

Since 1940

WISCONSIN ENERGY *Cooperative* July 2025 NEWS



Price Electric
Cooperative

Your Touchstone Energy® Partner 

WECN CELEBRATES 85 YEARS!

**EFFICIENCY TIPS
FOR OLDER HOMES**

COOPERATIVE YOUTH

MACARONI RECIPES

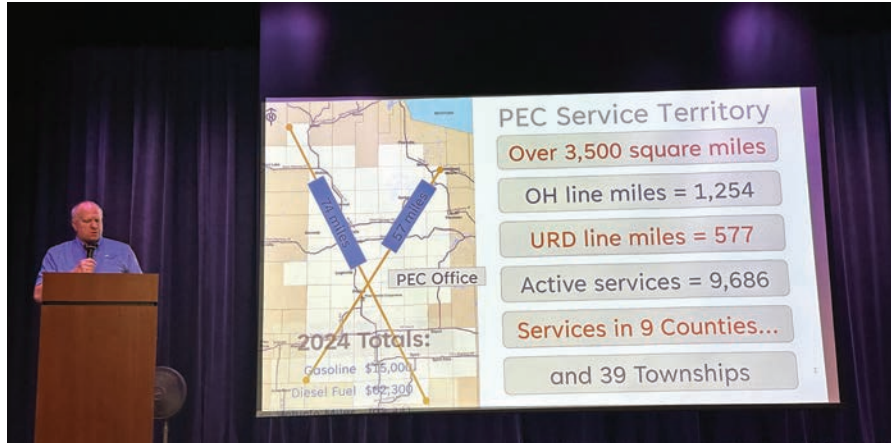


85TH ANNUAL MEETING— ANOTHER SUCCESS!

On Thursday, June 5, 2025, PEC held its 85th annual meeting at the Phillips High School in Phillips. Chairman Scott Haggard called the meeting to order, confirming a quorum was present to proceed with the evening's agenda. Attorney John Behling of Weld Riley oversaw the election process, resulting in the re-election of three incumbent directors: Mark Nyberg for District 1, Joan Points for District 2, and Ed Hainy for District 3.

Olson also addressed the ongoing challenges related to the supply chain for transformers, cable, and poles and increased demand for new services.

President and CEO Jeff Olson presented his annual report, emphasizing the cooperative's concern for community efforts through scholarships, charitable donations, and sending two of PEC's linemen to South Carolina for mutual aid after Hurricane Helene. Olson also addressed the ongoing challenges related to the supply chain for transformers, cable, and poles and the increased demand for new services.



President/CEO, Jeff Olson shared cooperative statistics, showing a large service territory with few members per mile.

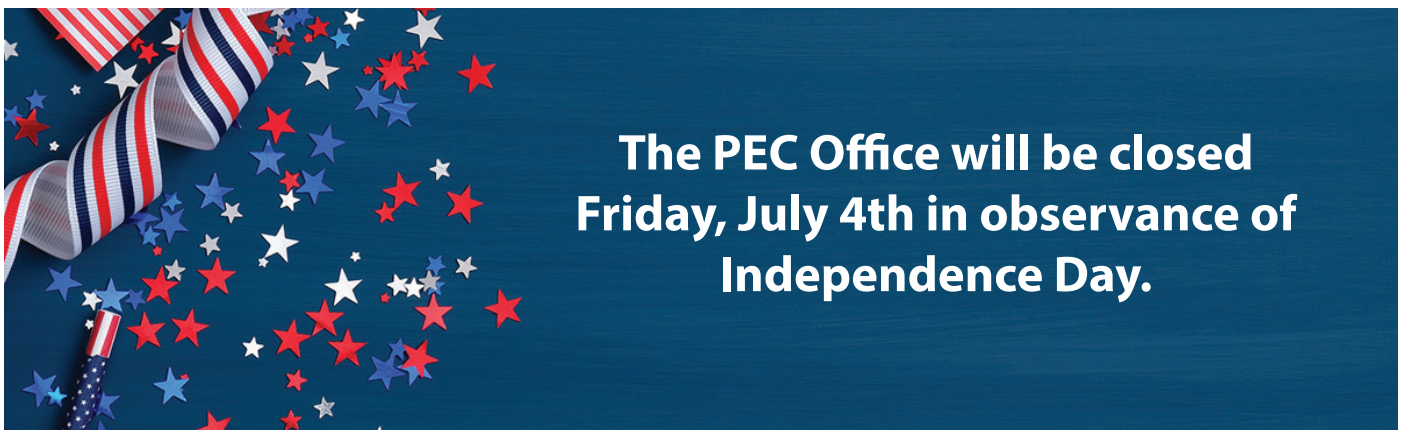
Abby Williamson, CarlsonSV CPA, presented the cooperative financials. She stated that the cooperative is in good financial condition and is suited well for the future.

The Wisconsin Electric Cooperative Association President Rob Richard provided a legislative update about issues concerning electric cooperative members, both on the state and federal level.

The 2025 annual meeting celebrated the cooperative's accomplishments over the past year but also projected a confident future of commitment to community, energy independence, and member engagement.



Board directors, members, and guests visited while enjoying a chicken dinner catered by Phillips Café.



The PEC Office will be closed Friday, July 4th in observance of Independence Day.



2025 Scholarships Awarded

Congratulations to this year's 12 scholarship recipients! Each student will receive \$1,000 to continue their education at their respective institution. Scholarships are funded through PEC's Federated Youth Foundation, which is money that comes from unclaimed or donated capital credits.



Travis Frinack
At-Large
UW-Eau Claire
Actuarial Science

No Photo Available

Ava Hughes
At-Large
UW-Stout
Technical Education Teacher



Isabelle Przybylski
Butternut High School
UW-Green Bay
Biochemistry



Kendra Pritzl
Butternut High School
UW-Stevens Point
Business Management



Lyla Beringer
Chequamegon High School
Columbia College-Chicago
Acting



Winter Edberg
Chequamegon High School
University of Minnesota Duluth
Air Force ROTC



Ariel Henney
Phillips High School
UW-Eau Claire
Spanish Teacher



Catilin Pesko
Phillips High School
UW-Green Bay
Elementary Education



Adam Raab
Prentice High School
UW-Stevens Point
Conservation Law Enforcement



Kylee Scott
Prentice High School
Northcentral Technical College
Human Services



Anna Martin
Rib Lake High School
University of Pavia
Foreign Services Officer



Brady Heiser
Rib Lake High School
Northcentral Technical College
Civil Engineering Technology

2025 MEMBER PHOTO CONTEST

Photo Criteria:

- Photos must be taken within the Price Electric Cooperative service area.
- Photos must have a horizontal (landscape) orientation.
- Photos must be high resolution—at least 300 dpi and 8"x10".

Photo Contest Rules and Details:

- Three (3) photos per member will be accepted.
- A completed entry form must accompany each photo.
- Member must own rights to photo.
- PEC employees and PEC's Facebook page will determine the winning photos.

***Additional rules, eligibility, and entry forms can be found on the PEC website.**



AVOID ENERGY SCAMS



Never make a utility payment to anyone calling you on the phone, emailing you, or messaging you on social media. Only use the verified bill payment methods by PEC. If a scammer is posing as your utility company and requesting credit card or banking information, hang up and call us at the number provided on your bill or PEC's website. Know your utility payment options—online on Smart Hub, pay-by-phone, automatic payments, mail, or in person.

Summer Giveaway



Fill out the form below to win a gift basket full of summer camping goodies! One winner will be selected from this magazine, and one from the PEC Facebook page. Return the form below or email memberservices@PriceElectric.coop by **Wednesday, July 30** for your chance to win. Winner must pick up the basket from the PEC office.

Name _____

Phone No. _____

Acct. No. _____

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

ENSURING RELIABILITY THROUGH RIGHT-OF-WAY MAINTENANCE

As residents of the Northwoods, and members of PEC, we understand that we live in a heavily wooded rural area, and trees are one of the most common causes of outages. By keeping up with clearing, trimming, and spraying, PEC sees a reduction in the number and duration of outages. The cycle of clearing the right-of-way (ROW) is one year of brushing/clearing, followed by two years of growing, then two years of herbicide application.



PEC contracts with Makovsky Brush Service (MBS) to brush, trim, and apply herbicides in our service territory. MBS is instructed to cut, trim, and mow the ROW to provide 15-20 feet of clearance on both sides of the primary power lines. PEC's easements allow for us to cut danger trees that are outside of the ROW. This year, MBS will be trimming in the townships of Hill, Knox, Ogema, Prentice, Spirit, Rib Lake, and Westboro. Herbicide spraying will be in the townships of Elk, Flambeau, Georgetown, Harmony, Lake, Worcester, Winter, Agenda, Butternut, Chippewa, Gordon, Jacobs, Morse, Peeksville, and Shanagolden.

If your property is affected by the scheduled ROW herbicide application, you should have already received a letter from PEC. If you wish to opt-out of herbicide-use on your property, you must sign and return a Herbicide Opt-Out Form.

It is also important to remember that while the ROW clearing prevents some outages, it does not prevent all tree-related outages. Trees still fall from outside the ROW onto the lines, which may cause blinks or outages. A single tree or branch can cause blinking lights and power outages that can affect hundreds of members for many miles.

Jeff Olson, President/CEO

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Amy Jordahl, Editor



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