

# THE CORNERSTONE OF YOUR COOPERATIVE

Recently District 5 Director Mike Zierer made the conclusive decision to not run as a director candidate for re-election. The thought of not seeing Mike



affiliated with the cooperative is still hard for me to fathom as he has been our cornerstone for 56 years. Let me say that again, 56 years! He was the co-op's first apprentice lineman in 1962 and moved up through the ranks to management and later was elected to serve on your board. Mike worked more than 90,000 hours in his 41 employee years, which is equivalent to working 24 hours a day for

more than 10 straight years. He is truly an ironman.

Mike will be missed for many reasons beginning with his good nature, caring and compassion for others, his resilient emphasis on taking care of our member/owners and the electrical distribution system that serves them. The system is his passion. For the poles, wires, and clearing right-of-way there is no better resource. Mike remembers setting poles by hand and responding to outages with a station wagon. His exposure has allowed him to see more changes at Price Electric than any other person associated with the cooperative, including changes in personnel, technological innovation, advances in equipment, and shifts in management and maintenance philosophies.



**Price Electric  
Cooperative**

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You can't replace what Mike provides or what thoughts are conjured in his mind when a question is asked. The loss of cooperative experience and history can't be replaced without another employee beginning that remarkably long journey, which would end in 56 years? 2077?

Thank you, Mike, for your sacrifice and dedication to your community and cooperative. We know that you had to work in weather extremes, while missing some important moments in your family's lives in order to fulfill your duties as a cooperative employee. You are, and will always be, our cornerstone.—*William L. Caynor Sr., Price Electric Cooperative CEO & President*

## CAPITAL CREDIT ALLOCATIONS

As a member of Price Electric Cooperative (PEC), a not-for-profit organization, we distribute any margins from each year to our members in the form of capital credits. The capital credits represent your ownership in PEC and are used to support operations and maintain and improve the utility's infrastructure to better serve our membership.

If you purchased electricity from PEC during 2020 you will be receiving a capital credit allocation notice for your patronage. This amount will be stated on your April electric bill, being mailed early in May, as well as the cumulative total of capital credits with the cooperative from your prior years patronage.

### Capital Credit FAQs

**Can I use capital credits to pay my bill?** Capital Credits cannot be used to pay your current electric bill. However, when the board elects to retire capital credits and return them to members, active members receiving capital credit funds will receive them as a bill credit, generally in the fourth quarter of the year.

**When will I receive the funds that are listed on the allocation notice?** The board of directors decides when it is financially feasible for capital credits to be returned to members while maintaining adequate reserves of capital for business expenses. Currently PEC is on a 30-year rotation of distributing capital credits. Most years, PEC has employed a disbursement strategy in which members who have had outstanding capital credits for the longest period received payments. In 2020, all capital credits through 1992 and a

portion of 1993 were retired and returned to members from that time. The retirement in 2020 also included retirement of a portion of the 2019 capital credits. Current members receive a bill credit and inactive members receive a check.

**If I move off of Price Electric's lines, do I forfeit all of my capital credits?** Capital credits are yours to keep, even if you are no longer receiving service from PEC. This is why it is important for you to notify PEC if your contact information changes. You can also designate someone who PEC could contact if you are unreachable.

**If someone doesn't claim their capital credit monies, does PEC just keep them?** Capital credit monies cannot be retained by Price Electric for operational or capital expenditures. Unclaimed capital credit funds are transferred to the Federated Youth Foundation to be used for PEC scholarships and charitable donations. These capital credits can also be donated to the Federated Youth Foundation.

**What happens if someone passes away before they have received all of their capital credit funds?** The member's heirs are eligible to receive any remaining capital credit funds. Heirs will need to provide PEC with documentation verifying their claim to the funds. In order to assist the member's heirs in closing the account, PEC gives heirs the option of either adhering to the regular capital credit retirement schedule, receiving a special one-time payout that is discounted based on the age of the capital credits, or donating the funds to the Federated Youth Foundation.

**How can I learn more about Capital Credits?** PEC is always happy to answer any questions you may have. You can call 715-339-2155 or 1-800-884-0881 and talk to someone in our capital credit department or go to [www.price-electric.com](http://www.price-electric.com) and check out the Capital Credits Informational Video.



# MEET YOUR DIRECTOR CANDIDATES

## DISTRICT 4 – TOWNSHIP OF WORCESTER

### Randy Kunsch (uncontested)

Randy and his wife, Pam, live at N11010 Highway 13 in Phillips. Randy and Pam have three daughters and one son and are proud grandparents to four grandchildren. Randy and Pam have been members of the cooperative for 33 years. He has served as District 4 director since 2012 and was elected chairman of the PEC Board of Directors in June 2019.



Randy is retired after being employed for 39 years as a public-school teacher in the state of Wisconsin, with the last 28 of those years in Phillips. He is a parish member of Our Lady of the North, a former Knight of Columbus, and a retired Wisconsin Education Association member.

Randy enjoys watching sports (especially the Packers, Badgers, and Brewers) and is an avid reader. He has a Master's Degree. As a public-school teacher Randy gained experience working with the public and cooperating with others, listening to all ideas expressed and building consensus.

As the director for District 4, Randy's goals are to give members easy access to communicate with him and to work with the other directors to make sure the cooperative effectively serves its members today and for future generations.

## DISTRICT 6 – TOWNSHIPS OF CHIPPEWA, FLAMBEAU, LAKE & SHANAGOLDEN

### Karen Newbury (uncontested)

Karen and her husband, Keith, reside at W9794 Highway 70 in Park Falls (Town of Lake). Karen and Keith have two children. They have been members of the cooperative for 33 years and Karen has served as District 6 director since 2015. Karen also serves on the Dairyland and WECA boards on behalf of Price Electric.



Karen and her sister have owned and operated Kountry Kafe & Katering in Fifield since 1995. She is active in the community, having served on the Education Committee and organizing fundraisers for St. Anthony's School for seven years, as well as acting as the current treasurer for the Butternut Trail Midgets ATV Club and as a board member on the Price County Tavern League. She is a certified ATV safety instructor and teaches a safety class each spring.

## DISTRICT 5 – TOWNSHIPS OF ELK, HARMONY & WINTER

### Mitchell Meives

Mitch and his wife, Sarah, live at W9427 Carpenter Creek Road in Phillips with their four daughters, Analya, Adalyn, Kinsley, and Myla. In 2000, Mitch started managing Carpenter Creek Farms and in 2014 he became a welding instructor at Northcentral Technical College (NTC); he is currently employed with both as an instructor and a beef and crop farmer. Previously, he was a dairy farmer for 22 years. He is a poll worker for the Town of Elk and has been for 20 years. Mitch also volunteers at his church, with NTC's Get Smart Youth Program, and with the 4-H Club.



Mitch grew up in Phillips and attended Indianhead Technical College. He worked for local contractors doing carpentry and mason work, while doing custom welding. With operating a family-owned business, Mitch believes he understands the importance of having checks and balances along with keeping everything in line. Through his experience as an instructor and a poll worker, he has the ability to work and communicate with a broad spectrum of people.

### Douglas Rasmussen

Doug has been a member of the cooperative for 44 years and resides at N8804 Eight Mile Creek Rd. in the Town of Elk. He was self-employed for 40 years and is now retired. Doug has many hobbies that include watching the Packers, hunting, fishing, motorcycling, snowmobiling, and repairing old snowmobiles.



Doug is a member of St. John Lutheran Church, American Legion (life member), AMVETS (American Veterans), American Legion Riders, the Elk River Pioneer Snowmobile Club, the NRA, Whitetails Unlimited, and Badger Chapter 82nd Airborne.

Doug is the chairman of the Price County Local Emergency Planning Committee, president of the Elk River Pioneers Snowmobile Club, and district vice commander at the American Legion. Doug has spent many years working for people and with people. He feels that he can be an asset to the members of PEC, working with the other directors for the good of the cooperative and members.



## HAINY EARNS DIRECTOR GOLD CREDENTIAL

PEC District 3 board director Ed Hainy has recently earned his Director Gold Certification. The Gold certification is an NRECA education program available to directors who have earned Credentialed Cooperative Director and Board Leadership Certifications. We recognize Ed for this accomplishment and his commitment to our membership.

## ATTENTION MEMBERS: Dairyland Power is conducting a mail survey

Dairyland Power Cooperative, our power supplier, is sponsoring a mail survey of a randomly selected sample of our residential members asking information about your home, appliances, energy efficiency, and opinions regarding a handful of energy topics. The survey will include the name and logo of Dairyland Power Cooperative. If you receive a copy of this survey, we ask that you take 10 minutes to complete and return to the survey processor in the postage-paid envelope provided or use the online survey link provided. If you have questions, please call us at 715-339-2155 or 800-884-0881. We thank you in advance for your participation.





**Save the date**

Price Electric Cooperative's  
2021 Virtual Annual Meeting  
will be held on  
**Thursday, June 10 at noon!**



## CALLING ALL THIRD-GRADERS:

**You're invited to participate  
in the Wisconsin Electric  
Cooperative Association's  
ELECTRICAL SAFETY  
POSTER CONTEST**

Submit an original poster supporting electrical safety to Price Electric Cooperative by **May 17, 2021**, for a chance to win a **\$25 gift card!** The top three posters will be entered into the statewide poster contest for a chance to win one of three great prizes:

**1st place – Chromebook  
2nd place – \$100 Gift Card  
3rd place – \$75 Gift Card**

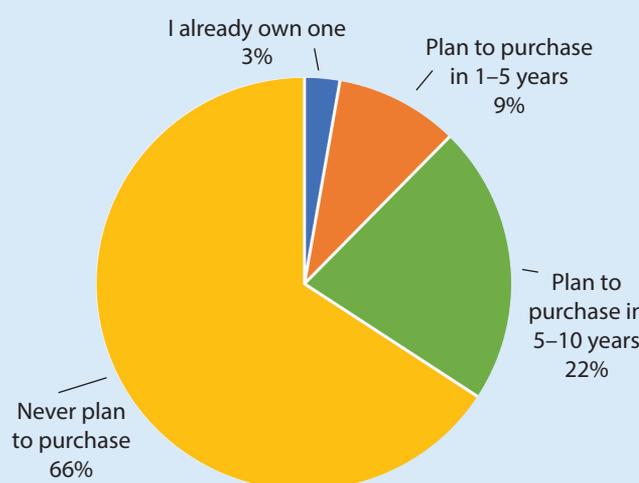
Visit [www.weca.coop](http://www.weca.coop) for details and an entry form.



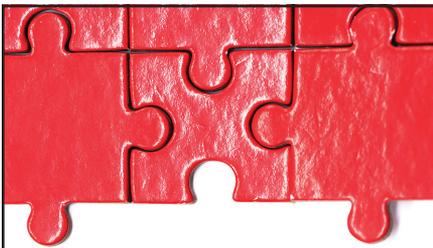
## MARCH SURVEY RESULTS

Thank you to all of our members who have participated in our member surveys. We appreciate the opportunity to learn more about our members and your opinions. 74 entries were returned in March. The results are below. Congratulations to the winner of the drawing for a \$25 bill credit, Tina Gruber!

**How likely are you to purchase an electric vehicle?**



Response	Percentage
I already own one	3%
Plan to purchase in 1-5 years	9%
Plan to purchase in 5-10 years	22%
Never plan to purchase	66%



## Price Electric Puzzler

How closely are you reading your issue of *WEC News*? Answer the questions below for your chance to receive a \$25 bill credit!

Drop off or mail your answer to Price Electric or email your answer to [info@price-electric.com](mailto:info@price-electric.com). A winner will be drawn from all correct entries on May 28.



*Which districts are electing board directors this year?*

Answer

Name

Account Number

Phone

Please return to Price Electric Cooperative,  
W6803 Springs Drive, P.O. Box 110,  
Phillips, WI, 54555

**Price Electric will be closed  
on Monday, May 31  
in observance of the  
Memorial Day holiday.**

**Thank you  
to all  
who have  
served our  
country.**



## 2021 MEMBER PHOTO CONTEST

Price Electric's member photo contest is back! Members are invited to submit photos for inclusion in our 2022 calendar. Winning photos may be used in future newsletters or cooperative publications.

### Photo Contest Criteria:

- Photos must be taken within the Price Electric Cooperative service area.
- Photos should capture life in northern Wisconsin (seasons, wildlife, landscape, people, etc.)
- Photos must have a horizontal (landscape) orientation.
- Photos can be in color or black and white.
- Photos must be high resolution—at least 300 dpi and 8"x10".
- Photos in a digital format are preferred.

### Photo Contest Rules and Details:

- Photos must be submitted by July 31, 2021.
- Three (3) photos per member will be accepted.
- All PEC members 18 years and up are eligible to submit photos.
- A PEC member under 18 is eligible to participate, but must submit a parent/guardian form with entry.
- A completed entry form must accompany each photo.
- Member must own rights to photo.
- PEC employees will determine the winning photos.

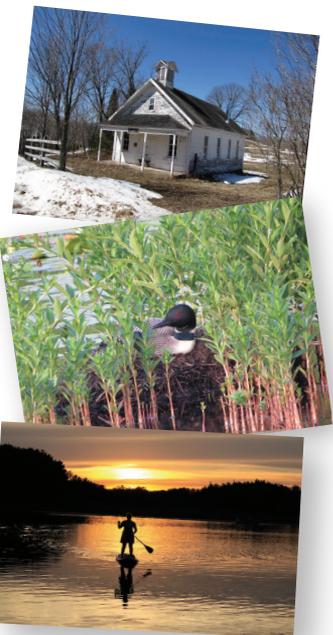
### Photo Contest Entry Options:

- Email: [info@price-electric.com](mailto:info@price-electric.com)
- Mail: PO Box 110, Phillips, WI 54555
- Drop Off: Price Electric Cooperative Office—W6803 Springs Drive, Phillips

Entry forms and photo release forms can be downloaded from PEC's website at [www.price-electric.com](http://www.price-electric.com), picked up at the PEC office, or emailed upon request.

## Smart Sense Update

So far this year, PEC members have received over \$8,050 in energy efficiency rebates from Price Electric's Smart Sense program. Please contact Price Electric or visit [www.price-electric.com](http://www.price-electric.com) for more information on how you can take advantage of energy efficiency incentives available for PEC members!



### William L. Caynor Sr., President/CEO

W6803 Springs Drive, P.O. Box 110, Phillips, WI 54555  
715-339-2155 • 800-884-0881  
[www.price-electric.com](http://www.price-electric.com)

Office Hours: Monday–Friday, 7:30 a.m.–4 p.m.

### Theresa Raleigh, Editor



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