Since 1940

WISCONSIN ENERGY Cooperative NEWS

December 2026

Jump River Electric Cooperative, Inc.
Since 1938
Your Touchstone Energy® Cooperative



ONE SILENT NIGHT

HEAT PUMPS IN COLD TEMPS

BEST OF KIDS AND CRITTERS

HOLIDAY DRAWINGS AND YOUTH OPPORTUNITIES

Jump River Electric Cooperative, Inc.
Since 1938



THE GIFT OF MEMBERSHIP

By Kurt Harris, General Manager/CEO

As the holiday season gets underway, many of us begin thinking about gifts, celebrations, and time spent with family and friends. It's also a good time to recognize what makes our cooperative unique: our members. At Jump River Electric Cooperative, we appreciate your continued support and the role you play in making our cooperative and the communities we serve strong.

When you receive electric service from your cooperative, you're more than a customer. You're a member of an electric co-op, and that distinction is at the heart of everything we do.

All electric cooperatives operate under a business model designed to serve their members, not outside shareholders. Our purpose is to provide safe, reliable, and affordable electricity while supporting the communities we call home. Every decision we make starts with that responsibility.

One of the most meaningful benefits of co-op membership is having a voice in how your cooperative operates. Our locally elected board of directors is made up of members who live here and represent the communities we serve. They help guide priorities and make decisions with the needs of our membership in mind. Your participation, whether by voting in board elections, attending our annual meeting or sharing feedback, helps keep our cooperative connected to the people who matter most. Our 89th annual meeting is set for April 24, 2027. We will have director elections and proposed bylaw amendments for members to vote on.

Membership also means access to co-op resources and programs designed specifically with your needs in mind. From energy efficiency programs and tools like SmartHub to help you manage energy use to our Energy Sense rebate program, we work to provide services that make a meaningful difference in your life.

Our commitment extends beyond the power lines. We live and work in the same communities you do. We see the impact of local schools, small businesses, community organizations, and neighbors helping neighbors. That connection shapes how we serve and reminds us that a strong co-op is built on more than electricity alone. In this issue, you'll see more on how we are working with local students, offering scholarship opportunities, and even having a little fun through community events.

The holiday season offers a special opportunity to reflect on what we can accomplish when we work together. The cooperative model is built on that very idea: people joining together to meet a shared need and creating something stronger than any one person could build alone.

As you gather with family and friends this December, I hope you'll take pride in knowing that your co-op belongs to you. Your membership helps sustain a business rooted in local accountability, community investment, and service to others.

On behalf of everyone at Jump River Electric Cooperative, thank you for being part of our cooperative family. We're honored to serve you and grateful for the trust you place in us throughout the year.

Welcome Kurt



Please join us in welcoming Kurt Starkey to the JREC team as our newest Journey Lineworker in Ladysmith! Kurt grew up in Sheldon, WI, and is a graduate of Chippewa Valley Technical College, where he earned a technical degree in Electrical Power Distribution. He brings valuable electric utility experience, having spent 21 years with Oakdale Electric Cooperative.

"We're confident his experience, insights, and commitment to teamwork and safety will make him a great addition to the team," said Operations Manager Ben Modl. He continued, "We're excited to have Kurt on board and look forward to having him as part of the JREC team."

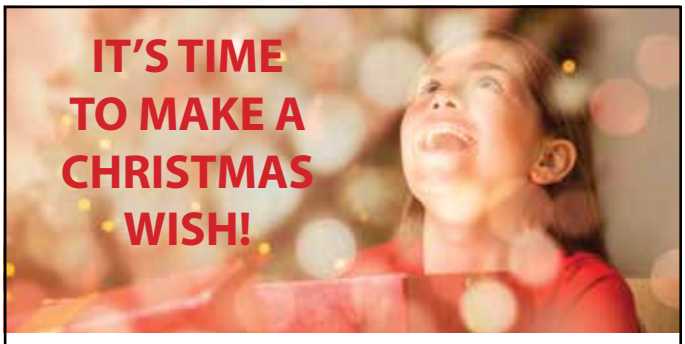
A little about Kurt

At the top of his bucket list is visiting all 63 National Parks, and he especially enjoys vacationing in the Black Hills of South Dakota. When he's not working, he loves spending time doing just about anything with his wife, MacKensea, and daughter, Lettie. His love of the outdoors also means he enjoys hunting and spending time in the woods.

One piece of advice Kurt lives by is, "Never forget where you came from and always take pride in where you're going." It's advice that seems especially fitting as he returns to the area where he grew up.

Kurt said, "I'm looking forward to being part of a great team, building new relationships, and continuing to do the work I've always enjoyed. It means a lot to be back in the area I grew up in and have an opportunity to serve the members I call home."

Welcome home, Kurt!



IT'S TIME TO MAKE A CHRISTMAS WISH!

As the Christmas season approaches, we're reminded that this truly is the season of giving. It's a time for gratitude, generosity, and looking out for one another—and at Jump River Electric we take that to heart.

That is why we are encouraging you to help others through the Christmas Wish Program. Do you know someone, or a family, who is going through a tough time this year? Are they needing a little extra help or holiday cheer this Christmas season? If so, please submit their name(s) and a little story about them to k99@k99WIGM.com or call (715) 748-2566.

Requests (or wishes) are being taken until December 16, 2026. This program is sponsored by Taylor County Association of Cooperatives, including JREC, and K99 Radio. Nominees need to live within the K99 listening area.

GIANT CHRISTMAS STOCKING DRAWING

When we say GIANT, we're not exaggerating! Wait, it gets better. This giant stocking is filled with toys! Children ages 3 to 10 are eligible to enter the drawing for a chance to win all these toys just in time for Christmas.

Two names will be drawn, with one name from entries submitted by Hayward-area members, and one more from the Ladysmith/Jump River-area members. Parent(s)/guardian(s) of child must be an active member of the cooperative.



Please complete the ticket below and either drop it off or mail it to the appropriate address listed below. Hurry—the drawings will be held **Friday, December 18**.

My name is: _____ My age is: _____

My parents are: _____

My parent's phone number: _____

Drop or mail to: Jump River Electric Cooperative
Hayward members: 13895 W CTH B, Hayward, WI 54843
All other members: P.O. Box 99, Ladysmith, WI 54848

Willie's PowerUP Pick



A GIFT THAT'S NOT SEASONAL

The Gift of Energy

That's right! JREC Gift Certificates are available all year long! We all know someone who is hard to buy for, or perhaps someone who could use a little extra help with everyday expenses. Regardless of the situation, a gift certificate is a thoughtful and practical gift for any time of year or occasion.

If you know someone who receives electric service from Jump River Electric Cooperative, consider giving them a gift certificate towards their electric bill. It's a simple way to give a gift that is both useful and appreciated. Call or stop by our office to learn how to purchase a JREC Gift Certificate.

Mark Your Calendar: Annual Meeting Deadlines Approaching

Jump River Electric Cooperative's 89th Annual Meeting is scheduled for April 24, 2027, and there are important deadlines approaching for members interested in becoming a director candidate or requesting a change to the bylaws.

Qualified members residing in Districts 1, 5, and 6 are eligible to become candidates for the board of director election. Any members may also submit proposed bylaw amendments for consideration by the membership. The deadline for both is February 23, 2027.

Not sure which district you live in? Visit jrec.com/board-and-district-information to view the district map and learn more. Take advantage of this opportunity to get involved and help shape the future of your cooperative!

CONSTRUCTION CORNER

This past month, we had the opportunity to assist with a house move. This certainly isn't an everyday job for a lineman! You may wonder what role JREC plays when a house is moved.

The process typically involves coordinating with the homeowner and moving contractor to identify and safely disconnect or protect overhead power lines and other utility services along the route. Our crew then restores service as the house moves down the road.



Costs, lead times, and responsibilities vary depending on the move. If you're planning a house move in the future, contact JREC early with the proposed route and dates so we can help coordinate the necessary arrangements.

CELEBRATING COOPERATIVE MONTH
THROUGH COMMUNITY INVOLVEMENT

October was a busy month of community events as we celebrated Cooperative Month! We kicked off the month with our annual Cooperative Day of Service on October 7. Four JREC employees joined employees from other local cooperatives and Dairyland Power Cooperative to give some much-needed attention to two local parks. Projects at Josie Creek County Park and Quarry Park in the Tony area included cleaning, staining, clearing brush, and stacking wood.

Next, we hosted our annual American Red Cross Blood Drive. Thank you to everyone who donated blood or helped make the event possible! We collected 26 units of blood, which have the potential to help save up to 78 lives.

To wrap up the month, we participated in two Halloween events, bringing some extra fun to the season. On October 30, our annual Trunk & Treat Drive-Thru event was held, which also included a costume contest. The winners are pictured at right, and each received a JREC bag filled with movie night goodies and, of course, plenty of candy!

We would also like to extend a special thank-you to the local businesses that partnered with us for our Trunk & Treat Drive-Thru event. We appreciate each business taking the time to deliver treats to the cars filled with excited trick-or-treaters as they drove through the co-op shop. Your participation helped make the event a fun and memorable Halloween celebration for our community! This year's partners were ICAA Family Resource Center, Imperium Chiropractic, Ladysmith Federal, Rusk County Dairy Promoters, and Security Financial Bank. We appreciate your partnership and support!

Another JREC crew was out on October 31 participating in the Hay-lloween event in Hayward, handing out candy to the trick-or-treaters who attended.

Thank you to everyone who participated, volunteered, and helped make our October events a success! We enjoyed seeing the community come together and the creativity and Halloween spirit on display. It's another reminder of what makes our communities such great places to live. If you couldn't join us this year, don't worry, we look forward to doing it all again next year!



Blood Drive



Cooperative Day of Service



Hay-lloween



Best Themed Car



Best Boy Costume



Best Girl Costume



Best Scary Costume



HAMMING IT UP THIS CHRISTMAS!



Each year, we have an unbelievable number of members enter our Lucky 13 Turkey Drawing, held just in time for Thanksgiving. So, we thought, why not keep the holiday fun going with a ham drawing for Christmas? And that's exactly what we're doing!

It's time to get your ham on! Enter for a chance to win one of eight hams being given away to JREC members. Whether it's the centerpiece of your Christmas dinner or a welcome addition to your holiday table, a little holiday ham is sure to make the season even better. Don't miss your chance to take home a little extra Christmas cheer!

NAME _____

ADDRESS _____

CITY _____

TELEPHONE # _____

EMAIL _____

ACCT. # _____

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

Two entries per family, one winner per household.

Merry Christmas and Happy New Year from the board of directors and employees of Jump River Electric Cooperative. Our offices will be closed December 24 & 25 and January 1 for the holidays.

INVESTING IN OUR FUTURE:
Supporting the Next Generation

At Jump River Electric Cooperative, our commitment to community goes beyond delivering safe, reliable, and affordable electricity. We believe investing in our youth is an important part of building strong communities and a brighter future. That's why we look for opportunities throughout the year to connect with young people, introduce them to new experiences, and help prepare them for what lies ahead.

From participating in local career fairs, mock interviews, reality challenges, and offering job-shadowing opportunities to providing electrical safety demonstrations and taking part in community events like National Night Out, JREC employees enjoy connecting with youth in our service area. These interactions give students an opportunity to learn more about the electric cooperative industry, explore career possibilities, and gain valuable knowledge and skills. This also models two of the seven cooperative principles JREC was built on.

Executive Assistant Virginia Jacobs had this to say about participating in Ladysmith High School's new Business Mentor Program, which is part of the school's Academic and Career Planning initiative. Virginia said, "We're excited to be an inaugural Ladysmith Business Partner.



The program is a wonderful opportunity for JREC staff to help local sophomore students develop employability skills and provide real-life examples of how important those skills are to employers."

We also support students through our scholarship program, helping make continued education more accessible. In addition, our Youth Leadership Conference gives high school students an opportunity to develop leadership skills, learn about the cooperative business model, and connect with other young people from across the state. Who knows? These experiences may even inspire a future career in the electric utility industry!

Whether we're answering questions at a career fair, helping a student prepare for an interview, demonstrating electrical safety, or awarding a scholarship, every opportunity makes a difference. We're proud to support our local youth and help equip the next generation with the knowledge, confidence, and opportunities to succeed.

Because building a stronger community starts with investing in its future!



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715-532-5524 (Ladysmith); 715-634-4575 (Hayward) • www.jrec.com

After-hour emergency service, call 866-273-5111
Pay by Phone: 844-967-2320

Find us on Facebook, X, and Instagram

Denise Zimmer, Editor

Scan the QR code to find us on Facebook (left) and Instagram (right).

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JREC is an equal opportunity provider and employer.