

Since 1940

WISCONSIN ENERGY *Cooperative* May 2025 NEWS



JACKSONELECTRIC
COOPERATIVE

Your Touchstone Energy® Cooperative



Local Service Rooted in the Community

Meet Jackson Electric's
New General Manager/CEO

**Jackson Electric Cooperative
88th Annual Meeting**

May 14, 2025 - 7:00 p.m.

Lunda Theatre, Black River Falls, Wis.

This is your official and only copy of the
Annual Report. Please bring this magazine
with you to the meeting for reference.

JACKSON ELECTRIC ANNOUNCES NEW GENERAL MANAGER



Carol Blaken

Jackson Electric Cooperative's Board of Directors announces the promotion of Assistant General Manager Carol Blaken to General Manager, effective June 21, 2025. Carol will replace current General Manager Kevin Babcock who will retire on June 20, 2025.

Carol joined the Jackson Electric team over 17 years ago as a member services/operations assistant. That position led to her role as communications specialist, and eventually member relations manager. In August 2024, Carol was promoted to assistant general manager.

During her time at Jackson Electric, Carol developed the Cooperative's youth ambassador program, collaborated with the Black River Falls FFA to form a test plot cooperative, and created a communications and marketing department, which

introduced social media and digital platforms to the membership. She continues to be an advocate for member relations.

Carol holds a Bachelor of Science degree in Agricultural Journalism from the University of Wisconsin-Madison and has professional experience in marketing and communications.

In 2023, Carol completed the Robert I. Kabat Management Internship Program through the National Rural Electric Cooperative Association and the University of Wisconsin School of Business. This six-week program provided Carol with an in-depth analysis of the functions and processes of co-op management and challenged her to complete a final project and presentation to apply her coursework to a real-life scenario.

Carol and her husband, Jeff, have two sons, Derek and Drew (Olyvia). Outside of Jackson Electric, Carol enjoys spending time with her family, hiking, cycling, listening to Brewers and Badgers games, and reading a good book.

THERE IS ALWAYS HOPE:

#WILLPROJECT RECEIVES 2025 MIKE ANDERSON MEMORIAL

If you had the opportunity to know former Jackson Electric employee and General Manager Mike Anderson, you know he always had the community's best interest in mind to make this area a better place for everyone to live. Each year since his passing, Jackson Electric has presented a memorial donation to a deserving area organization to carry on Mike's legacy. This year's recipient of the Mike Anderson Memorial is the #WillPProject. "The #WillPProject's mission is to provide and promote suicide prevention and cancer support," shares founder Brianne Massman. "Our goal is to serve and support people close to home (Alma Center) and in our community in Jackson County."

The #WillPProject was established in 2020 and became an official nonprofit organization in 2021. Brianne explains that the organization formed after her brother, Will Prindle, died by suicide. "We wanted to help and empower people to ask for help so they and their loved ones wouldn't have to feel the same pain my family and I felt," says Brianne.

Beyond the organization's Facebook page, which provides positive messages of hope and encouragement, the organization actively promotes various mental health and cancer warrior initiatives through the help of generous community contributions, fundraisers, and volunteers. "Over the past four years, we have done multiple outreaches, giveaways, and events," shares Brianne. "We are appreciative of the generous donations we receive and take the responsibility seriously to help one another; we are here to serve as we can."

The #WillPProject is unique in being a local grassroots nonprofit that brings focus to mental health, suicide prevention,



Brianne Massman,
founder of
#WillPProject

and some cancer patient support. The organization is opening the doors in this community to talk about mental health, normalize asking for help when it's needed, and support one another. "The Mike Anderson Memorial funds will be put back into our community to continue providing mental health resources and education to community members, schools, and businesses. People are truly appreciative of the work we do, and this helps them know they aren't alone and there is always hope," Brianne concludes.

—Brandi Shramek, Member Relations Supervisor

#WillPProject Initiatives

- May is Mental Health Month giveaway boxes
- Sunlamps for individuals and local school districts to prevent seasonal affective disorder
- #WillPProject Cancer Warrior Services
- Mental health raffle baskets
- Jackson County Fair booth with mental health resources and freebies
- Tomorrow Needs You Day
- Send a Smile Giveaway
- Helped sponsor mental health speakers at local schools
- Will Prindle Memorial hair donation and fundraising event
- Little Willy's Poker Run
- Partnership with the Lincoln High School Skills USA - #WillPProject benches throughout the community



CALL AND NOTICE

of Annual Meeting of the
Jackson Electric Cooperative,
Black River Falls, Wis.

As president of the Jackson Electric Cooperative (hereinafter called the "Cooperative"), I do hereby call and give notice of the Annual Meeting of the members of the Cooperative for the year 2024 to be held at the Lunda Theatre in the City of Black River Falls, Wisconsin, on Wednesday, May 14, 2025, commencing at 7:00 p.m. for the purpose of acting upon the following matters:

1. Reading of the unapproved minutes of the 2024 meeting of the members of the Cooperative and the taking of necessary action thereon.
2. Presentation of reports of directors and committees.
3. Election of Directors for District #1, District #6, and District #9.
4. Such other further business as may come before the meeting or any adjournment thereof.

Dated this 28th day of April, 2025.

Gary J. Woods

Gary Woods

ANNUAL REPORT TABLE OF CONTENTS

Notice of Annual Meeting.....	page 15
Annual Meeting Agenda.....	page 15
President's Message.....	page 16
Annual Meeting Rules.....	page 17
Director Candidates.....	page 17
Redistricting Notice.....	page 17
Financial Report.....	page 18
87th Annual Meeting Minutes.....	Inside back cover
Board of Directors.....	back cover
Staff and Employees.....	back cover
Mission Statement.....	back cover
Cooperative Principles.....	back cover

AGENDA

Jackson Electric Cooperative
88th Annual Meeting of the Members
May 14 • 7:00 p.m.
Lunda Theatre, Black River Falls, Wis.

Doors open at 6:00 p.m.

Call to Order.....	Gary Woods, President
Pledge of Allegiance.....	All Members
Welcome.....	Gary Woods, President
Reading of Notice of Meeting.....	David Peasley, Secretary
Establish a Quorum.....	David Peasley, Secretary
Reading of 2024 Meeting Minutes.....	David Peasley, Secretary
President's Report.....	Gary Woods
Audit Report.....	Abby Williamson, CarlsonSV
Mike Anderson Memorial.....	Kristi Hanson, Director
General Manager/CEO Report.....	Kevin Babcock
Election of Directors.....	Jessica Shrestha, Legal Counsel

Director Elections:

The three candidates listed below are the sole nominees for their respective districts. Pursuant to the bylaws, each of these uncontested director elections shall be conducted by voice vote, of the entire membership.

District 1.....	Les Dokkestul
District 6.....	Troy Torkelson
District 9.....	Gary Woods

Old Business.....	Gary Woods, President
New Business.....	Gary Woods, President

Question & Answer Session
Adjournment

Prize Drawings

15 - \$100 cash prizes

Registration Gift:
\$10 energy credit and
WiFi smart surge
protector
for every registered
membership in
attendance





BOARD PRESIDENT'S MESSAGE

LOCAL SERVICE ROOTED IN THE COMMUNITY

Gary Woods, Board President

Our employees are local. Your board of directors is local. Most are born and raised here, while a few others have settled in with their growing families, building ties throughout the communities.

Our employees keep your lights on, and they do it safely. When there is an interruption of power, chances are one of our employees is experiencing the same outage as you are. When there is an unplanned outage due to inclement weather conditions, our employees leave their families to go to work so that their neighbor's power can be restored.

Safety and Reliability

Safety is undoubtedly our most important value. In 2024, Jackson Electric received a No Lost Time Award from Federated Rural Insurance, our insurance provider. Jackson Electric employees accounted for 297,663 accident-free hours since November 19, 2015. This is a savings to the Cooperative, and the employees should be applauded for their outstanding efforts in maintaining a strong safety reputation.

Reliability comes at a cost. When the wind blows, trees may fall. Unfortunately, some of the trees, outside of the rights-of-way, fall into the power lines. Jackson Electric has an aggressive rights-of-way maintenance program to prevent trees and shrubs within the rights-of-way from causing power outages. In 2024, an average of three hours per consumer was reported for unplanned and storm-related outages. The national average for unplanned and major storms, according to the U.S. Energy Information Administration Annual Electric Power Industry Report, is between 3-1/2 to eight hours per consumer. Jackson Electric's minimal outage time is thanks to the \$1 million maintenance budget.

Community Impact

Cooperatives support their local communities in which they serve. In 2024,

Jackson Electric generously donated \$46,963.23 to local organizations, in addition to raffle items for various events, and the use of the Cooperative's community room. Jackson Electric's members and employees are part of these organizations, and these groups are the center of our communities. Not only does Jackson Electric provide monetary support, but employees also volunteer their time to coach baseball, softball, and hockey teams; represent on community boards and organizations; and assist with community events and projects where our skills and equipment are utilized.

Not only does Jackson Electric support community organizations, but they continue to support youth activities where students learn firsthand the Cooperative's impact in local communities and the importance of the cooperative principles.

Wholesale Power and Rates

Our biggest challenge is and will continue to be managing the wholesale cost of power from our power supplier, Dairyland Power Cooperative. Capacity continues to be a concern, and we are anticipating an increase in capacity charges moving forward. What that means to Jackson Electric and its members is that these increases will need to be passed on to the end-user.

The traditional rate structure that members have become accustomed to may change so that the Cooperative can better recover costs from its wholesale power supplier. Members will have more control over their electric bill by shifting their usage to avoid paying a higher energy charge during periods of high electricity demand.

Strategic Goals

Jackson Electric's board of directors and leadership team met this past fall to identify strategic goals for the next three years. At the top of the list is safety. Safety

is the most important value, and it is something that is not taken for granted.

Our strong financial footing is maintained with attention to detail in the budgeting, forecasting, and reporting. Our long-term plan will help guide the Cooperative through times of economic uncertainty.

Service reliability will not be sacrificed, and technology will continue to play an important role in maintaining reliable service to Jackson Electric's members. Community involvement and support will always be a goal as we transition from one generation of employees to another.

Your Cooperative

You see the crew in the field working on the lines, and behind the scenes there are employees who answer the phone calls, keep the warehouse shelves stocked, collect and pay bills, and ensure that technological resources and networks are functional and secure.

Your member-elected board of directors plays an important role as well. They live and work alongside you. You know them, and they know you. They are proud to serve you.

Jackson Electric has endured change for almost nine decades. Through those changes, we stood strong and committed to providing safe and reliable electricity for all members. The work we are doing now will extend this legacy decades into the future. Providing our members' energy needs, lighting and powering your homes and businesses, are important to us and the reason why we exist.

We look forward to seeing you at your 88th annual meeting of the Jackson Electric Cooperative on Wednesday, May 14, 2025.

Gary J. Woods

Gary Woods
Board President



RULES OF THE ANNUAL MEETING

These rules are set in accordance with Jackson Electric Cooperative Bylaws, Article II, Section 7. Jackson Electric Cooperative's annual meeting will be held on Wednesday, May 14, 2025, at the Lunda Theatre in Black River Falls.

Annual Meeting Rules

1. The meeting will be conducted in accordance with Robert's Rules of Order Newly Revised edition.
2. Any speaker must be recognized by the Chair before speaking.
3. Only members and duly registered guests will be recognized by the Chair; each person so recognized must give his or her name.
4. Unless otherwise approved by the Chair, those recognized are to limit their questions and comments to three minutes, with any rebuttal limited to two minutes.
5. Questions and comments from members and duly registered guests will be in order during old and new business sessions, and at the conclusion of the officer reports, if invited.
6. No resolution affecting Jackson Electric Cooperative may be submitted by any member, unless written copies have been received by Jackson Electric Cooperative by

March 19, 2025. This will permit time for review by the Jackson Electric Cooperative Board of Directors to make its recommendation to the meeting as to approval or rejection.

7. No signs or handouts will be permitted within the building of the place of the meeting, except such handouts as required for the official conduct of the Annual Meeting. No handouts made available outside of the building will use the name of the Cooperative, its letterhead or logo to imply that the Cooperative supports or opposes any resolution.
8. No demonstrations shall be held within the building of the place of the meeting.

Annual Meeting Voting Procedures

Members in Districts 1, 6, and 9 will be eligible to vote for their district representative. If the district seat is contested, voting will be done by in-person ballot vote.

Seats that are non-contested will be conducted by voice vote.

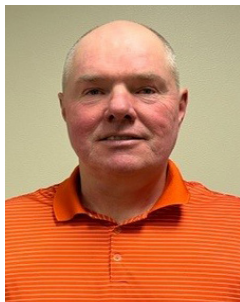
All other business requiring membership action will be conducted by voice vote.

ELECTION OF DIRECTORS

The three candidates listed below are the sole nominees for their respective districts. Pursuant to the bylaws, each of these uncontested director elections shall be conducted by voice vote, of the entire membership at the annual meeting.



District 1
Les Dokkestul



District 6
Troy Torkelson



District 9
Gary Woods

REDISTRICTING NOTICE

According to the Bylaws, the area served by Jackson Electric shall be divided into a number of districts equal to the number of directors of Jackson Electric. Nine districts, nine directors, each director representing a district.

It is the duty of the board of directors to re-district whenever established districts fail to assure reasonably equal representation for all members, giving due regard for natural or political boundaries and communities of interest.

At this time, all Jackson Electric districts have equal representation.

2024 FINANCIAL REPORT

Statement of Operations

Dec. 31, 2024

Operating Revenue	
Electric Energy Sales	\$23,083,578
Total Operating Revenue	\$23,083,578

Operating Expenses

Cost of Power.....	\$ 13,809,343
Distribution Expense – Operations.....	1,296,433
Distribution Expense – Maintenance.....	1,068,189
Member Accounts.....	313,679
Member Service and Informational.....	106,399
Administrative & General Expense.....	2,123,507
Depreciation Expense.....	2,059,713
Tax Expense.....	297,937
Interest on Long-Term Debt (CFC).....	829,288
Other.....	7,903
Total Cost of Electric Service.....	\$ 21,912,391

Operating Margins.....	\$ 1,171,186
Non-Operating Margins.....	269,999
DPC and Other Capital Credits.....	838,903
Net Margins.....	\$ 2,280,088

Balance Sheet

Dec. 31, 2024

Assets	
Net Utility Plant.....	\$ 34,378,577
Long-Term Investments.....	12,525,363
Cash & Temporary Investments.....	2,240,818
Accounts Receivable.....	1,057,566
Materials & Prepayments.....	657,958
Other Assets & Deferred Debits.....	2,474,368
Total Assets.....	\$ 53,334,650
Liabilities & Equity	
Patronage Capital and Other Equities.....	\$ 27,149,635
Member Deposits.....	5,250
Long-Term Debt.....	20,187,124
Accounts Payable.....	1,220,866
Other Current Liabilities and Deferred Credits.....	4,771,775
Total Members' Liabilities & Equity.....	\$ 53,334,650

2024 Expenses: How Your Energy Dollar Was Spent

Energy cost is payment for wholesale energy. Dairyland Power provides wholesale electric service to 27 municipal utilities and 24 distribution cooperatives, to include Jackson Electric Cooperative.

Jackson Electric does not generate electricity. Dairyland Power generates and/or buys electricity from the energy markets and Jackson Electric distributes it to its members.



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 833.679.0919

www.jackelec.com

Mailing Address: N6868 County Road F
Black River Falls, WI 54615

Office Hours: Mondays – Thursdays, 7:00 a.m. to 4:30 p.m.
Fridays, 7:00 a.m. to 11:00 a.m.

Board of Directors: Gary Woods, President
Chris Curran, Vice President
David Peasley, Secretary-Treasurer
Jerry Huber, Dairyland Power Representative
Dan Smrekar, Kristi Hanson, Brian Huber,
Troy Torkelson, Les Dokkestul

Kevin Babcock, General Manager/CEO

Jackson Electric Cooperative is an equal opportunity provider and employer.

Your Touchstone Energy® Partner

87TH ANNUAL MEETING OF JACKSON ELECTRIC COOPERATIVE

May 14, 2024, at 7:00 p.m.

1. The 87th Annual Meeting of Jackson Electric Cooperative was held at the Lunda Theatre in Black River Falls, Wisconsin, on May 14, 2024, at 7:00 p.m. President Gary Woods called the meeting to order. Other board members present were Les Dokkestul, Kristi Hanson, Jerry Huber, Chris Curran, David Peasley, Troy Torkelson, Brian Huber, and Daniel Smrekar. Jessica Shrestha, legal counsel, was also present.
2. President Woods led the Pledge of Allegiance.
3. President Woods welcomed all in attendance. He stated that the annual meeting rules were published in the May issue of the *Wisconsin Energy Cooperative News* and the meeting will be conducted in accordance with Robert's Rules of Order Newly Revised edition.
4. The reading of the Call and Notice of Meeting was conducted by Secretary David Peasley. It was announced a quorum was present and the meeting would proceed.
5. The minutes for the 2023 Annual Meeting were published in the May edition of the *Wisconsin Energy Cooperative News*. Motion was made and seconded that Secretary David Peasley dispense with the reading of the minutes from the 86th annual meeting and that the minutes be approved with the amendment. Motion carried unanimously.
6. President Woods discussed the cost of electricity and the reliability of the power grid infrastructure. He emphasized the importance of reliable electricity and the challenges of meeting increasing power demand. He explained the charges on the billing statement, specifically the purpose of the facility charge, which covers the cost of equipment and maintenance necessary for distributing power to members. He then welcomed and introduced guest speaker Derek Mosolf.
7. Derek Mosolf from Midcontinent Independent System Operator (MISO) organization discussed the changes in the electric industry over the past 25 years, emphasizing the increasing complexity of the transmission system and the challenges of integrating renewable energy sources. He highlighted MISO's role as an independent system operator providing information to policymakers and the challenges posed by the rapid growth of wind and solar energy. Mosolf also mentioned the need to update forecasts and adapt to the increasing demand for power.
8. The audit report was presented by Abby Williamson from CarlsonSV. Williamson stated that a review of Jackson Electric's year 2023 financials was conducted by CarlsonSV and that all financial statements presented fairly.
9. Director Kristi Hanson presented the \$1,000 perpetual Mike Anderson Memorial to the Jackson Little League. Chad Ellingson, board president, and Jarod Meyer, Director of Parks and Recreation, accepted the donation.
10. Following the introduction of the board of directors, General Manager/CEO Kevin Babcock talked about employee turnover due to retirements and the loss of operational experience that will continue in the coming years. Babcock reported that Jackson Electric is conducting a full rate and cost of service study for the first time in eight years. He stated that new technology will be launched and available for members to have more control over their electric bill due dates. Babcock touted the cooperative's safety record, with the last reportable injury in 2011. He thanked the employees and board for their dedication to safety. Finally, he expressed his concerns of the cooperative's stagnant growth in the number of meters. He asked the membership to share their input on how to increase growth in this area.
11. On a motion duly made, seconded, and carried the following Resolution was approved, ratifying the director elections held for Districts 4, 5, and 7 for the year 2024.
BE IT RESOLVED, that the election of Chris Curran as Director for District No. Four (4) on April 2, 2024, for a three-year term; the election of Dave Peasley as Director for District No. Five (5) on April 3, 2024, for a three-year term; and the election of Brian Huber as Director for District No. Seven (7) on April 4, 2024, for a three-year term; be and the same are hereby ratified and confirmed.
12. Legal counsel Jessica Shrestha presented proposed amendments to the bylaws as presented in the Notice of Meeting published in the May 2024 *Wisconsin Energy Cooperative News*. A motion was duly made and seconded to adopt the proposed bylaw amendments. Motion carried.
13. Old Business – none.
14. New Business – none.
15. One member asked why he didn't receive a capital credit allocation card in the mail. Member Relations Manager Carol Blaken responded to this member, stating that capital credits allocation is now put on the member's bill rather than sending a post card.
16. The meeting was adjourned at 8:25 p.m. without objection.
17. A \$50 energy credit was won by Richard and Mary Eggen of Black River Falls. Fifteen members won \$100 cash prizes. Each registered membership in attendance was given a \$10 energy credit to be applied on their next billing statement.
18. There were 87 registered members in attendance at the meeting. Total attendance was 112.

Respectfully submitted,



David W. Peasley, Secretary

DIRECTORS

President Gary Woods District 9
Vice President Chris Curran District 4
Secretary/Treasurer David Peasley District 5
DPC Representative Jerry Huber District 3

Les Dokkestul District 1
Kristi Hanson District 2
Troy Torkelson District 6
Brian Huber District 7
Daniel Smrekar District 8

STAFF AND EMPLOYEES

Kevin Babcock – General Manager/CEO
Carol Blaken – Assistant General Manager
Eric Steien – Line Superintendent
Bradley Elvaker – Finance Manager

Anthony Borgstrom	Reed Holliday	Brandi Shramek
Janet Brandli	Tanner Klobucher	Kyle Steien
Matt Bush	Maggie Mickelson	Grant Witcraft
Don Fortun, Jr.	Emma Robertson	Adam Wiedl
Jerel Gunning	Braydon Schneider	Hazy Wood
Jesse Hansen	Brian Schultz	Jordan Zillmer

MISSION STATEMENT:

To provide safe, reliable power for all generations.

OUR PLEDGE IS TO:

Encourage the wise use of our energy resources.

Perform our work in a manner that is environmentally and socially acceptable.

Reference “The Seven Cooperative Principles” as our guide to do our business.

Operate our business in a financially sound manner.

Hold ourselves accountable to the highest standard for employee and public safety and security.

THE SEVEN COOPERATIVE PRINCIPLES



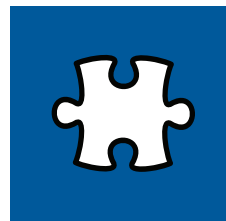
1
**VOLUNTARY AND OPEN
MEMBERSHIP**



2
**DEMOCRATIC MEMBER
CONTROL**



3
**MEMBERS' ECONOMIC
PARTICIPATION**



4
**AUTONOMY AND
INDEPENDENCE**



5
**EDUCATION, TRAINING AND
INFORMATION**



6
**COOPERATION AMONG
COOPERATIVES**



7
**CONCERN FOR
COMMUNITY**