

UNWRAP THE GIFT OF MEMBERSHIP

It's the most wonderful time of the year, the season of giving. It's also known as the time of year when Jackson Electric members may receive a capital credits retirement check or credit. When you receive electric service from Jackson Electric, you are more than just a name on a billing statement. You are a consumer-member, which means you have a share in the cooperative.



As you use electric services, you accrue capital credits. Annually, your elected Jackson Electric Cooperative Board of Directors evaluates the cooperative's financials and determines if the cooperative is in a position to retire a portion of these credits. We are led by consumer-members like you, so capital credits are one way that your cooperative rewards its members.

Your Jackson Electric Cooperative Board of Directors recently approved the retirement of \$400,000 in capital credits. If you purchased electricity from Jackson Electric for a portion of the year 2003 and 2004, you may receive a retirement check in the mail or credit on your December billing statement.

Capital Credits Retirement Notice

- Jackson Electric shall not retire and pay capital credits in an amount less than \$25.
- Jackson Electric shall apply retired capital credits in the amount between \$25 and \$50 to the active member's billing account.
- Accounts with retired capital credits more than \$50 will receive a check to the patron's most current address on file at Jackson Electric. Retirement checks are slated to be mailed on December 10.
- Retired capital credits checks not cashed within 90 days from assignment will become null and void. There is a \$25 administrative fee to reissue that check.

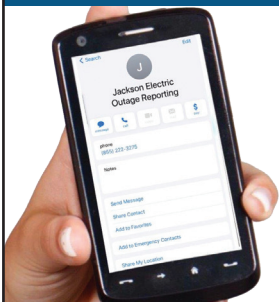
Capital Credits Account Reminders

If you move from Jackson Electric's service lines, please be sure to contact our office with your new address. Even though you will no longer receive a capital credits allocation, the balance in your account will remain until it is retired in full. Therefore, it's important to keep your contact information current so we can send to you any capital credits retirement you are eligible to receive.

When a member passes away, the capital credits account is available for estate retirement. The representative of the estate should contact our office or go to www.jackelec.com/capital-credits to complete the required documentation.

MY CO-OP

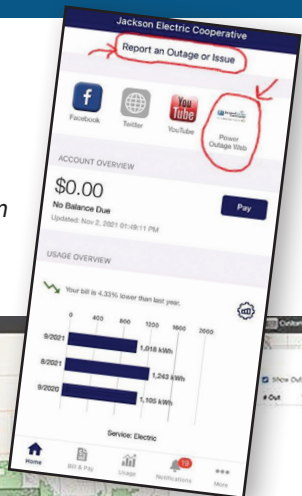
BE PREPARED FOR WINTER WEATHER AND OUTAGES



Report Your Outage

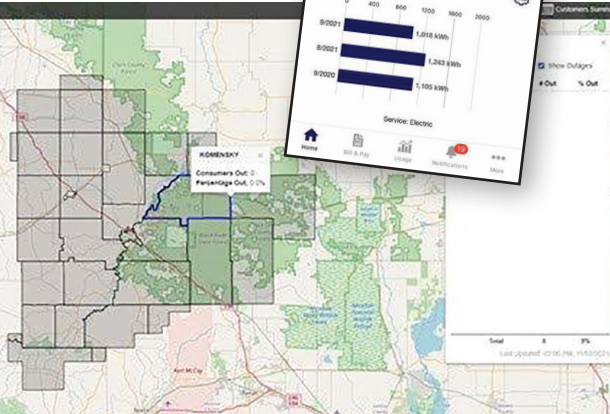
- Call 855.222.3275
- SmartHub

Please do not report your outage to info@jackelec.com or Jackson Electric's Facebook page.



Online Outage Map

This map shows the location and size of the outage. You can access it from our website with your computer or electronic device.



YOUR PAYMENT MAY BE DELAYED

Enroll in auto pay and paperless statements

Due to the increase in postal rates and delays in mail delivery, we encourage members to enroll in Jackson Electric's auto pay program and to receive paperless statements. You can also pay your bill with one of our many online services or by phone at 844.759.3984.

As a reminder, your electric bill payment is due on the 24th day of every month. **We post your payment when we receive it, not the date written on your check or the postmarked date.** If you continue to use the USPS to make your payment, please allow enough time for your payment to get to our office.



Have Yourself a Merry (Local) Christmas

NEW JACKSON COUNTY BUSINESS OFFERS SOMETHING FOR EVERYONE

Make your list and check it twice. There's a new business in town catering to all of your outdoor recreation needs. "We're not just search and recovery," shares Nick Gebhardt of Search and Recovery Engineering (SRE). "We have a little bit of everything."

Owners Nick Gebhardt and Tiffany Leis of Warrens started their business venture in April 2020, launching an online store. You may wonder how one decides to specialize in selling search and recovery equipment, such as tow ropes, helmets, flashlights, and rescue equipment that a fire department may use. "In the past, I assisted with Bruce's Legacy," Nick says. "By working with Keith Cormican and this organization, I gained interest in the gear and equipment used, and decided to develop a business focused on this specialty."

Bruce's Legacy is a volunteer organization that provides emergency assistance for water-related incidents and search and recovery operations for drowned victims to provide their families with closure and resolution. The organization also provides public safety awareness and education.

When the online business gained momentum, Nick and Tiffany soon realized that their garage was running out of storage space for inventory and could no longer handle their expanding business. "We started out with search and recovery gear and expanded to rock climbing and outdoor recreation gear that any consumer may need," says Nick. "We always have inventory on hand and ready to ship."

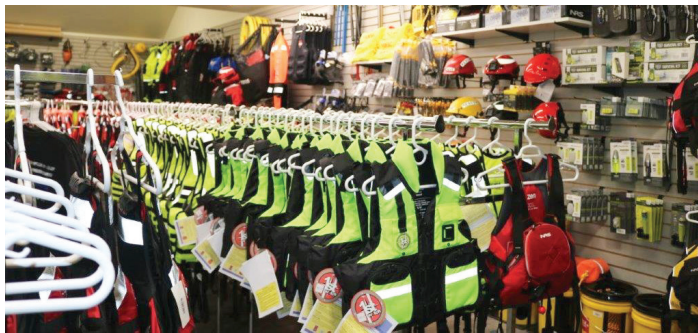


Either Nick or Tiffany will personally greet you when you make your next visit to Search and Recovery Engineering.

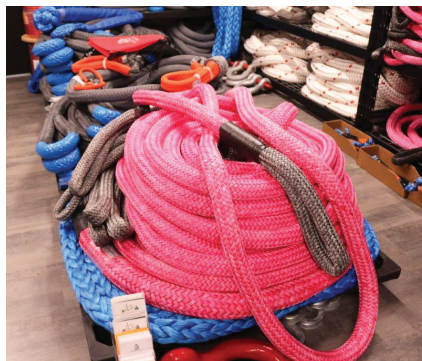
A year later, in April 2021, the business owners made their next investment in a retail space you may have previously known as the Mocha Mouse. After the inside of the restaurant went through a complete renovation, the retail operation opened on August 20. "We've received a lot of great feedback," says Nick. "Customers can now see the products in person before making a purchase."

SRE opened up their parking lot to allow ATV/UTV access to the trail and added a wash station behind the building. "We have trail riders stop in along with visitors from out of town that used to stop here for their coffee," shares Tiffany. "They tell us stopping here at our store was a highlight of their trip."

The uniqueness of SRE is noticed by customers from across the country, and even globally. "We mostly focus on



Left: SRE offers a large selection of both rescue and outdoor recreation products. Below, left to right: ReadyWise food products are perfect for your emergency preparedness kit or to pack for your next adventure; several varieties of rope are available for purchase, along with custom splicing; Nick shows off some of the protective safety clothing available.

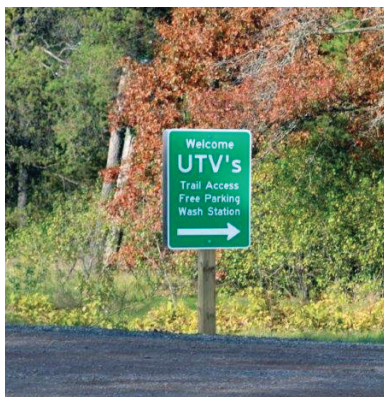


shipping products to United States customers, but we have shipped products to Canada and Australia,” says Nick.

“There’s not another store like this in the country,” Tiffany adds. “We recently had a customer visiting from New Hampshire who is involved in mountain rescue. He said he can’t find items like this anywhere else.”

The product inventory at SRE covers all seasons and all outdoor recreation. Water sports items such as inflatables and towables, Pelican coolers and cases, GPS watches, Garmin products, Nitecore flashlights, backup generators, ReadyWise emergency prep food, protective gear/clothing, hardware/rigging equipment, and tow ropes are just some of the many items you can check off your wish list with a visit to SRE. “During the peak of the pandemic, everyone was buying fish finders,” Nick says.

Asked which product they sell the most of, Nick and Tiffany both answer, “Rope.” Full Pull Rope, a subsidiary of SRE, is a direct distributor of Samson Rope to serve consumers, including direct sales to companies, with rope



The parking lot offers UTV trail access, free parking, and a wash station.

suited for agriculture, construction, mining, and heavy equipment applications. They also carry rope for other applications, to include climbing, watersports, towing, and even hammock camping. “We’re able to offer custom-spliced rope to fit your needs,” Nick shares.

While they’re getting settled into this new retail adventure, Nick and Tiffany also look forward to their future plans for the business, to include the addition of a coffee and snack bar. They are also open to more community involvement, and have already joined the Jackson County ATV Club, Black River Chamber of Commerce, and

contributed to various events.

“We anticipate the opportunity to have customers come in to browse the shop or have a snack while they’re charging their vehicles at the new electric vehicle chargers being installed across the street,” shares Nick.

“Stop by and take a look,” Tiffany concludes. “We really do have a little bit of everything and something for everyone.” —*Brandi Shramek, Member Relations Advisor*

WINTER LOAD CONTROL BEGINS



Sign up to receive notifications

December through February, Jackson Electric’s power supplier, Dairyland Power, may issue a full load control or peak alert on days when the demand for electricity is high. During this event, we ask that you limit your electrical usage to help minimize demand costs to the cooperative.

Those who participate in our dual fuel program will have their electric heat interrupted during this event. Please make certain your automatic back-up heating system and fuel source are fully functional.

Winter full load control, including residential dual fuel heat, water heaters, and commercial/industrial loads, will begin by 5 p.m. and restoral will begin between 8 p.m. and 10 p.m.

You can receive a text, email, and/or phone notification of a full load control/peak alert event by completing the enrollment form at www.jackelec.com/dual-fuel-program or request a form from our office. Notices of these events are also broadcast on WWIS and WXXX radio affiliates and at www.jackelec.com.

SOAR YOUR HEATING COSTS THROUGH THE ROOF

Use a portable electric space heater

- 1. Plug in a portable electric space heater.** While space heaters are considered 100% efficient, it does not mean that they are not costly to operate. 100 percent efficient means that the energy consumed, and the energy produced by the space heater are equal, or a 1 to 1 ratio. Unlike more efficient electric heating options that consume less energy than they produce, such as air source heat pumps (250 percent efficient) and geothermal heat pumps (400 percent efficient), electric space heaters use a considerable amount of electricity when used regularly.
- 2. Operate the space heater eight hours a day for 30 days.** If you use a space heater occasionally or only a few hours a day, you probably won’t notice a large difference in your electric bill. However, extensive daily use will be costly to your wallet. Space heaters are designed to provide supplemental heat to a space, as the name implies. They are not designed to heat your entire home. Extended space heater use also poses safety and fire hazards.
- 3. Let your heating costs soar through the roof.** It’s not uncommon to see an additional \$30 to \$40 per month increase on your electric bill when you use an electric space heater.



You can easily calculate how much of your electric bill went to space heating if you track the hours of operation. Use the following calculation:

$$\text{Watts}/1,000 \times \$0.1130/\text{kWh} \times \text{hours of operation} = \text{$$$}$$

Most electric space heaters are 1,500-watts. For example, 1,500 Watts/1,000 x \$0.1130/kWh x 240 hours of operation equals a shocking \$40.68.



HEATING COSTS ON THE RISE

Do you remember a few years ago when the price of residential propane rose to nearly \$5 per gallon? Some of you remember paying more. As of this writing, we can't begin to quote the cost per gallon for residential propane as it's a market that's very volatile. It is predicted that propane prices are likely to rise over the winter season and if you heat with propane, you'll have to accommodate for the higher prices.

Heating your home with electric is more energy efficient than propane, and Jackson Electric has maintained rate stability since 2012. All electric resistance heat is 100 percent efficient, air source heat pumps are up to 250 percent efficient, and geothermal systems can reach efficiencies as high as 400 percent. Burning fossil fuels for heating can never reach 100 percent efficiency because some of the heat is lost going up the chimney or through vents. With an air source or geothermal heat pump, you get up to four times the heat energy than the electrical energy it consumes, thus making it very efficient.

Let's look at the cost comparison between fossil fuels and Jackson Electric's rates:

Geothermal Heat Pump (400% efficient) \$0.1130/kWh	Propane Furnace (92% efficient) \$0.70/gallon	Propane Furnace (95% efficient) \$0.72/gallon	Fuel Oil Furnace (80% efficient) \$0.92/gallon	Natural Gas Furnace (92% efficient) \$0.76/therm
Air Source Heat Pump (250% efficient) \$0.075/kWh \$0.1130/kWh	Propane Furnace (92% efficient) \$0.74/gallon	Propane Furnace (95% efficient) \$0.76/gallon \$1.15/gallon	Fuel Oil Furnace (80% efficient) \$0.98/gallon \$1.47/gallon	Natural Gas Furnace (92% efficient) \$0.81/therm \$1.22/therm
Electric Resistance (100% efficient) \$0.075/kWh \$0.1130/kWh	Propane Furnace (92% efficient) \$1.85/gallon	Propane Furnace (95% efficient) \$1.91/gallon \$2.88/gallon	Fuel Oil Furnace (80% efficient) \$2.44/gallon \$3.67/gallon	Natural Gas Furnace (92% efficient) \$2.02/therm \$3.05/therm

Think about it like this: If you have a 92 percent efficient propane furnace, you'd have to purchase propane at \$0.74 per gallon to compete with an air source heat pump on Jackson Electric's dual fuel rate of \$0.075 per kilowatt-hour (kWh).

In addition, heat pump rebates are also available from Jackson Electric. Federal tax incentives are available through 2022 for the purchase and installation of geothermal systems. Check out www.jackelec.com for rebate information and to learn more about electric heat options.

KEEP YOUR CONTACT INFORMATION UP TO DATE

With our new customer information system, we're able to utilize more tools to communicate better with our members. However, we need correct contact information on file to effectively communicate with you.

If you utilize our SmartHub portal, you can select to receive notifications from Jackson Electric by text, email, or phone messages. You can also submit your updated contact information through SmartHub. Other ways to notify us are to contact our office at 715.284.5385, send an email to info@jackelec.com, or go to www.jackelec.com/update-contact-information to submit your updates.

Let us serve you better by having the most current information on file.

ENERGY ASSISTANCE AVAILABLE

If you are in need of energy assistance, please visit homenergyplus.wi.gov to learn more about the Wisconsin Home Energy Assistance Program and income guidelines or contact your county's Department of Health and Human Services.



Jackson Electric's office
will be closed:

Christmas Eve, December 24
New Year's Eve, December 31

Power outages can be reported to
855.222.3275.

Pay your bill with a debit or credit card
at 844.759.3984 or use any of our online
payment services.



Your Touchstone Energy® Cooperative

Customer Service 715.284.5385
800.370.4607
Outage Reporting 855.222.DARK (3275)
Diggers Hotline 800.242.8511
Card Payments 844.759.3984
www.jackelec.com

Mailing Address: N6868 County Road F
Black River Falls, WI 54615
Office Hours: Monday – Friday, 7:30 a.m. to 4:00 p.m.
Board of Directors: Gary Woods, President
Chris Curran, Vice President
David Peasley, Secretary-Treasurer
Jerry Huber, Dairyland Power Representative
Daniel Smrekar, Kristi Hanson, Stanley Gran, Brian
Huber, Jerry Wagner

Kevin Babcock, General Manager/CEO

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