

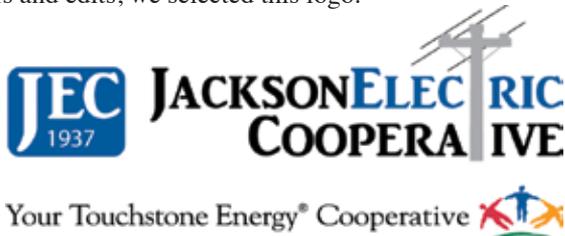


Kevin Babcock,
General Manager/
CEO

A NEW LOOK FOR YOUR CO-OP

Change is inevitable. This past year, the executive leadership team took on the challenge of creating a new logo for Jackson Electric. The original logo, with Willie Wirehand, has been around for several years. Because we are living in a time where there is a swing in generations, we felt it was time to create a logo identifying Jackson Electric's past and future.

With the help of a local graphic designer, and after several proofs and edits, we selected this logo:



You can see it's very different from the original logo. The definition behind this logo is simple, as we referenced our

mission and vision statements to guide us in the logo redesign.

The pole and lines represent the cooperative's roots. Your cooperative is here to distribute reliable power to your home and business. The cooperative's Mission Statement states, "To provide competitive energy services in a safe and reliable manner while enhancing the quality of life to the members we serve."

The blue represents professionalism, trust, and loyalty. The cooperative's Vision Statement: "To be recognized by our communities as providing the highest level of community service and value through honest, well-trained, professional, courteous, and motivated employees." It is our goal to serve the cooperative's members and communities with professionalism. Building trust and loyalty with members will continue as we are constantly looking for ways to improve the services we provide.

The serif font of the logo identifies the traditional values of the cooperative. Even though we continue to move forward, and change is inevitable, we still go back to our roots and are reminded daily of the challenges faced by our forefathers in establishing Jackson Electric.

We hope you enjoy the new look of the logo.

PEAK ALERT FULL LOAD CONTROL HOURS

Peak alert full load control is possible during the months of December, January, and February between 5 and 10 p.m. When this occurs, we ask that members minimize their use of electricity during this period. Notifications are announced on WWIS and WAXX affiliated radio stations and on Jackson Electric's Facebook page. Information can also be found on our website at www.jackelec.com; click on the Residential Load Control tab. Alerts are issued by our power supplier, Dairyland Power.

PROTECTING YOUR IDENTITY

Jackson Electric has a written policy in place for detecting, preventing, and mitigating identity theft. Identity theft is defined by the Red Flags Rule as "fraud committed using the identifying information of another person" and a "Red Flag" as a pattern, practice, or specific activity that indicates the possible existence of identity theft.

Because of the Red Flags Rule, Jackson Electric member service representatives cannot provide electric account information to anyone who is not listed on the account. If you have an existing account that you would like to make a payment on and do not have your billing statement or know the amount that is owed, you may be asked for your address, the last four digits of your Social Security number, or a photo ID. All new membership applications are subject to identity verification. A photo ID will be required.

These procedures are in place to protect your identity.



SCHOLARSHIPS AVAILABLE

Jackson Electric offers a \$1,000 scholarship to each of the following high schools:

- Alma Center-Humbird-Merrillan
- Black River Falls
- Blair-Taylor
- Melrose-Mindoro
- Neillsville
- Osseo-Fairchild
- Sparta
- Whitehall

Please contact your high school guidance counselor for scholarship requirements. Recipient is selected by the respective high school.

Home-Schooled, Private School, and Open-Enrolled Students

A \$1,000 scholarship is also available to students in this category. Scholarship applications can be downloaded at www.jackelec.com under the Community tab or from our office.



WHAT IS THAT FACILITY CHARGE ON MY BILL?

The facility charge (not a meter charge) is a monthly fee that is collected to cover all non-energy related costs of providing electric service to your home or business. Included in this charge are capital costs like poles, wire, transformers, meters, other electrical equipment, trucks, and maintenance of power lines and substations. Everything needed to ensure the availability of power to your residence before one kilowatt-hour of energy is used is included in the facility charge. All members pay the basic facility charge for each electric account each month, regardless of the energy used, thus sharing in the cost of the electric distribution system.

Facility charges for each electric utility are not the same. Jackson Electric's residential facility charge is \$1.05 per day. It is the meter density, or meters per mile of line, that is the main variable among electric utilities. Jackson Electric has an average of five meters per mile of line. That means the cooperative collects a total of \$157.50 per mile of line (five meters x \$1.05 per day x 30 days). An investor-owned utility with 30 meters per mile of line can charge \$5.25 per month in its facility charge and still collect the same \$157.50 per mile of line as

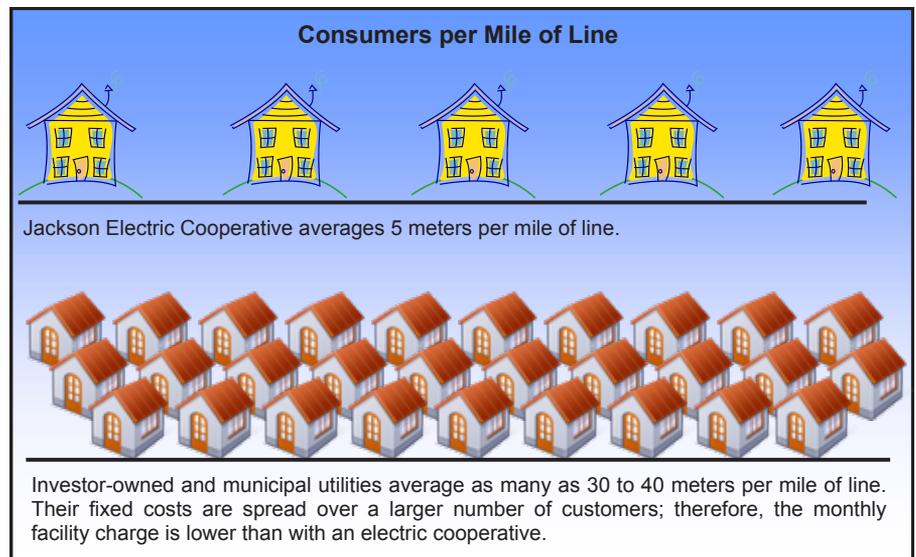
Jackson Electric.

Generally speaking, fewer meters per mile of line result in higher fees. The poor economics of serving rural areas is the reason electric cooperatives were formed, as investor-owned utilities could not profitably serve rural areas.

Electric cooperatives, on average, receive the least amount of revenue per mile of line. Remember, any remaining margins at the end of the year goes back to Jackson Electric's members;

investor-owned utility margins go back to the stockholders.

The cooperative works to maintain and improve the system so members have reliable and safe service. There is a cost to maintaining the system, and those costs are spread out among all the members. It doesn't matter if you use one kilowatt-hour of electricity or 3,000 kWhs—Jackson Electric incurs the same cost to build the lines, maintain the system, and deliver energy.



LOOKING FOR YOUR PHOTOS



Members continue to submit photos to Jackson Electric's photo contest. November's photo of the month winner is Rhonda Murphy of Sparta. This photo was taken near North Road in Melrose. Rhonda received a \$25 energy credit, and this photo was on display throughout the month of December in Jackson Electric's lobby. Stop by our office to see this photo, and the many others, that adorn the cooperative's walls.

Let us see your favorite monthly photo for your chance to win a \$25 energy credit, and bragging rights after you see your photo at Jackson Electric. Photos for the respective month can be submitted until June 30, 2017.

Go to www.jackelec.com, Jackson Electric's Facebook page, or contact our office for photo contest rules and release for photo use.

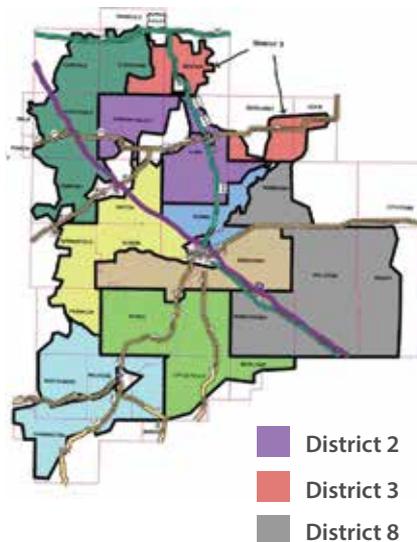
A NEW YEAR'S RESOLUTION

If your New Year's resolution is to be more energy efficient, and you're not quite sure how to make it happen, then look no further than Jackson Electric's Questline e-newsletter. The information in this e-newsletter may provide enough energy-efficient motivation to help you keep your resolution.

Go to [www.jackelec.com/News/Questline E-Newsletter](http://www.jackelec.com/News/Questline-E-Newsletter) to sign up. Every month you'll receive energy conservation tips and recommendations delivered right to your inbox. You'll have access to energy calculators and an energy e-library filled with valuable resources, tips, and more.

COMING IN FEBRUARY... DISTRICT MEETINGS

Members who live in Districts 2, 3, and 8 will have an opportunity to elect their district director at an upcoming district meeting to be scheduled in February. Members who have a meter in these districts will receive notification mid-January as to where the district meeting will be held, date, and time. More information will be published in next month's issue of this magazine.



RULES OF THE ANNUAL MEETING

These rules are set in accordance with Jackson Electric Cooperative Bylaws, Article II, Section 7. Jackson Electric Cooperative's annual meeting will be held on Tuesday, March 21, 2017, at the Lunda Theatre in Black River Falls.

1. The meeting will be conducted in accordance with Roberts Rules of Order Newly Revised edition.
2. Any speaker must be recognized by the Chair before speaking.
3. Only members and duly registered guests will be recognized by the Chair; each person so recognized must give his or her name.
4. Unless otherwise approved by the Chair, those recognized are to limit their questions and comments to three minutes, with any rebuttal limited to two minutes.
5. Questions and comments from members and duly registered guests will be in order during old and new business sessions, and at the conclusion of the officer reports, if invited.
6. No resolution affecting Jackson Electric Cooperative may be submitted by any member, unless written copies have been received by Jackson Electric Cooperative by February 13, 2017. This will permit time for review by the Jackson Electric Cooperative Board of Directors to make its recommendation to the meeting as to approval or rejection.
7. No signs or handouts will be permitted within the building of the place of the meeting, except such handouts as required for the official conduct of the Annual Meeting. No handouts made available outside of the building will use the name of the Cooperative, its letterhead or logo to imply that the Cooperative supports or opposes any resolution.
8. No demonstrations shall be held within the building of the place of the meeting.

Annual Meeting Voting Procedures

1. Voting may be by voice vote (one vote per membership)



THE SPIRIT OF GIVING

Jackson Electric recently donated \$2,500 to the Merrilan Fire Department to be used to help purchase a new extrication vehicle and for the equipment needed for the vehicle. Jackson Electric uses Federated Youth Foundation funds for these types of contributions. These funds are collected from unclaimed capital credits and can only be used for educational and charitable purposes.

Receiving the check from Jackson Electric's general manager/CEO Kevin Babcock is Merrilan Fire Department's retired fire chief Al Lunderville, far left, and current fire chief Wayne Lunderville, center.

WELCOME, DEANNA

Jackson Electric is happy to announce the hiring of Deanna Oliver as a staff administrative assistant. Deanna began her employment on December 5.

Deanna will provide administrative support to the cooperative's general manager/CEO, members of the executive leadership team, and the board of directors. She will also assist in the daily and monthly accounting functions.

Deanna is a graduate of the University of Wisconsin-River Falls in accounting and business administration, finance. Her roots are in the Taylor area, and she currently lives in Merrilan.

Welcome to Jackson Electric.





ENERGY EFFICIENCY REBATES FOR 2017

This year's rebates for the purchase and installation of qualified energy efficient appliances, lighting, heat pumps, and more are available. Go to www.jackelec.com to find out if your item qualifies or contact our office. More details on this year's rebates will be announced in next month's *Wisconsin Energy Cooperative News*.

WATER HEATER PRICES TO INCREASE

Due to an increase in price from our manufacturer, Jackson Electric's water heater prices will increase as of January 1, 2017:

- 50-gallon Rheem water heater will increase from \$380 to \$400 plus tax (no rebate available)
- 105-gallon Marathon water heater will increase from \$1,030 to \$1,100 plus tax (a \$400 rebate is available at the time of purchase if a load management receiver is installed)

Water heaters with a load management receiver continue to qualify for free parts and labor during the hours of 8 a.m. to 2:30 p.m. on regular working days. Repairs done after-hours and on cooperative-recognized holidays will be charged a \$150 service fee.



WHAT YOU NEED TO KNOW ABOUT ELECTRIC SPACE HEATERS

All electric space heaters are 100 percent efficient, regardless of the manufacturer's name, and watt for watt, they all provide the same heat output and cost the same to operate. For example, a 1,500-watt milkhouse electric space heater produces the same amount of heat as a 1,500-watt

household quartz or infrared electric space heater.

If you're planning to purchase an electric space heater, it's important to know how many watts the space heater



draws. The higher the watts, the more heat it will deliver and the more it will cost to operate. Most portable heaters do not exceed 1,500 watts because a higher wattage would overload a typical 15-amp outlet and likely trip a breaker or blow a fuse.

Know the size of your room you plan to heat with your electric space heater. A 1,500-watt heater, which can heat a room that's about 150 square feet,

delivers approximately 5,120 BTUs/hour. BTU, a British Thermal Unit, is a unit of measure for the output of heating and cooling systems. Typical residential furnaces (whole house) range from 45,000 to 120,000 BTUs/hour. It would be impossible to heat your whole house with one electric space heater. We do not recommend the use of multiple electric space heaters as they will dramatically increase your electric bill.

Tax Exemption Forms

If your business qualifies for tax exemption, a Wisconsin Sales and Use Tax Exemption Certificate needs to be on file at our office in order for the sales tax to be exempt from your electric account. You can download the form at www.jackelec.com/My Account/Tax Exempt or contact our office.



Your Touchstone Energy® Cooperative 

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800.370.4607
Outage Reporting 855.222.DARK (3275)
Diggers Hotline 800.242.8511
www.jackelec.com    

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Office Hours: Monday – Friday, 7:30 a.m. to 4:00 p.m.
Board of Directors: Gary Woods, President
Jerry Huber, Vice President
David Peasley, Secretary-Treasurer
Daniel Smrekar, Junior Jacobson, Stanley Gran, Brian Huber, Chris Curran, Jerry Wagner

Kevin Babcock, General Manager/CEO

Jackson Electric Cooperative is an equal opportunity provider and employer.

Your Touchstone Energy® Partner 