

Since 1940

WISCONSIN ENERGY *Cooperative* NEWS

November 2025



Jump River Electric
Cooperative, Inc.

Since 1938

Member-owned electric utility

CAMP NAWAKWA REVIVING A CAMP, RENEWING A MISSION

THE PEOPLE BEHIND THE POWER

CAPITAL CREDITS RETURNED, PAGE 15

LUCKY 13 DRAWING, PAGE 16



ANOTHER WAY WE GIVE BACK

Capital Credits Returned to Members



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

By Kurt Harris, General Manager/CEO

Jump River Electric Cooperative is more than your power provider. We are your cooperative, which means our focus is always on you, our members. One of the ways we show this is through the retirement of capital credits.

The board of directors recently authorized the return of over **\$366,843** in capital credits to our members. Active members will receive their portion of this retirement as a credit on the energy bill mailed in November. With this latest distribution, our year-to-date total for capital credit payouts has surpassed \$500,000.

2025 Retirement and Earnings Timeline

This year's retirement returns 100 percent of the remaining capital credits earned in 1995, 50 percent of those earned in 1996, and 1.5 percent of credits earned between 1997 to 2024.

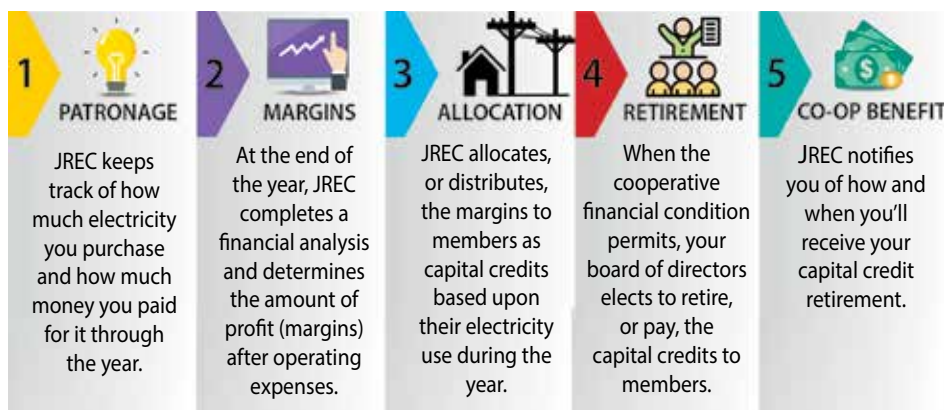
What are capital credits?

JREC is a not-for-profit cooperative and as you pay your monthly energy bill, your dollars are put to work powering, improving, and maintaining a safe and reliable electric system. At year-end, JREC distributes any margins (profits) to members as capital credits. These credits

represent your ownership in the cooperative and is one of the many benefits of being a cooperative member.

The graphic below explains in more detail how capital credits are earned and returned to the membership. You can find answers to other FAQs as well as a list of members who have uncashed capital credit checks from previous years online at jrec.com/capital-credits.

Find out in the December issue how we'll be returning even more money to you. We are grateful for the opportunity to give back to our members—the heart of the cooperative—by lowering bills just in time for the holiday season.



CLEARING THE PATH TO RELIABILITY

Keeping power lines clear of overgrown vegetation improves service reliability and, most importantly, safety for you, our employees, and the infrastructure of our system. Any tree or branch that falls across a power line creates a potentially dangerous situation. A proactive approach reduces the chances of trees falling during severe weather events that make it more complicated and dangerous for lineworkers to restore power.

We will be conducting rights-of-way vegetation management starting as early as December, weather permitting. Our contractor, Zielies Tree Service, Inc., will be performing this work in the Towns of Atlanta, Big Bend, Birch Creek, Doyle, Flambeau, Grant, Hubbard, Lake Holcombe, Marshall, Murry, Ruby, Stubbs, Thornapple, Washington, Willard, and Wilson. If you're affected by this work and enrolled in SmartHub, you'll receive an email notifying you of when the work will be done. If you're not enrolled, a postcard will be mailed to you.

We appreciate your understanding and cooperation as we carry out this important work to maintain the quality of your electric service. Please call our office if you have any questions.



DUAL FUEL HEAT TO BE TESTED November 19, beginning at 7 a.m.

As the heating season fast approaches, it's time to test the residential electric heating systems on the dual fuel program to ensure it is functioning properly. The test will run from 7 to 11 a.m. If your electric heat remains on during the test or you encounter issues, please call 715-532-5524.

TALKIN' TURKEY: GOBBLE UP A LUCKY 13 TURKEY AND SOME ENERGY SAVINGS



Lucky 13 Drawing

Enter our annual turkey drawing for a chance to win one of the 13 turkeys given away each weekday between November 10 to November 26. To participate, mail in the completed ticket below or stop by one of our offices. We hope this year is your year to be one of the Lucky 13 winners. Good luck!

Serve Up Energy Savings

The Department of Energy offers these tips to help gobble up savings along with your turkey this Thanksgiving.

- **Turkey Talk** — Don't buy a turkey that's bigger than you need. A smaller turkey takes less time to cook, saving on your energy bill. No need to preheat the oven when slow roasting a turkey for several hours and lower your thermostat a few degrees and let the oven help heat your home.
- **Overdone Appliances** — Many side dishes can be prepared in smaller kitchen appliances, like slow cookers and toaster ovens, which use less energy.
- **Dish Up Savings** — Take advantage of your dishwasher. An Energy Star certified dishwasher uses less than half as much energy as washing dishes by hand and uses less water. You can also save energy by washing only full loads and letting your dishes air-dry.

NAME _____
TELEPHONE # _____
EMAIL _____
ACCT. # _____

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

Two entries per family, one winner per household.

SMARTHUB: Slices of Convenience to Be Thankful For

The SmartHub app and web portal will keep you informed and save you time and money with features like automatic payments and usage monitoring. Just like enjoying your favorite pie this holiday season, you don't have to limit yourself to just one slice of what SmartHub offers—you can savor them all! Each slice of the pie represents a different service available at your fingertips.

1 View and Pay Your Bill

No more waiting for your bill to arrive in the mail; access your bill at any time from anywhere. Sign up for automatic payment with your checking/savings account and receive a one-time \$15 bill credit.

2 Monitor usage 24/7

No more bill surprises. Find your daily usage along with historical data here. With access to this information, you can be in control and make decisions that can help reduce your bill.

3 Update Your Account

Has your address or phone number changed? Update your account information here so we can stay connected.

4 Outage Alerts & Other Notifications

Stay informed on important account events, like outages or bill reminders, via email or text messages.

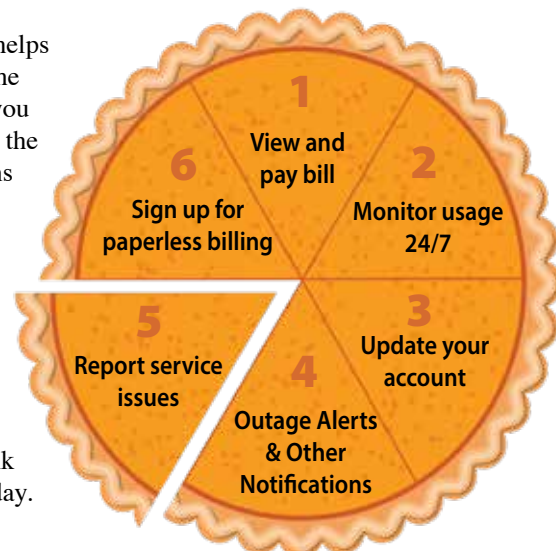
5 Report Service Issues

This service provides an easy way to ask a question or communicate directly with your co-op.

6 Sign up for Paperless Billing

Activate paperless billing, an eco-friendly way to instantly access your bill. Sign up for this service and earn a one-time \$10 bill credit.

SmartHub helps you receive the information you need to make the right decisions about your account. It's easy, it's convenient, and it's free! Visit jrec.com and click on the SmartHub link to sign up today.





THE CRAFT THAT BECAME A LEGACY

Marty Hanson, a JREC member for over 30 years, is a master decoy carver that has been honing his ‘craft’ since his first carving at eleven years old! His lifelong dedication and passion for this craft are seen in every piece he creates. What may have started as a hobby has transformed into a craft, creating a legacy of woodcarving and artistry.

Childhood Curiosity

His father, a teacher and avid duck hunter, introduced Marty to the sport on Nelson Lake. As a child, Marty spent many fall hunting seasons at his grandfather Algot’s house in Hayward. It was there that he discovered a collection of duck decoys in the basement, and he fondly recalls being able to play with them during his visits. In 1976, he carved his first bird, marking the start of a lifelong journey.

At just 14 years old, Marty had his first job carving duck decoys for a Minneapolis Gun Club member, making around 10-20 birds a week for \$25-35 apiece. “These decoys were nothing special,” claims Marty. They were simple, functional decoys, but by the mid-1980s he began refining his craft, creating more detailed “fancy” birds for

Wild Wings art gallery in Edina, Minnesota, which helped supplement his income.

Carving His Own Way

Largely self-taught, Marty has refined his skills with each decoy made over the past 50 years. To truly keep this art or craft as it should be, he utilizes hand tools that are 100 to 200 years old, reserving the use of power tools to a band saw and a drill.

When asked to share his story, he states that he didn’t have a lot of exposure to the outside that influenced him as a carver. He began well before social media and the internet, with very few books on this topic. His first twenty years were spent on creating more functional duck decoys and fine-tuning his Midwest style, which translates to a decoy with a flat bottom, keels, and a broad beam, ensuring it floats well in larger local waters.

His work has evolved from solid to hollow decoys, making them lighter, more functional, and longer lasting. For the past 15 years, only about 20 percent of his time has been spent making functional decoys; the rest is devoted to more artistic or collectible pieces. With every piece being handmade, no two are alike.

Beyond the Workshop

Marty has served on three national vintage and collectible decoy boards for the past 35 years. He is also a collector and dealer of old decoys and continues to seek antique decoys and related items to purchase. In the early years, Marty participated in a lot of decoy shows from coast to coast, which promoted his craft and business, and brought everyone together, including collectors. “The internet changed it all. People quit going to the shows and it was just easier to do stuff online. A lot of things are now sold at auctions or online,” said Marty. The change in how business is done now allows Marty to spend more time in his workshop, nestled in the beautiful backwoods of Hayward, and less time on the road.

A Renowned Craftsman

Marty’s unique pieces can be found across the country, with some pieces owned by former presidents, entertainers, NASCAR drivers, and others. His reputation and sales are primarily built on word of mouth and the demand for his unique pieces. He also helps support organizations like the Sawyer County Back the Blue Foundation by donating his work.



Left to right: One of Marty’s beloved hunting partners and workshop companions, Cracker, watches on as Marty works on this Walking Goose. Marty estimates that it took him more than 400 hours to carve and paint this life-size piece. The finished product can be seen in the middle photo. The walleye was a Back the Blue Foundation donation.

Who is Marty Hanson?

Marty humbly describes himself as “a decoy maker first.” But those who know his work call him one of the best contemporary carvers alive. He is the only decoy carver to have his decoys appear on a Ducks Unlimited magazine cover, and he has done that twice. He’s earned numerous awards, had a successful business that was later sold, and continues to have a thriving business, proven by the long list of orders waiting to be filled.

To Marty, the artistry comes second to the integrity of his craft. He continues to fine-tune this craft with each piece made, maintaining the way it was done centuries ago. He feels this is what is being lost within this craft. There is no threat from AI for Marty. “AI cannot figure this out,” he says, “because everything is different and it comes from me. There is no algorithm.”

More Than Ducks

Marty’s creativity extends well beyond duck decoys. He has carved a variety of pieces, including fish, swans, a walking goose, shoreline birds, a flamingo, several eagles, and even duck calls. Some are made for practical purposes, like hunting, others are purely artistic and enjoyed by collectors—but all reflect his commitment to this craft and his creativity. The outdoors can be a source of inspiration, but he says that it primarily comes from what he still wants to make. Time spent on each project varies, but it typically takes him more than 20 hours to create a standard duck decoy.



Left to right: Marty’s love for hunting was formed early, as this picture shows him hunting at the age of 4 with his grandfather Algot. If Marty had to pick what he loved carving best, it would be the Canvasback ducks like the pair above.



Marty uses one of the many century-old hand tools as he creates this duck decoy.

Words of Advice

“Start young,” Marty tells aspiring carvers. “Make what you want and what you like. Don’t feel locked into any rules or dimensions.” The artistry comes later, once you’ve refined what you can do and your skill level.

A Lasting Legacy

Marty has been able to turn a childhood passion into a career and a legacy of something he loves. It’s taken him many years to build his product to a point where people really understand it and acknowledge it. Marty wants to preserve how carving was done hundreds of years ago, as decoys can last hundreds of years and leave something that is truly a legacy for generations to come.

If you’d like to learn more about Marty Hanson’s work, or interested in vintage or contemporary decoys, contact him at hansondecoys@gmail.com or 952-210-9377.



HELP SPREAD HOLIDAY CHEER

Through the Christmas Wish Program

Holidays can be a difficult time for those who have lost a loved one or are facing medical challenges, but the Christmas Wish program is here to help. For 29 years, the Christmas Wish program has been bringing hope and joy to families who are struggling. Sponsored by our cooperative, Touchstone Energy, other area co-ops, and WIGM/WKEB Radio, this program makes a real difference in our communities.

Do you know someone who deserves a little extra holiday cheer? Here’s how you can help:

- **Submit a wish:** Send your nomination to WIGM/WKEB Radio, PO Box 59, Medford, WI 54451, fax (715) 748-2752, or visit www.K99WIGM.com. Include the recipient’s name, contact information, and the wish. Wishes must be for individuals in the service area of the sponsoring co-ops and within the WIGM/WKEB broadcast region. Deadline: December 16, 2025.
- **Donate:** Call 715-748-2566 to contribute directly to the Christmas Wish program.

Every gift helps brighten the holidays for someone in need. Together, we can share joy and kindness with neighbors who need it most.

1102 West 9th Street North • P.O. Box 99, Ladysmith, WI 54848
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.