

Since 1940

WISCONSIN ENERGY *Cooperative*

April 2026

NEWS



Jump River Electric
Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative 

BUILDING FOR TOMORROW

88th ANNUAL MEETING
APRIL 25, 2026

**THIS IS YOUR PRIZE AND
REGISTRATION TICKET!**

NOTICE OF THE 88TH ANNUAL MEETING

SATURDAY, APRIL 25

9:30 – 10 a.m. Registration

10 a.m. Business Meeting Begins

Order of Business

1. Report on Registration
2. Affidavit of Mailing
3. Approval of the 2025 Annual Meeting Minutes
4. Reports from Directors, General Manager/CEO, and Special Guest
5. The election of three directors, one each from district 3, 4, and 9
6. Action on Proposed Bylaw Amendment
7. Unfinished and New Business
8. Prize Drawings
9. Adjourn

Members not able to attend this meeting in person can watch the meeting live on our Facebook page. Members will not be able to register or participate in the meeting via the livestream. This will be a VIEW ONLY option.



MEETING LOCATIONS

Ladysmith headquarters and Hayward branch office.



BE SURE TO VOTE!

Proposed bylaw amendment ballot on page 16e.

PRIZES

- **\$1,000 IN ENERGY CREDITS:** Drawings will be held at the end of the meeting. Members will have a chance to win the grand prize of a **\$500 energy credit** or one of the five **\$100 energy credits**. Members must be present at one of the two in-person meeting locations to be eligible to win.
- **\$25 ENERGY CREDIT:** A JREC rain gauge and a \$25 energy credit will be given to each registering membership who attends the business meeting in person.

YOUR VOICE. YOUR VOTE. YOUR CO-OP.

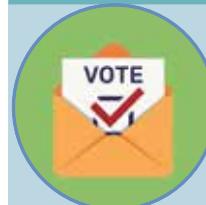


HOW CAN I VOTE?

Members can vote one of three ways. Please see the three options listed below. One vote per membership.

ELECTRONIC BALLOT:

Members can cast a web ballot online through SmartHub. Online voting will open March 27 and closes April 23 at 4 p.m.



MAIL-IN BALLOT:

A mail-in ballot is included in this magazine. Mail-in ballots need to be received at the JREC office by 4 p.m. on April 24.

MEETING-DAY BALLOT:

Members attending the annual meeting on April 25 and have not cast a ballot prior to the meeting can do so during registration and before 10 a.m.



ONE BALLOT - ONE VOTE

If you have any questions on these voting options, please call 715-532-5524.

Let your voice be heard.

WWW.JREC.COM

Please detach the mailing label and bring it to the annual meeting. It will assist JREC employees in registering you for prize drawings.



You MUST be present to win.



TOGETHER, WE'RE BUILDING FOR TOMORROW



Jump River Electric Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative 

ANNUAL MEETING TO BE HELD APRIL 25

By Kurt Harris,
General
Manager/CEO

The annual meeting of Jump River Electric Cooperative's membership is less than a month away. Members are encouraged to attend this meeting at either the Ladysmith headquarters or the Hayward branch office on April 25. Members at both locations can vote in person, hear reports from the board and myself, ask questions, and win prizes. A guest speaker will also be in attendance to share additional insights into our industry.

As the heading of this article suggests, we continue to be focused on building for tomorrow. This includes investing in infrastructure improvements while continuing to pursue opportunities to secure additional energy at stable prices. Members in attendance will hear more about the strategic initiatives the co-op board and management team have put in place to support these efforts. Updates will also be provided on the renewable energy project that was completed in 2025, as well as future opportunities that will help us continue building for tomorrow—ensuring we provide reliable, safe, and sustainable energy at an affordable price for our members.

Members will also hear from Matt Brandrup, President & CEO of Rural Electric Supply Cooperative (RESCO) at this year's meeting. RESCO is a member-owned, not-for-profit wholesale distributor that supplies high-voltage electrical materials to electric cooperatives like ours and serves as our primary source for these essential products. Matt will address the state of the industry and provide information on the challenges from the past few years, including the effect inflation and tariffs have had on material costs.

On the next page, you will find biographies of the three incumbent board candidates. As there are no contested races this year, the election of the three directors will be conducted at the annual meeting rather than by ballot. This simpler process follows a bylaw change approved last year.

Members will be asked to vote by ballot on one member-submitted proposed bylaw amendment. You may vote using the method that works best for you—electronically, by mail, or in person at the meeting. A mail-in ballot for the proposed bylaw amendment is included in this issue on page 16e. Please take a few minutes to vote.

CAPITAL CREDITS: Your Share of the Co-op

One of the unique benefits of being a member of an electric cooperative is capital credits, which is your share of the co-op's success. Each year, members receive an allocation based on the cooperative's financial performance. Active members will see their annual allocation listed in the **Account Activity** section of their April energy bill.

A Few Things to Keep in Mind

- It is not a bill. This is simply for your information.
- It is not a credit that can be used to pay an electric bill.
- No action is needed on your part.

How Your Allocation Is Calculated

Your allocation is based on two things: the cooperative's operating margins for the year and the amount you paid for electricity during that same time. Over the years, these allocations add

up and represent your ownership in the co-op. On your April bill, you'll see a breakdown that includes:

- **Beginning Balance** – Your capital credit balance as of January 1, 2025
- **Retirement** – Amount paid to you as an energy credit on last November's bill
- **Allocation** – New amount being added to your capital credit account
- **Balance** – Your 2026 capital credit balance

When financial circumstances permit, the board authorizes a portion of your capital credit allocation to be returned to you. In the meantime, your capital credits serve as an investment in the cooperative's electric distribution system.

Because cooperatives are not-for-profit and member-owned, capital credits are an important part of how we operate. Along with long-term loans, they help fund the system that delivers reliable electricity to your home or business—without relying on outside investors.

To learn more about how capital credits work, visit jrec.com/capital-credits.



MEET YOUR DIRECTOR CANDIDATES

No Contest Means No Director Ballot Required

Your cooperative is member-owned and governed by a board of directors elected by the membership. The nine-person board is made up of directors who serve three-year terms.

This year, there is one candidate running for each of the three district seats up for election, making all races uncontested. Because of this, a ballot is not required for the director election. Instead, as noted in last month's issue, the election of directors will take place at the annual meeting on April 25, 2026.

You can read more about the three director candidates below.

Proposed Bylaw Amendment Ballot

Members will be asked to vote by ballot on one member-submitted proposed bylaw amendment. A mail-in ballot for this amendment is on page 16e. For all voting options related to the proposed bylaw amendment, please see page 16d.

DISTRICT 3:

Well, here we are three years later, and I would like to say that Jump River Electric Co-op is running smoothly and is fully following the seven cooperative principles. We have an excellent, dedicated workforce both in the field and in the office. We have an excellent safety record, and they are there 24/7 for outages and emergencies. We have a dedicated General Manager and what I think is a first-class Board of Directors. We have a diverse cross-section representation of our membership that spans several counties.

COVID brought a few positive unexpected results. We were introduced to Zoom meeting technology and many of the training and teaching sessions can now be taken in our facility. We started "Trunk or Treat" during that time for the community children.

Our community meeting room is gaining usage from different organizations, both local and regional. We started doing blood drives, and that has also turned out positive.

We constantly try and do the very best we can do to keep the rates down and expenses down and provide the best service for our membership that's possible. There are costs we can control and others that are charged to us every time there is a peak alert, and we get charged when Dairyland must buy extra power from the grid.

DISTRICT 4:

Hello, Jump River Electric Cooperative members. My name is Jay Waeltz, and I am a candidate seeking reelection to the District 4 Board of Directors position. I am happily married to my wife, Traci. We have a teenage daughter, Jaelin, who makes us very proud. I was born and raised in the Ladysmith area and have been able to make my living locally in the real estate, concrete, and landscaping business.

During my first three years on the board, I completed the required WECA training. I have found during those same three years that many costs are uncontrollable and one of the board's main jobs is to deal with the controllable costs. As your JREC board member, I will attempt to save every dollar

It has been a pleasure being part of this organization and being a small part of decision making. I have managed to take all the Director's classes required and have attended a couple conventions during my term. It is always a pleasure representing Jump River Electric. I'm fortunate I can put in the time that is required to play an active part in the community.

Being on a Town Board for several years opened up another opportunity, and now I am also on the Board of Directors for the Wisconsin Towns Association, which is made up of 13 counties in northwest Wisconsin. I feel I'm in a position that allows me to get a better understanding of how new challenges are being addressed, like new solar farms, large and small, data centers, new transmission lines, nuclear power, wind generation, and the ever-increasing demands for more power.

Thank you for your support and giving me the opportunity to represent you.



JOE LORENCE
Sheldon, Incumbent



JAY WAELTZ
Ladysmith, Incumbent

we can in controllable costs while making JREC safe, reliable, and affordable.

I have been self-employed for 28 years. I feel that has given me a common sense and well-rounded approach to problems that may arise and an ability to make level-headed decisions. I plan to utilize those qualities in the best interest of the cooperative member-owners. I would appreciate your support in the District 4 election.



DISTRICT 9:

Hello everyone,

I want to thank the people of the Town of Round Lake, District 9, for their continued support. I served on the Town of Round Lake town board for 20 years, and in that time I was able to meet many of you, and my life is richer for that. I stepped away from that position a few years ago to be able to devote more time to the Jump River Electric Cooperative Board, which brings with it a whole new set of challenges.

Learning something new is not always an easy thing to do, and if I were here for 100 years, I probably wouldn't understand it all. Along with this newfound journey I have gained another whole family of friends throughout the nine districts that make up this cooperative. I thank everyone for their support along the way.

As a board, we have tried very hard to achieve transparency. This is "your" board and "your" cooperative, and we welcome your interest and concerns. This co-op is headed in the right direction. The credit for the success goes to the staff, lineworkers, and most importantly, our General Manager/CEO,

Kurt Harris. He is always coming up with ideas in ways that can save money and still keep the power reliable, safe, and keeping costs down as much as possible. Many times, the Power Cost Adjustment from Dairyland is greater than expected, and Kurt has suggested to the board that we not pass that increase onto members, but to absorb the overage through the co-op. He is always thinking of ways to make it affordable for our members.

I look forward to seeing you at the Annual Meeting in April and also at the Member's Appreciation Days in June.

Thank you,
Sandy Schara



SANDY SCHARA
Hayward, Incumbent

COMMUNITY CENTS PROGRAM

Rounding Up Applications—May 1 Deadline

Community Cents is a program that relies solely on the contributions from our members. Every dollar comes from those who choose to round up their electric bill each month or make a one-time gift—and those small contributions add up to something powerful.



Because of your generosity, we are once again accepting grant applications. If you are part of a non-profit organization and would like to apply, please visit jrec.com/community-centrs for the application and grant guidelines. Applications are being accepted until May 1.

Our Cooperative was built on the principle of **neighbors helping neighbors**. Community Cents is a meaningful way to carry that forward. Together, your spare change—99 cents or less a month—provides a hand-up to organizations making a real difference right here at home.

If you'd like to be a part of this program, you can sign up online or by calling our office at 715-532-5524.

TAX EXEMPTION FORMS

As of October 1, 2025, full-time Wisconsin residents are no longer charged sales tax on their electric bill due to a new state law. Businesses may also qualify for sales tax exemption. If your business is eligible, Jump River Electric Cooperative must have a completed Wisconsin State and Use Exemption Certificate on file to remove sales tax from your electric account. This form can be downloaded at jrec.com by clicking on the 'Membership Forms' button on the homepage.



24TH ANNUAL POSTER CONTEST FOR KIDS, AGES 5-12

Students can show us what they know about electrical safety by entering our electrical safety poster contest. That's not all. If your child is in third grade, they can enter one poster into two contests. It's a 2 for 1 deal! Third graders have two chances to win as Wisconsin Energy Cooperative Association (WECA) also hosts a poster contest for third grade only.

All posters can be sent to JREC and we will take care of getting them into the appropriate contest. All posters need to be received at JREC by **April 29, 2026**.



Here is what you'll need

- An 8.5"X11" or 11"X14" paper or poster board.
- Make it colorful with crayons, colored pencils, or markers.
- Complete and add entry ticket to back of poster.

What you could win

JREC's poster contest:

- \$50 cash prize for first place
- \$25 cash prize for second place
- Prizes to be awarded per age category: 5-7 and 8-12.

WECA's third-grade contest:

- A \$25 gift card for first place and a chance to win a statewide prize of a Chromebook (1st place), \$100 Gift Card (2nd place), or \$75 Gift Card (3rd place).

JREC Poster Entry Ticket

Name _____

Member Acct. _____

Grade _____ Age _____ Phone _____

Return to JREC, P.O. Box 99, Ladysmith WI 54848

Same form can be used for the third grade-only WECA poster contest.



SCHOLARSHIP PROGRAM

Your cooperative offers scholarships to active members and their dependent students. Each scholarship is for \$1,000, with 33 scholarships to be awarded in 2026. If you are attending a post-secondary college this fall, please apply.



Scholarship opportunities are as follows:

- **High school** seniors should apply if they attend one of the following high schools: Bruce, Chetek-Weyerhaeuser, Flambeau, Gilman, Hayward, Ladysmith, LCO, Lake Holcombe, Rib Lake, Stanley-Boyd, and Winter. Please contact your guidance counselor for an application. The deadline date varies by school.
- **Homeschool** students who will receive a diploma in 2026 must apply by June 15.
- **Lineworker Scholarships** are available to students who are attending a one-year Electric Power Distribution/Lineworker post-secondary school program. Deadline is May 1.
- **Allen Beadles Memorial Scholarships** are available and *non-traditional students are eligible to apply. Deadline is June 15.
- **Charles Kagigebi Memorial Scholarships** are also available for *non-traditional students who are attending Lac Courte Oreilles Ojibwe University (LCOOU). Please return your application to LCOOU's Financial Aid office by their set deadline.

**A non-traditional student is defined as follows: Parent(s) of a dependent student or self is an active member of JREC and has received his/her GED or high school diploma for a minimum of one year prior to applying for the scholarship.*

Scholarship applications can be found online at jrec.com/scholarships. If you have any questions, please contact our office. Monies for these scholarships come from Federated Youth Foundation, which is funded through unclaimed capital credits.

2026 YOUTH LEADERSHIP CONFERENCE

UNIQUE

Opportunity to participate in fun, hands-on activities.

DYNAMIC

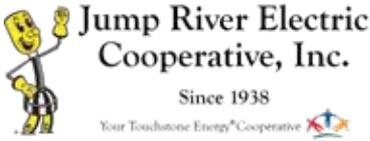
Three-day event is hosted on a college campus, UW-Stout.

DISCOVER

Your leadership skills and the purpose and the value of cooperatives.

JULY 14-16 UW-STOUT, MENOMONIE, WI

- For those in their sophomore or junior year in high school.
- All conference expenses are paid for by JREC.
- Interested in attending? Applications can be found on the JREC website. Contact JREC for more information. Space is limited, apply by May 29, 2026.



1102 W 9th Street North, PO Box 99
Ladysmith WI 54848
Phone: (715) 532-5524
Fax: (715) 532-3065

February 26, 2026

To: Membership

Proposed Resolution:

As provided by the Bylaws, the Rules & Resolution Committee met on February 26, 2026, to consider the proposed Bylaw amendment, to determine whether additional information should be presented to the membership to ensure a full airing of the issue and an informed decision, and to make a recommendation to the membership concerning disposition of the resolution. The full text of the proposed Bylaw amendment is printed on the ballot, along with the Committee’s recommendation.

Annual Meeting Rules:

General Manager/CEO Kurt Harris explained the proposed 2026 Annual Meeting Rules. The Committee then adopted the 2026 Annual Meeting Rules as presented.

Respectfully submitted,

Rules and Resolution Committee:

Doug Dicus, Chair

Richard Gilbertson

Gene Ludvigsen

Vicky Payla

Sue Farrell

Walt Lang Jr.

Peggy Kuehne

2026 ANNUAL MEETING RULES

1. Members may attend in person either at the Ladysmith headquarters or at the Cooperative’s office in Hayward. Meeting day voting will be available at both locations.
2. To the maximum extent feasible, voting at the meeting will be by show of member voting card that will be provided at registration.
3. Any proposed resolution on policy affecting Jump River Electric Cooperative, Inc. (JREC), was required to be submitted by February 24, 2026, the deadline included in the December, January, and February *Wisconsin Energy Cooperative News (WECN)* mailed to each member. One member submitted a timely resolution.
4. This year no ballots were issued for director elections because all three director positions up for election are uncontested. As such, pursuant to Article IV, Section 5 of the Bylaws, the director election will be conducted at the Annual Meeting by unanimous consent, voice vote, or other similar means.
5. Members are being provided a mail-in ballot in the April issue of the *WECN* to vote on the proposed Bylaw amendment. Members received information on their voting options and deadlines associated with the Bylaw amendment proposal in the March and April issues of the *WECN*, as permitted in Article III, Section 7 of the Bylaws. Members may vote in any one of three ways: mail-in, electronically, or by meeting-day ballot. Electronic votes must be cast by 4 p.m. on April 23, 2026; mail-in ballots must be received at the JREC office by 4 p.m. on April 24, 2026.
6. The tellers may begin opening and counting the ballots prior to the opening of the meeting, to avoid unnecessarily extending the length of the meeting. The Chair may close meeting-day balloting at the beginning of the meeting.
7. The meeting will be conducted in accordance with Robert’s Rules of Order Newly Revised, as supplemented by these Rules. The Chair of the meeting has appointed the Cooperative’s Attorney, Jessica Shrestha, to act as Parliamentarian of the Meeting.
8. Any speaker must be recognized by the Chair before speaking. Only members will be recognized by the Chair, and each member must give his or her name and address. Members are to limit their comments to two (2) minutes, with any rebuttal limited to one (1) minute. The Chair and his designee at the Hayward site shall be responsible for maintaining decorum during the meeting. Comments from members will be in order during comments and questions, unfinished and new business sessions after all reports and presentations have been given.

YOUR VOTING OPTIONS

3

VOTING OPTIONS

1

ELECTRONIC BALLOT

Members can cast a ballot online through SmartHub. Online voting will be open until April 23 at 4 p.m.

2

You can find the **MAIL-IN BALLOT** on page 16e. Mail-in ballots must reach the JREC office by 4 p.m. on April 24.

3

Members who attend the annual meeting on April 25 and have not cast a ballot prior to the meeting will receive a **MEETING-DAY BALLOT**.

If you have questions on these options or need help setting up your SmartHub account, please contact our office.

ELECTRONIC BALLOT INSTRUCTIONS

1. Log into your SmartHub account or create one by following the instructions at jrec.com/smarthub-how.
2. Once you're logged into SmartHub you can cast your vote by clicking on the "Vote Now" tab at the top of the page.
3. A Voting Instruction screen will open. Review instructions then click "Go to Ballot". Vote on the one proposed bylaw amendment by selecting "for adoption" to vote for the proposal or select "against adoption" to vote against the proposal.
4. Click on the "Go to Ballot Confirmation" link to view a summary of your ballot. You can print or change your vote from this screen, if needed, before you submit it. Click "Submit Ballot" once you are ready to cast your vote.



MAIL-IN BALLOT INSTRUCTIONS

1. Vote on the one proposed bylaw amendment by marking an "X" on the "for adoption" to vote for the proposal or on the "against adoption" to vote against the proposal.
2. Enclose the completed ballot in an envelope, add **BALLOT** and your **SIGNATURE** to the outside of the envelope (see inside envelope example at right). Ballots are only counted if you **SIGN** your envelope!
3. Enclose the ballot envelope inside another envelope, add your name and return address in the upper left-hand corner, add a stamp, and mail to: Joe Lorence, Secretary/Treasurer, Jump River Electric Cooperative, PO Box 99, Ladysmith WI 54848.



MEETING-DAY BALLOT INSTRUCTIONS

Meeting-day ballots will only be provided to members attending the 88th Annual Meeting who have not cast a timely mail-in ballot or electronic ballot and will be provided during registration. These ballots need to be cast prior to the opening of the business meeting at 10 a.m.



88th ANNUAL MEETING MAIL-IN BALLOT



Jump River Electric
Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative



PROPOSED BYLAW AMENDMENT

Editor's Note: One proposed amendment to the Bylaws was submitted by a member. A summary of the proposed Bylaw amendment and the recommendation of the Rules and Resolution Committee is shaded in green. Underlined text within the proposed amendment indicates added language, text with a line through indicates removed language.

Proposed Bylaw Amendment

Proposed changes to Article IV, Section 3, Subsection (a) of the Bylaws would eliminate director term limits. The Rules and Resolution Committee disagrees with this proposal and **recommends that the membership vote against adoption** of this bylaw amendment.

Amend Article IV, Section 3, Subsection (a) of the Bylaws as follows:

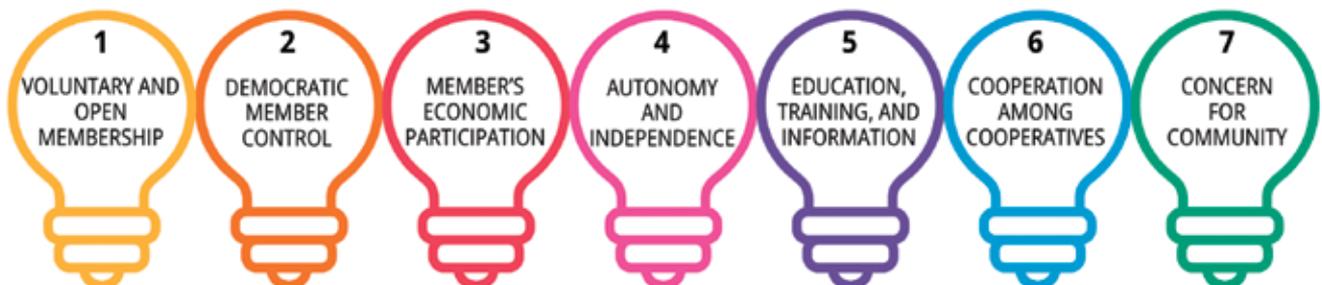
Section 3. Tenure and Qualifications.

(a) Directors shall be elected by the members at the annual meeting for three-year terms on a staggered basis so that no more than three of such terms shall expire at each annual meeting. ~~Directors shall serve no more than five consecutive full three-year terms. Partial terms do not count against the term limit. When a director reaches the term limit, she/he cannot return to the Board of Directors until one full three-year term has passed. A full term shall be measured from the annual meeting at which the director is elected to the third annual meeting that follows, regardless of the dates the respective meetings are held. Accordingly, a partial term is not created because the annual meeting in the year the term expires is held earlier in the year than the annual meeting at which the director was previously elected.~~

For Adoption **BALLOT VOID** Against Adoption

Mail-in ballots must reach the JREC office by 4 p.m. on April 24, 2026, and will not be accepted at the 88th annual meeting. Copies of this ballot will not be accepted. Please remember, only one ballot will be accepted per membership.

7 COOPERATIVE PRINCIPLES



MEMBER METRICS

JREC'S MISSION IS TO PROVIDE RELIABLE, SAFE, SUSTAINABLE, AND AFFORDABLE UTILITY SERVICES TO THE COMMUNITIES WE SERVE.

2,930
MEMBERS ENROLLED IN THE WATER HEATER PROGRAM



727
MEMBERS RENT DUSK-TO-DAWN LIGHTS




MEMBERS USE ON AVERAGE
828
KILOWATT-HOURS PER MONTH

ELECTRICITY DELIVERED TO MEMBERS ACROSS:

907
MILES OF OVERHEAD LINES, AND



938
MILES OF UNDERGROUND LINES

\$50,429
IN REBATES WERE GIVEN TO OUR MEMBERS IN 2025



\$524,273
IN CAPITAL CREDITS RETURNED TO MEMBERS IN 2025



10,215
METERS

53%
OF OUTAGES WERE CAUSED BY TREES CONTACTING POWER LINES IN 2025



 **5.54**
MEMBERS PER MILE OF LINE



WHO ARE OUR MEMBERS?

RESIDENTIAL = 4,422
SEASONAL = 4,722
COMMERCIAL = 686
FARMS = 294
SCHOOLS, HALLS, ETC. = 45
WATER PUMPING = 23
INDUSTRIAL = 19
STREET LIGHTS = 4



\$331,550

GIVEN TO MEMBERS IN SCHOLARSHIPS SINCE 1984





BALANCE SHEET

(December 31, 2025)
(Subject to Audit)

ASSETS	2025
Electric Utility Plant	\$64,237,708
Less Reserve for Depreciation	<u>\$(18,937,840)</u>
Net Utility Plant	\$45,299,867
Patronage Associated Organizations	\$7,398,545
Investments Associated Organizations	\$686,810
Other Investments	\$8,100
General Cash	\$126,969
Temporary Cash Investments	\$2,171
Accounts and Notes Receivable (Less Reserves)	\$1,795,310
Materials and Supplies	\$878,778
Other Current and Accrued Assets	\$364,474
Deferred Charges	<u>\$43,129</u>
TOTAL ASSETS	<u>\$56,604,153</u>

LIABILITIES	2025
Long Term Debt (RUS-NRUCFC-COBANK)	\$30,928,034
Notes and Accounts Payable	\$2,527,708
Customer Deposits	\$482,982
Other Current and Accrued Liabilities	\$864,291
Deferred Credits	<u>\$138,225</u>
Total Liabilities	\$34,941,240
Patrons' Capital Credits	\$28,724,174
Less Capital Credits Retired	<u>\$(12,087,161)</u>
Balance Capital Credits Outstanding	\$16,637,013
Retired Capital Credits-Gain	\$1,088,884
Membership Fees	\$42,640
Other Equities	<u>\$3,894,377</u>
TOTAL LIABILITIES AND EQUITIES	<u>\$56,604,153</u>

What We Did During 2025

New Services Built.....	159
Miles of Overhead Line Built/Removed	-12.36
Miles of Underground Line Installed/Removed.....	23.13
Poles Installed or Replaced	351
Services Changed for Increased Capacity	47

OPERATING REPORT

(Subject to Audit)

For the Year	2025	2024
Total Operating Revenue	<u>\$17,312,435</u>	<u>\$16,371,017</u>
Operating Expenses		
Cost Of Power	\$8,743,468	\$8,034,927
Operations & Maintenance Expense	\$2,913,980	\$2,831,926
Collection & Billing Expense	\$411,662	\$406,639
Customer Service & Information Expense	\$111,077	\$96,650
Sales Expense	\$45,513	\$50,147
Administrative & General Expense	\$1,348,204	\$1,383,002
Depreciation	\$1,587,766	\$1,550,330
Taxes	\$285,663	\$277,703
Interest On Long-Term Debt	\$927,107	\$887,839
Other Deductions	<u>\$57,648</u>	<u>\$5,263</u>
Total Operating Expenses	<u>\$16,432,087</u>	<u>\$15,524,426</u>
Net Income From Operations	\$880,348	\$846,591
Non-Operating Income	<u>\$853,643</u>	<u>\$677,344</u>
TOTAL MARGINS	<u>\$1,733,991</u>	<u>\$1,523,934</u>

HOW YOUR 2025 DOLLAR WAS SPENT





SMART MANAGEMENT. SMART LIFE.

On the Go & In Control



Life moves fast. Your electric account should keep up.

With SmartHub, you can manage your account anytime, anywhere — from paying your bill to tracking usage and receiving important alerts. Expanded alert options also let you choose how and when you're notified by either text or email.

SMART COMMUNICATION

Stay connected to your cooperative.

- Get important co-op announcements
- Cast your annual meeting ballot electronically
- Update your contact information
- Manage account notifications your way
- Report issues or an outage
- Receive outage and restoration updates

For your convenience, **starting June 1, all members will start receiving outage notifications.** Members can opt out at any time. More information about this option will be in the next issue of this magazine.

SMART PAYMENT

Flexible options. No stress.

- Secure online payments
- Set up Auto Pay
- Set up bill reminders or notifications when your card expires
- View current and past billing statements
- Store payment methods safely

Pay in seconds — wherever you are. Receive a one-time \$15 energy credit when you sign up for automatic payment through your checking or savings account.

SMART ENVIRONMENT

Paperless. Simple. Eco-friendly.

- Avoid postal delays and enroll in paperless billing
- No more waiting, as you receive your bill by email the same day it is compiled
- Reduce clutter and mail
- Access billing history anytime

Less paper, more convenient, and receive a one-time \$10 energy credit when you go paperless.

SMART USAGE

Know your energy. Monitor daily and monthly energy use. Awareness helps prevent surprises on your bill.

- Track your usage
- Compare usage trends
- Find your average usage
- Identify seasonal changes
- **NEW:** Set high-usage threshold alerts

With access to this information, you can be in control and make decisions that can help reduce your bill.

HOW TO ENROLL

Not enrolled yet? Getting started is easy.

Option 1: Visit jrec.com and click the Create SmartHub Account link or scan this QR Code.

Option 2: Download the SmartHub app from the App Store or Google Play.

Option 3: Call our office and we'll walk you through the setup.

Join the over 5,600 members who've already signed up. All you need is your account number, email address, and the last bill amount.





THEY'RE READY WHEN IT MATTERS MOST

Thank You, Lineworkers!



Electric cooperatives like Jump River Electric Cooperative were built on the principle of neighbors helping neighbors, and our lineworkers embody that spirit every day. They are the first to respond and the last to leave, often working long hours behind the scenes. At times, serving our neighbors means going beyond our own service territory through a process known as ROPE (Restoration of Power in an Emergency).

During major outage events, JREC crews stand ready to assist neighboring co-ops—sometimes close to home, and sometimes across state lines—to help restore power. This spirit of mutual aid strengthens all cooperatives and ultimately benefits the members we serve—just as our cooperative has benefited from the support of neighboring co-ops in the past.



Ben and Calvin, linemen from our Hayward area, were able to assist Alger-Delta Cooperative Electric Association in Gladstone, Michigan this past December following a snowstorm that left many of their members without power. ROPE also exemplifies Cooperative Principle #6—Cooperation Among Cooperatives, enabling us to extend a helping hand to restore power for fellow cooperative members.

We understand any time the lights go out it can be frustrating, bringing everyday life to a halt. We are incredibly grateful to our members for your patience and encouragement during these times.

“Great job JRE!! We were fixed within the hour of losing power.” – Liza N.

“Thank you for your commitment to the members of the co-op. Your efforts do not go unnoticed and are greatly appreciated. Stay safe in some very unsafe conditions. Bless all of you.” – Wendie M.



Linework is demanding, physical, and at times, it can be dangerous. Our crews approach each job with a focus on safety and teamwork. They take pride in their craft and in the trust our members place in them.

On April 13, 2026, we will celebrate Lineworker Appreciation Day, but one day is hardly enough. Every day, we thank lineworkers for their service and dedication, which are the backbone of our cooperative.

When outages do occur, messages like these from our members really do help to keep our linemen going, sometimes well into the night.

Our lineworkers do their part in demonstrating Co-op Principle #5—Education, Training, and Information throughout the year as they provide safety demonstrations to area youth, high school students, emergency personnel, as well as participating in the local National Night Out event. Facebook posts, like the ones below, were shared with us following a couple of our safety demonstrations and we can't express what this training means to our community any better than they did.



“A big thank you to Jump River Electric for teaching our first and third graders about electrical safety!” – School District of Ladysmith

“Our resident electrical safety experts, Marcus and Benji from Jump River Electric Cooperative stopped by to visit our first and third graders today. Lightning Liz and Neon Leon showed us what can happen if we aren't safe around power lines. Special guests “Oscar” showed us what happens if we “act like a hot dog”. We are grateful to Marcus, Benji, and Jump River Electric for helping us to stay safe and know what to do.” – School District of Flambeau

In recognition of Lineworker Appreciation Day on April 13, we want to say thank you for your hard work, your readiness and your unwavering commitment to the communities we serve. We are proud to stand behind you and grateful for all that you do. We also thank you, our members, for your trust and support throughout the year. Thank you for sending us words of appreciation! Messages like these keep us all going strong as we #POWERON.

Snap Your *Rural Story* Share Your Co-op View

"Photography is the story I fail to put into words." — Destin Sparks

Participating in our first photo contest for 2026 is easy! Look around you and capture your rural story with the help of your camera or cell phone. We ask that all submitted pictures be in high resolution format and taken within the JREC service territory. If you look close enough, you are sure to find a story in every frame.

Go to jrec.com/photo-contest for the contest guidelines and consent form.

Please email your digital images (up to three photos) to dzimmer@jrec.com by **April 30**. We can't wait to see rural Wisconsin from your viewpoint. Prizes will be awarded for the best three photos.



POWERING FUTURE CAREERS



Our Cooperative is proud to support career exploration and help local students learn more about the many opportunities available in the electric cooperative industry. Over the last year, we have had students job shadow various positions within the co-op. Pictured above are students from area schools who recently joined us and were able to get a firsthand look at what it takes to be a Journeyman Lineworker, learning about the skills, training, and teamwork involved in keeping the lights on and our electric equipment operating safely.

Know what to do if your vehicle crashes into a power pole



- ✓ Stay in your vehicle
- ✓ Call 911
- ✓ Tell bystanders to stay away
- ✓ **ONLY** get out of the vehicle if it is on fire

IF you must get out, jump from the vehicle with both feet together, and bunny hop or shuffle as you move away from the scene without taking steps until you are at least 50 feet from the powerlines or electric equipment.



THIS IS YOUR
LICENSE TO LIVE

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Pay by Phone: 844-967-2320

Find us on Facebook, X, and Instagram   

Denise Zimmer, Editor



**Jump River Electric
Cooperative, Inc.**

Since 1938

Your Touchstone Energy® Cooperative 

JREC is an equal opportunity provider and employer.

Our offices will be closed April 3, in observance of Good Friday.

Minutes of the 87th Annual Meeting of the Membership • April 26, 2025

The 87th Annual Meeting of the Jump River Electric Cooperative, Inc. (hereinafter referred to as the “Cooperative”) was held at the Cooperative’s headquarters office located in the Town of Flambeau, Rusk County, Wisconsin, and at the Hayward branch office located in the Town of Hayward, Sawyer County, Wisconsin; on Saturday, April 26, 2025. The two locations were connected via livestream. Registration began at 9:30 a.m.

Chairman Bill van Doorn called the meeting to order at 10:00 a.m. and welcomed cooperative members to the 87th Annual Meeting. van Doorn asked those who had served or are currently serving in the military to stand to be recognized. van Doorn then asked that all attendees stand for the Pledge of Allegiance and National Anthem.

Chairman van Doorn reviewed the ballot deadlines and closed the meeting day balloting. van Doorn also reviewed how the energy credit attendance gift and drawings would be handled and announced that Attorney Jessica Shrestha would act as Parliamentarian of the meeting.

Secretary-Treasurer Joe Lorence reported there were 100 members registered and declared there was a sufficient number to constitute an in-person meeting quorum.

Attorney Shrestha reviewed the affidavit of mailing received from the Wisconsin Electric Cooperative Association confirming that the official notice of meeting and the director election ballots were published in the *Wisconsin Energy Cooperative News (WECN)* and mailed to 8,903 members on March 27, 2025. Waiving the reading of the affidavit of mailing was approved by unanimous consent. Shrestha stated that the rules of the meeting were also published in the *WECN* and given to members at registration.

The 2024 Annual Meeting Minutes were included in the April issue of the *WECN*. A motion was made and seconded to approve the 2024 Annual Meeting minutes as distributed. Motion carried.

Attorney Shrestha introduced the current directors, being District 1, Jane Reich; District 2, Christine Beadles; District 3, Joe Lorence; District 4, Jay Waeltz; District 5, Bill van Doorn; District 6, Bill Amery; District 7, Mike Gardner; District 8, Walter Kruk; and District 9, Sandy Schara.

Attorney Shrestha introduced and thanked the election tellers who were Doug Dicus, Darrell Doughty, Jerry Geisler, and Gene Ludvigsen in Ladysmith, and Kathy Overman and Jackson Reeder in the Hayward branch office.

Attorney Shrestha introduced the current director candidates being District 2 – Christine Beadles, Jump River; District 7 – Mike Gardner, Hayward; and District 8 – Walter Kruk, Hayward. All candidates were incumbents, and all ran unopposed.

Attorney Shrestha introduced Gene Ludvigsen, the Chairman of the Election Tellers. As the ballots were still being tabulated, Shrestha took the opportunity to review the two proposed bylaw amendments.

Chairman van Doorn reported on capital credits, scholarships,

and the Community Cents program. van Doorn announced that the second round of the Community Cents grants were recently distributed to 12 recipients and thanked the six members who served on the Community Cents advisory committee. Van Doorn named the 12 organizations who were awarded grants.

General Manager/CEO Kurt Harris introduced the guests and thanked the members in attendance for their active participation in the cooperative. He then read the auditor report provided by CliftonLarsonAllen, LLP. Harris reported on various financial aspects of the cooperative, including how an energy dollar was spent in 2024. He continued by reviewing graphs that illustrated the last five years of kilowatt-hour sales, plant in service, number of employees, equity, and other various cooperative statistics. Harris relayed outage and reliability factors, and highlighted improvements made in the electronic mapping system, enabling the cooperative to offer outage notifications.

Harris provided updates on the Hannibal solar project, Dairyland Power Cooperative’s solar and battery project in Sawyer County, and Charter Spectrum pole attachments in Taylor County. Harris reported on the cooperative’s involvement in various community events, local and regional emergency restoration assistance, along with safety training efforts and stated that there have been no lost time accidents since July 2020.

Harris honored employees for their years of service without a lost-time accident and recognized an employee recently hired.

Ludvigsen then provided the election and bylaw results, as follows:

- District 2, Christine Beadles received 358 and was re-elected.
- District 7, Mike Gardner received 357 votes and was re-elected.
- District 8, Walter Kruk received 352 votes and was re-elected.
- Proposed Bylaw Amendment #1 was approved on a vote of 344 in favor and 34 opposed.
- Proposed Bylaw Amendment #2 was approved on a vote of 342 in favor and 39 opposed.

No comments or questions were submitted or asked.

Chairman van Doorn stated there was no unfinished business from the 2024 annual meeting to come before the membership.

Chairman van Doorn called for new business and there was none.

Attorney Shrestha explained that consistent with past practice, the ballots would be retained for 30 days and then destroyed. No opposition was received.

The grand prize winner of a \$500 energy credit was Bruce Ewings, with \$100 energy credit winners being: Jeff Allard, Ray Pagenkopf, Donald Grey, Connie Stoll, and Anthony Arts.

There being no further business to come before the meeting, a motion was made and seconded to adjourn the meeting at 10:49 a.m. Final registration was 103 members.

Joe Lorence, Secretary – Treasurer



firing up one **PORTABLE GENERATOR** is like starting **HUNDREDS OF CARS**

According to the Consumer Product Safety Commission (CPSC), one fuel-powered portable generator produces as much carbon monoxide (CO) as hundreds of combustion-engine cars.

Using a portable generator in your home, garage or too close to your home is like starting a parking lot full of cars and letting the CO poison seep into your home. And the devastating result is almost immediate: The CO from one generator can kill in minutes.

USING A PORTABLE GENERATOR SAFELY

1. Always use a generator at least 20 feet away from your home.
2. Never operate one inside a home, on a porch or near windows and doors.
3. The 20-foot rule also applies to other locations, such as a shed, cabin, camper or trailer.
4. When shopping for a generator, look for one that produces reduced emissions.
5. Also look for one that shuts off automatically when high levels of CO are present.
6. Keep your generator well-maintained and follow all manufacturer's instructions.
7. Ensure CO detectors are installed on every level of your home and near or in bedrooms.
8. Test CO alarms monthly; also track their age. They need to be replaced every seven years.

Source: CPSC

Please notify JREC if you utilize a portable or standby generator at your property. Learn more at jrec.com/electrical-safety-information or SafeElectricity.org

TOP 3 REASONS for using a generator

1. Weather-related power outages.
2. Power shutoffs.
3. Temporary locations.

CO deaths associated with PORTABLE GENERATORS

Approximately **85** individuals die in the U.S. each year.

81% of deaths occur in residential locations.



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