

WHY ENERGY CONSERVATION MATTERS DURING HIGH ELECTRICITY DEMAND

Targeted energy conservation helps Jackson Electric in two important ways: supporting stable rates and a reliable grid. When Jackson Electric encourages members to reduce their electric use during periods of high demand, it's not simply about saving energy. It's about helping maintain balance between available power supply and energy use. This balance is a key factor in grid reliability and power supply economics.

Jackson Electric's wholesale power provider, Dairyland Power, is part of the Midcontinent Independent System Operator (MISO) – the regional transmission organization responsible for balancing electricity supply and demand across 15 U.S. states and the Canadian province of Manitoba. MISO is always closely monitoring available generation resources to ensure there is enough power to meet demand.

On July 15, extreme heat across the region led MISO to declare a Maximum Generation (Max Gen) Event Step 2, which enables MISO to access additional generation resources from municipals and other regional transmission organizations. As temperatures climbed and electricity use increased, Dairyland Power scheduled a full load control event, also known as a Peak Alert, and Jackson Electric shared messaging asking cooperative members to help conserve energy.

July's hot, humid weather led to high electricity demand and high power supply prices. Dairyland activated four Peak Alerts throughout the month to use as little power as possible during MISO's peak demand, which helps save our cooperative money on future power bills. Member participation during these events helped reduce demand at critical times and also supported the reliability of the regional electric system.

Winter brought similar concerns. During the early morning hours of January 24, one of the coldest days of the winter, electricity demand surged as heating systems worked around the clock to keep homes warm. At the same time, some generation resources across the region experienced outages and reduced output. Regional demand once again approached levels that could have required emergency action.

If faced with severe reliability concerns, MISO could require emergency load reduction. If this occurs, Jackson Electric could be required to reduce its electrical load by approximately 25%. The cooperative may have to temporarily interrupt power to a distribution circuit served by one of our substations; outages would circulate throughout the service territory so only some members are off for a period of time, then restored. These controlled outages are designed to protect the stability of the larger electric grid and prevent a more widespread blackout.

The good news is that member conservation efforts can make a real difference. Actions taken during times of peak demand on the grid, such as adjusting thermostats, delaying the use of large appliances, reducing unnecessary lighting, and participating in load control programs, help lower overall demand during critical periods.

We appreciate our members' cooperation during Peak Alerts and other conservation requests. By working together during periods of extreme heat and cold, we help ensure reliable electric service for our communities and contribute to the stability of the entire regional power grid.

Breaking Down Energy Management Events

What does it all mean?

Your local electric cooperative encourages members to make energy efficient purchases and save energy. In addition, there are multiple programs that members can enroll in with certain devices that will reduce electricity use at certain times. The reasons for these programs vary. Contact your local electric cooperative to learn more.

Cost Management

Peak Alert / Full Load Control



GOAL: Reduce electricity use during high demand/prices
WHEN: Summer (Jun., Jul., Aug.) or Winter (Dec., Jan., Feb.)
WHAT: **Summer** - enrolled air conditioners, irrigation, dairy water heaters, manual standby generators | **Winter** - enrolled interruptible heat (a.m.); enrolled peak alert accounts, manual standby generators, dairy water heaters, grain dryers (p.m.)
WHY: A Peak Alert (Full Load Control Event) is called by Dairyland Power Cooperative. These occur only in the summer or winter seasons when the regional grid is expected to reach its peak demand for the season, resulting in higher prices. Electricity supply at these times is sufficient to cover demand, but the cooperative wants to reduce the amount of electricity purchased at high prices.

Grid Reliability

Maximum Generation Event



GOAL: Reliability / Stabilize Electricity Supply
WHEN: Any time (enrolled devices will be **tested** once each season (4x/yr) unless an Event has occurred that season)
WHAT: Enrolled residential electric water heaters, auto standby generators; then, if needed: enrolled air conditioners or interruptible heat systems, dairy water heaters; enrolled peak alert/standby generators, grain dryers, irrigation
WHY: Maximum Generation Events are called by the regional grid operator - MISO - when there is a reliability concern. There may be a risk of insufficient generation resources to power our members' needs. Reducing electricity use during a Maximum Generation Event is crucial for all members, but only enrolled devices will be affected.
****These devices will be called upon as needed, not all at once**

Energy Savings

Energy Efficiency



GOAL: Use energy wisely and save
WHEN: Everyday | **WHO:** Everyone
WHY: Using energy wisely and making energy efficient purchases helps members use less electricity and save money. Some purchases may qualify for a rebate. We work year-round to share energy efficiency tips via our newsletter and social media channels.

MILLSTON'S MDA WEEKEND CELEBRATES 45 YEARS OF COMMUNITY, COMPETITION, AND COMPASSION



Last year, supporters raised \$20,000 over the course of the weekend to support the Muscular Dystrophy Association.

What started as a small softball tournament in Millston, Wis., has grown into one of the longest-running Muscular Dystrophy Association (MDA) fundraisers in the nation.

This Labor Day weekend, the Millston MDA Softball Tournament will celebrate its 45th anniversary, bringing together generations of players, volunteers, and supporters for a weekend dedicated to raising money for children living with muscular dystrophy, a group of genetic diseases that cause progressive muscle weakness, and other neuromuscular diseases.

For Sue Marcou, who has chaired the event for 28 years, the tournament is much more than a fundraiser. “It’s my favorite weekend of the year,” Sue shares. “The whole weekend is almost like a family reunion. It’s our MDA family.”

Humble Beginnings

The tournament’s roots date back to 1981, inspired by the Muscular Dystrophy Association telethon that was then a fixture in communities across the country.

A group of local residents and area supporters decided to organize a softball game to raise money for MDA. The site that is now Millston Community Park was little more than an unmowed field. “They got the field mowed, put up a fence, threw some bases down and had a little ball tournament,” shares Sue. “They passed a hat around, and whatever was put into that hat was sent to MDA.”

What began as a simple community gathering steadily grew into a major annual event. “It started with very humble beginnings,” Sue

recalls. “Now we’re still here 45 years later.”

Sue became involved through a fundraising group connected to the Millston Fire Department and the Millston Festival Fund. Over time, as organizations changed and volunteers moved on, she took on greater responsibility and eventually became chair of the tournament.

Sue handled everything from concessions and volunteers to recruiting teams and organizing the weekend. “Our goal was always \$1,000,” she says.

Playing for a Purpose

Today, the tournament raises far more than organizers could have imagined decades ago. Last year, the event generated more than \$20,000 for the Muscular Dystrophy Association. Through matching funds from MDA supporters and corporate partners, that contribution was doubled.

The money helps send children living with muscular dystrophy and related neuromuscular diseases to MDA summer camp. The cost of camp exceeds \$2,000 per child, but campers and their families pay nothing. “We play for a weekend, so they can play for a week,” Sue shares.

The camps provide opportunities many children with physical challenges rarely experience. Campers can swim, create crafts, participate in sports and even zip line, all while receiving the medical and personal care they need. “Even children in wheelchairs get to go zip lining and swimming,” Sue explains. “They get to do the things kids get to do at camp.”



Millston MDA Weekend Chair Sue Marcou (left) and co-chair Wendy Wright (right) volunteer countless hours behind the scenes to organize the weekend’s events. The 1K walk is a popular event during the weekend.



The experience also gives families something equally valuable: respite. “The families get a week to recharge,” she says. “They know their child is being cared for.”

One story has stayed with Sue for years. A single mother was nervous about sending her son to camp for the first time and spent the week anxiously waiting for a phone call. When he returned home, however, all he could talk about was camp. “He came home smiling and wanted to go back the next year,” Sue shares with a smile. “The next year, his mom was able to take a vacation while he was at camp.”

More than a Softball Tournament

The softball tournament remains the centerpiece of the weekend, but today’s event offers activities for all ages. Organizers expect roughly 700 people will pass through the park over the course of the weekend. Teams travel from throughout Wisconsin and neighboring states, including Minnesota and Iowa, as well as communities such as Madison, Milwaukee, Green Bay, and Lake Geneva.

Some teams have become part of the event’s legacy. “One team will be here for their 45th year,” Sue says. “We have second- and third-generation players now.”

This year’s schedule includes a charity auction, volleyball and bean bag tournament, pancake breakfast, heads or tails game, activities for children, and the annual .1K Walk for MDA on Labor Day.

The .1K walk has become a favorite tradition. With support from more than a dozen sponsors, organizers expect it alone to generate approximately \$3,500 through T-shirt sales and sponsorships.

The weekend’s auction is another major fundraiser, with donations accepted up until the auction begins Saturday afternoon.

Sue recounts when visitors from Minocqua happened upon the tournament about 10 years ago. They stopped in Millston on their way home to see what was going on, participated in the auction, and have returned every year since. “They had a good time and liked what we were doing,” she says.

Supporting Both MDA and the Park

While proceeds from activities directly support MDA, concession and Park Commission raffle proceeds help improve the Millston Community Park.

Over the years, those funds have helped pay for playground equipment, picnic tables, bleachers, fencing and scoreboards. “It’s a dual-purpose weekend,” says Sue.

Powered by Volunteers

The success of the tournament depends almost entirely on volunteers. Approximately 30 people help throughout the weekend, working concessions, staffing ticket booths, preparing fields, selling shirts, keeping score, assisting with the auction, and cleaning up after long days. “Many volunteers bring family members to help, creating a multi-generational effort similar to the teams on the field,” shares Sue.

Preparation begins months in advance, with August becoming especially busy as organizers recruit volunteers, secure donations, create promotional materials, and prepare the park.

Sue credits co-chair Wendy Wright, the Millston Park Commission, and countless community members for making the

45th Annual Millston MDA

LABOR DAY SOFTBALL TOURNAMENT

Men's & Co-Ed

Millston Community Park
W6659 US Hwy 12, Millston, WI

September 5 – 7, 2026

Games Start at 8 AM Saturday

Sawdust Pile and Bounce House for the Kids throughout the weekend

SATURDAY

SUNDAY

MONDAY

Live Auction For MDA and Millston Citizen of the Year Announced – 3 PM

Pancake & Sausage Breakfast: 8 AM until gone

Volleyball Tournament: Sign Up 9:30 AM
\$30 Team Entry Play Starts at 10 AM

Bean Bag Tournament: Sign Up 11 AM
\$5 per Player Entry Play Starts at Noon

.1K Walk for MDA: 11:50 AM

Kids Pedal Tractor Pull: Sign Up at Noon
Free Entry for Kids 12 & Under

Follow on Facebook: Millston MDA Labor Day Softball Tournament

weekend possible. “People in the community embrace the weekend and come down and help, whether it’s the whole weekend or a few hours,” she says.

Inspired by Strength

Among the tournament’s most meaningful traditions is its connection to families affected by muscular dystrophy.

One longtime participant is a local teenager living with Duchenne muscular dystrophy. For years, he has been part of the tournament weekend and has served as a youth ambassador for MDA, including the tradition of throwing out the ceremonial first pitch.

Each year, players from the championship teams sign game balls and present them to him. Over time, he has built a collection spanning more than a decade, creating a lasting reminder of the community’s support.

For Sue, children like him are the reason the community continues to rally around the cause. “These kids are the definition of strong,” she says. “And their families are, too.”

She hopes the tournament will once again exceed \$20,000 this year and continue helping children create lifelong memories at camp.

“If anyone has ever met these kids, they teach you how to live life to the fullest,” Sue shares. “No matter the challenges or obstacles they face, they make the most of every day.”

After 45 years, the Millston MDA Weekend remains a testament to the power of small-town generosity. What began with a few friends passing a hat in a field has become a beloved tradition that continues to change lives.

“We get to send kids to camp,” Sue concludes. “That’s why it matters.” —*Brandi Shramek, Member Relations Supervisor*

UNDERSTANDING YOUR CAPITAL CREDITS

As a member of Jackson Electric, you are also a member-owner of the cooperative. One benefit of membership is capital credits, which represent your share of the cooperative's financial margins.

Allocation vs. Retirement: What's the Difference?

- **Allocation** is your share of the cooperative's margins for a specific year. The amount allocated to you is based on the electricity you purchased during that year. Allocated capital credits remain invested in the cooperative to help fund system operations and improvements.
- **Retirement** is when the Board of Directors approves returning a portion of those allocated capital credits to members. When capital credits are retired, eligible members receive the funds as a bill credit or check.

Your capital credit allocation appeared on your August billing statement. If you are eligible for this year's capital credit retirement, you will see it as a bill credit on your October statement or receive a check by mail.

2026 Capital Credit Retirement

Retirement payments will be distributed as follows:

- Retirements under \$25 will not be paid.
- Amounts between \$25 and \$100 will be applied as a bill credit to active accounts.
- Amounts over \$100 will be issued by check and mailed to the address on file.

Even if you no longer receive service from Jackson Electric, any capital credits previously allocated to you remain yours. Be sure to keep your mailing address up to date so future retirement payments reach you.

Capital credits are one of the unique benefits of cooperative membership. They reflect your ownership in Jackson Electric and allow the cooperative's financial success to be shared with the members it serves.

Save the Date:

Member Appreciation Month is Coming This October!

We're excited to celebrate our members all month long with giveaways, treats, activities, and opportunities to give back to our community.

- **WEEKLY DRAWINGS:** 50 members will each receive a \$50 energy credit.
- **GRAND PRIZE GIVEAWAYS:** Enter for a chance to win one of three grand prizes. Donate one nonperishable food item for entry (one entry per membership).
- **PRIZE WHEEL:** Stop by the office and take a spin for a chance to win promotional giveaways.
- **WEEKLY IN-OFFICE REFRESHMENTS** and special treats!
- **KIDS' PUMPKIN PAINTING CONTEST** and take-home pumpkin totes.
- **SUPPORT SQUAD DECALS** and a freewill donation collection benefiting local cancer patients.

Stay tuned for more details and a full schedule of events in your October *Wisconsin Energy Cooperative News*.

We can't wait to celebrate our members this October!

Four Seasons. One Backup Plan.

Generac Automatic Standby Generator

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