

Since 1940

WISCONSIN ENERGY *Cooperative* January 2023 NEWS



Price Electric
Cooperative

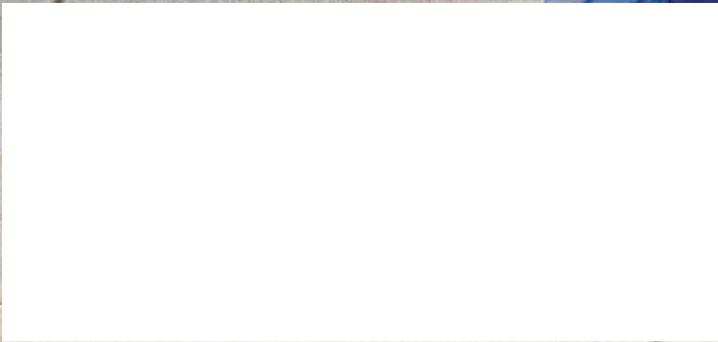
Your Touchstone Energy® Partner 

THE POWER OF GRACE

SHOULD I CHANGE
MY CHARGING HABITS?

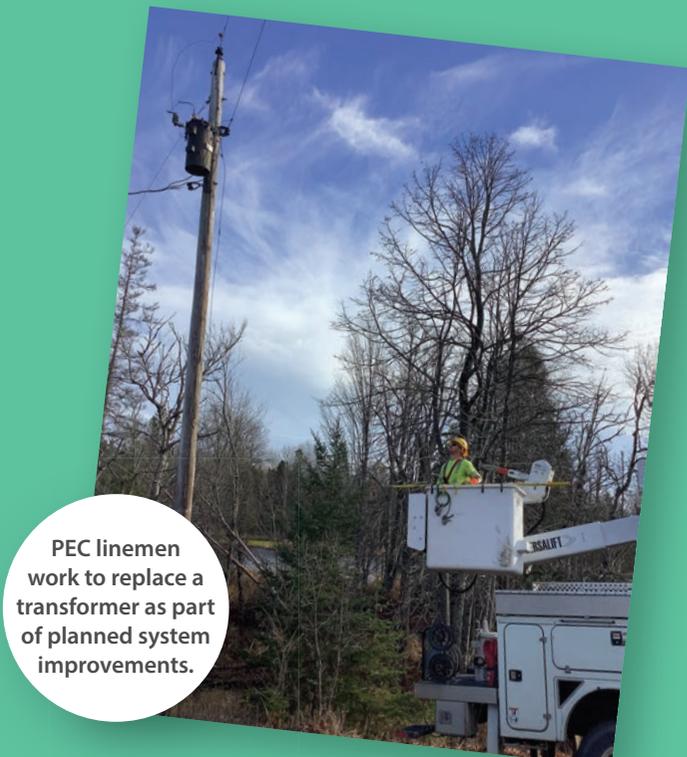
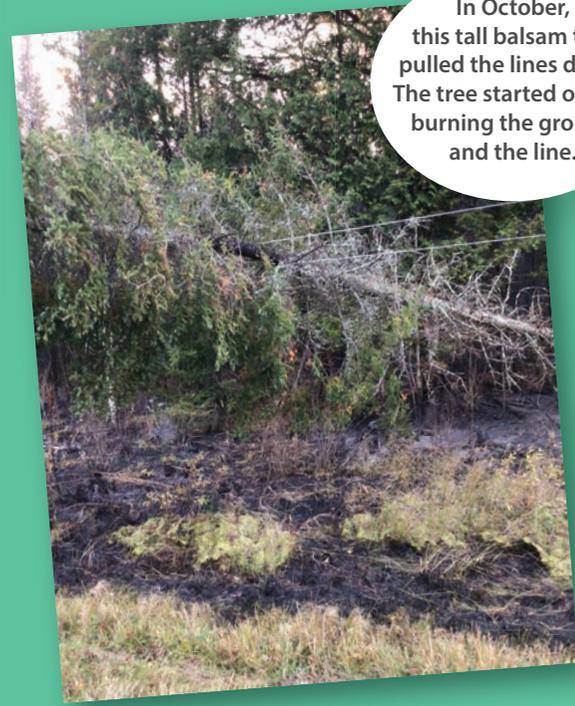
TACO TUESDAYS

NEW YEAR,
SAME GREAT REBATES



2023

In October, this tall balsam tree pulled the lines down. The tree started on fire, burning the ground and the line.



PEC linemen work to replace a transformer as part of planned system improvements.

As we turn the corner into 2023, PEC would like to wish you and your family a Happy New Year. The cooperative had a successful year in 2022 and we look forward to what 2023 has to offer.

2022 was a busy year, as we installed 110 new services, replaced 160 poles, and rebuilt 10 miles of line. Right-of-way (ROW) crews and contractors also cleared 160 miles and/or applied herbicides to nearly 480 miles of power line.

A big thank you goes out to all our members for your cooperation throughout these efforts, which are all critical for improving PEC's system.



Heavy snow weighs down tree limbs during a March snowstorm. Limbs like these may droop or snap off, falling on power lines. Right: Heavy limbs are touching the iced-over power lines.



Price Electric Cooperative Smart Sense Energy Efficiency Program

PEC's Smart Sense program provides members with incentives for promoting energy efficiency, conservation and renewable energy at homes, farms, and businesses. Read on for a complete list of incentives. Contact PEC for more information or to claim your rewards!

Appliances	
*New Appliances Must be Energy-Star-rated	
Air Purifier *Capped at 50% of cost	\$50
Clothes Dryer	\$50
Clothes Washer	\$50
Dehumidifer *Capped at 50% of cost	\$50
Dishwasher	\$50
Freezer	\$50
Inductive Range	\$50
Refrigerator	\$50
Room Air Conditioner *Capped at 50% of cost	\$50
Appliance Recycling: Refrigerator, Freezer or Room Air Conditioner	\$25

Energy Audits/Whole Home Efficiency	
Home Energy Audit	\$350
Compressed Air Audit	\$500
Audit Recommended Improvements	\$500
Touchstone Energy Home Program (New Home Construction)	\$500

Smart Electricity	
Electric Vehicle (EV) Charging Station	\$500
Smart EV Charging Station with Integrated Metering	\$800
Smart Thermostat	\$75

HVAC	
Heat Pump: Air Source & MiniSplit	\$600 per ton
Heat Pump: Commercial Air Source & PTHPs	\$600 per ton
Geothermal Heat Pump	\$1,150 per ton
Furnace with ECM Blower Motor	\$50

Ag/Commercial/Industrial	
Commercial Vending Machine Controls	\$25
Dairy Plate Cooler/Well Water Pre-Cooler	\$500
Dairy Refrigeration Heat Recovery with Electric Backup	\$600
Electric Forklift Battery Charger	\$200
Circulation Fan	\$3 per inch
Exhaust Fan	\$4 per inch
Low-Energy Livestock Waterer	\$90
Zero-Energy Livestock Waterer	\$110
Scroll Refrigerator Compressor	\$50 per HP
Variable Frequency Drive (VFD) – Ag Primary Use Water System	\$80 per HP
Variable Frequency Drive (VFD) – Ag Secondary Use Water System	\$65 per HP
Variable Frequency Drive (VFD) – Irrigation Well Pump	\$65 per HP
Variable Frequency Drive (VFD) – Ventilation/Circulation Fan	\$65 per HP
Variable Frequency Drive (VFD) – Process Pump	\$65 per HP
Variable Frequency Drive (VFD) – Constant Torque	\$50 per HP
High-Volume Low-Speed (HVLS) Fan	\$50 per fan
Dairy Refrigeration Tune-Up	\$50

Renewable Energy	
Solar Electric (PV) System	\$300 per kW in system

Lighting	
LED Fixture	\$1 per 800 lumens in fixture
LED Lightbulbs	\$1 each
T5 LED Tube Light *Capped at 50% of cost	\$5 each
T8 LED Tube Light *Capped at 50% of cost	\$2 each
Occupancy Sensor	\$5
LED Exit Sign	\$5



Water Heating	
Residential Water Heater 50-74 Gallons	\$200
Residential Water Heater 75-99 Gallons	\$375
Residential Water Heater 100+ Gallons	\$500
Commercial Water Heater 75-99 Gallons	\$350
Commercial Water Heater 100+ Gallons	\$500
Heat Pump Water Heater	\$300
Solar Water Heater 75-99 Gallons with Electric Auxiliary Tank	\$150
Solar Water Heater 75-99 Gallons with Electric Auxiliary Tank	\$300

Program Notes:

- Rebates must be submitted within three months of purchase or installation.
- Rebate eligibility may be subject to additional requirements. Please see the rebate form for complete qualifications.
- Rebates are not to exceed the cost of the incentive item.
- Incentives are offered only for properties served by Price Electric Cooperative.

GET TO KNOW YOUR COOP

9,408
MEMBER
OWNERS


ESTABLISHED
JULY 1940

5
MEMBERS
PER MILE
OF LINE


9
ELECTED
DIRECTORS

1,815
MILES OF
LINE

9
COUNTIES
SERVED

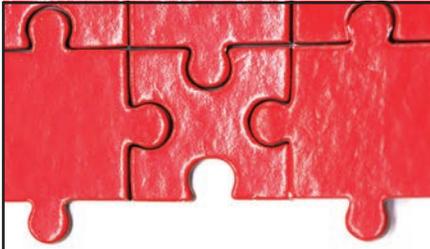
"The cooperative business model is responsible for bringing us together, and together, we are Price Electric."
-Jeff Olson, CEO


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EMPLOYEES

Price Electric’s core job is keeping the lights on, but our passion is serving our members. Because we’re a co-op, our purpose is to enrich the lives of our members and serve the long-term interests of our community. This service focus is at the heart of who we are.

We were built and are led by the members we serve. Whether tested by severe weather events or a pandemic, PEC puts people first not just during tough times but all the time. Over the years, our charitable efforts, member events, and other locally focused projects supported local schools and young people, supported local food banks, assisted families in need to keep the lights on, and much, much more.

We look forward to another year of serving you, our members. If you need assistance paying your bill, signing up for autopay or Smart Hub, or rebates, just give us a call!



Price Electric Puzzler

How closely are you reading the *WEC News*? Find the answer to the question below for your chance to receive a \$25 bill credit. Drop off or mail your answer to Price Electric or email your answer to memberservices@PriceElectric.coop. A winner will be drawn from all correct entries on January 31.



How many counties does PEC serve?

Answer _____

Name _____

Account Number _____

Phone _____

Email _____

Please return to Price Electric Cooperative,
P.O. Box 110,
Phillips, WI, 54555



Beginning Jan. 1, 2023, PEC's Evergreen program will offer updated pricing for members of \$0.65 per 100 kilowatt-hour (kWh) block. Blocks were previously \$1 per 100 kWh block.

What is Evergreen?

Evergreen is an opportunity for electric cooperative members to voluntarily contribute to the increased use of renewable energy sources. Private ownership of renewable energy does not work for everyone. A member's property may not support it, or the upfront costs and maintenance may be too great. Evergreen is an easy way for any cooperative member to do their part to "be green." Participation in Evergreen is separate from any federal or state requirements. For more information, visit the PEC website at PriceElectric.coop or call the PEC office at 715-339-2155.

Energy Efficiency Tip of the Month

Insulating your electric water heater can reduce standby heat loss by 25% to 45%, saving you 7% to 16% on annual water heating costs.

The Department of Energy rates this project as medium difficulty, meaning most homeowners can tackle this project on their own. You can purchase pre-cut jackets or blankets for about \$20 at most home improvement stores. Visit energy.gov for project tips and additional considerations.

Source: energy.gov



November Thanksgiving gift card winners:

Carol Kronberger,
Pamela Tillman, Sharon
Scherwinski, Evelyn
Abraham, Loretta Peterson,
Richard Patrie, Rebecca
Harrenstein, Dean Plein,
and Ruby Lueth.

Jeff Olson, President/CEO

W6803 Springs Drive, P.O. Box 110, Phillips, WI 54555
715-339-2155 • 800-884-0881
www.PriceElectric.coop
Office Hours: Monday–Friday, 7:30 a.m.–4 p.m.

Amy Klimowski, Editor



**Price Electric
Cooperative**

Your Touchstone Energy® Partner 