

Since 1940

WISCONSIN ENERGY *Cooperative*

June 2025 NEWS



**Price Electric
Cooperative**

Your Touchstone Energy® Partner 



RURAL POLICY FOR WISCONSIN'S FUTURE

PREVENTING WILDFIRES

EFFICIENCY TIPS FOR NEW HOMES

JUNE DAIRY RECIPES





SERVICE AVAILABILITY INCREASE

PEC is committed to maintaining reliable and affordable electricity to our members. To continue delivering quality service and to support necessary infrastructure upgrades, a \$5 per month increase in the service availability fee for residential and seasonal members will be implemented July 1, 2025. The rate increase will be reflected on the bills received in August from the July billing.

This increase ensures the cooperative can cover fixed operational costs, such as maintenance of power lines, substations, and administrative expenses, which remain

constant regardless of electricity usage.

PEC is challenged with maintaining a large geographical service area with low member density, serving about 5 members per mile of power line. In comparison, investor-owned utilities serve higher density areas, having about 31 consumers per mile. If you have any questions, please contact the PEC office at 715-339-2155.

Rate increases for large power, outdoor lights, and other rate classes have also been implemented. A complete listing of the new rates is listed below.

Farm, Home, and Small Commercial Without Demand

| | |
|--|----------|
| Single-Phase Monthly Service Availability Charge..... | \$50.00 |
| Single-Phase Monthly Service Availability Charge-DG..... | \$27.50 |
| Single-Phase Monthly Grid Access Charge-DG | \$27.50 |
| Three-Phase Monthly Service Availability Charge..... | \$65.00 |
| Energy Charge per kWh (June, July, August)..... | \$0.1550 |
| Energy Charge per kWh (All Other Months)..... | \$0.1365 |

Seasonal Home, Schools, Halls, and Churches

| | |
|--|----------|
| Single-Phase Monthly Service Availability Charge..... | \$50.00 |
| Single-Phase Monthly Service Availability Charge-DG..... | \$27.50 |
| Single-Phase Monthly Grid Access Charge-DG..... | \$27.50 |
| Energy Charge per kWh (June, July, August) | \$0.1550 |
| Energy Charge per kWh (All Other Months)..... | \$0.1365 |

Dual Fuel Heat Only

| | |
|---|----------|
| Single-Phase Dual Fuel Monthly Service Availability Charge... | \$5.00 |
| Dual Fuel Energy Charge per kWh (June, July, August)..... | \$0.1070 |
| Dual Fuel Energy Charge per kWh (All Other Months).... | \$0.0825 |

Dual Fuel Heat and Air Conditioning

| | |
|---|--------------|
| Single-Phase Dual Fuel Monthly Service Availability Charge... | \$5.00 |
| AC Control Credit (June-August) | \$6.00/month |
| Dual Fuel Energy Charge per kWh (June, July, August)... | \$0.1550 |
| Dual Fuel Energy Charge per kWh (All Other Months)... | \$0.0825 |

Commercial With Demand

| | |
|---|-------------|
| Three-Phase Demand Monthly Service Availability Charge..... | \$85.00 |
| Demand Charge per KW (June, July, August) | \$21.00 |
| Demand Charge per KW (All Other Months)..... | \$18.50 |
| Reactive Demand | \$0.25/KVAR |
| Energy Charge per kWh | \$0.0685 |

Commercial Peak Alert

| | |
|--|-------------|
| Three-Phase Peak Alert Monthly Service Availability Charge.. | \$150.00 |
| Demand Charge per KW | \$15/kW |
| Reactive Demand Charge | \$0.25/KVAR |
| Summer Peak Period Demand Charge per kW | \$81.09 |
| Winter Peak Period Demand Charge per kW..... | \$30.94 |
| Energy Charge per kWh | \$0.0560 |

Lighting

| | |
|--|---------|
| Outdoor Light Monthly Charge | \$16.00 |
| Outdoor Street Lighting Monthly Charge | \$20.00 |

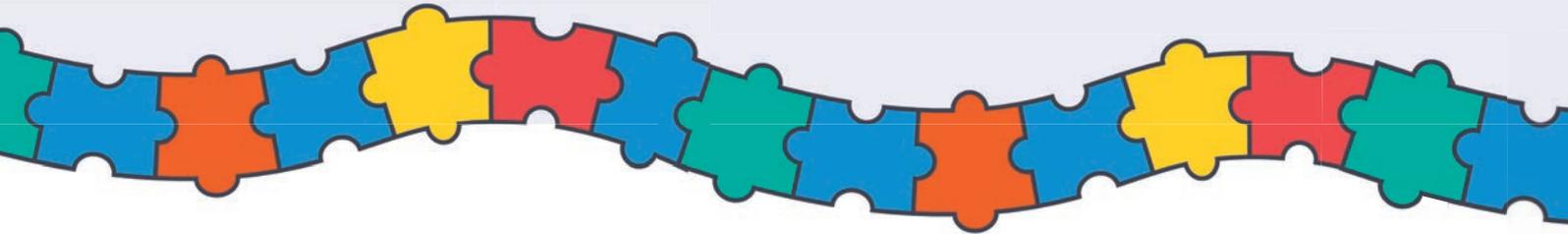


PUTTING THE PIECES TOGETHER

THE VALUE OF CO-OP MEMBERSHIP

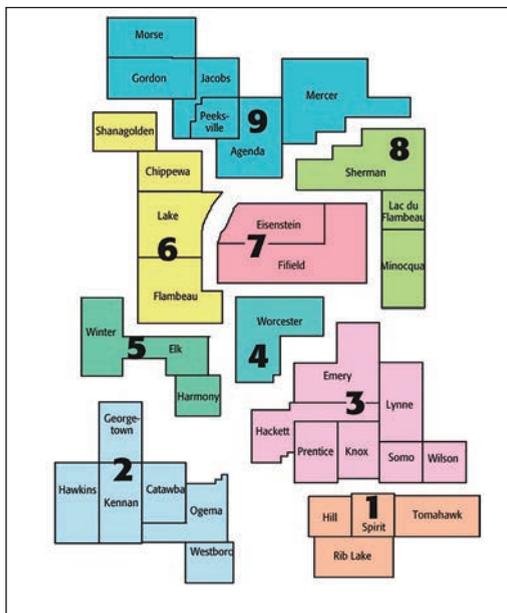
Many PEC members have likely asked themselves two important questions—why are we called members, and how is the cooperative different from other electric utilities?

Cooperative consumers are called members because they are also owners of the cooperative they belong to. Being a member is a fundamental part of the cooperative business model, which demonstrates members' democratic control and economic participation. The value of a cooperative membership, particularly a PEC membership, can be significant, and here are a few reasons why.



Democratic Control

PEC has nine districts, each represented by a director. Directors are elected by the membership at the annual meeting and are responsible for making decisions for the cooperative on behalf of the members in their respective district. This year's annual meeting is Thursday, June 5, 2025 at Phillips High School (990 Flambeau Ave, Phillips, WI 54555).



Capital Credits

PEC is a not-for-profit utility, and capital credits are a fundamental part of the cooperative business model and represent the members' share of the cooperative's margins.



Margins & Allocations:

Throughout the year, PEC collects revenue from providing electric service. At the end of the year, if the cooperative's revenue exceeded expenses, that excess is referred to as margins. Unlike for-profit utilities that distribute the margins to shareholders, PEC allocates the margins back to the membership. Each member's share is determined by their electricity purchased during that year, and it is allocated to their capital credit balance.

Retirement: Over time, as PEC's financial condition allows, the board of directors may decide to retire or pay a portion or a year of capital credits back to members. Typically, they are on a first-in, first-out basis. Active members will receive their retirement as a bill credit, while inactive accounts will receive a check.

Member Benefit: Capital credits are a way for PEC to allocate and eventually return excess revenues to members, reflecting your ownership and participation in the cooperative.



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All in all, a PEC membership offers a combination of economic, social, and community benefits which can be valuable to members. The cooperative business model ensures transparency, accountability, and empowers members to be active in the decisions of the cooperative.

Local Focus

PEC is rooted in the community we serve. Our employees and board members actively contribute to the local community and may even be a volunteer firefighter or youth coach. We are also committed to supporting local charitable and community organizations, including the Phillips, Westboro, and Catawba fire departments, Music in the Park, Wednesday Night Live, Prentice Progress Days, and many others.

PEC also offers scholarships to local high schools, including Butternut, Chequamegon, Phillips, Prentice, and Rib Lake. Additionally, at-large scholarships are available to students that do not attend a local high school but whose parents hold an active PEC membership.



PEC donated to the Chequamegon School District's scoreboard project. Pictured are PEC member service and IT manager Greg Bortz and Chequamegon Superintendent Kyle Cronan.

Smart Sense Rebates

Members can take advantage of PEC's commitment to community rebate program, Smart Sense. This program has rebates available for new Energy Star appliances, heat pumps, smart thermostats, LED lighting, and more. Rebate forms are available on the PEC website and must be submitted within 3 months of purchase.

The "Public Benefits" line item on your monthly statement is a required fee stipulated by Wisconsin legislation for energy conservation and energy assistance initiatives. Fifty percent of this fee is retained by PEC to support our Smart Sense rebate program. Historically, the energy conservation portion of this fee was allocated to Focus on Energy, with only a minor fraction returning to PEC members. Currently, PEC retains these funds to exclusively support our rebate program, ensuring that funds directly benefit our members.



Price Electric Cooperative's

Smart Sense

Energy Efficiency Program

A Touchstone Energy® Cooperative

Smart choices save you cents today and make sense for a brighter tomorrow.

YOUR NEW DISTRICT 4 DIRECTOR



Paul Dennis

Paul and his wife, Cindy, live in the township of Worcester in Phillips and have been members of Price Electric Cooperative since 2014. Paul and his wife have been coming to the Phillips area for nearly 40 years, and they finally settled as full-time residents in the

Phillips area in 2021.

Paul holds a degree in Economics with a focus on statistical modeling. Paul is retired and now enjoys using his handyman skills, but previously was employed as a Chemist, Global Technical Service Manager, North America Region Supply Chain Manager and then promoted to Global Product Line Manager at a global adhesive and sealant technologies company.

Paul is active in the Musser Lake Association and he and Cindy have contributed fresh vegetables from their garden to the St. Vincent food pantry. Paul is interested in becoming more involved in the Phillips community.

Paul's diverse expertise and community involvement make him a valuable asset to PEC's board of directors.

SWITCH TO

**PAPERLESS BILLING
AND AUTOPAY**

AND RECEIVE A ONE TIME \$20 BILL CREDIT *

1. Sign up for paperless billing on Smart Hub. You will receive bills via email, no longer in the mail.
2. Sign up for automatic payments on Smart Hub using your checking/savings account. Autopay is a secure and reliable way to make payments without the hassle of mailing a check. With autopay, your bill will be automatically withdrawn on the due date.
3. Receive a one-time \$20 bill credit.

Program Notes*

- Autopay must be using your bank account to qualify, not credit card.
- If member is currently on autopay with a credit card and switches to bank account, they will qualify for credit.
- One \$10 credit for paperless billing. One \$10 credit for autopay.
- Must remain on program for 18 months.
- Promotion applies to new sign ups only, June 1, 2025 - August 31, 2025.
- See the PEC website for details. www.PriceElectric.coop

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.



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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