



Guided and unguided tours are available on some of the best trails in the Midwest.



Let's Go BEAR BOGGING

Bogging's all began with a houseboat. James and his wife, Barb, are both nurses and lived in their houseboat every summer. Come winter, they had to find a place to rent. They eventually settled on buying a cabin located at Three Bears Resort in Warrens, where they could reside during the winter and rent out the space during the summer. "After being here for a while, we realized people didn't know what the area has to offer," says James. "I grew up riding ATVs and just like to share the great outdoors with everyone."

You may have guessed that Bear Bogging's name originates from its first location established in 2017 near Three Bears Resort and Jellystone Campground, each with bears as mascots. It also gives a nod to the area's cranberry industry and the bogs where they are grown. Adding a second location in Black River Falls last year proved to be a success, with almost every day selling out between June through August. James has even increased the fleet up to 48 units to compensate for any machines that may require repair after being rented out to ensure availability. "We have also experienced the supply chain shortages," James shares. "I couldn't rent out a brand-new unit last year because someone broke the door handle, and it took three weeks to get a new one."

Celebrating a special event or occasion? James and his team will go out of their way to make the event truly special by putting birthday or anniversary balloons on the rental or having a special song playing when people come up. "We'll also be promoting customized packages for corporate events and team-building activities along the trails, such as photo scavenger hunts," James shares. "We want to be a good neighbor and support the local community by drawing corporate meetings and visitors to the area."

"The greatest reward is seeing people smile. It isn't hard to wake up to help people have fun."

—James Waller,
Bear Bogging owner

Bear Bogging is seeing more and more people from farther distances come here to ride the trails. Some people haul their units here just to ride on the trails, while others choose to rent when they get here or have friends who would like to join them but don't have their own unit. "We've had visitors from the Black Hills of South Dakota, the Hatfield and McCoy Trails of West Virginia, and the deserts of Arizona," James says. "They come here for a unique ride."

Bear Bogging Adventure Tours receives a report card rating because of their participation in the nationwide network. At the end of your rental experience, you'll take away a smile and a new adventure story to share with others. "We consistently have some of the highest customer satisfaction ratings in the entire country," James shares. "The greatest reward is seeing

Fasten your seatbelts, secure your helmets, and get ready for the ultimate adventure by renting a brand-new UTV from Bear Bogging Adventure Tours. With locations in both Warrens and Black River Falls, you won't want to miss the opportunity to ride some of the best ATV/UTV trails in the state, arguably the Midwest.

If you've never been on the trails, owner James Waller recommends giving it a try at least once. All you have to worry about is making your reservation, and James and his team take care of everything else from there. "At Bear Bogging, we like to say, 'we give you all the tools you need to succeed': helmets, goggles, maps, and of course, great advice," James says. "We do recommend that you bring ratchet straps or bungee cords to tie down a cooler, sun block, bug spray, snacks, and most importantly, a great attitude."

When you rent from Bear Bogging, you're renting more than just a UTV; you're getting an experience like no other. Bear Bogging became a Certified Polaris Adventures Outfitter in 2019, meaning you will be equipped with a brand-new Polaris RZR UTV, with most units seating up to four people. You can choose your own adventure with a half- or full-day unguided tour or a four-hour guided tour that departs from the Warrens location. You'll get to experience the beautiful trails and scenery that they have to offer. "You have the opportunity to see a lot of wildlife from bears, elk, deer, turkeys, to eagles, turtles, and even porcupines," James explains.

Every business has a story of how it got started, and Bear



Left: A RZR at the Black River Falls location waits for you to jump in and take an adventure.

Right: The April snow showers didn't stop the delivery of the 2022 RZR's.

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James is fortunate to have loyal employees who come back seasonally, but it has been a challenge, as for most businesses during this time, to find employees. Seasonal team members wash the RZR's, provide customer service, and get paid to help people have fun. "We are in this business to help people have fun and be safe, period," says James.

Another challenge is customers who drive too fast and/or do donuts with the units. This is when most damage and accidents are likely to occur. "All of our units are GPS tracked with speed," James explains. "We are a fair company when it comes to damages."

With the recent acquisition of 390

acres in Black River Falls, James is optimistic for some future plans he has in mind including building some private ATV/UTV riding sections with a play area, an adventure obstacle course, zip lines, climbing walls, and bridges. "This will make for great family fun and team building for corporate events," he shares. "We are really trying to bring people into the area."

At the Black River Falls location, James also hopes to add an outdoor food court that doesn't compete with, but rather, enhances, the options available in the area. "For example, we would not have a taco truck because of our proximity to Taco John's," James explains. "That's what I mean about being a good neighbor."

Reservations will fill up, so make sure you don't miss your chance to book an adventure with Bear Bogging Adventure Tours. To learn more and reserve your fun, go to www.bearbogging.com. The season officially opened May 13 and will run until October 15. "One of the best parts of UTV riding is being outdoors and taking in the scenery," James concludes.—*Brandi Shramek, Member Relations Advisor*

Bear Bogging customers must be 21 years old to rent a UTV, 18 to drive, and at least 48 inches tall to ride. The State of Wisconsin requires operators born on or after January 1, 1988, to complete an ATV and UTV safety certification course to operate on public ATV/UTV trails in Wisconsin. The DNR recommends all operators to take the course.

How to Report Outages:

Call 855.222.3275 (855.222.DARK)

If you're a registered SmartHub user:

Click "Report an Outage" within the SmartHub app.

Text "Out" to 833.679.0919. The phone number you're texting from must be listed on your member file.

BE PREPARED FOR SPRING STORMS

DAIRY AND COMMERCIAL WATER HEATER UPDATE

We recently learned from our water heater manufacturer that they will no longer be building the Marathon MHD model, which is used for dairy and commercial applications.

Jackson Electric does have some of these models in stock. However, once this inventory is out, then Jackson Electric will no longer be able to secure this model of water heater. In essence, Jackson Electric will no longer be a supplier for dairy and commercial water heaters.



NEW EV CHARGING RATE FOR EV OWNERS

Jackson Electric recently adopted an electric vehicle charging rate for those members who own or plan to own an electric vehicle and will be charging it at home.

To qualify for the rate, the member must purchase an electric vehicle charger from Jackson Electric. These chargers have an internal meter and receiver in which they are programmed to allow charging during the off-peak hours. The member must have an electrician install the unit. Units sold only to members on Jackson Electric’s service lines.

Once the unit is installed and operating, a generous rebate is also available.

Please contact our office to learn more about Jackson Electric’s residential electric vehicle chargers.

STOP BY BLACK RIVER FALLS, AND CHARGE

Jackson Electric and the Town of Brockway partnered to recently install electric vehicle charging stations at the Black River Oasis area, Exit 116 just off of the I-94 corridor. If you’re unfamiliar with the area, look for the “Orange Moose.”

With the easy access on and off the Interstate, owners of electric vehicles will be able to stop at the well-lit Oasis to charge their vehicle. This location will provide a great opportunity for visitors to take a drive through downtown Black River Falls and other parts of Jackson County.

Charging options available:

Direct Current Fast Charger (DCFC) 50 kW

- CCS and CHAdeMO plugs
- Credit card swipe and ZEF Energy smartphone app
- Approximately 150 miles of range per hour of charge

Level 2 Dual Plug Charger, 11.5 kW per plug

- SAE J1772 plug
- Credit card swipe and ZEF Energy smartphone app
- Approximately 10 to 55 miles of range per hour of charge

Follow Jackson Electric’s Facebook page @JacksonElectricCooperative to learn more about these commercial electric vehicle chargers.



ZOOMING IN ON THE JEC TEAM: MATT BUSH

If you’re planning to put in service for your new house or cabin, staking technician and lineman Matt Bush is one of your first points of contact at Jackson Electric. He’s the guy who will meet with you at your building site and stake the path for your new electrical service.

Matt has been employed by Jackson Electric Cooperative for the past 16 years. Matt was employed by another company right out of high school before enrolling in line school. “A good friend told me this was a great line of work to get into,” shares Matt.

Matt is grateful he took his friend’s advice. “I like working for the membership, meeting people and working outdoors in good or bad weather,” he shares. “There’s almost always a new challenge every day.”

We asked Matt a few fun questions to get to know him outside his line of work.

- Q: Have you had your 15 minutes of fame yet?
A: “Not yet, but I’m working on it.”
- Q: Have you met anyone famous?
A: “No, but if I could meet one person it would be George Strait. He just seems like a classy fella.”
- Q: Name a place you’ve never been but would like to go.
A: “A friend and I have always dreamed of going to Australia—not for any particular reason, but I’ve always thought it would be cool to visit the other side of the world.”

SELLING OR BUYING A HOME ON OUR LINES?

We Need to Know

If you are planning to sell or buy a home on Jackson Electric's service lines, we need to hear from you. Both the buyer and seller need to contact us so we can help make the service transfer as smooth as possible.

Home sellers need to contact us to confirm the transfer and closing date, determine the correct date to finalize the account, and obtain a forwarding address for any future capital credits retirement.

Home buyers may need to complete a membership application and any deposit obligations before service is transferred.

If you have questions, please contact our office or go to www.jackelec.com.



SUMMER BILLING CHANGES TAKE EFFECT

Summer Energy Charges

Starting with your July billing statement, June usage, the regular residential energy charge will switch to the summer energy charge. This charge will be in effect with the June, July, and August usage.

The wholesale cost of energy is higher during the summer months due to higher electric demand. With the summer heat, cooling systems are operating, and other equipment tends to work harder to maintain its temperature.

Sales Tax

A sales tax will be applied to your electric bill for electric usage in the months of May through October. According to Wisconsin Statute 77.54(30)(a) 2, "Electricity and natural gas sold during the months of November, December,

January, February, March, and April for residential use" are exempt from sales and use tax. This statute was enacted in 1995.

The state government regards electricity for residential use during the winter months as a necessity; therefore, it is exempt from sales tax during these months. "Residential use" is defined in the statute as a structure or portion of a structure which is a person's permanent principle residence. It does not include use in motor homes, travel trailers, other recreational vehicles, or transient accommodations.

If you feel your farming operation or business meets year-round tax exemption status, please confirm that you have a completed and signed Wisconsin Sales and Use Tax Exemption Certificate on file at Jackson Electric's office.


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