

Since 1940

# WISCONSIN ENERGY

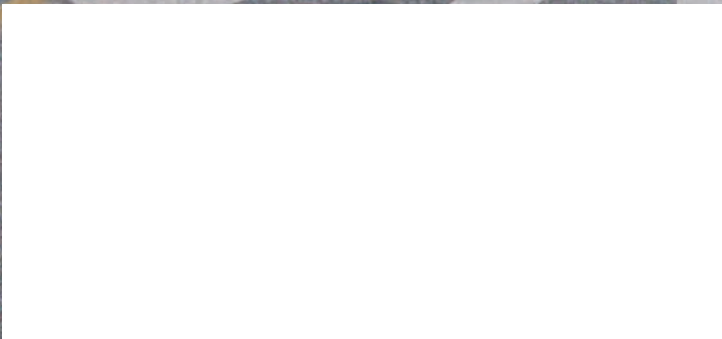
*Cooperative*

April 2020 NEWS

Jackson Electric Cooperative  
**83<sup>rd</sup> Annual Meeting**

Tuesday, April 7, 2020  
Lunda Theatre, Black River Falls  
Business meeting at 7 p.m.


**ANNUAL MEETING POSTPONED**  
Details on page 15



Bring this magazine to the annual meeting  
for a chance to win a \$50 energy credit



**JACKSONELEC RIC  
COOPERA IVE**

Your Touchstone Energy® Cooperative 



## 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 2019 to be held at the Lunda Theatre in the City of Black River Falls, Wisconsin, on Tuesday, April 7, 2020, commencing at 7:00 p.m. for the purpose of acting upon the following matters:

1. Reading of the unapproved minutes of the previous meeting of the members of the Cooperative and the taking of necessary action thereon.
2. Presentation of reports of officers, directors, and committees.
3. Ratification of the report of the District Elections.
4. Such other further business as may come before the meeting or any adjournment thereof.

Dated on this 26th day of March, 2020.

*Gary L. Woods*

Gary L. Woods

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## AGENDA

Jackson Electric Cooperative  
83rd Annual Meeting of the Members  
April 7 • 7:00 p.m.  
Lunda Theatre, Black River Falls, Wis.

Doors open at 6 p.m.  
Registration and refreshments

Call to Order .....	Gary Woods, President
Invocation .....	Kristi Hanson, Director
Posting of the Colors.....	American Legion Post 200
Pledge of Allegiance .....	All Members
Welcome.....	Gary Woods, President
Youth Ambassador Scholarship Award .....	Brandi Shramek, Executive Coordinator
Reading of Notice of Meeting.....	David Peasley, Secretary
Establish a Quorum.....	David Peasley, Secretary
Reading of 2019 Meeting Minutes .....	David Peasley, Secretary
President's Report .....	Gary Woods
Redistricting Committee Report .....	Dan Smrekar, Director
Audit Report.....	CarlsonSV
Mike Anderson Memorial .....	Jerry Huber, Director
General Manager/CEO Report.....	Kevin Babcock
Ratification of Directors.....	Jessica Shrestha, Legal Counsel

### Elected Directors to be Ratified:

District 2.....	Kristi Hanson
District 3.....	Jerry Huber
District 8.....	Dan Smrekar

Old Business .....	Gary Woods, President
New Business.....	Gary Woods, President
Question & Answer Session	

Adjournment  
Prize Drawings

***\$10 energy credit for every registered membership in attendance***

**DOOR  
PRIZES!**

**Big Screen TV  
15- \$100 cash prizes**

# THIS MAGAZINE COULD BE A WINNER!

## Bring it for a chance to win a \$50 energy credit!



Since 1940

# WISCONSIN ENERGY *Cooperative* NEWS

April 2020

## LAUDING LINEWORKERS



Your Touchstone Energy® Cooperative 

Jackson Electric's annual meeting has been postponed due to the threat of coronavirus (COVID-19). Our top priority is the safety and health of our members and employees. We will keep you informed via our website, social media outlets, and a direct mail piece when we schedule a new date for our annual meeting. We are sorry for this inconvenience. Stay safe and healthy. **Please keep this magazine, as this will be the only annual report you will receive.**



Gary Woods,  
President

## Board President's Message

# NEW YEAR. NEW DECADE.

It's a new year, a new decade. Significant changes can occur over 10 years, let alone just one year. As we enter into this new decade, we do so with a vision for the future, never forgetting the past that shaped the cooperative you know today.

Eighty-three years ago, Jackson Electric was built by this community, for this community. That's what makes us more than just your local electric utility, more than just another bill to pay. We stand apart because we're here to invest in our members and the community that built us.

In October 2019, Jackson Electric's Board of Directors and management team met at the cooperative's headquarters in Black River Falls for two days to discuss the strategic plan for your cooperative's future. This strategic plan demonstrates that your elected board of directors and the cooperative's management team care about the operations of the cooperative and how they affect its members.

Over the next decade, 38% of Jackson Electric employees will be eligible for retirement. We may see many years of experience and knowledge leaving the co-op. Retirements will usher in a changing workforce which will lead to new faces, styles, and energy. Training and adopting new procedures will now be, more than ever, an integral part of Jackson Electric's succession plan.

Jackson Electric's membership demographics will also change. You will start to see more of the Gen Z's investing in our communities. Gen Z's are those who were born starting in 1996. With that movement, Jackson Electric will need to adapt to the changing needs of its membership. Jackson Electric continues to research and implement innovative tools and resources, making them available to its members through convenient online and smart phone services.

This new decade will bring forth more discussions and applications of renewable energy and electric vehicles. JacksonSolar LLC continues into its third year as a pilot project. Through this business venture, we are better able to educate employees and members about solar technology and generation. Our installers continue their education to maintain their certification with the North American Board of Certified Energy Practitioners (NABCEP).

In 2019, Jackson Electric purchased an all-electric vehicle. This vehicle has become another avenue for the cooperative to learn more about an innovative, forthcoming industry. Electric usage and miles driven is monitored with the car so that we can better understand how electric vehicles may impact our industry. This is also an opportunity to educate our communities about a non-conventional mode of transportation.

Financial planning is critical to the success of any business. Within the next year, Jackson Electric will develop a comprehensive plan to include a 10-year financial forecast, a modified financial policy of equity management, capital investment, and cost of service and rate studies for all units of electric service.

Rate studies are a lengthy process, and rate adjustments are one of the heaviest decisions your board of directors make. To maintain rate stability, Jackson Electric continues to monitor interest rates to seek out options that will financially benefit the cooperative.

At this year's annual meeting, we are asking you to bring your gently used eyeglasses and hearing aids to be collected for our area Lions Clubs. We also have a collection bucket available at our office until May 1. These eyeglasses will be delivered to The Wisconsin Lions Foundation Eyeglass Recycling Center where they will sort, wash, read, and package the eyeglasses. The eyeglasses are stored at the Center until they are requested for eyeglass-dispensing missions to developing countries.

We look forward to seeing you at your annual meeting.

**Lions  
RECYCLE  
For Sight**

Bring your gently used eyeglasses to the annual meeting to donate to the local Lions Clubs.

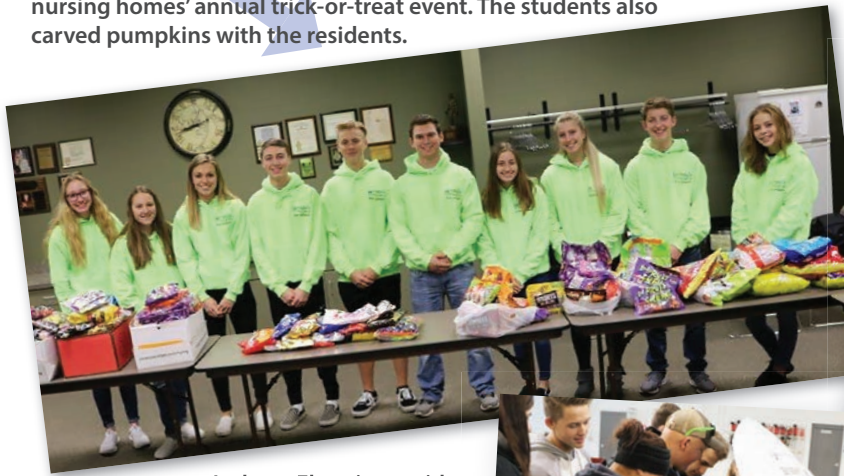




# PROVIDING VALUE TO OUR COMMUNITIES

## Cooperative Principle #7: Concern for Community

Jackson Electric youth ambassadors donated candy to the local nursing homes' annual trick-or-treat event. The students also carved pumpkins with the residents.



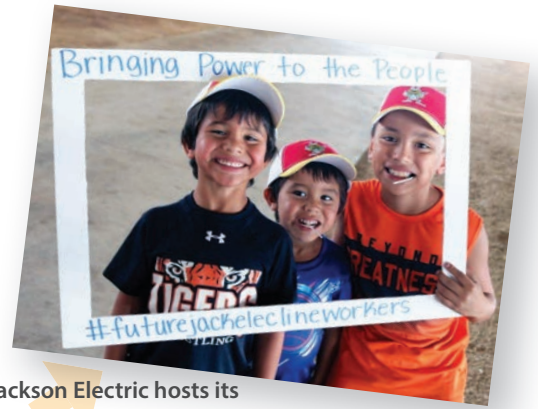
Jackson Electric provides students the opportunity to learn about electric vehicles and solar energy.

Jackson Electric hosts Project Christmas. Youth ambassadors are also willing to lend a hand.



Jackson Electric provides a donation of meat to the Jackson County Friends Sharing Food program.

Jackson Electric donated funds to the Jackson County Car Seat Program.



Jackson Electric hosts its annual member picnic.



Federated Youth Foundation funds are used to support local fire departments.



Encouraging youth to explore their potential as part of a middle school job shadow program.



Jackson Electric's employees helping to keep our road ditches clean.



Jackson Electric continues to support youth at the Jackson County Fair.



Black River Falls FFA students perform agronomy-related projects at the test plot donated by Jackson Electric.

Jackson Electric donated \$26,532.58 from its general and Federated Youth Foundation funds to local organizations in 2019. In addition to the recipients shown in the photos, donations were provided to the following organizations:

- Alma Center Lions Club
- Aptiv
- Black River Chamber of Commerce
- Black River Falls Lions Club
- Black River Falls Rotary Banquet
- Black River Memorial Hospital Partners
- Black River Spring Thaw
- Cooperative Finance Corporation - Integrity Fund
- Digger's Hotline Contractor Breakfast
- Ducks Unlimited
- ESRI User Group
- Farmington Volunteer Fire Department
- Fish Boil
- Guardian Angels Parish
- Hatfield Fire and Rescue Banquet
- Humbird Ice Fishing Contest
- Jackson County Foster Families
- Jackson County Interfaith
- Jackson County Jr. Livestock Sale Committee plaque sponsor
- Jackson County On-the-Farm Dairy Breakfast
- Millston Park Commission
- NRECA International
- Osseo-Fairchild Post Prom Party
- Pace and Pedal – Jackson in Action
- Pine Tones
- Veterans Golf Outing
- Whitetails Unlimited
  
- Black River Falls High School Science Day
- Black River Falls Public Library
- Chippewa Valley Technical College Scholarship
- Continuing Education Scholarships for Area High School Seniors
- Jackson County Agricultural Society
- Jackson County Dairy Project Committee
- Western Technical College Scholarship
- Youth Leadership Congress



Public safety demonstrations are provided by Jackson Electric's linemen.



Annually, Jackson Electric presents a donation to a local organization in memory of past general manager Mike Anderson. In 2019, Bruce's Legacy received this donation.

**Jackson Electric's community room was used by the following organizations in 2019:**

- |                                 |                                     |   |
|---------------------------------|-------------------------------------|---|
| 4-H Felting Club                | DNR                                 | Project Christmas                       |
| 4-H Horse Project               | Interfaith Volunteer Caregivers     | Senator Jeff Smith Listening Session    |
| 4-H Livestock Project           | Jackson Correctional Institution    | Solar/EV Presentation to BRFHS students |
| 4-H Quilting Club               | Jackson County Behavioral Health    | UW-Extension                            |
| Black River Correctional Center | Jackson County Farm Service Agency  | WECA Board of Directors                 |
| Black River Stitches            | Jackson County Public Health/       | WECA JT&S Committee                     |
| Black River Falls FFA           | Northwoods Coalition                | WECA Legislative and Regulatory         |
| CCU/ADRC Tax Prep Appointments  | Jackson Electric District 6 Meeting | Committee                               |
| Childcare Task Force            | Jackson Electric Safety Meetings    | WECA Skill Builder Training Courses     |
| Diabetes Support Group          | Jackson Electric Strategic Planning | Youth Ambassadors                       |



# 82<sup>nd</sup> ANNUAL MEETING OF JACKSON ELECTRIC COOPERATIVE

March 12, 2019, at 7:00 p.m.

1. The 82nd Annual Meeting of Jackson Electric Cooperative was held at the Lunda Theatre in Black River Falls, Wisconsin, on March 12, 2019, at 7:00 p.m. President Gary Woods called the meeting to order. Other board members present were Jerry Huber, Dave Peasley, Dan Smrekar, Kristi Hanson, Jerry Wagner, Chris Curran, Brian Huber, and Stan Gran. Jessica Shrestha, legal counsel, and Brittany Story, CPA, were also present.
2. The invocation was given by Kristi Hanson.
3. Following the Posting of the Colors by American Legion Post 200, all in attendance recited the Pledge of Allegiance.
4. Gary Woods welcomed all in attendance.
5. Executive Coordinator Brandi Shramek presented the Youth Ambassador Scholarship to McKayla Gilbertson, daughter of Tina Peterson of Hixton and Mike Gilbertson of Black River Falls.
6. 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.
7. Motion was made and seconded that secretary David Peasley dispense with the reading of the minutes for the 2018 annual meeting and approve as submitted. Motion carried unanimously.
8. President Woods stated that becoming more educated and understanding the industry movement is an obligation of being a director. He highlighted the changes and challenges in the electric industry in the last 82 years. Today's lifestyles are filled with conveniences that were never an option in the past. Change created Jackson Electric Cooperative. The principles of our past define the Cooperative. The Cooperative will build on that history with innovation for our future. President Woods closed by thanking the Jackson Electric employees who brought their children together so the photo could be taken for the cover on the annual report. These children are the future of cooperatives.
9. The Redistricting Report was presented by Director Dan Smrekar. He noted that all districts have approximately equal representation.
10. The Audit Report was presented by Brittany Story of CarlsonSV.
11. Jerry Huber presented the \$1,000 perpetual Mike Anderson Memorial to Bruce's Legacy.
12. Following the introduction of the board of directors, General Manager/CEO Kevin Babcock highlighted some of the operations of the cooperative. He briefly discussed safety, radio

frequency metering, the updated customer information system conversion, and technology, to include JacksonSolar, LLC, research conducted on broadband in the service area, the electric vehicle charging station installed at Ho-Chunk Gaming, and battery storage. He also discussed the 2018 budget. Babcock went on to answer the most popular questions received at the office by members. Included were Digger's Hotline, donations, financing, billing date change, and rates and facility charge. He also shared that the cooperative does not anticipate a rate or facility charge increase in 2019.

13. On a motion duly made, seconded, and carried the following Resolution was approved, ratifying the director elections held for Districts 1, 6, and 9.

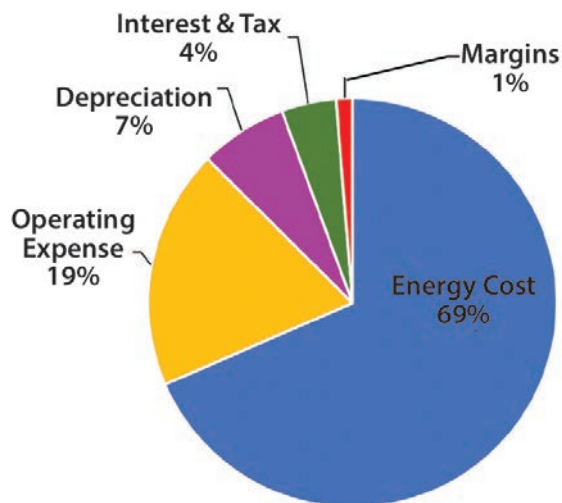
**BE IT RESOLVED**, that the election of Stanley Gran as Director for District No. One (1) on February 7, 2019, for a three-year term; the election of Jerry Wagner as Director for District No. Six (6) on February 5, 2019, for a three-year term; and the election of Gary Woods as Director for District No. Nine (9) on February 6, 2019, for a three-year term; be and the same are hereby ratified and confirmed.

14. Attorney Jessica Shrestha presented proposed amendments to the bylaws as presented in the notice of meeting published in the March 2019 Wisconsin Energy Cooperative News and responded to a member question regarding the same. A motion was duly made and seconded to adopt the proposed bylaw amendments. Motion carried.
15. Old Business – none.
16. New Business – none.
17. Two members shared comments during the question and answer session. One member commented regarding director qualifications and director ethics. Another member commended the cooperative for reliability and outage response times.
18. Meeting was adjourned at 8:00 p.m. without objection.
19. A \$50 energy credit was won by Harley Boehm of Black River Falls. The 65" screen TV was won by Mike and Kay Peterson 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 and all present received a Jackson Electric Cooperative logoed spatula and a Jackson Electric magnet.
20. There were 178 registered members in attendance at the meeting; total attending was 232.

Respectfully submitted,

David W. Peasley, Secretary

## 2019 Expenses



Dairyland Power provides wholesale electric service to 24 distribution cooperatives, including Jackson Electric Cooperative.

### 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. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation Among Cooperatives
7. Concern for Community

## 2019 Financial Report

Statement of Operations	Dec. 31, 2019	Dec. 31, 2018
<b>Operating Revenue</b>		
Electric Energy Sales	\$ 21,713,049	\$ 21,599,382
Other Electric Revenue	236,599	176,432
<b>Total Operating Revenue</b>	<b>\$ 21,949,648</b>	<b>\$ 21,735,814</b>
<b>Operating Expenses</b>		
Cost of Power	\$ 15,033,103	\$ 14,733,692
Distribution Expense – Operations	1,028,169	839,959
Distribution Expense – Maintenance	997,898	874,622
Consumer Accounts	361,360	678,520
Customer Service and Informational	204,791	195,578
Administrative & General	1,560,695	1,552,868
Depreciation Expense	1,522,710	1,472,848
Tax Expense	211,503	219,931
Interest on Long-Term Debt	736,058	747,523
Other	9,848	10,227
<b>Total Cost of Electric Service</b>	<b>\$ 21,666,135</b>	<b>\$ 21,325,768</b>
Operating Margins	\$ 283,513	\$ 410,046
Non-Operating Margins	146,323	139,891
DPC and Other Capital Credits	603,211	338,747
<b>Net Margins</b>	<b>\$ 1,033,047</b>	<b>\$ 888,684</b>

Balance Sheet	Dec. 31, 2019	Dec. 31, 2018
<b>Assets</b>		
Net Utility Plant	\$ 25,534,896	\$ 24,483,766
Long-Term Investments	9,682,867	9,213,930
Cash & Temporary Investments	2,138,423	2,960,012
Accounts Receivable	798,008	1,855,602
Materials & Prepayments	265,045	486,872
Other Assets & Deferred Debits	553,332	650,361
<b>Total Assets</b>	<b>\$ 38,972,571</b>	<b>\$ 39,650,543</b>
<b>Liabilities &amp; Equity</b>		
Patronage Capital and Other Equities	\$ 17,828,123	\$ 17,617,932
Consumer Deposits	130,933	128,503
Long-Term Debt	16,387,604	17,111,383
Accounts Payable	2,147,174	1,748,866
Other Current Liabilities and Deferred Credits	2,478,737	3,043,859
<b>Total Liabilities &amp; Equity</b>	<b>\$ 38,972,571</b>	<b>\$ 39,650,543</b>

\*2019 financial records are unaudited

### Audit Report

The Rural Utilities Service (RUS) and the National Rural Utilities Cooperative Finance Corporation (CFC) requires an annual independent audit be made of the Cooperative's records. Copies of the complete audit are sent to RUS and CFC and are available at the office of the Cooperative for member's review. The auditing firm of CarlsonSV of Amery, Wis. will conduct the fiscal audit through April 30, 2020.



# 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 Tuesday, April 7, 2020, at the Lunda Theatre in Black River Falls.

1. The meeting will be conducted in accordance with Roberts 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 January 10, 2020. 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

Voting may be by voice vote (one vote per membership)

# JACKSON ELECTRIC COOPERATIVE DIRECTORS

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

Stanley Gran..... District 1  
Kristi Hanson ..... District 2  
Jerry Wagner ..... District 6  
Brian Huber..... District 7  
Daniel Smrekar ..... District 8

# STAFF AND EMPLOYEES

Kevin Babcock – General Manager/CEO

Jerel Gunning – Lead Accountant

Eric Steien – Line Superintendent

Steve Wold – Information Technology Manager

Carol Blaken – Member Relations Manager

Dalton Berg  
Pam Bjerke  
Steve Bucholz  
Matt Bush  
Brian Dolesy  
Don Fortun, Jr.  
Jesse Hansen  
Dan McKevitt

Deanna Oliver  
Spencer Paulson  
Brian Schultz  
Brandi Shramek  
Grant Witcraft  
Hazy Wood  
Bertina Zager



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