



Kevin Babcock,
General Manager/
CEO

THE WAY WE CONVERSE IS CHANGING

At Jackson Electric, we have been spending a lot of time discussing how to engage the younger generation of cooperative members.

We have learned through surveys and visual observation that the way to reach this audience is through their cell phone.

Everywhere you go you see people on their cell phones. The next time you go to a local eating establishment, look at what the people at the next table are doing. Are they talking to each other or are they updating their “status” on their cell phone? Have you tried calling a young adult? Do they answer the call or do you get better results via text? The way we converse with one another has changed, and that poses a bit of a challenge for some electric cooperatives.

The challenge we face is learning and keeping up with new ways to converse. When you google, “How many social networking websites are available?” you will get a response, in less than a second, that there are more than 200 social networking sites on the Internet. The most



popular sites are Facebook and Twitter. As a business trying to market to the younger generation, where do you start?

Jackson Electric has a Facebook page. As of this writing, Jackson Electric has 189 “likes.” We invite you to “like” our page, if you haven’t already. We use the page to let members know what’s going on at Jackson Electric and our local communities. We had success at letting our members know the outage status during storms that rolled through our service territory in July. It’s instant engagement with our members, and we’re learning the younger generation wants immediate, short conversation.

Jackson Electric also has a mobile app which members can pay their bill with. You can learn more about this free service and how to download this app to your smartphone on page 18 of this issue.

In time, you may see us utilize other means of social media, including YouTube. What better way to explain how to sign-up for Bill4U than through a video you can watch in the comfort of your own home. To some, it’s more convenient than calling the office and asking for help.

Let us know if you use social media, what platform you use, and remember to “like” Jackson Electric on Facebook.

TAYLOR YOUTH REPRESENTS JEC AT LEADERSHIP CONGRESS

More than 100 students from around Wisconsin, representing their local electric cooperative, gathered at the University of Wisconsin–River Falls July 15–18 for the Youth Leadership Congress.

This leadership program is sponsored by the Wisconsin Electric Cooperative Association and the state’s electric cooperatives.

Nigel Guttenberg, son of Jamie and Leslie Guttenberg of Taylor, represented Jackson Electric Cooperative at this annual event. This is Nigel’s second year representing the cooperative at the Youth Leadership Congress.

Students attending this event learned about the cooperative business structure

and its principles and benefits. Later, that classroom-style learning was put into action. Each student was assigned to a district meeting where they were given a case study to discuss and present their findings to the assembly.

Students attended sessions on cooperative careers, solar, and how to maximize leadership skills. In addition, students democratically voted for their peers to represent them on the state’s Youth Board.

Youth Leadership Congress is held each summer for students who will be entering their sophomore, junior, or senior year of high school. For more information on Jackson Electric Cooperative’s youth programs, go to www.jackelec.com.



CAPITAL CREDIT ALLOCATION NOTICE IN THE MAIL

Soon you will be receiving your capital credit allocation notice in the mail. This notice shows the amount earned and credited to your capital credit account for the year stated on the notice. This is notification of your allocated capital credit amount in the cooperative, not a capital credit retirement check.

Allocation of net margins are set aside into the member's account to be used by

the cooperative as operating capital for reliability improvements and maintenance over a period of years. An allocation is made annually based upon the member's patronage from the previous year.

Some members may receive a capital credit retirement check in December.

The board of directors annually decide the amount and years to retire based on

the financial needs of the cooperative.

If you move from our service lines, please inform us of your new address so we can keep you updated on your capital credit account and send any retirement you are eligible for.



JEC SUPPORTS YOUTH AT COUNTY FAIR

Jackson Electric Cooperative purchased two market hogs and a dairy basket at the Jackson County Fair Auction. These hogs were processed for the pulled pork sandwiches served at the annual member picnic in August. Directors Brian Huber, Chris Curran, and General Manager Kevin Babcock pose for a photo with Nolan Bucek, son of Rob Bucek and Heidi Tuff of Hixton (above right), and McKayla Gilbertson, daughter of Mike and Tina Gilbertson, also of Hixton (above left). Director Dave Peasley purchased a dairy basket from Victor Ruzic, son of Pat and Carol Ruzic of Hixton (left).

LOAD MANAGEMENT 101: DUAL FUEL



By Ron Blado,
Member Services Manager

In the past two monthly issues, I presented load management in reference to peak alerts and electric water heaters.

Another level of load management, and the final in this series, is the dual fuel program. Dual fuel indicates that the member has two heating systems: the primary source of heat being electric and the fossil fuel furnace, such as fuel oil, natural or LP gas, as the backup. With this program, members have the ability to choose which heating system they would like to use, typically the one that costs the least to operate.

Electric baseboards, electric boilers, electric plenum heaters, geothermal and air-to-air heat pumps are a few of the heating technologies that may qualify for the dual fuel program.

Participation in the dual fuel program requires an electrician to install a dual meter socket, which provides space for a second meter. The second meter, which is the off-peak, dual fuel meter, is billed at a reduced electric rate. During peak demand periods, when energy usage is at its highest, the heating, cooling, and water heating loads on the dual fuel meter are switched off for a period of time. It is at that time when the backup heating source is operational. When a peak

alert is issued during the summer months, the cooling unit is cycled in 15-minute increments, 15 on and 15 off. Peak alerts are announced on WWIS and WAXX affiliated radio stations and Jackson Electric Cooperative's Facebook page.

Another option for off-peak electric heating is the Electric Thermal Storage (ETS) system for whole house and room units. This storage-type heating system allows the unit, with a brick core, to absorb electric heat at night for use the next day. No alternate heat or backup is required, since the unit stores its own electric energy.

Water heaters qualify for the off-peak program with at least four kilowatts of electric heat installed and operating at a residence. If a water heater qualifies for this program, it is recommended the member purchase either an 85- or 105-gallon water heater that will have some storage capacity. Because these water heaters are controlled every day, except weekends and holidays, a larger capacity water heater will meet the water heating needs of the average family. The concept is meant to energize the water heaters during the night when energy costs are low and de-energize when costs are high.

There is so much information and understanding to absorb with the load management programs available to cooperative members. If you have any questions in regards to any of the load management programs available, please feel free to contact me at the office.

Right Light Guide for General Use Bulbs

Today there are many lighting options available. The right bulb for you depends on how much light you need, what color light you want, and its costs and features.

STEP 1 Decide How Much Light You Need

Focus on Brightness. Different amounts of light are needed for different uses. Instead of thinking about light bulbs based solely on the amount of energy they use, focus on their brightness level.

Lumen is the measurement of brightness. Higher lumen bulbs produce brighter light.

Watt (W) is the measure of power consumption. Lower wattage bulbs can lower your electric bills.

If you like your bulb's current brightness, choose a CFL or LED with similar lumens to reduce your energy use. You may also consider a bulb that is less bright to save more.

Note: Lumen output listed on packages may vary. Light bulbs listing anywhere from 800 to 860 lumens are similarly bright, for instance.

Brightness	Incandescent	CFL	LED
450 lumens *	40W	9-13W	4-8W
800 lumens *	60W	13-16W	8-13W
1100 lumens *	75W	17-23W	11-15W
1600 lumens *	100W	23-28W	16-20W

← Least Efficient Most Efficient →

STEP 2 Decide What Color Light You Want

Choose Light Appearance. You'll be pleased with your new bulb by choosing a light appearance that you like. All of these colors are available for LEDs and CFLs and at most brightness levels.

Note: Choose warm or soft white (2700-3000 K) to match the color of incandescent bulbs.

Soft White, Warm White
Living Room, Bedroom

Bright White, Cool White
Kitchen, Bathroom, Dining Room

Natural, Daylight
Office, Laundry, Workshop, Garage

Warm Color

2700K 3000K

Light Appearance

3500K 4100K

Cool Color →

5000K 6500K

STEP 3 Think About Costs and Benefits

Compare Types of Light Bulbs. You can think about product, replacement, and energy costs over 20 years for different bulb types. Why 20 years? Because LEDs can last that long. Some incandescent bulbs are being phased out and will soon be unavailable. The pros and cons of LEDs and CFLs will help you pick a bulb that is right for you.

Cost Over 20 Years	Bulb(s)	Energy	Pros (+) and Cons (-)
LED	1 bulb in 20 years \$40 total cost		<ul style="list-style-type: none"> + Saves 85% of energy use over incandescent + Lasts 25 times longer than incandescent + Great for dimmed, recessed, or enclosed fixtures + Performs well in cold temperatures - Higher bulb cost
CFL	3 bulbs in 20 years \$50 total cost		<ul style="list-style-type: none"> + Saves 75% of energy use over incandescent + Lasts 10 times longer than incandescent - Recessed & enclosed fixtures reduce bulb life - Performs poorly in cold temperatures - Contains mercury (recycling required)
Incandescent	22 bulbs in 20 years Bulb & Replacement Cost	Energy Cost	\$270 total cost

Note: Cost comparison is based on a 20-year life and takes into account power consumption, hours of use per day, residential electric cost, bulb cost, and replacement cost. For detailed cost calculations and a full pro/con list, visit <http://Lighting.MnCERTS.org>.

Lighting Facts Per Bulb

Brightness 800 lumens

Estimated Yearly Energy Cost \$1.14
Based on 3 hrs/day, 11¢/kWh
Cost depends on rates and use.

Life Based on 3 hrs/day **22.8 years**

Light Appearance Warm → Cool
2700 K

Energy Used 9.5 watts

Buy Your New Bulbs. The *Lighting Facts* label on all bulb packaging clearly shows light appearance and brightness. The label also includes the ENERGY STAR® logo when a bulb meets the required certification levels for high efficiency, performance, and reliability.

STEP 4 Find Rebates and Resources

Contact Jackson Electric Cooperative at 800-370-4607 or www.jackelec.com

Learn, ask questions, and recycle CFLs
<http://Lighting.MnCERTS.org>
Minnesotans building a clean energy future

MY CO-OP



TIPS FOR A SAFE FALL HARVEST

As many farmers know, the rush to get the harvest done leads to long days with little sleep. Before heading out to the field, make sure to note the location of overhead power lines.

To stay safe when working around overhead power lines, use the following recommendations:

- Use a spotter when operating large machinery near power lines.
- Use care when raising augers or the bed of grain trucks around power lines.
- Keep equipment at least 10 feet from power lines—at all times, in all directions.
- Inspect the height of farm equipment to determine clearance.

- Always remember to lower extensions when moving loads.
- Never attempt to move a power line out of the way or raise a line for clearance.
- If a Jackson Electric Cooperative power line is sagging or low, call the cooperative.

If contact is made with a power line, stay on the equipment. Make sure to warn others to stay away, and call 911. Do not leave until the utility crew says it is safe to do so. The only reason to exit is if the equipment is on fire. If this is the



case, jump off the equipment with your feet together, without touching the ground and vehicle at the same time. Then, still keeping your feet together, hop to safety as you leave the area.

Additional safety tips include:

- Do not use metal poles when breaking up bridged grain inside and around grain bins.
- Always hire qualified electricians for any electrical issues.
- Do not use equipment with frayed cables.—*Source: safeelectricity.org*

ELECTRIC PAYMENTS ON THE GO

We feel that some people use their smartphone to manage everything from their grocery lists to their finances. That’s why Jackson Electric Cooperative has a mobile app to make electric bill paying more convenient for its members.

It’s easy to set up. Before you download your app, you will need to have your account set up on the Bill4U site through www.jackelec.com. Once that is established, go to either the Apple App Store or Android Google Play Store, search for “Jackson Electric Bill4U,” and download the app.

Enter your username and password and you’ll have access to your account summary, statements, and electric usage. You’ll be able to schedule a payment using a credit card or automatic payment withdrawal. Please note that credit card information needs to be established on Jackson Electric Cooperative’s Bill4U site before being accessible on the mobile site.

This app is compatible with your iPad. Search for Jackson Electric Cooperative’s Bill4U and locate it in the iPhone section.

For more information or questions regarding this service, please contact Jackson Electric Cooperative. If you’re having issues setting up your account or downloading the app, stop by our office and we’ll be happy to get you started.



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