in the vehicle and call 911. If you don’t

have a cell phone, wait for another vehicle to come by. Once a telephone is available, please call the appropriate electric utility provider. Upon notice, crews will be dispatched immediately to secure the area. Leaving the vehicle could be fatal as electricity is looking for a path to ground, and making contact with the vehicle and ground could create the path if live wires are exposed. If it is dangerous to stay in the vehicle, take great caution in exiting the vehicle by placing both of your feet together and hopping as far from it as you can, making sure you cover all belt loops, and don’t touch the vehicle and the ground at the same time.

Children can view pad-mount transformers as playground equipment or a place for graffiti and not understand their dangers. Parents need to explain to their children that transformers are not meant for playing, climbing, drawing on, or disturbing.

Transformers can be a potential danger if they become damaged due to vandals or landscaping equipment. Warn your children not to put their fingers, sticks, or other objects through cracks in a transformer, and teach your child about the yellow or orange hazard stickers located on the boxes. Children should never play in areas where they see these hazard stickers.



If there is something currently planted around the underground transformer at your residence, call 811 to schedule a free location of underground cables. Always be in the know of what is below before digging, and call at least three days prior to the start of the project.

Always report broken locks on transformer boxes to the appropriate utility; for Jump River Electric Cooperative, call 715-532-5524 (Ladysmith/Hannibal area) or 715-634-4575 (Hayward area).

MY CO-OP

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REMINDER

for Budget Billing Plan participants

Members on the Budget Billing Plan will receive a bill in July, which is considered the “catch-up” month. Your remaining payment on your budget billing plan is due on or before July 28, 2017.

*No charge for basic installation or activation for all standard installs. One time equipment fee will be charged at time of sale. Minimum 24-month service term. Taxes apply. Speeds are “up to,” are not guaranteed, and will vary. See store for more details. All offers may be changed or withdrawn at any time. Exede is a registered service mark of ViaSat, Inc.



Learning the Cooperative Principles

Seven Cooperative Principles give all co-ops guidance

By Adam Schwartz

One of my favorite bumper stickers is, “If you can read this, thank a teacher.” The importance of education was drilled into me by my parents and grandmother from my earliest memories around the age of 4. It is no accident that we educate children from a very early age while our young minds are still dry sponges willing to absorb so much.

The original seven co-op principles set forth in 1844 contained the simple phrase, “Promotion of Education.” Today Principle Five states that all co-ops should promote “Education, Training and Information.” This is intended for the

employees, members, and the community at large.

It is based on the simple premise that if people know more about the cooperative business model, they will be in a much better position to understand the benefits and promote better use of the co-op and its resources.

While there are almost one million people in the United States who work for cooperatives of all types (agriculture, housing, credit unions, and many others in addition to electric co-ops), very few of us learn about cooperatives in school. That creates a real challenge when trying to explain the cooperative difference. People understand an investor-owned business is designed to make a profit or that a non-profit, like the Red Cross, is designed to serve the community. Co-ops have both an economic and social purpose. We operate on a not-for-profit basis so that we can pass along the best price for our goods or service to you, the member-owner.

Due to the fact that the co-op business model is normally not taught by teachers, it is up to us at JREC through publications like this one to ensure that you know about the differences and benefits of being a co-op member. Consumer surveys by Touchstone Energy and others consistently affirm that people prefer to do business with a cooperative if given a choice.

So why don't they teach about co-ops in school? There are several theories about this including that there is not enough academic research about co-ops, which is often the source for curriculums. Another reason offered is that the co-op community is so diverse that teaching about it only creates more confusion. The first issue about research is being addressed by the Cooperative Business Research Institute at Indiana University.

The second can be addressed by answering the old question: How do you eat an elephant? One bite at a time. Simply by taking an interest in learning about JREC through our website, annual meeting, stopping by the office, or talking to your fellow co-op members are all good ways to better understand the cooperative model you're a part of.

By knowing more about how cooperatives operate, you are in a better position to participate as member-owners. We always welcome your questions and comments to help us promote the Cooperative Way of doing business.

Adam Schwartz is the founder of The Cooperative Way, a consulting firm that helps co-ops succeed. He is an author, speaker and a member-owner of the CDS Consulting Co-op.



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JREC is an equal opportunity provider and employer.



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