

Powering Hope



JACKSON ELECTRIC EXPANDS BREAST CANCER AWARENESS FUNDRAISER IN 2025

“Imagine a mom going through cancer treatments who can’t afford a birthday cake or even the basics for her child,” says Janet Brandli, Jackson Electric Member Relations Representative. “I have seen cancer patients bypass their own needs for treatment just to supply for the needs of their children. This is the reality some families in our community face, and the reason we felt called to do more.”

For the past four years, Jackson Electric Cooperative employees have shown their support during Breast Cancer Awareness Month by wearing pink shirts and pink hard hats throughout October. This visible tradition has sparked conversations and demonstrated the cooperative’s commitment to both community support and health awareness. In 2025, employees will continue that tradition, this time wearing black shirts with pink ribbons and writing.

The Member Appreciation Picnic on October 8 will serve as the official kickoff for this year’s fundraiser, which expands on past efforts to provide more direct support to local cancer patients.

Building on Last Year’s Project

In 2024, Jackson Electric partnered with Black River Health to supply Hope Bags, which included special products for infusion center patients. Fewer bags were distributed than expected. “This was ultimately good news,” shares Janet. “Fewer local cancer patients were requiring infusion treatment.”

When learning that the infusion center still had supply for the upcoming year, we discovered that patients outside of infusion services, battling other types of cancer, were lacking access to similar resources. “The Hope Bags were meaningful, but we saw that support wasn’t reaching every patient who could use it,” Janet explains. “We realized there was still a need for something that would touch more lives in a practical way, locally.”

Taking It a Step Further in 2025

The original plan for 2025 was to offer a wider variety of gift certificates for local businesses: things like a haircut, an oil change, a special meal, or other comforts and needs to brighten someone’s day, distributed through a local organization. “Through research and a conversation with a local cancer patient, I discovered that no such

formal assistance program exists in our immediate area,” explains Janet. “The original plan was reshaped because we had no local partner to help distribute those kinds of services fairly,” she says.

Instead, this year’s fundraiser will focus on essentials: fuel and groceries. Jackson Electric will use the funds raised to purchase gift cards from local and regionally-known businesses, Kwik Trip and Hansen’s IGA, which will be distributed to cancer patients actively seeking treatment at Black River Health. The gift cards will be distributed directly through the patients’ health care visit. “This way, we know the cards are going directly to people who need them most,” Janet says. “Whether they’re used to put gas in the tank, stock the

Members are invited to attend the

Annual Member Picnic

Wednesday, October 8, 2025

4 p.m. - 7 p.m.

Jackson Electric Cooperative Truck Bay:
N6868 County Road F, Black River Falls, Wis.



Visit the Fundraiser Booth to Support Local Cancer Patients



Brats, Hotdogs, & Picnic Sides (no carry outs)

Activities for the Kids

Prize Drawing for Kids Under 12

Hot Line Demo at 5 p.m. & 6 p.m.

fridge, or pick up a birthday cake for a child, the cards ease some of the burden and remind families they're not alone."

While October highlights breast cancer awareness, Jackson Electric emphasizes that the support will extend much further. "Cancer affects families in many ways, and not just breast cancer," Janet says. "Our goal is to help any local cancer patient going through treatment, no matter the diagnosis. It's wonderful that these cards can be distributed directly to the patients at Black River Health without the patients having to seek help from outside the local community."

Concern for Community in Action

The fundraiser has a goal of raising \$1,750. In addition to the October picnic kickoff, a display will remain in the Jackson Electric lobby throughout Breast Cancer Awareness

Month to encourage continued support.

Members will have a variety of ways to get involved at the October 8 Member Appreciation Picnic. A special fundraising booth will be set up where you can:

- Make a donation and receive a Support Squad window cling to show your support.
- Sponsor a pink ribbon in honor of a survivor or in memory of a loved one.
- Purchase homemade cookies, with proceeds going directly to the fundraiser.
- Learn more about how your contribution helps local cancer patients.

"This fundraiser reflects our cooperative principle of Concern for Community," Janet concludes. "We hope our cooperative members will join us in taking action that directly supports our neighbors."

—Brandi Shramek, Member Relations Supervisor

NATIONAL CO-OP MONTH

October is National Co-op Month. It is also Breast Cancer Awareness Month.

Cooperative principle number seven, Concern for Community, brings these two national campaigns together to address a local need.



Jackson Electric Cooperative is guided by the seven cooperative principles:

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training, and Information
6. Cooperation Among Cooperatives
7. Concern for Community



SALES TAX EXEMPTION UPDATE

In the July local pages, we explained how Wisconsin's seasonal sales tax applied to electricity. Until now, residential electricity was taxed at 5.5% from May through October, with an exemption during the winter heating months of November through April.

A new Wisconsin budget law (2025 Wis. Act 15) changes this: electricity and natural gas sold for residential use are now exempt from Wisconsin sales and use tax year-round.

The exemption begins October 1, 2025. Your billing statement dated October 6, 2025, will qualify for the exemption if the electricity is for a primary residence.

Members are responsible for notifying the cooperative if their service type changes. If a property has become a primary residence, we may request documentation to confirm eligibility for the exemption.

Residential use means energy used in a permanent residence. It does not include transient accommodations, motor homes, travel trailers, recreational vehicles, or any other seasonal use.

DON'T WAIT UNTIL FROST HITS TO PLAN YOUR NEW SERVICE

If you're planning to build this winter and will need electric service, contact Jackson Electric now to schedule your line build before the ground freezes.

After November 1, installation costs may increase. Once frost sets in, Jackson Electric must hire specialized equipment to break through the frozen ground and plow in your service, an added expense that could mean paying more for your new line build.

LOAD MANAGEMENT CHANGES AND TIME-OF-USE RATE

Load Management Program is Changing

Jackson Electric's load management program is receiving an important update. For many years, the program has relied on receivers that communicate with our power supplier by radio signal to help control electric water heaters and heating or cooling systems during times of high electricity demand (also called peak alerts). These receivers are being phased out and replaced with newer models that operate on a cellular network.

What does this mean for you?

Every member who participates in our load management program will eventually need a new receiver. To begin this project, we are starting with members on the dual fuel program.

Dual fuel members will be contacted by email, letter, or automated phone call with instructions to schedule their appointment for a receiver replacement.

Some members may want to explore another option, our Time-of-Use (TOU)

rate, or consider whether they wish to continue with the dual fuel program.

What is Time-of-Use (TOU)?

TOU simply means the cost of electricity changes depending on the time of day you use it. Instead of paying one flat rate, electricity is priced higher when usage on the electrical grid is the highest and lower during other times. This gives members the opportunity to save money if they can shift some of their energy use.

Here's the TOU rate structure:

- **On-Peak** – 1 p.m. to 7 p.m., Monday–Friday (excluding weekends and Dairyland Power recognized holidays)
 - o \$0.222 per kWh
- **Nighttime** – 9 p.m. to 5 a.m., Monday–Sunday
 - o \$0.072 per kWh
- **Off-Peak** – All other hours
 - o \$0.107 per kWh
- **Facility Charge:** \$1.15 per day

How can you really save with TOU?

Members can take advantage of the lower rates by adjusting when they use electricity. For example:

- **Run major appliances at night:** Dishwashers, washers/dryers, dehumidifiers, pool pumps, water heaters, or electric vehicle chargers during nighttime hours (9 p.m.–5 a.m.) can save the most money.
- **Avoid on-peak hours:** Reducing electricity use between 1–7 p.m. on weekdays keeps bills lower.
- **Shift flexible energy use to off-peak:** Other tasks like running the oven or small appliances outside on-peak hours can help you maximize savings. Members who have flexibility in their schedules, or can set timers on appliances, may find TOU offers more opportunities to save compared to the dual fuel program.

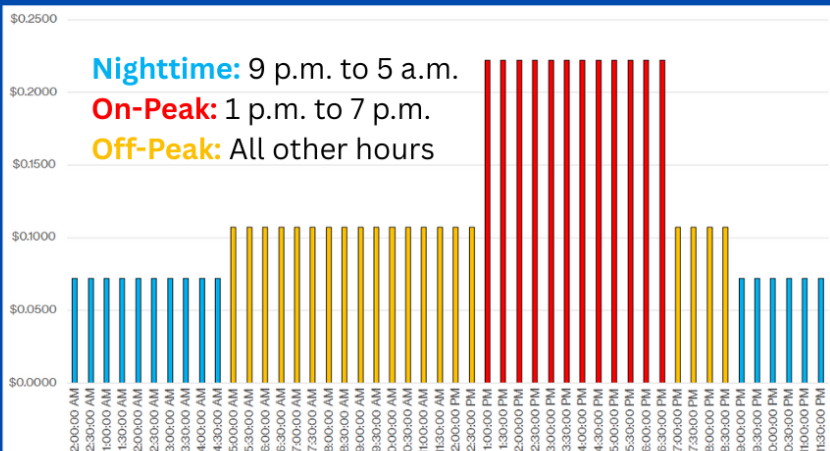
Considering leaving the dual fuel program?

Members who participate in the dual fuel program receive a reduced energy rate on this meter. Please note that the dual fuel energy rate may change in the future; details have not yet been finalized, but we will share updates as soon as they are available.

If you no longer qualify for the program or no longer wish to participate, here are your options:

- Move loads to your main panel. You'll need to have the loads connected to your second electrical panel moved to the main panel. Once that work is completed, you may schedule an appointment with Jackson Electric to remove the second meter.

Time-of-Use Billing Shift Your Use, Lower Your Bill



- Not enough room in the main panel? In some cases, members may need to keep the second panel and meter. If so, we can move your meter to the A9T rate (same as the residential rate). You may also opt to move both meters to the TOU rate. You will no longer be controlled, but you'll continue to be responsible for the \$5 monthly facility charge.

Next Steps

- **Dual fuel members:** Watch for an email, letter, or automated call from Jackson Electric with instructions to schedule your appointment for a new receiver.
- **All other load management participants:** We'll contact you in the future when it's time to replace your receiver.
- **Want to explore TOU or leaving dual fuel?** Call 715.284.5385 (press 3 for operations) to discuss your options.

Jackson Electric is committed to offering programs that help members manage their energy use and save money.

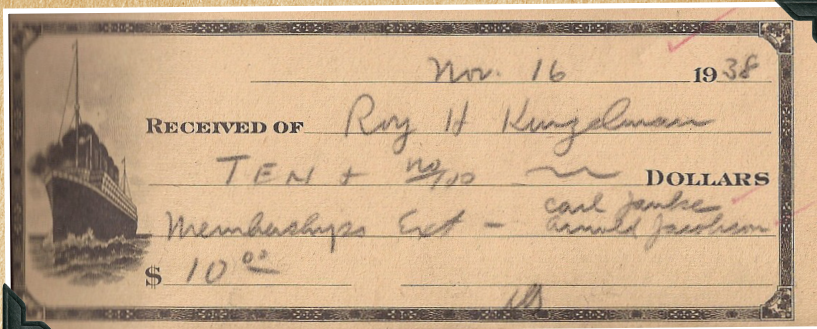
OFFICE CLOSED

October 28

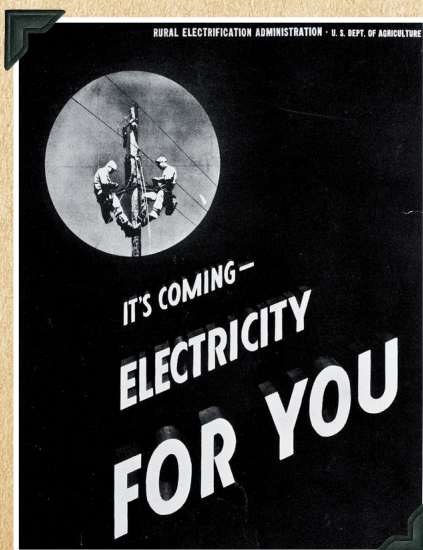
12 p.m. — 4:30 p.m.

for employee training.

MEMORIES ARE IN THE PHOTOS

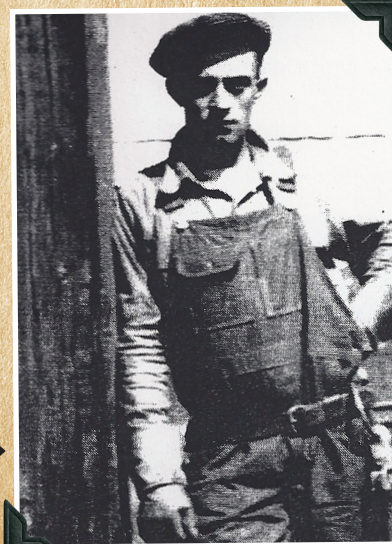



This 1938 receipt represents more than a \$10 membership fee; it marks the beginning of rural electrification in our area, when local families joined together to bring power to their communities.



Bringing electricity to rural areas wasn't easy work. Jackson Electric's first lineman, Lawrence Crowley, helped set the poles and string the lines that delivered light and opportunity to member homes.

In the 1930s, the Rural Electrification Administration promised a brighter future — bringing power to farms and rural communities across America.



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 

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Fridays, 7:00 a.m. to 11:00 a.m.
Board of Directors: Chris Curran, President
Kristi Hanson, Vice President
David Peasley, Secretary-Treasurer
Jerry Huber, Dairyland Power Representative
Les Dokkestul, Brian Huber, Dan Smrekar,
Troy Torkelson, Gary Woods

Carol Blaken, General Manager/CEO

Jackson Electric Cooperative is an equal opportunity provider and employer.

Your Touchstone Energy® Partner 