

Since 1940

WISCONSIN ENERGY *Cooperative* NEWS

July 2026



Price Electric
Cooperative

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FOREFRONT OF FUSION

HOW TO HELP
DURING PEAK DEMAND

READER RECIPE CONTEST

KIDS AND CRITTERS



MEMBERS GATHER FOR ANNUAL MEETING

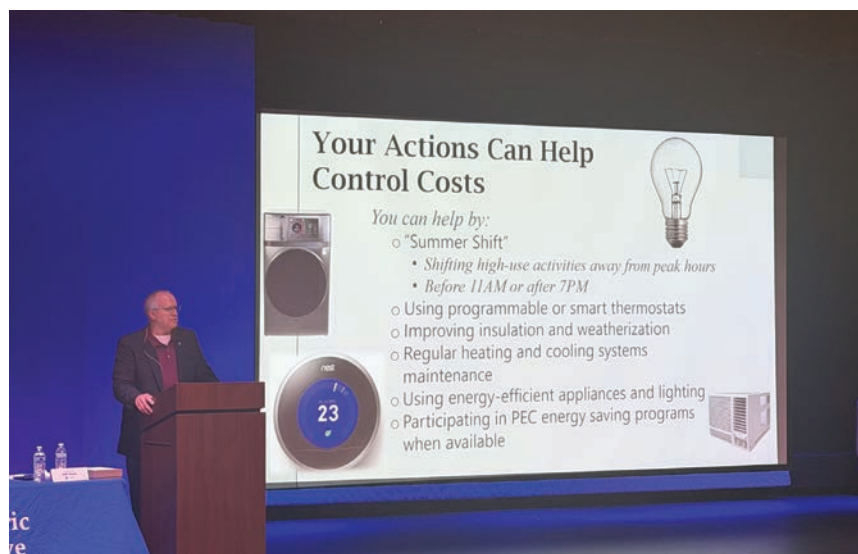


PEC hosted its 86th annual meeting of members on Thursday, June 11 at Phillips High School. This year's event brought together 104 registered voting members and 160 total guests for an evening of cooperative business, updates, and discussion.

Members elected three directors to the board. Incumbent directors Bob Hennes, representing district 7, and Matt Christianson representing district 9, were reelected. Peter Chladil was newly elected to represent district 8. Members also voted on and approved several bylaw changes.

Zachary Zabrocki, CPA with PEC's auditing firm, Carlson SV, provided an overview of the cooperative's financial health. Zabrocki reported that PEC's balance sheet has remained strong over the last five years and that the cooperative continues to do an excellent job of managing and controlling expenses within its control.

The meeting also featured a guest presentation by Nate Melby, Chief Information Officer (CIO) of Dairyland Power Cooperative (DPC). Melby discussed the role of technology and the grid, with a focus on artificial intelligence (AI), data centers, and how DPC is using AI to empower and improve employee work. Melby explained the difference between



PEC CEO Jeff Olson explains how members can help control demand and costs.

hyperscale and edge, or modular, data centers. Hyperscale facilities often cover more than 40 acres and are built by companies such as Amazon or Meta, while edge data centers typically require less than five acres, use a closed cooling system, and are a modular, scalable design.

PEC CEO, Jeff Olson, provided a deeper look at the factors shaping today's energy landscape. He emphasized that demand matters now more than ever, and it is not just about how much energy is used, it is when it

is used and how members can control costs. Olson also explained the role of the Midcontinent Independent System Operator (MISO), which coordinates the flow of energy across multiple states.

Olson concluded by reflecting on the cooperative's purpose. Electric cooperatives were created to bring electricity to rural communities with a simple mission—reliable service, affordable power, and a community focus. PEC was founded in the 1940s with this mission in mind, and it continues to guide PEC today.



Left: Members enjoy a chicken dinner courtesy of Phillips Café. Right: PEC staff greet and register annual meeting attendees.



CONGRATULATIONS

2026 Scholarships Awarded

Each student will receive \$1,000 to continue their education. Scholarships are funded through the Federated Youth Foundation, which is money that comes from unclaimed or donated capital credits.



Anya Brandenburg
At-Large - Mercer High School
UW-Stevens Point
Health Science & Wellness



Lydia Wartgow
Butternut High School
UW-Whitewater
Diagnostic Sonography



Will Krause
Chequamegon High School
St. Norbert College
Kinesiology



Leah Harper
Phillips High School
UW-Stevens Point
Undecided



Logan Sokolowski
Phillips High School
UW-Green Bay
Electrical Engineering



Saige Stein
Phillips High School
UW-Madison
Clinical Psychology



Kylie Orysen
Prentice High School
UW-Oshkosh
Nursing



Seth Borchardt
Rib Lake High School
University of Northwestern-St. Paul
Pre-Physical Therapy/Kinesiology



Tahlia Scheithauer
Rib Lake High School
Northcentral Technical College
Nursing



Talon Scheithauer
Rib Lake High School
UW-River Falls
Health Science (Pre-Chiropractic)



Tessa Weik
Rib Lake High School
UW-Stevens Point
Communication Sciences &
Disorders (Speech/Language
Pathology)

QUESTIONS TO CONSIDER BEFORE INSTALLING ROOFTOP SOLAR

The benefits of installing rooftop solar panels may seem like a no-brainer, but the reality is, not every home (and homeowner's situation) is always right for solar. There are several factors to consider before installing a rooftop solar system, like determining if your home will receive enough sun to achieve your goals, finding the right contractor, and other important details.

Investing in solar for your home is a major decision. If you're considering rooftop solar, PEC can help. Here are questions to consider before installing rooftop solar panels.

1. **What are my goals?** If your primary goal is to save money on electric bills, you may be able to achieve this through an energy audit of your home, which can identify areas of the home for maximum energy savings. PEC offers a \$500 rebate for energy audits, and up to \$500 for audit recommended improvements.
2. **Lease or purchase?** Purchasing a rooftop solar system outright is expensive, which is why many homeowners opt to lease their solar panels. Regardless of how you decide to finance the solar system, make sure you get several quotes from qualified contractors.
3. **Can the contractor provide up-to-date documentation?** It may seem obvious but be sure to request proof and documentation of the contractor's licensing, permitting and other credentials. Comb through company reviews, check the contractor's status with Better Business Bureau, etc.—do your homework on the front end before signing a contract.

4. **Does the contract seem reasonable and fair?** Carefully read the fine print of the contract. Do system performance calculations seem realistic? Does the project timeframe sound reasonable? Negotiate the contract terms to fit your goals and needs.

5. **Who will maintain the solar panels?** Determining who is responsible for maintaining the solar panels will depend on who owns the system. If you lease the system from a solar installer, it may be their responsibility. Periodically, solar panels need to be cleaned as dirt and debris can impact panel productivity. Parts may also need to be replaced, so it's important to know who will take on these responsibilities.

6. **Is my roof suitable for solar?** Your roof should be in good condition before installing solar panels. If your roof is old and in poor shape, it may need to be replaced before panels can be mounted. Additionally, your roof should

receive a lot of sun to make the most of a rooftop system. Consider how much sun (and shade) the roof receives and if any trees will need to be removed. Solar panels perform best when facing south, so keep this in mind as you think about where the panels will be mounted.

7. **How will I work with PEC?** You should contact PEC if you are looking to install interconnected solar. The system must be connected to the electric grid, so you'll need to fill out an application and sign an interconnection agreement. We can walk you through the steps, including how our solar rates and fees work. Visit www.PriceElectric.coop for more information.

For many homeowners, solar panels are a great way to help the environment and save on electric bills—but there are many factors to consider before diving in and installing a system.

As with any major home project, do plenty of research upfront, and contact PEC if you have questions or are looking for more information.

Safety Tip

If you are considering a home solar array, contact your electric utility early in the process. Your utility will work with installers to ensure proper and safe connection to the power grid.



Safe
Electricity.org®

Notes from the North Woods



From Apprentice to Journeyman

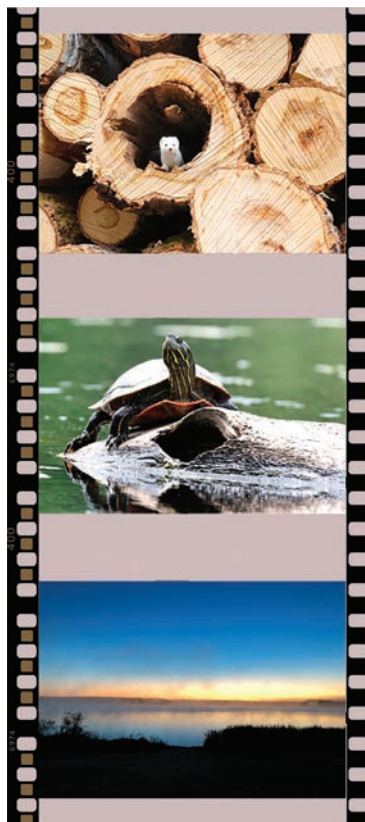
Join us in congratulating PEC lineman Chad, who recently completed his lineworker apprenticeship and earned the title of journeyman lineworker.



Becoming a journeyman is a major accomplishment that takes years of dedication, training, and hands-on experience. During an apprenticeship, a lineworker works alongside experienced journeymen to develop the skills and knowledge needed for the job. Apprentices learn how to build, maintain, and repair the electric distribution system that serves our members.

Their training includes classroom instruction, field skills, safety procedures, equipment use, pole climbing, overhead and underground line work, and outage and storm restoration. Apprenticeships typically take four years to complete.

Congratulations, Chad, on this important career milestone!



Member Photo Contest

Photo Criteria

- Taken in PEC service territory and capture life in northern WI
- Have a horizontal orientation

Contest Rules

- Submit by August 10, 2026
- 3 photos per member
- Must be a PEC member
- Member must own rights to the photo
- Entry form must be submitted with photos

Submissions

- PEC website, www.PriceElectric.coop
- Email, memberservices@priceelectric.coop

SMART SENSE MEMBER GIVEAWAY

Through PEC's Smart Sense Rebate Program, members may receive one complimentary weatherization kit. The weatherization kits may be picked up at the PEC office, with a limit of one per membership. Kits are packaged in a reusable eco-friendly PEC branded bag and include window shrink and seal insulation kit, door and window foam weatherstripping tape, 30-foot rope caulk, foam switch gaskets, and foam outlet gaskets.



Jeff Olson, President/CEO

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Amy Jordahl, Editor



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