



By James Anderson
General Manager/CEO

'THE YEAR OF COVID' STILL HAD PLENTY OF BRIGHT SPOTS

2020 may be remembered as the year of COVID, but JREC did have some positive milestones we would like to note. Our new headquarters building was completed ahead of schedule and under budget. We were able to move into the new building and keep the lights on with our staff socially distanced, something that could have never happened in our old building. We were able to retire \$509,154.08 in capital credits this November, and in addition we will be able to return excess margins from our G & T, Dairyland Power Cooperative, to our members' bills through Power Cost Adjustment in the upcoming months of December and January.

This year has also seen record power sales and an increase in membership as new members move into our service territories and away from major cities.

Yes, 2020 is almost behind us and we can all look forward to a new year. JREC and our fellow co-ops have met the COVID challenge head on and worked together to keep the lights on. We are stronger and wiser from the lessons we learned from this pandemic. JREC will continue to be proactive in planning for all possible events as we head into the future.

From our family to yours, we would like to wish you a very Merry Christmas and a Happy New Year!—*Jim Anderson*

"The light of the Christmas star to you, The warmth of home and hearth to you, The cheer and good will of friends to you, The joy of a thousand angels to you, The love of the Son, And God's peace to you."—*Unknown*

MORE GOOD NEWS

That's right, more money is coming back to you this December and January! By now you will have received your portion of the capital credits that were retired in November. As stated in this month's general manager comments, DPC has returned excess margins to the co-op and we will be returning those excess margins to you in the form of a PCA credit. Check your December energy bill for the first of two PCA (Power Cost Adjustment) credits being returned to you. Your portion of the credit is based on your 2020 co-op usage. This is what the cooperative difference is all about.

What is a PCA? A Power Cost Adjustment (PCA) is used as an interim way to provide flexibility to the cooperative's existing retail rates without having to completely restructure the existing rate plans. The PCA is used to ensure that expenses and/or credits to the cooperative can be recovered or returned to the membership each month. The PCA is shown as a mill rate, or fraction of a cent, that is assessed per kilowatt-hour (KWh) consumed.



SPREADING CHRISTMAS JOY CONTEST

Who doesn't like a good challenge, like finding Waldo or those hidden images in a picture? This year, JREC has its own hide and seek game for you to play, but it is with our very own mascot, Willie Wiredhand. Willie is like that Christmas elf that keeps moving around the house throughout the Christmas season. Your part in the game is to go to our Facebook page at www.facebook.com/jumpriverelectriccoop, starting December 1, and see if you can find Willie Wiredhand in one of our Facebook posts. He may be working alongside our employees or hanging out at the co-op...who knows what he may be up to. It's up to you to find him.



Once you find Willie Wiredhand, comment on where he is, or what he's up to, and don't forget to share the post. This will get your name entered into our weekly drawing for a chance to win a Christmas basket. Willie Wiredhand will be busy throughout December, so you'll want to go to our Facebook page weekly, if not daily, to find him spreading some Christmas Joy.


Members are encouraged to participate each week, with one winner per household. This contest will be held for four weeks, again starting December 1. Watch for different posts each week. Contest and drawing details:

- Week 1** – Find Willie Wiredhand December 1-6; name drawn Monday, December 7
- Week 2** – Find Willie Wiredhand December 7-13; name drawn Monday, December 14
- Week 3** – Find Willie Wiredhand December 14-20; name drawn Monday, December 21
- Week 4** – Find Willie Wiredhand December 21-28; name drawn Monday, December 28



Jump River Electric
Cooperative, Inc.

Since 1938

Your Touchstone Energy® Cooperative 

83rd Annual Meeting to be held April 24

Set April 24 aside on your calendar so you can attend the next annual meeting of the membership. Location and business meeting details are being worked out, but more information will follow in future issues of this magazine.

Upcoming Deadlines

January 20 – Deadline to notify JREC of your interest to serve on the Rules & Resolution Committee. This committee reviews the rules of the annual meeting and any submitted resolutions.

February 23 – Deadline to submit any resolutions that are to be considered at the 83rd annual meeting as well as Director Nomination Petitions. Members who reside in districts 1, 5, and 6 who are interested in serving as a director must submit their director petition by February 23. To determine which district you reside in, go to jrec.com/board-director-contact-information. You can also find the list of director duties and director job descriptions here.



OCTOBER MEMBER EVENTS WERE A BIG SUCCESS

October came and went with a lot of events at your cooperative. First, we kicked off National Cooperative Month with a couple of donation drives and also spent the month hosting different events that helped to bring cancer awareness to the community and co-op employees. You can see a few photos of the employees wearing their Hope is Stronger than Fear shirts at right. Early screening was the focus of this year's awareness drive.

The success of the June Dairy Days drive-thru led to another idea that found support from several Rusk County community organizations and businesses. On October 30, the shop doors at the Ladysmith headquarters were opened from 4–7 p.m. for our second drive-thru event of the year. This time it was to host a Trick or Treat Drive-thru. Community members and JREC employees dressed up and were able to distribute many bags (too many to count) of candy and other goodies. There were no tricks, just treats at JREC.

“If smiling faces is the gauge for success, then this one was most definitely successful,” said General Manager/CEO Jim Anderson. “The number of cars and trucks were tremendous, and the smiles could be seen on every face that came through during our three-hour event.”

We'd like to thank the following community members for helping to make this event a success: Girl Scouts, Ladysmith Jaycees, Northwoods Dentistry, Rusk Area Chamber of Commerce, Rusk County Dairy Promoters, and Security Financial Bank. This is a prime example of what a community can do when everyone comes together for a common cause...to bring joy to those you serve.



Ladysmith News photo



“The kids really enjoyed this event! Thank you!”



“Thank you to all who were involved in putting the drive-thru trick or treating together! The kids loved it. What a sweet way to give back to the community!”



“Thank you to everyone involved in putting this together! Such a great idea!”



“We had a great time, it was really neat! Thank you all!”

October Contest Winners

Thank you to those who entered the trivia contest and to those young members who colored in the fire escape plan picture and then created a plan with their family.

Patricia Kowal of Lublin, Walt Lang of Sheldon, and Jeff Pryn of Hayward were the three trivia contest winners. All three received a cooperative plush blanket with a box of chocolates.

Those whose names were drawn for the escape plan coloring page received a roll-up blanket and an art kit. Winners were Gwendolyn C. of Hayward, Tristen H. of Ladysmith, and Bryce S. of Gilman.



24th Annual Christmas Wish Program spreads holiday cheer

During the holidays, thoughts often turn to those who need their spirits lifted. For the 24th year, WIGM 1490 AM, WKEB 99.3 FM, Jump River Electric Cooperative, along with Touchstone Energy and other area co-ops, is sponsoring the Christmas Wish Program. In following with the cooperative principle “Concern for Community,” contributors to Christmas Wish have undertaken a mission to spread some holiday cheer.

In 2019, we granted wishes that helped bring a little joy to children who were battling serious illnesses, friends and neighbors who had lost loved ones over the previous year, and community members with disabilities who needed a little help meeting their needs. Nearly 150 families were touched by the Christmas Wish program!

Requests for wishes may be directed to WIGM/WKEB Radio, P.O. Box 59, Medford, WI 54451; (715) 748-2752 by fax or www.K99WIGM.com. Please include your name, address and phone number of the individual you are making a wish for, and the wish you would like granted. Requests are being taken until December 14, 2020. For a full list of sponsors, see www.jrec.com.

KIDS AGES 2 TO 10: Enter to win a stocking full of toys!



All children ages 2 to 10 are eligible to win a giant (and we’re not exaggerating) stocking stuffed full of toys for both boys and girls. Enter to win one of the three stockings by completing the drawing ticket below and either deliver or mail it to one of the following locations. **HURRY**—the drawings will be held Wednesday, December 16, 2020.

- Previous winners and their families, directors’ and employees’ immediate families are not eligible.
- Winners will be notified. Parents must pick up stockings at JREC in Ladysmith or Hayward. A picture will be taken of each winner.
- Parent(s)/guardian(s) of child must be an active member of the cooperative.

KEEP THOSE PHOTOS COMING! 2020 Member Photo Contest Underway

Hey shutterbugs! Don’t forget about Jump River Electric Cooperative’s first-ever member photo contest. Members are invited to submit photos for inclusion in our 2022 calendar. Winning photos may be used in future cooperative publications, our website, or on social media.



Photos must be taken within the Jump River Electric Cooperative service area, and they should capture life in northern Wisconsin (fall/winter season, wildlife, landscape, people, etc.).

Email high-resolution images (300 dpi) to dzimmer@jrec.com by **January 14, 2021**. Include your JREC account number, address, and phone number.

Give the Gift of *Energy* this Holiday Season!

Shopping for that hard-to-buy-for person on your list? Shop local this year and give the gift of energy! Contact our office to purchase a gift certificate toward a friend or family member’s electric account.

MY CO-OP

My name is: _____

My age is: _____

My parents are: _____

My telephone number is: _____

I live in the following township: _____

If your parents don't have a telephone, please list a number where a message can be left: _____

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



EMPLOYEE RECIPE CORNER

Christmas-Morn Chocolate French Toast

Looking for that easy Christmas breakfast dish that will not only make you look like you've been slaving away in the kitchen, but that you're the next Betty Crocker? Consumer Service Representative Vicky Ringstad has just the recipe to fill that bill. This is one she has cooked often for her family and is always a sure favorite.



Ingredients: 4 slices thick-cut rustic-style bread, 2 T. soft butter, 1 c. milk, 2 T. dark cocoa powder, 1/4 c. sugar, 2 eggs, 1 t. vanilla, 1 t. grated orange zest, 2 T. sugar, 2 T. finely chopped almonds, strawberries (hulled), peeled bananas, peeled kiwi fruit, honey chocolate sauce, and vanilla yogurt or whipped cream.

Directions: Butter one side only of the bread, using about half the butter. Smear the rest of the butter generously in a 9-inch round cake pan; arrange the buttered-side up bread in the pan. Beat together the cocoa powder, sugar, flavoring, and eggs until smooth. Stir in the milk and pour the mixture evenly over the bread slices. Cover the pan and refrigerate at least 2 hours, preferably overnight. Bread must absorb all the liquid. Uncover the pan and sprinkle the bread slices evenly with the combined 2 T of sugar and almonds. Bake in a preheated 375 degree oven for 1/2 hour, until everything puffs up and the tops are nice and crusty. Remove French toast slices from pan and top with sliced fruit and drizzle with the honey chocolate sauce. Add vanilla yogurt or whipped cream. Treats 4.

Honey Chocolate Sauce: 2 T. honey, 2 T. butter, 1/4 c. dark cocoa powder, 1/4 c. sugar, 1/2 c. water or coffee. Mix honey and butter in small saucepan. Stir in cocoa and sugar. Lastly, add in the water or coffee and bring the mixture to a full rolling boil. Boil for 1 1/2 minutes, remove from heat, and cool completely before serving. The sauce will initially appear thin but will thicken slightly upon standing. This makes about 1 cup of sauce.

BE SAFE THIS HOLIDAY SEASON!

Dec. 21 is National Crossword Puzzle Day!

ACROSS

- Avoid _____ electrical outlets with too many decorations or electrical devices. They can overheat and cause a fire.
- _____ all lights, decorations, and extension cords for damage before using them.
- Never _____ anything over a light bulb or lamp shade.
- Turn off electrical _____ before leaving home or going to sleep.
- Use a wooden or fiberglass _____ when hanging lights outdoors.
- If you use a traditional candle for decorations, never leave an open _____ unattended.

DOWN

- Outdoor _____ lights and decorations should be plugged into circuits protected by Ground Fault Circuit Interrupters (GFCIs).
- _____ your Christmas tree daily!
- Keep all decorations at least three feet away from _____ equipment.
- Never connect more than _____ strings of incandescent lights together.
- Consider using _____-operated candles in place of traditional candles.

1. Overloading 2. Inspect 3. Drape 4. Decorations 5. Ladder 6. Flame 7. Electrical 8. Water 9. Heating 10. Three 11. Battery



Happy Holidays

From your friends and neighbors at Jump River Electric Cooperative. Our offices will be closed Thursday and Friday, December 24 & 25, and Friday, January 1.

James Anderson, General Manager/CEO

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After-hour emergency service, call 866-273-5111

Find us on Facebook

JREC is an equal opportunity provider and employer.

Denise Zimmer, Editor



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Since 1938

Your Touchstone Energy® Cooperative

The Hayward office will be closed December 8 for a company-wide meeting.