

Since 1940

WISCONSIN ENERGY *Cooperative* NEWS

April 2026



Price Electric
Cooperative

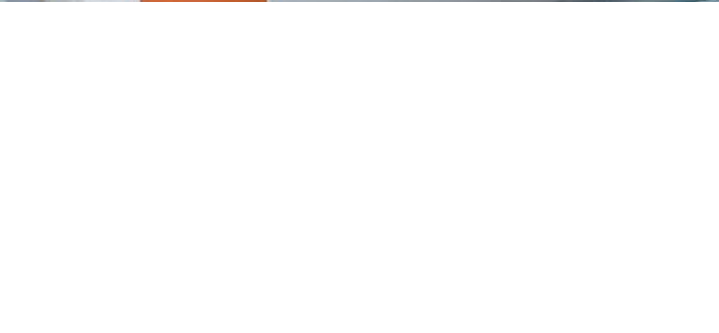
Your Touchstone Energy® Partner 

LOOKING UP
TO LINeworkERS

SHOULD I UPGRADE
MY APPLIANCE?

CARROT RECIPES

KIDS AND CRITTERS



PLATFORM
TILT UP

ON
ROTATE CCW

YOUTH PROGRAMS

Opportunities for Local Youth



PEC is more than just your utility provider, we are your local, community-minded, energy solutions cooperative. PEC has three exciting opportunities for the youth in our area. For more information about these programs, visit the PEC website, under the My Cooperative tab.

Scholarships

Local High School Students

- Student must attend one of the following high schools: Butternut, Chequamegon, Phillips, Prentice, or Rib Lake and contact their scholarship coordinator for application information.
- Applications should be submitted to the respective school within their submission deadline.
- Scholarships are only available to seniors whose parents/guardians are active PEC members.



At-Large & Non-Traditional Students

- At-large applicants are high school seniors who do not attend one of the local high schools listed above and whose parent/guardian is an active PEC member.
- Non-traditional applicants must be active PEC members, 25 years of age or older and one of the following: did not continue or complete college after high school, attends college part-time, currently works full-time, or has children or dependents other than a spouse.
- Applications for at-large and non-traditional scholarships can be found on the PEC website and should be submitted to PEC by **April 23, 2026**.

A total of 11 scholarships will be awarded, with one scholarship going to each local school and one going to an at-large/non-traditional student. The remaining scholarships will be awarded based on the scholarship application questions/answers and scholastic aptitude.

Youth Leadership Conference (YLC)

What: YLC is a unique opportunity for youth leaders across Wisconsin to develop their leadership skills and to learn about the purpose, operation, and scope of a cooperative.

When: **July 14-16, 2026**, UW-Stout in Menomonie, WI

Who: Students entering 10th, 11th, or 12th grade in fall 2026 are welcome to apply. All students may apply, regardless of parent/guardian membership in PEC. PEC members will be given preference over nonmembers.

Other Details: PEC will sponsor a select number of students to attend, which includes meals and transportation. Applications can be found on the PEC website and are due to PEC by **May 31, 2026**.

Electrical Safety Poster Contest

Third-grade students are invited to submit a poster to PEC that supports electrical safety for a chance to win prizes. Statewide prizes include a Chromebook, a \$100 gift card, and a \$75 gift card. One local winner will receive a \$25 gift card.



Posters should be 8.5x11 inches and be submitted with an entry form. Entry forms and criteria can be found on the PEC website.

Posters are due to PEC by **April 29, 2026**.

For more information or application details about any of these youth programs, contact the member services department via email at MemberServices@PriceElectric.coop or by phone at 715-339-2155 ext. 1004.

A group of Kenyans who were helped through the Watts of Love program in March 2024.



Lighting Lives

Molly Madorin's Inspiring Work with Watts of Love

Picture a life where you have no light once the sun goes down, no running water, or a home that is made of sticks, dirt, and mud. This is the reality for people in the heart of rural Kenya, where electricity is out of reach. However, light still shines through the effort of Watts of Love (WOL).

WOL is a nonprofit, founded by Nancy Economou, a stay-at-home mom of five, that has transformed the lives of countless families across the world by providing solar-powered lamps and financial literacy education. Nancy's journey began in 2009 during a trip to the Philippines, where a chance encounter with a young girl injured by a kerosene lamp inspired her mission to bring safe, sustainable light to communities in need. Men and women from across America have joined in on WOL's mission. Molly Madorin, a member of Price Electric, joined in on the mission several years ago and has made several trips to Kenya to provide solar lights and education to communities in Kenya.

Molly's involvement with WOL began with an invitation from a college friend who had been volunteering with WOL for several years. Molly said, "Years ago, another friend volunteered with a different humanitarian organiza-

tion, and at the time, I couldn't go, so when I was offered a similar opportunity, my decision was immediately yes to participate with WOL."

In March of 2024, Molly departed from Butternut for her journey to Kenya. After arriving, Molly was amazed by the stark contrast between the 21st-century world she knew back home and the reality of life that there are communities without electricity, water, or sewer. She was equally surprised and moved by

the openness and kindness of the locals, who greeted her with song and dance, happy to invite her into their homes.

Through her trips in March 2024 and March 2025, Molly has witnessed firsthand the transformation in communities after WOL has spent time there--the power of light and education makes a meaningful impact. After receiving a solar light, families are able to redirect money from kerosene (to light lamps) to buying animals, improving their home,



Molly with one of the locals she was helping. The locals enjoy having their picture taken, and having you turn your phone around so they can see the photo.

sending children to school, or investing in a business opportunity.

Molly also said, “One thing that sticks in my mind is watching them during the financial literacy presentation. It’s like a light goes on and what we are telling them clicks. You can see it in their eyes. Even with the language barrier, you know they got it. Some of the people have no education, some only grade school, but they are intelligent people. No one has ever given them the tools to prosper.”

Molly’s experiences in Kenya have been overwhelmingly moving. The gratitude and joy shown by the residents and communities she visits have left an incredible mark on her. Molly just went back for another mission trip in March 2026. Each trip, Molly looks forward to

revisiting familiar faces and expanding the reach of WOL’s mission.

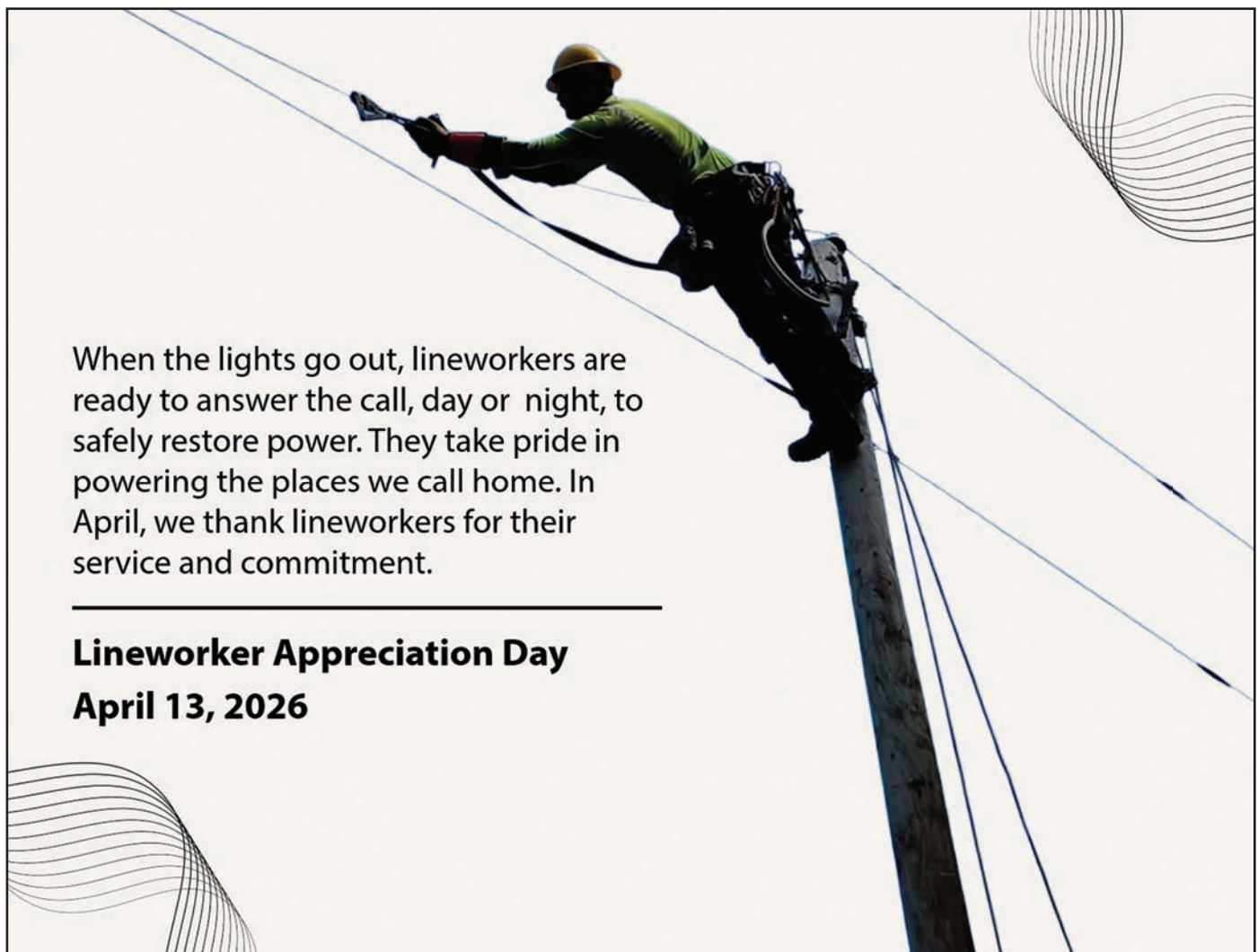
When asked if she had any final thoughts about her trip, Molly shared, “I like to use the old saying, ‘If you give a man a fish, he will eat today; if you teach him to fish, he will eat every day’ . WOL’s goal is to give people the tools and knowledge so they can improve their lives on their own.”

In a world where access to reliable energy and financial education can truly change lives, the WOL organization and mission remind us of the privilege and value that is electricity and light truly are.

To learn more about WOL and their continued global impact or are interested in joining one of their global travel teams, visit www.wattsoflove.org.



The powerful Kenyan response to Watts of Love coming to help in their community.



When the lights go out, lineworkers are ready to answer the call, day or night, to safely restore power. They take pride in powering the places we call home. In April, we thank lineworkers for their service and commitment.

Lineworker Appreciation Day
April 13, 2026

Notes from the North Woods



Did you know that PEC has a rebate program called Smart Sense, which is designed to assist members in making energy-efficient choices when purchasing or upgrading household items. Through Smart Sense, you may be eligible for a rebate when purchasing a qualifying item, such as an Energy Star appliance, heat pump, smart thermostat, LED lighting, and more.

While PEC previously partnered with Focus on Energy, we have chosen to keep funds within the cooperative, administering the rebate program locally to better serve our community. Each month, members see the public benefit charge on their electric bill, which is a fee required by law. Half of the public benefit charge remains within PEC to support the Smart Sense rebate program.

To take advantage of the rebate program, purchase a qualifying item, fill out the PEC rebate form, and return it with a copy of your receipt and any other required information as detailed on the form. Rebates are typically applied as a bill credit. Also, through the Smart Sense program, PEC is offering complimentary smart power strips to active members, limited to one per membership. Stop by the PEC office to pick up yours.



WATTS & Brats



PEC will be holding member presentations at three locations across the PEC service territory again this year. Each meeting will start with a light picnic style dinner with a brief town-hall style meeting to follow, updating members on this year's workplan, how demand affects the grid, the difference between overhead and underground power lines, and how members can maximize their membership. Dinner will consist of brats, hot dogs, pasta salad, chips, cookies, water, and soda.

4:30 p.m.: Picnic dinner, visiting with fellow members, and PEC staff will be available to answer your questions.

5:00 p.m.: Presentation begins

Presentation Agenda

- Welcome & cooperative overview
- Workplan
- What is demand
- Overhead vs. underground
- Maximizing your membership

Meeting Locations

April 8, 2026:

PEC Office, W6803 Springs Drive, Phillips, WI

April 15, 2026:

Sherman Town Hall, 3063W State Hwy 182, Park Falls, WI

April 22, 2026:

Rib Lake Fire Department Hall, 654 McComb Ave, Rib Lake, WI

SAVE THE DATE



ANNUAL MEETING THURSDAY, JUNE 11, 2026

Phillips High School
990 Flambeau Ave., Phillips, WI

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 Jordahl, Editor



Price Electric
Cooperative

Your Touchstone Energy® Partner