



### Watt's Going On

Greg McFarland, General Manager/CEO  
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June is Dairy Month! Thank you to all who are involved in the dairy industry. Make sure you take a little bit of time out of your day on Saturday, June 7, to stop by the dairy breakfast at Pfaff's Prairie Dairy in Melrose. Pancakes, sausages, and other great Wisconsin products will be served from 6 to 11 a.m.

One of the great aspects about being a member of a cooperative is knowing that the people working at the cooperative are looking out for your best interests. We care about our members' quality of life, which is why we are continuously finding innovative ways to improve our service. We are guided by the Seven Cooperative Principles, and the fifth principle is Education, Training and Information. One would think this guiding principle focuses on employee and director training; however, this principle also stresses education and training for the cooperative's members.

With that being said, April was a busy month for member education and training. A Member Heating Forum was held, with more than 50 members in attendance. Discussion was held explaining various electric heating options, electric heat enhancements to your current heating system, the dual fuel program, and rebates and incentives. Energy assessments were also touched on. Investing



Members learned about electric heating systems at an informational meeting held at the cooperative's office.

in home weatherization can be costly, but proper weatherization can prove financially beneficial for the homeowner. This past winter's heating bills caused financial hardship for some of the cooperative's members. We felt this heating forum was an opportunity for members to explore safe and affordable electric heating options.

Thank you to everyone who stopped by the Jackson Electric booth at the WWIS Home Show. What a great event to attend if you're renovating or building a new home. Many of you inquired about electric heating systems. Don't hesitate to call our office if you have more questions. We want to make sure you're installing a heating system that will work best for you.

Training was also held for local contractors who work with Jackson Electric. This was an opportunity for cooperative representatives to update local contractors and dealers on programs and services offered by Jackson Electric, as well as the mechanics so contractors can work with cooperative members more efficiently. Many times the dealer is the first person the

cooperative member talks to regarding electric heating systems and services. It's important the dealers we work with give the cooperative's members the same kind of service as we give our members.

As I write this column, it's the end of April, 38 degrees with rain, wind, and snow. When you read this issue, temperatures will hopefully be in the mid-60s. School will be out of session soon and the country roads and village streets will be busy with children walking and riding their bikes. Be aware of them when driving. Also, keep in mind the overhead power lines when trimming trees and moving large equipment, and underground lines when planning your digging project. Safety always. ■

### Peak Alert Full Load Control Hours

When our power supplier, Dairyland Power Cooperative, issues a Full Load Control, notifications will be announced on WWIS and WAXX radio stations and on our Facebook page. You can also find information on our website at [www.jackelec.com](http://www.jackelec.com); click on the "Residential Load Control" tab.

Full Load Control is possible during the months of June, July, and August between 1 and 5 p.m. This program is an effort to reduce peak load and meet future capacity obligations of our power supplier. ■

*~ You're Invited to Attend ~*  
**the Dedication of  
Jackson Electric Cooperative's Solar Array**

Wednesday, June 18, 2014

10:30 a.m.

N6868 County Road F – Black River Falls

Watch your June newsletter for more details.



## Pfaff's Prairie Dairy Hosts Dairy Farm Breakfast

When you travel on Highway 108, just outside of the Village of Melrose, you'll find a farm where the cows are milked with modern technology—robots. Pfaff's Prairie Dairy will host this year's Jackson County On-The-Farm Dairy Breakfast on Saturday, June 7. Serving will be from 6 to 11 a.m.

Robotic milking has taken over the less modern way of stanchion barn milking at Pfaff's Prairie Dairy for the past four years. Previously, 160 cows were milked in a 65-stanchion stall barn, built in 1970, on Tom and Sara Pfaff's home farm located across the highway from the parlor. Today, that barn has been renovated to house young stock.

Fifty-three years of farming have taken place on this estate, with three generations of family farmers. In 1961, Tom's grandfather purchased the home farm. A year later, the farm was purchased by Tom's parents, Tom Sr. and Ann. In 1980, Tom partnered with his parents in this family farm operation that has grown periodically since then. Tom's parents are still greatly involved in the farm partnership with Tom and his wife, Sara.

Today, the Pfaffs have 550 milking and dry cows. Their herd is predominantly Holstein with a few Jersey cows in the mix, milked on the average of two and a half times a day by seven separate robotic milkers. All heifer calves are raised; bull calves are sold. Artificial insemination (AI) is used, with concentration on production and type. Because of robotic milking, Tom says they also breed for teat length.

A reduced energy total mix ration (TMR) is fed to the herd with a percentage of their energy received from the robot through increased milking frequency. The Pfaffs farm 1,550 acres of corn, alfalfa, and soybeans, renting nearly one-third of their total acres. They purchase some hay.

Tom says the robots are a nice labor investment as employee turnover on the farm has decreased since

the modern milking technology has been installed. "I'm blessed with very good employees and parents that gave me the opportunity to farm," states Tom. Pfaff's Prairie Dairy employs seven full-time and several part-time workers, including help from Tom and Sara's children and his parents.



Tom and Sara have three daughters, one son, and one grandchild. All have been very involved in school, church, and community activities.

The Pfaff family invites you to enjoy your Saturday morning with them at the Jackson County On-The-Farm Breakfast. ■

*The Pfaff family, left to right: Brittany holding her son, Wyatt; Macie; Tom; Collin; Sara; and Lance Jones, standing next to his fiancé, Jamie. Seated are Tom Sr. and Ann. Absent from the photo is Ben, Tom and Sara's son-in-law, who was participating in ROTC training the day the photo was taken.*

### Recycling Drive Successful!



From printers to refrigerators, Jackson Electric Cooperative's Annual Electronics and White Goods Recycling Drive was once again a success! More than a semi-trailer of product was collected during the Earth Day event. Thank you to everyone who brought items to be recycled, keeping hazardous byproducts of electronics out of our landfills. ■

## You Commented. We're Responding.

**Member Comment:** "There have been a few times when the power has been out and we can't get a hold of them."

**Our Response:** First of all, we apologize if this happens to you. Without having more information than what was submitted, we can only assume this member resides in an **Outage Only Number (855) 222-DARK (3275)** area where

many members were experiencing a power outage. If several of our members are affected by the outage, the phone lines at Jackson Electric are in use and our backup call center may also be experiencing a large volume of calls, thus bottlenecking the system.

When the first outage call is received at our office, the member's name or meter location number is entered into our outage management system. The outage management system detects the member's location and determines what other locations are expected to experience an outage. A crew is dispatched to inspect the outage area and restore power.

If an outage is reported after hours or if all of the office's phone lines are busy, your call is forwarded to the Cooperative Response Center

### Plan Now for Outages

If you're dependent on a life-saving device or have a medical necessity that requires electricity to be operational, please have a contingency plan in place in the event that a lengthy power outage occurs. Please consider the purchase of a battery-powered device, a generator, or another place to stay that has electricity during the outage.

Jackson Electric Cooperative's priority is to provide reliable service, but sometimes acts of nature challenge us. Please have your plan in place before the power goes out. ■

(CRC), located in Austin, Minnesota. Outage management software programs at Jackson Electric are interfaced with those at CRC, which allows CRC to dispatch a Jackson Electric lineman to the location experiencing the power outage.

**CRC identifies you with your phone number. Please have your current phone number on file at Jackson Electric so that you can be located quickly in the event of a power outage.**

We continue to work on power outage communication so that we can restore power to our members quickly

and safely. If you experience a power outage, call the outage only number at (855) 222-DARK (3275). ■

### Power Outage Checklist

When you experience a power outage, and before you call in your outage, make sure you've checked the following:

- Are any of your breakers tripped?
- Are any of your neighbors without power?
- Are there power lines down near your residence or business?

After you've done your research and are still without power, contact Jackson Electric Cooperative.

### Stay Safe from the Threat of Lightning

The National Weather Service estimates a total of 280 people in the United States get struck by lightning every year. Thirty-nine end in death. To keep your family safe, it is important to know what actions to take during a thunderstorm.

There is no safe place from lightning when you are outside. To be as safe as possible, you must seek shelter indoors or in an enclosed metal topped vehicle when there is a thunderstorm in the area. However, if you make it indoors, that does not mean you are completely clear from danger. Electrical current from lightning can enter your home through phone lines, electrical wires, cables, and plumbing. During a thunderstorm:

- Stay away from electrical outlets and any corded devices that could carry an electrical surge if lightning were to hit your home.
- Turn off or unplug such appliances, stay away from television sets, and do not depend on surge protectors to absorb a lightning strike.
- Turn off your air conditioner to protect the compressor from a power surge and avoid a costly repair job.
- Avoid water and contact with piping, including sinks, baths, and faucets. Do not wash dishes, shower, or bathe during a thunderstorm.
- Avoid washers and dryers since they not only connect with the plumbing and electrical systems, but also contain an electrical path from the outside through the dryer vent.

After a storm, wait until 30 minutes have passed without lightning or thunder before returning outside. Lightning can strike up to 10 miles from the area it is raining. If a person is struck by lightning, call 911 and care for the victim immediately. You are not in danger of being shocked or electrocuted by the victim. To learn more, visit [SafeElectricity.org](http://SafeElectricity.org). ■

## IT Technician Hired at Jackson Electric

Steve Wold began his information technology (IT) duties at Jackson Electric Cooperative on April 7. Since then, he's been aligning the cooperative's network system for more efficient, secured performance.



While working in the computer field for several years, Steve returned to college and recently received his bachelor of science degree in IT, with an emphasis on networking and security, from Globe University. This is Steve's second computer-related college degree, and he's hopeful his education and past experiences will aid in supporting the many technological needs of the cooperative.

A native of Wisconsin, Steve

appreciates the outdoors and participates in various outdoor recreational activities including hunting, fishing, and golfing. He also enjoys bowling. He is fond of taking photos of wildlife and Wisconsin's natural scenery and spends time in various state parks hiking the trails in the summer.

Steve and his wife of 30 years have three children. Two of their children are planning their own weddings within the next year, and both Steve and his wife are looking forward to the additions to their family.

Steve has seized the opportunity to meet his counterparts in neighboring electric co-ops. He states, "I'm amazed at the openness and cooperative spirit shared by these bright, resourceful individuals. By putting our collective heads together, we can improve things for all our cooperatives in the most efficient manner possible."

Welcome to Jackson Electric, Steve! ■

## 25th Annual Energy Fair

clean energy & sustainable living

June 20-22 • Custer, Wis.

- Visit with more than 200 exhibitors featuring sustainable living and clean energy products
- Learn about renewable energy resources from more than 200 workshops
- See alternative transportation sources
- Watch sustainable building techniques in action
- Get a taste of sustainability that you can bring to your dinner table

Dairyland Power Cooperative and its member electric cooperatives will have a booth at the Energy Fair. Stop by to learn about clean, environmentally friendly heat pumps. For more information about this year's Energy Fair, go to [www.midwestrenew.org](http://www.midwestrenew.org).

## Ask Your Cooperative

Steve Meyer, Member Services Director



**Q:** Why is my energy charge higher in the summer months than during the winter months?

**A:** Simply put, the wholesale cost of energy is higher during the summer months. 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. Jackson Electric uses a higher summer rate to recover these increased energy costs as they occur.

Limiting electrical usage between the hours of 11 a.m. and 7 p.m. during the summer will save on wholesale energy costs. Limiting electrical usage between the hours of 1 and 5 p.m. is especially critical on peak load control days, occurring on the hottest days of the summer, because Jackson Electric pays peak demand charges in addition to the higher rate.

If you have a question to ask Jackson Electric Cooperative, please submit to our office at P.O. Box 546, Black River Falls, WI 54615 or email [cblaken@jackelec.com](mailto:cblaken@jackelec.com), and put in the subject line "Magazine Question." ■



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Outage Only Number:  
**(855) 222-DARK (3275)**

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