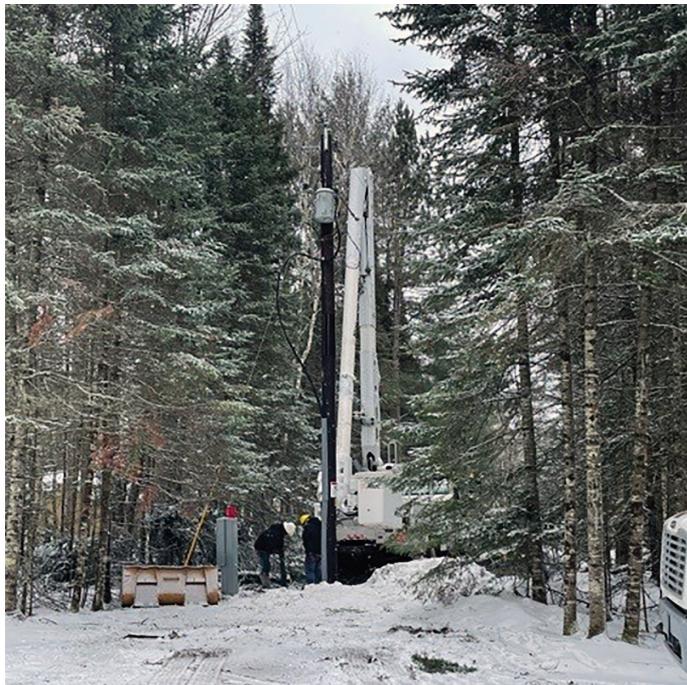


WINTER STORM ROLLS OVER PEC SERVICE TERRITORY

The evening of Wednesday, December 15 brought torrential winds to the Northwoods, causing over 6,000 PEC members to lose power. Line crews were dispatched Wednesday evening and worked continuously until all services were restored.

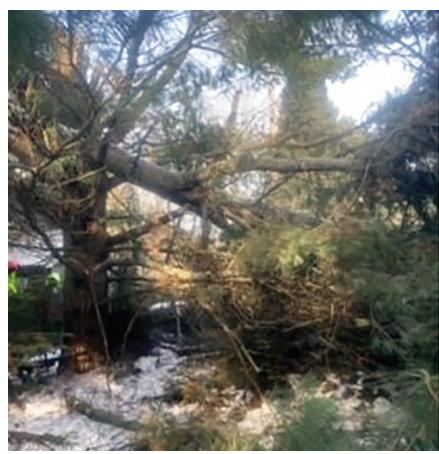
PEC's service territory covers all of Price and parts of Ashland, Iron, Lincoln, Oneida, Rusk, Sawyer, Taylor, and Vilas counties, which is approximately 3,600 square miles. This large footprint creates challenges when storms cause widespread damage throughout the entire area. PEC would

like to thank Tjader & Highstrom, Makovsky Brush Service, Taylor Electric Cooperative, Bayfield Electric Cooperative, and Jump River Electric Cooperative for their assistance in restoration efforts. The team at PEC also thanks you, our members, for your patience during this outage!



Above: Crews finish replacing a pole that snapped as a result of a large pine tree falling on the line.

Left: Always stay clear of down power lines. These lines could still be energized at 7,200 volts, which could be fatal if contacted.



Left: Hundreds of trees, such as the one above, were removed from lines after the windstorm December 15-17, many of which were not accessible by road.

Right: This large pine tree snapped off, destroying a pole and transformer while pinning the power lines underneath.

Right: Clearing the right-of-way helps reduce the number of outages. It also speeds restoration time as crews can access problem areas much faster when they have clear access.

Below: Crews replace a pole as part of planned system improvements.



PEC SYSTEM GROWTH & IMPROVEMENTS IN 2021

2021 was a challenging, yet very productive year. PEC's team, in conjunction with contracted partners, installed 136 new services (the historical average is 55), rebuilt approximately 10 miles of line, and replaced 220 poles. Additionally, right-of-way efforts saw over 180 miles of line get mechanically cleared and 140 miles cleared with herbicide application to prevent growth.

Thank you for your cooperation throughout these efforts, which are critical to improving system reliability.



WINTER ENERGY EFFICIENCY CROSSWORD

Did you know there are several ways you can fight the winter chill and save energy at home? Complete the crossword puzzle at the right to learn how to save energy during winter months.

1 Down: Open curtains and blinds during the day to allow _____ in to warm your home.

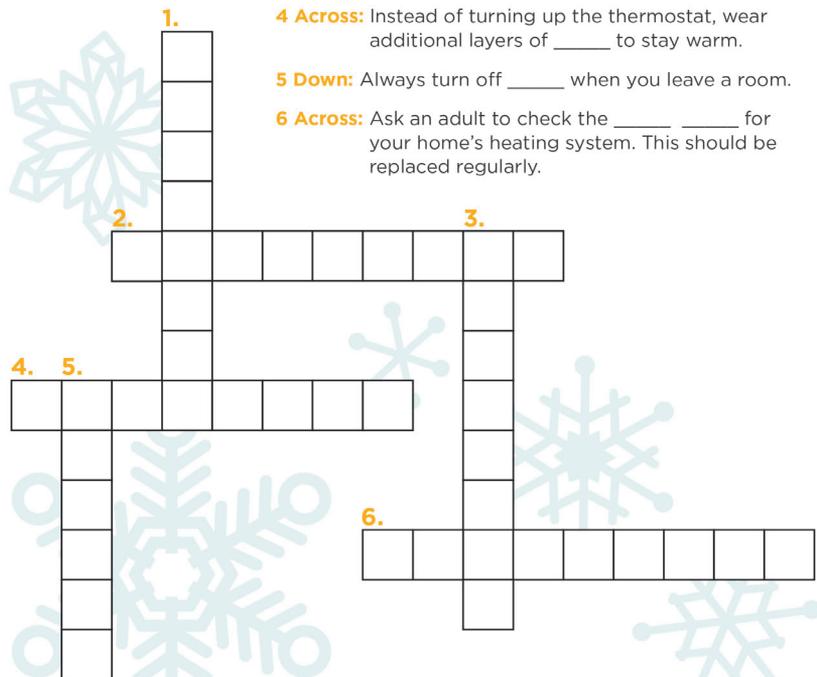
2 Across: If you have a _____ at home, ask an adult to close the flue when a fire is not burning.

3 Down: Unplug phone and tablet _____ when they're not in use.

4 Across: Instead of turning up the thermostat, wear additional layers of _____ to stay warm.

5 Down: Always turn off _____ when you leave a room.

6 Across: Ask an adult to check the _____ for your home's heating system. This should be replaced regularly.



Answer Key: 1 Down) sunlight 2 Across) fireplace 3 Down) chargers 4 Across) clothing 5 Down) lights 6 Across) air filter



Smart \$ense

ENERGY EFFICIENCY PROGRAM

Price Electric Cooperative's Smart \$ense program provides members with incentives for promoting energy efficiency, conservation, and renewable energy for homes, farms, and businesses.

Appliances

**New appliances must be Energy Star-rated.*

- Air Purifier\$50
*Capped at 50% of cost
- Clothes Dryer\$50
- Heat Pump Clothes Dryer.....\$75
- Clothes Washer.....\$50
- Dehumidifier\$50
*Capped at 50% of cost
- Dishwasher\$50
- Freezer.....\$50
- Inductive Range.....\$50
- Refrigerator.....\$50
- Room Air Conditioner.....\$50
*Capped at 50% of cost
- Appliance Recycling:.....\$25
Refrigerator, Freezer or
Room Air Conditioner

Lighting

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

Energy Audits/Whole Home Efficiency

- Home Energy Audit \$350
- Compressed Air Audit..... \$500
- Audit Recommended..... \$500
Improvements
- Touchstone Energy \$500
Home Program (New Home
Construction)

Smart Electricity

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

Renewable Energy

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

For more information contact PEC, 800-884-0881 or 715-339-2155, www.PriceElectric.coop.

Ag/Commercial/Industrial

- Commercial Vending Machine Controls \$25
- Dairy Plate Cooler/Well Water Pre-Cooler\$500
- Dairy Refrigeration Heat Recovery.....\$600
with Electric Backup
- 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)-.....\$80 per HP
Ag Primary Use Water System
- Variable Frequency Drive (VFD)-.....\$65 per HP
Ag Secondary Use Water System
- Variable Frequency Drive (VFD)-.....\$65 per HP
Irrigation Well Pump
- Variable Frequency Drive (VFD)-.....\$65 per HP
Ventilation/Circulation Fan
- Variable Frequency Drive (VFD)-.....\$65 per HP
Process Pump
- Variable Frequency Drive (VFD)-.....\$50 per HP
Constant Torque
- High-Volume Low-Speed (HVLS) Fan \$50 per fan
- Dairy Refrigeration Tune-Up \$50

Water Heating

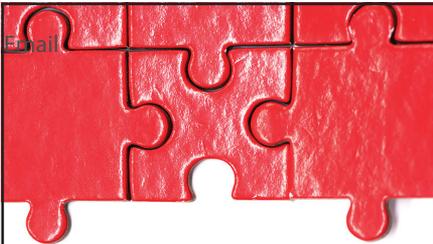
- Residential Water Heater 50-74 Gallons..... \$200
- Residential Water Heater 75-99 Gallons..... \$350
- Residential Water Heater 100+ Gallons..... \$500
- Commercial Water Heater 75-99 Gallons..... \$350
- Commercial Water Heater 100+ Gallons..... \$500
- Heat Pump Water Heater..... \$300
- Solar Water Heater 75-99 Gallons..... \$125
with Electric Auxiliary Tank
- Solar Water Heater 75-99 Gallons..... \$300
with Electric Auxiliary Tank

HVAC

- Heat Pump: Air Source & MiniSplit.....\$550 per ton
- Heat Pump:.....\$550 per ton
Commercial Air Source & PTHPs
- Geothermal Heat Pump \$1150 per ton
- Furnace with ECM Blower Motor\$35

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



Price Electric Puzzler

How closely are you reading your issue of *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 Cooperative or email your answer to info@PriceElectric.coop. A winner will be drawn from all correct entries on January 31.



How many new services have we installed at PEC this year?

Answer

Name

Account Number

Phone

Email

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

WELCOME, AMY!

We would like to introduce our newest Price Electric team member, Amy Klimowski, who joined us in November as a consumer services representative. Amy graduated from UW-Stout in December 2020 and is excited to be back working in her hometown of Phillips!



Smart \$ense Update

So far this year, PEC members have received over \$54,715 in energy efficiency rebates through PEC's Smart \$ense program. Visit www.PriceElectric.coop or contact PEC to find out how you can save by choosing energy-efficient products!



Energy Efficiency Tip of the Month

Maximize your heating system's performance by inspecting, cleaning, or replacing air filters once a month or as needed to reduce energy costs and prevent potential damage to your system.

Make sure radiators, baseboard heaters, and warm-air registers aren't blocked so air can flow freely.

U.S. Department of Energy



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Greg Bortz, Editor



Price Electric Cooperative

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