



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



William Schmidt
General Manager

NEWS FROM YOUR COOPERATIVE

Over \$269,000 Returned to Members in Capital Credits

When you signed up to receive electric service from Jump River Electric Cooperative, YOU became a member-owner of this cooperative. Other businesses return profits to outside investors

and stockholders. Not us. JREC is a member-owned, not-for-profit cooperative, and we return capital credits to you, our member-owners.

Economic participation is a benefit of being a member-owner of the cooperative. Each member-owner has a responsibility to invest in the business. There is no stock to sell on Wall Street to provide financial backing for the business as would occur in an investor-owned utility. Through member investments, the cooperative builds an equity reserve. This equity reserve is required by lenders who then share the risk by making loans to the cooperative to finance power line construction and rebuilding projects that are needed to keep the electricity flowing.

The cooperative bylaws delegate authority to the board of directors to determine the amount of capital credit retirement. With a need for large amounts of cash to invest in new power lines, as well as to replace and repair existing lines and equipment, it becomes a tough job to balance the right mix of member investment and borrowing from outside lenders. The decision directly affects the annual retirement of capital credits to past and present cooperative members.

This year, the board of directors approved returning over \$269,000 in capital credits to its members who purchased electricity between the years of 1984 and 1987. The refund amount is based on how much electricity you purchased during those years. JREC has returned more than \$7.2 million to its member-owners over the years. This year, members were able to pick up their capital credit check at the annual meeting, with the remaining checks being mailed at the end of October. The patronage of each cooperative member is greatly appreciated.

Policy Change – Policy Bulletin 48 Checks/Automated Clearing House (ACH) Returned By the Bank

At a recent board meeting, the JREC board of directors approved changes to Policy Bulletin 48, which was previously titled NSF Checks (Insufficient Funds). This policy was updated to include all returned payments, whether it is by check or by Automated Clearing House (ACH) with a checking or savings account.

Previously, we charged a \$35 service charge only when a check was returned twice within a calendar year. JREC now offers ACH as an automatic payment option and we currently have many of our members utilizing this option. To reflect these changes, now anytime a member has two returned payments from either a check or an ACH payment within a 12-month period JREC will charge a \$35 service charge.

Apprentice Lineman Hired

Marcus Olesiak joined Jump River Electric Cooperative as an apprentice lineman at the Ladysmith office on October 1, 2016. Marcus grew up and currently resides in Weyerhaeuser with his wife, Katy, and three-month-old son. Marcus enjoys hunting, fishing, and spending time with his family.



Marcus Olesiak

“We are excited to be living in the Weyerhaeuser area, with all of its outdoor activities it has to offer,” Marcus said. “I look forward to meeting Jump River Electric Cooperative members and helping them with their energy needs.”

Welcome, Marcus, to the cooperative.

Charles Van Sickle Scholarship Opportunity

The Federated Youth Foundation (FYF) is now soliciting applications for the second Charles Van Sickle Scholarship, to be awarded this winter.

Eligibility is limited to law or pre-law students who are Wisconsin residents and have an interest in cooperative law, though it's not necessary they be attending a Wisconsin school. To be considered, applications must be received at the FYF office no later than Thursday, December 1.

The \$2,000 scholarship is named for eminent co-op attorney and lobbyist Charles Van Sickle, who passed away in 2012. Details and application materials can be obtained by contacting FYF in care of Ethan Giebel at the Cooperative Network offices, 1 South Pinckney Street, Suite 810, Madison, WI 53703.



MESSAGE FROM YOUR JREC BOARD PRESIDENT

The energy industry, and especially electric cooperatives, are faced with significant challenges in the short-term and mid-term horizon. These challenges include economic, legislative, regulatory, and environmental issues on the national, state, and local levels. Electric

cooperatives in rural America face additional challenges due to lack of density, lack of economies of scale in communities that typically face higher unemployment rates, and lower median household income as compared to metropolitan areas. Below are the ongoing goals of the Jump River Electric Cooperative (JREC) Board of Directors.

JREC Board of Director Goals

- Financial – Maintain financial strength of the cooperative and provide competitive rates
- Employee – Ensure that the cooperative attracts, retains and develops employees to maintain an efficient, safe, quality workforce and promote a culture of service
- Member – Engage cooperative stakeholders to improve member satisfaction
- Reliability – Improve the electric infrastructure to ensure system reliability

The board of directors' goals are JREC's goals. The status of the goals will be reported to the board, through board reports, and management staff meetings will be organized around them. These goals and the status of the goals must be communicated to the employees on a regular basis.

The JREC board of directors and management staff is in the process of developing its Strategic Plan for 2017–2020 based on the above goals and the Touchstone Energy Strategic Execution system for electric distribution cooperatives that was driven by the balanced scorecard approach. The balanced scorecard approach is far more than a performance measurement tool and has evolved to become one of the most effective strategy execution frameworks ever. Originally created by Drs. Robert S. Kaplan and David P. Norton, it was recognized by editors of *Harvard Business Review* as one of the most influential management tools over the past 75 years. The approach has been implemented by government agencies, military units, corporations, non-profit organizations, and schools.

The balance scorecard approach is a management control system that enables JREC to clarify its strategies, translate them into action, and provide quantitative feedback whether the strategy is creating value, leveraging core competencies, satisfying the members, and managing its financial position in order to keep electric rates low. The balance scorecard

approach is a multidimensional approach to measure performance that incorporates financial and non-financial factors.

The Strategic Execution system is providing JREC with a step-by-step process for achieving break-through results. The system will provide JREC and its members with a systematic process and the necessary tools and knowledge to develop, measure, and achieve its strategic objectives.

Large and small utility customers and members are similar in that they are both sensitive to two things: price and disruption. Demand for energy is inelastic and nondiscretionary, meaning that customers and members must pay their electric bill regardless of price. While energy prices have been stable and have not increased dramatically, wages in our communities remain flat and monthly energy bills are a constant strain on member household disposable income. In addition, the price and reliability impact of the ongoing diversification of generating resources in the Midwest region, which has been dominated until recently by coal-fired generation, is uncertain (especially in the short-term).

JREC members expect energy reliability. They expect that when they flip the switch that the lights go on, and they expect that JREC responds quickly when power is out. Members sometime do not understand the cause of an outage or how a power surge happens.

At the same time, there are significant opportunities for utilities, especially electric cooperatives that capitalize on technological advancements in two-way metering, distributed generation, energy efficiency and conservation, and other disruptive technologies.

JREC needs to sustain and improve its member satisfaction and engagement with the use of improved communications including the use of social media, an updated website, personalized payment options, community involvement, and many other tools available. In fact, it is reasonable to conclude that every board goal, management initiative, and action plan developed within JREC Strategic Plan 2017–2020 will be designed to promote greater member satisfaction and engagement.

This process is just another example of how your cooperative is working together as we work for you. If you have any questions regarding JREC goals or the strategic plan and its process, please feel free to contact me or you can reach General Manager William Schmidt at 715-532-5524.

*Ed Wollwert, President, Board of Directors
Jump River Electric Cooperative, Inc.*

The employees and directors of Jump River Electric Cooperative wish you and your family a safe and happy Thanksgiving holiday.

**JREC's offices will be closed
November 24 and 25.**



CONTINUING EDUCATION SCHOLARSHIPS

Congratulations to four members who were recently awarded continuing education scholarships. The \$500 Jump River Electric Cooperative-Charles Kagigebi Memorial scholarship recipient is Tiffany Billyboy of Couderay. This scholarship is awarded annually to a member attending the LCO Community College.

Two additional at-large continuing education scholarships of \$500 each were recently awarded. This year's Jump River Electric Cooperative-Allen Beadles Memorial Scholarship recipients are Kelly Martinson of Hayward and Morgan Moravec of Ladysmith.



Tiffany Billyboy



Kelly Martinson



Morgan Moravec



Tyler Jones

The Jump River Electric Cooperative-John Hirschfeld Jr. Lineworker Scholarship, which is also a \$500 scholarship, is awarded each year to a student who is pursuing a career as a lineworker. The 2016 recipient is Tyler Jones of Holcombe.

Scholarship monies were made available through unclaimed capital credits that were turned over to the Federated

Youth Foundation. If you would like more information about how to apply for one of the scholarships mentioned here or for a Jump River Electric Cooperative Scholarship that is awarded to high school seniors attending one of the 11 schools within the co-op's service territory, visit our website at www.jrec.com, call our office at 715-532-5524, or see your high school guidance counselor.

PAYING YOUR BILL IS MADE EASY

No matter how your energy payment gets to Jump River Electric Cooperative, every single payment option we have listed below is FREE! JREC does not charge a fee for any of the following easy, time-saving, and convenient payment options.

Save Time with Auto-Pay — It's worry-FREE! Have your monthly payments automatically deducted from your checking, savings, or credit card account on the 28th of each month. That gives you time to do other important things! We accept MasterCard, Visa, or Discover Cards. Check out our Bill4U option on our website www.jrec.com. This option allows you to pay your bill with a credit card any day of the month, or set yourself up for auto-pay using that same credit card. You can also see a history of your bills and even sign up for paperless billing at this spot.

Drop it from Your Vehicle — Drive right up to the drop box outside each of our offices.

Stop and Chat — We like to see our members, so stop in and drop your payment at the counter at our offices.

Plan Ahead with the Budget Payment Plan — Level out your payments and pay the same amount each month. Your monthly payment amount is based on the previous 12-month average of your energy bills, with the exception of one month that is billed to the exact amount due.

If you've fallen behind in your payments, please take ACTION NOW to reduce your chance of having a 30/30 interruptible meter added or possible disconnection. Contact your county energy assistance program agency and human services department (*see numbers below*). There may be crisis funds available.

One of the toughest—if not *the* toughest—parts of what we do here at Jump

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

River Electric Cooperative is collections. We understand that in life there are bumps in the road that can cause financial hardships, and we will work with our members to get through those times. Please feel free to contact our office to sign up for one of these FREE and convenient payment options or to get your bill current. You can reach us at 715-532-5524 (Ladysmith) or 715-634-4575 (Hayward).

LUCKY 13 TURKEY DRAWING



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 7–11, November 14–18, and November 21–23. 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, 1102. W. Ninth St. North,
 Ladysmith, WI 54848



WINTER TEST OF INTERRUPTIBLE HEAT SET FOR NOVEMBER 16

On Wednesday, November 16, 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 10:30 p.m. If everything is working properly, a yellow light will be visible in the window of the load management receiver (pictured at right). If your electric heat remains on during the test, or if you experience any other problems, please contact Tony 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. As a reminder, that during the 2016–2017 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 and 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, electronic games and equipment, 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 1-94 FM
WECL 92.9 FM	WAXX 104.5 FM

LET QUESTLINE HELP YOU SAVE

- Free Home and Commercial Energy Resource
- Discover ways to green your lifestyle and improve the environment.
- Use online calculators to determine how much energy you're using.

Subscribe to JREC's Questline, a free eNewsletter and energy resource for your home or business. Residential members will receive a quarterly eNewsletter and commercial businesses will receive a bimonthly eNewsletter. Each newsletter is geared to our members and will focus on ways you can improve energy efficiency and save money. Go to www.jrec.com to register.

YOUR FAMILY'S NEED FOR SPEED HAS JUST BEEN ANSWERED

AN INCREDIBLE 150 GB OF DATA WITH THE EXEDE® FREEDOM PLAN \$99.99/MO.

LIMITED TIME ONLY!

Jump River Electric Cooperative www.jrec.com
 715-532-5524 (Ladysmith) 715-634-4575 (Hayward)
 Your Touchstone Energy® Partner

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. Freedom Plan customers who use greater than 150 GB of data during their monthly measurement period will experience reduced speeds until the end of their monthly measurement period and may be asked to reduce monthly usage below 150 GB or transition to another service plan. Service is for residential and non-commercial use only. See Bandwidth Usage Policy at www.exede.com/legal for details. Price lock guarantee applies to standard monthly internet service fee before promotional discounts and excludes taxes and surcharges. Service is not available in all areas and additional restrictions may apply. See www.jrec.net/internetrates.html for available packages. All offers may be changed or withdrawn at any time. Exede is a registered service mark of ViaSat, Inc.

William Schmidt, General Manager

1102 W. Ninth St. North, P.O. Box 99, Ladysmith, WI 54848
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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