



EMPOWERING COMMUNITIES:

JREC and CoBank Unite to Support Local Organizations

By Kurt Harris, General Manager/CEO

For the fifth consecutive year, the cooperative has participated in a unique matching grant program. This program has allowed us to double donations to four deserving local organizations each year, demonstrating our commitment to community empowerment. Over the past five years, a total of \$22,300 in grants has been awarded to eleven organizations, making a tangible impact in the community.

These matching grants are provided by CoBank, a national not for profit cooperative bank owned by the rural cooperatives it serves, including JREC. CoBank established the Sharing Success Grant Program to match charitable contributions made by its cooperative members. This program is designed to celebrate the vital role that cooperatives play in individual communities across the country.

Jump River Electric can make up to four matching donations per year. The money for our portion of these donations comes from the Federated Youth Foundation (FYF), which is funded by unclaimed capital credits. JREC utilizes this foundation to support community initiatives, youth programs, and provide scholarships to our members and their dependent students.

We are grateful that these grants enable us to support the four organizations listed below in their endeavors to positively influence our community. JREC was founded on people helping people, and contributions like these allow us to continue to do just that.

Boys & Girls Club of Lac Courte Oreilles

The Boys and Girls Club of Lac Courte Oreilles was awarded a \$2,000 donation from CoBank and FYF. Founded in 1996, it was the first club of its kind established on a Native American reservation.

The club provides a safe, positive environment for youth to go after school, with a focus on ensuring every child feels prepared and comfortable during their programs. Donations are used to stock essential items and provide snacks for field trips, helping to remove barriers to participation.

CEO Melinda Isham accepted the check sharing, "Every donation we receive at the Boys and Girls Club of Lac Courte Oreilles helps create fun and meaningful experiences for our youth. This summer, your generosity will allow us to purchase much-needed sports equipment—including basketballs, volleyballs, and footballs—so our members can stay active and engaged. Thank you."



Rusk County Ambulance



Members of the Rusk County Emergency Medical Services, Murry Township board, and community members accepted the check totaling \$2,000 from JREC Executive Assistant Virginia Jacobs (far right). Following the check presentation, community members were provided with an AED demonstration and a Stop the Bleeding training. The donation will help to fund the purchase of an AED and other general ambulance-related supplies for the Rusk County service area.

Rusk County 4-H Leader's Council

A \$1,000 donation—split evenly between FYF and CoBank—will support the Rusk/Sawyer 4-H Summer Camp, sponsored by the Rusk



County 4-H Leader's Council. This annual camp, held at Trails End Camp in Bruce, offers an affordable opportunity in outdoor education to youth in grades 3 through 7. The program is supported by youth counselors in grades 8 through 12, who help foster a welcoming environment.

Communications/Member Service Specialist Denise Zimmer (back row, far left) presented the check to 4-H Educator Karrie Groothousen, camp counselors, and 4-H students. Groothousen noted that the donation will enhance camp activities that teach practical life skills and community service, while embracing both 4-H and non-4-H participants. This camp introduces all participants to the "Essential Elements of 4-H": Belonging, Mastery, Independence, and Generosity.

Christmas Wish

Holidays can be a challenging time for many individuals and families who have recently lost a loved one or are dealing with medical issues. That's where the Christmas Wish Program comes in. Now in its 29th year, this program aims to spread joy and some holiday cheer by supporting those in need. Touchstone Energy Cooperatives, including JREC and other north-central Wisconsin co-ops, along with WIGM 190 AM and WKEB 99.3 FM radio, sponsor this program through their donations.



The combined donation of \$2,000 was given to the Christmas Wish program. Pictured above is the angel that is given to individuals or families in the memory of a loved one who recently passed, along with a photo of a food donation made to a local nursing home. Look for information in the November issue of this magazine on how you can make a Christmas Wish on behalf of a person or family that may need help during the holiday season.

CAPTURE THE MOMENT



Win a \$50 Energy Credit

We hope you've been busy since our last photo contest capturing unique images of what you love just outside your backdoor. Whether it is a breathtaking summer scene, a fun snapshot of family and friends, or an exciting event, you never know when the perfect photo opportunity will arise. So, always keep your camera or phone ready to capture those magical moments. Remember, all photos must be taken within the JREC service territory.

Visit jrec.com/photo-contest for contest guidelines, the consent form, and prize information. Please submit your three best photos by August 20, 2025, for a chance to win!



Don't become part of a tragic fishing story. Keep an eye on weather conditions and know when to call it a day.

SEEK SHELTER

If you see or hear signs of weather rolling in, stop fishing and retreat to a four-sided building or hard-top car. If you ignore the signs and keep fishing, it could cost you your life.



WAIT 30 MINUTES

Wait 30 minutes after you see or hear lightning before heading back outside.

REMEMBER

Always look up for overhead power lines before casting.



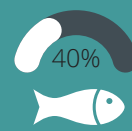
LIGHTNING FACTS 2006-2024:



Two-thirds of lightning deaths occurred during outdoor activities.



Of those deaths, 34% happened during water-related activities.



Fishing accounted for most, or 40%, of those water-related activities.

HEAT UP THE GRILL

TO SAVE ENERGY THIS SUMMER

Using your grill in the great outdoors helps lower your energy bill. If you cook outside, less energy is needed to cool your kitchen.



Did you know that opening the oven door when cooking can cause it to lose up to 150 degrees within 30 seconds? Using the oven also causes your AC to work harder.

Safe Electricity.org

ARE YOU READY FOR THE SUMMER STORM SEASON?

WHAT YOU NEED TO KNOW

Almost three-quarters of U.S. lightning fatalities occur between June and August. Lightning can strike from up to 10 miles away. Luckily, staying safe from lightning is easy. Let us shed some light on how to be safe during a storm.



Keep an eye on the forecast and change outdoor plans if thunderstorms are expected, especially if those plans take you near the water. Beaches are dangerous because lightning tends to strike the highest object, and water is a good conductor of electricity, so you don't want to be in it.



Know the difference between a watch and a warning: *Watch* means that a severe thunderstorm is possible in and near the area, and a *Warning* means that there is imminent danger to life and property.



Follow the 30-30 Rule. If you count fewer than 30 seconds between a lightning flash and the thunder following it, you should seek shelter. When the storm is over, wait 30 minutes after the last lightning strike you see before going back outside.



No place outside is safe during a thunderstorm, so when thunder roars, go indoors. When you see the clouds building up, hear thunder, or see a flash of lightning, it's time to dash inside to a lightning-safe place. Never seek shelter under a tree, tower, or utility pole since lightning tends to strike tall objects and never lie flat on the ground.



What is a lightning-safe place? There are two safe places to be during a thunderstorm: a substantial building (house, store, office building, or structure that has four walls and a roof) or a fully enclosed hard top vehicle. A safe place inside a building is a location away from windows, skylights, and glass doors that could be broken by strong winds or hail.



Your mom was right: never talk on a landline telephone during a thunderstorm. Lightning could strike whatever building you are in, and the electricity will look for the quickest route to the ground via wiring. It's good advice to unplug all your electronics before a storm hits.



Always report your power outage following a severe storm. Don't assume someone else will call it in. Check your breakers to make sure the problem is not your own before calling our after-hours emergency number of 866-273-5111.



Enroll in Outage Alerts through SmartHub. You can now receive an alert when the power goes out, when the estimated time of restoration is determined, and when power is restored. Find instructions on how to sign up at jrec.com.



Use generators safely. Choosing the right generator as well as having the proper equipment installed is something only a professional should handle. Hiring a licensed electrician is essential to making sure that the safety of our line workers and the public is achieved, as well as mitigating the risk of damaging your home.



Be aware that electrical hazards caused by the storm may or may not be easily seen. Downed power lines can be on the ground, under storm debris, covered by standing water, across or by the road, or hidden in tree branches. Never go near downed power lines or other damaged electrical equipment to assess damage or clean up the area. Stay away and call your local utility or 9-1-1 to report damage.



Have more than a few cans of soup. Stock your pantry with a three-day supply of non-perishable food and ensure your first-aid kit is always stocked. Set aside basic household items you will need, including flashlights, batteries, a manual can opener, and a battery-powered radio. It is also suggested to make sure you have a list of your current prescriptions and organize your emergency supplies so they are easily accessible and in one location.

Advance planning for severe storms or other emergencies can reduce stress and anxiety caused by the weather event. For more information about electrical safety, visit SafeElectricity.org or jrec.com/electrical-safety-information.

YOU'RE PART OF SOMETHING BIGGER, WHEN YOU DO THE SUMMER SHIFT.



As summer temperatures rise, so does the demand for electricity. JREC members are encouraged to participate in the Summer Shift program to help reduce energy peaks. This initiative is designed to help manage energy consumption, reduce strain on the power grid, and ultimately lower electricity costs for everyone involved. By making simple adjustments to daily routines, members can contribute to a more sustainable and efficient energy system.

What is the Summer Shift?

Anyone can participate in the Summer Shift program by “shifting” non-essential energy use to before 11 a.m. or after 7 p.m. during the summer. This window of time is usually when the demand for electricity is at its peak. With a successful Summer Shift program, our wholesale power provider, Dairyland Power Cooperative (DPC), purchases less electricity during times of peak demand and high prices. Reducing the price paid to DPC contributes to stable retail electricity rates in the long term.

Discover Power Tips:

- **Raise your thermostat.** The smaller the difference between the indoor and outdoor temperature, the more you'll save.
- **Close window coverings** to prevent indoor heat gain during the day.

- **Run ceiling fans** for additional cooling but turn them off when you leave the room.
- **Seal leaks with caulk and weatherstripping** around windows and exterior doors. Air leaks force your air conditioner to work harder and run longer than necessary.
- **Lower your water heater thermostat** to 120 degrees to reduce standby heat loss.
- **Disconnect electrical devices** you don't use regularly or when not in use. Plugged-in devices use energy even when not in use.
- **Cook outside or use countertop appliances** and eliminate adding heat inside.
- **Use Smart Thermostats.** Program the Summer Shift schedule into your smart thermostat, then sit back and save!
- **Laundry for Less.** Full loads mean fewer cycles and can cost less outside of peak hours. You can also catch the summer breeze and line dry your clothes.
- **Charge electric vehicles overnight** (after 9 p.m.).

Members can also listen for peak alert announcements on the radio and when you hear PEAK ALERT, please shift flexible electricity use to after 7 p.m. or later. These collective efforts not only benefit individual households through cost savings but also contribute to the overall health of the power grid and stable rates.

REMEMBERING OUR FREEDOMS HAPPY 4TH OF JULY!

The Fourth of July is a reminder to all of us of the great country we live in. In the US, symbols like the American flag, Statue of Liberty, Bald Eagle, Liberty Bell, and the Declaration of Independence are commonly used to remind or symbolize freedom. Not only is the flag used, especially during this holiday, to remind us of our freedoms, but it should also remind us to take a minute to share compassion and empathy to fellow Americans. Our neighbors need our support, our encouragement, and sometimes a helping hand. The flag is only a representation of our country, but it is something that is great to see throughout our communities. It's a visual reminder for all of us.




In July, members can enter a drawing for a chance to win a U.S. flag that can be flown at your home. To enter, please email your name, address, and phone number to jrec@jrec.com. Two entries per household. If you do not have an email, please call us at 715-532-5524. Drawing to be held August 1.

Our offices will be closed on Friday, July 4th as we celebrate Independence Day. Keep in mind that you can report outages after hours or on any holiday by calling 866-273-5111. Have a happy and safe holiday!

ENTER
DRAWING TO
WIN

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After-hour emergency service, call 866-273-5111
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Denise Zimmer, Editor




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