

Since 1940

WISCONSIN ENERGY *Cooperative* December 2025 NEWS



Price Electric
Cooperative

Your Touchstone Energy® Partner 



REINDEER ACRES HOLIDAY CHEER TAKES FLIGHT

"NOT-FOR-PROFIT" MEANS "ALL FOR YOU"

WATER HEATER WOES

BEST OF KIDS AND CRITTERS

SMARTHUB ENHANCEMENTS

At PEC, we are committed to continually enhancing your experience with Smart Hub, our online portal, by introducing new features that make managing your energy needs more convenient and secure. Here are a few of the latest enhancements.

Outage Reporting: Report your power outage directly through your Smart Hub account, rather than calling. Once logged in, you will see Report Power Outage as a menu option on the left navigation. On the mobile app, click More on the lower right corner, then Contact Us, and Report Power Outage.

Outage and Restoral Notifications: Want to be notified when an outage or restoration occurs at your property? You may sign up to receive notifications via email or text message. Sign up is done through Smart Hub on the Manage Notifications menu option.

Submit an Inquiry: Submit address changes or billing questions through Smart Hub's Submit An Inquiry menu option.

Multi-Factor Authentication: Multi-factor authentication (MFA) is a security process that requires you to provide two or more pieces of evidence to verify your identity when you log into an online account. The first piece of evidence is your password, the second is a code sent to your email or phone. Currently, MFA is optional for members, however, it is strongly recommended to provide an extra layer of security to your account.

As always, members can pay bills, schedule payments, monitor usage, or sign up for automatic payments through Smart Hub. Don't have Smart Hub and want to sign up? Here's how:

- Go to the PEC website, www.PriceElectric.coop, and at the top of the screen, click Login to Smart Hub.
- A login page will open; below the sign-in button, click "Don't Have an Account? Register Now."
- Time to get set up! You will need your account number, last name, and email address.
- Continue to follow the prompts to set up your password and start experiencing the benefits of Smart Hub.

For more information about Smart Hub, visit the PEC website, www.PriceElectric.coop/smart-hub.



THE SMART HUB ADVANTAGE

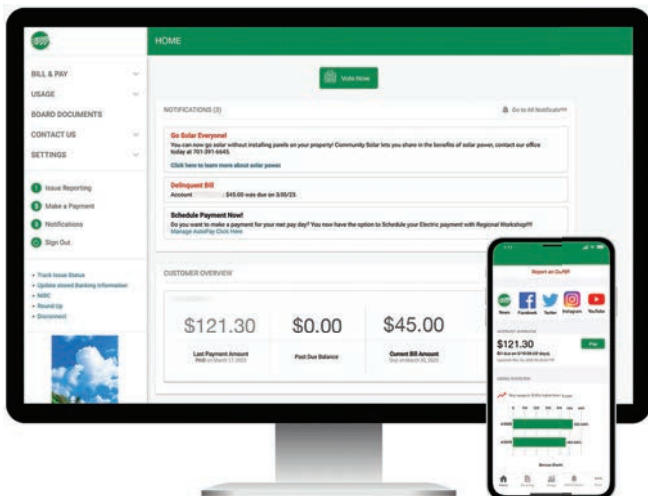
Save time and money by managing your account anytime from anywhere.

Save time with easy payment options to avoid late fees and service interruptions.

Receive the information you need to make the right decisions about your account.

Be in control and make decisions that can help reduce your bill.

The eco-friendly way to instantly access your bill.



REBATE DEADLINE

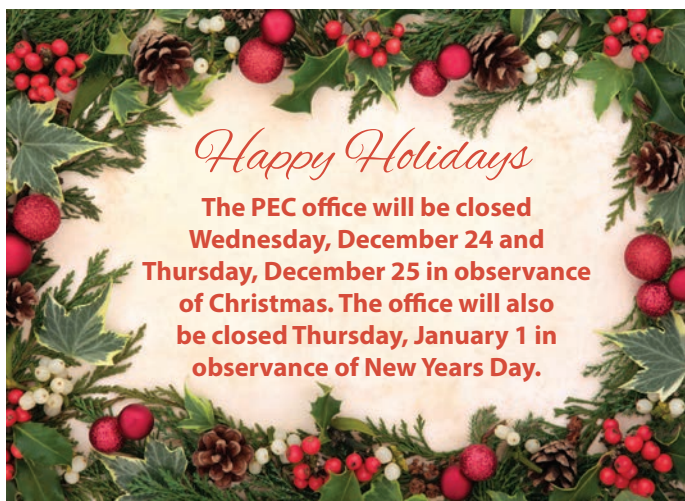
Rebates must be submitted to PEC by December 29 to qualify for the 2025 incentive program. Qualified items purchased after this date will receive the 2026 rebate amount, if available. A full listing of the 2026 rebates will be posted in this magazine next month.



12 DAYS OF ENERGY SAVINGS



- 1** Inspect windows and doors for leaks and seal them with caulk or weatherstripping.
- 2** Optimize savings and convenience by using timers to turn holiday lights on and off.
- 3** Light up your home for less and switch to energy-efficient LED holiday lights. Bonus: PEC has a rebate available for LED lighting.
- 4** Make handmade decorations, such as a wreath for your door, that do not use energy.
- 5** Have your chimney and fireplace cleaned and inspected by a qualified professional and be sure to close the damper whenever the fireplace is not in use.
- 6** Install a programmable Wi-Fi thermostat; it will save energy by automatically lowering temperatures at night and when you are away from home. Bonus: PEC has a rebate available for smart thermostats.
- 7** Bake multiple batches of holiday cookies, pies, or casseroles all at once to maximize energy use.
- 8** Turn down the thermostat when hosting holiday gatherings. Those extra bodies will provide free heat.
- 9** After your holiday meal, scrape dishes instead of rinsing them, and only run full loads in the dishwasher. Modern dishwashers use less water and energy than handwashing.
- 10** Cover your pots and pans; food will cook more efficiently. Match pots and pans to the size of the burner, and make sure the burners are clean.
- 11** Try using a slow cooker or toaster oven for your side dishes, as they use less energy than a large stove or oven.
- 12** Going away for the holidays? Turn off lights and lower the thermostat.



Happy Holidays
**The PEC office will be closed
Wednesday, December 24 and
Thursday, December 25 in observance
of Christmas. The office will also
be closed Thursday, January 1 in
observance of New Years Day.**

Give the Gift of Power

Not sure what to give someone for Christmas? Give them the gift of power. Gift certificates are available from PEC. Contact our office at 715-339-2155 to learn more about how to obtain a gift certificate.



Northern Lights Holiday Light Contest

Get into the holiday spirit with PEC! We're excited to announce our Holiday Light Contest.

Starting December 1, visit PEC's Facebook page and find our Northern Lights Holiday Contest post. Share a picture of your home's holiday lights in the comments for a chance to win.

On December 22, four lucky winners will be randomly selected, and bill credits will be reflected on the January statement.

No Facebook? No problem! Email your picture to memberservices@priceelectric.coop.



Deck the Halls WITH THESE SAFETY TIPS

Consider purchasing LED lights, which use less energy and run cooler than traditional incandescent lights.

Never mount or support light strings in a way that might damage the cords' insulation.

Carefully inspect all electrical decorations before you use them. Cracked or damaged sockets and/or loose or exposed wires can cause serious shock or start a fire.

Always unplug electrical decorations before replacing bulbs or fuses.

Make sure that cords are not pinched in doors, windows, or under heavy furniture, which could damage the cord.

Turn off all indoor and outdoor electric decorations before leaving home or going to sleep.

RAISING AWARENESS AND HOPE: PEC'S BREAST CANCER AWARENESS CAMPAIGN



Pictured are PEC employees wearing their pink shirts in support of an important cause—breast cancer awareness.

October was an important month for PEC, as it was National Co-op Month, Cybersecurity Awareness Month, and Breast Cancer Awareness Month. The PEC staff united for a cause that touches the lives of many—Breast Cancer Awareness. Throughout October, PEC employees contributed to collectively donate funds to cancer research.

Breast Cancer Awareness Month aims to enhance public understanding of breast cancer, the importance of early detection through screenings and support the ongoing research and patients battling the disease.

PEC is proud of our employees' dedication and generosity, and we are reminded of the impact that can be achieved when we come together to support such an important cause.

Key Insights at a Glance



- 1 in 8 women in the United States will be diagnosed with breast cancer in her lifetime.
- Breast cancer is the most common cancer diagnosed in American women.
- The 5-year survival rate in the United States of localized (early stage) breast cancer is 99%.
- Breast cancer typically has no symptoms when it is small and easily treated, which is why mammography screening is so important for early detection.
- Breast cancer death rates have dropped by 44% since 1989 because of advancements in treatment and earlier detection, resulting in approximately 517,900 averted deaths.

Source: American Cancer Society, <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/breast-cancer-facts-and-figures/2024/breast-cancer-facts-and-figures-2024.pdf>

REMINDER OF CHANGES COMING TO BILL IN FEBRUARY

Starting with the January usage, which is the bill you will receive in February, you will see a new line item. This line item will be titled "Demand Charge." It will be listed at no charge but will display your home's actual peak demand for that billing period.

What is Demand?

Demand is the amount of electricity you use at any given moment. It is measured in kilowatts (kW) and represents the rate at which you consume electricity. For example, if you turn on multiple appliances at the same time, your demand will be higher compared to when fewer appliances are in use. Managing demand is important because it can influence the overall cost of providing electricity, especially during peak usage times.

SMART SENSE GIVEAWAY

As part of PEC's Smart Sense rebate program, we are offering one smart strip with surge protection per membership. Stop by the PEC office to pick up yours.



The 2026 calendars are now available for pickup, while supplies last. Photos are from the 2025 member photo contest. The 2026 contest will open in the spring.

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



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