


Since 1940

# WISCONSIN ENERGY *Cooperative* January 2025 NEWS



**Price Electric  
Cooperative**

Your Touchstone Energy® Partner 

DASHING THROUGH  
THE SNOW

**A NEW YEAR FOR NUCLEAR**

**EVER-CHANGING, FAST-GROWING  
DEMAND FOR ELECTRICITY**

**KIDS AND CRITTERS**





# PRICE ELECTRIC COOPERATIVE: A YEAR IN REVIEW



Jeff Olson, President/CEO

As we start a new year here at Price Electric Cooperative, it's essential to reflect on the milestones, accomplishments, and challenges that shaped Price Electric Cooperative (PEC) over the past year. From technological advancements to community outreach initiatives, let's take a journey through the highlights of the past year.

## Electric Vehicle (EV) Fast Chargers

In early 2023, PEC partnered with Dairyland Power Cooperative in sending a proposal through Senator Baldwin's office to install a NEVI (National Electric Vehicle Infrastructure) compliant charging station with a solar canopy and a Battery Energy Storage System (BESS) at the Prentice Truck & Travel Center. We were notified in early March of 2024 that our project funding was approved. This exciting project will supply (4) 150kW direct current fast chargers (DCFC) supported by solar and a battery to provide backup power during outages and improve distribution network system reliability. This project is called the "Prentice Solar EV Hub". GPM, who operates the truck stop, will be managing this facility when the project is completed.

## Load Management Modernization (LMM) Project and Technology Advancements

This past year, we conducted 56 new load management receiver exchanges and audits, whilst we still have a significant amount of work to do, this project will ensure that our load management system is up-to-date and functioning efficiently. This initiative, being coordinated by Dairyland Power Cooperative, helps us manage energy demand and maintain grid stability.

Looking ahead, we are excited to announce the launch of our redesigned website in January 2025. The new site will offer an improved user experience and easier access to information and services. The SmartHub redesign has allowed members to take advantage of features such as monitoring your energy usage, paying bills, and signing up for autopay, to name a few. Currently, 48.74% of Price Electric members have already signed up, so I encourage you to sign up and see what you can do with this app.

Our bill print redesign and the implementation of the Multi-Channel Messenger IVR system are additional steps we're taking to enhance communication and service delivery. These improvements will provide our members with more options and greater convenience in managing their accounts.

These advancements empower our members with greater control over their energy usage while paving the way for a more efficient and resilient cooperative.

## New Member Services: ETS and Plenum Heater Repairs

At Price Electric Cooperative, our commitment to serving our members extends beyond infrastructure development. Throughout the year, we continued to prioritize member satisfaction by offering essential services such as Electric Thermal Storage (ETS) and Plenum Heater repairs. These initiatives underscore our dedication to ensuring the comfort and well-being of our members, particularly during the harsh winter months.

We also continue to sell, service, and install Generac generators and have had a great response to this service from both Members and non-members alike. Over 2024 we installed 40 generators, completed 21 service visits and conducted 70 annual maintenance checks. We already have a significant number of requests on our waiting list for the 2025 installation season, so call in and get added to the list.

These efforts are part of our broader strategy to offer diverse and reliable electric heating solutions to our members.

## Ogema Solar

In 2024, Price Electric Cooperative proudly unveiled the 1.4MW Ogema Solar project, a testament to our ongoing commitment to renewable energy. This solar installation not only diversifies our energy portfolio but also contributes to reducing our carbon footprint.

## Loren's Retirement

Sadly, we bid a fond farewell to Loren, PEC's Finance Manager, as he embarked on a well-deserved retirement in June after years of dedicated service to our cooperative and community. Thank you, Loren.

## Charitable Donations and Community Support

As a cooperative deeply rooted in our community, giving back remains at the core of our values. This past year, we are proud to have awarded \$10,000 in FYF (Federated Youth Foundation) scholarships, supporting the educational aspirations of young members in our community. Additionally,

we made \$15,500 in charitable donations through the FYF, contributing to various causes and organizations that make a positive impact in our service area. These contributions reflect our unwavering commitment to fostering growth, resilience, and prosperity within our community.

This past year, we also issued approximately \$50,000 in rebates, providing financial relief and incentives for energy efficiency improvements. National Cooperative Month is in October. We held our annual breakfast event called “Breakfast in the Northland” which we saw a record turnout, with 326 members attending. The event was a success, featuring a recycling initiative and a substantial donation to the St. Vincent de Paul Food Pantry (thanks to our generous members who brought non-perishable food items). Both of which reflect our commitment to community and environmental responsibility.

On social media, our Facebook page continues to grow, with 471 likes and 786 followers. I encourage all members to follow us on Facebook to stay informed about the latest news and updates.

### Restoration of Power in an Emergency (ROPE)

In the previous 12 months, PEC responded to 3 ROPE calls: 2 for Alger Delta in the Upper Peninsula of Michigan and 1 at Oconto Electric Cooperative in Oconto Falls, Wisconsin, and finally, we sent one 2-man crew to South Carolina to assist with the hurricane Helene restoration.

PEC was part of a large contingent of 16 Wisconsin Electric Cooperatives totaling 40 employees and many bucket & digger trucks & other equipment that headed to SC to help out our cooperative neighbors, this is what being a part of a rural electric cooperative is all about!

### ROW Brushing, Clearing, and Herbicides

In our ongoing efforts to ensure reliable and uninterrupted service, PEC continued its Right-of-Way (ROW) brushing, clearing, and herbicide programs. By targeting specific areas prone to vegetation encroachment, we mitigate potential hazards and maintain the integrity of our infrastructure. This proactive approach underscores our commitment to safety and reliable electric service for our members, and I am pleased to report that the lower outage metrics validate these programs. This year, we successfully cleared 162 miles of ROW, a significant achievement that will help meet our objectives.

### Projects on the Horizon

Looking ahead, Price Electric Cooperative remains dedicated to innovation and progress. Our achievements are a testament to the hard work and dedication of our employees and the unwavering support of our members. We look forward to continuing this momentum into this new year and beyond, always striving to serve our members with excellence and integrity. Thank you for being a part of our cooperative family.

# PRICE ELECTRIC COOPERATIVE'S *Smart Sense* 2025 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 served by the cooperative.

LIGHTING *Capped at 50% of Cost	
LED Fixture	\$1 per 800 Lumens
LED Bulbs *Minimum of 5	\$1 each
LED Exit Sign	\$5
Occupancy Sensor	\$5

HVAC	
Electric Boiler	\$50/kW
ETS Unit	\$150/kW
Heat Pump: Air Source & Mini Split	\$300/ton
Heat Pump: Commercial Air Source & PTHPs	\$300/ton
Heat Pump: Geothermal	\$500/ton
New Furnace with Efficient ECM Blower Motor	\$50
Plenum Heater	\$50/kW
Smart Thermostat	\$75

<b>APPLIANCES</b> *Must be Energy Star Certified	
Air Purifier *Capped at 50% of cost	\$50
All-In-One Washer/Dryer	\$100
Clothes Dryer	\$50
Clothes Washer	\$50
Dehumidifier *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: Freezer, Refrigerator, Room Air Conditioner	\$25

<b>WATER HEATERS</b>	
Residential, 50-74 gallons	\$150
Residential, 75+ gallons	\$1,000
Commercial, 75+ gallons	\$1,000
Heat Pump Water Heater	\$300
*75+ gallon water heaters must enroll in PEC's load management program to be eligible for rebate.	

<b>ENERGY CONSERVATION</b>	
Residential Energy Audit	\$350
Compressed Air Audit	\$500
Electric Sense Home Program *New Construction Only	\$500
Audit Recommended Improvements	\$500
Solar (PV) System	\$500



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

### Energy Efficiency Program Notes:

- Rebates must be submitted within 3 months of purchase or installation.
- Rebate eligibility may be subject to additional requirements. See the rebate form for complete qualifications.
- Rebates are not to exceed the cost of the incentive item.
- Rebates are offered for properties served by the cooperative.
- Funds are limited. Submit required documentation as soon as possible.


Contact PEC for more information or to claim your rebate.  
 Email: [MemberServices@PriceElectric.coop](mailto:MemberServices@PriceElectric.coop)  
 Phone: 715-339-2155

# NEW YEAR, NEW CHANGES!

March will be the last month this magazine will have a PEC puzzler. Starting in April, PEC will start quarterly giveaways instead. The giveaways may be bill credits or gift baskets and will be run in conjunction with the PEC Facebook page. Two winners will be drawn at the end of the first month of each quarter, one from Facebook and one from this magazine. Watch your April magazine for more details!

## 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](mailto:memberservices@PriceElectric.coop). A winner will be drawn from all correct entries on the last day of the month.



**How much is the rebate for a smart thermostat?**

Answer \_\_\_\_\_

Name \_\_\_\_\_

Account Number \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

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

Congratulations!

**Congratulations to the November Thanksgiving gift card winners:**

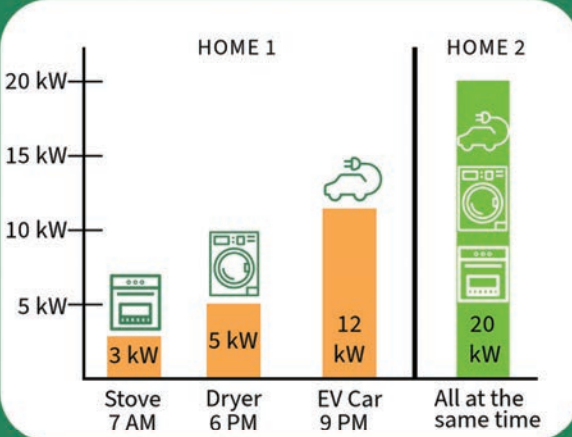
Chris Wypij	John Kopp
Laurie Schetter	Andrea Jablonsky
Laurie Floyd	Kayla Meyer
Samantha Yasaitis	David Krause
Robin Trzcinski	



## WHAT IS DEMAND?

Demand is the amount of power needed to supply every electrical device that is running in a home or business at a specific point in time.


**HOME 1**



3 kW      5 kW      12 kW

Stove 7 AM      Dryer 6 PM      EV Car 9 PM

**HOME 2**



20 kW

All at the same time

\*Diagram is for example purposes only. Actual kW usage will vary.

## THE CO-OP IS COMING TO YOU THIS SPRING!

A light dinner with a short informal meeting regarding project plans, member programs, and more.

Watch this magazine for details.

Jeff Olson, President/CEO

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