

Since 1940

WISCONSIN ENERGY *Cooperative* NEWS

November 2025



Price Electric
Cooperative

Price Electric Cooperative is a member of the Wisconsin Rural Electric Association.

CAMP NAWAKWA REVIVING A CAMP, RENEWING A MISSION

THE PEOPLE BEHIND THE POWER

PREP NOW FOR WINTER SAVINGS

KIDS AND CRITTERS





**Price Electric
Cooperative**

Your Touchstone Energy® Partner 

NEW LINE ITEM COMING TO YOUR BILL IN 2026

On the October bill you received from PEC, you may have noticed a change in the demand field within the billing description area. Previously, the kW demand field was present on your bill but showed a value of 0.0. This field is now populated with your home's actual peak demand for the billing cycle.

Starting with the January billing cycle, which is the bill you will receive in February, you will notice a new line item labeled "Demand Charge" on your bill. This line item shows you what your actual demand is and will help you become accustomed to seeing demand as part of your bill. We encourage you to start exploring potential energy usage adjustments to effectively manage your demand.

Currently, your bill also features a line plot of the average temperature. Starting with the January bill cycle, this

temperature line plot will be replaced with your peak kW demand for that month. The temperature information will be accessible through SmartHub.

Demand is a component of PEC's wholesale power costs, and this structure will align with how the co-op is charged by its wholesale power provider, Dairyland Power Cooperative. It is important for members to understand that demand is not about how much energy is consumed, but how and when you use it across the billing cycle. For example, an average home could reduce demand by staggering appliance use—run the dishwasher, washer, and dryer at different times rather than simultaneously.

For more information about electricity, supply, and demand, you may refer to the September issue of this magazine. We will have additional information about demand in future magazine issues.

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.

Account Number:

Rate Schedule Description		Meter No.	Service Dates		Readings		Multiplier	kWh Usage	kW Demand
FARM,HOME,SM COMM			From	To	Previous	Present			
			09/01/2025	09/30/2025	81813	82482	1	669	8.400

Kilowatt Hours

(Monthly Use )

(Average Temp )

Temp

Current Service Detail

WIN A THANKSGIVING TURKEY!

Fill out the form to win one of nine Super One or Pick 'n Save gift cards. Price Electric is giving away nine \$25 gift cards to represent the nine districts in our service territory. Five winners will be selected from this magazine. Four winners will be selected from the PEC Facebook page. Return the form at the right or email memberservices@PriceElectric.coop by **Friday, November 14**, for your chance to win!



Price Electric Cooperative Turkey Drawing

Name _____

Phone No. _____

Acct. No. _____

CIRCLE ONE:

Pick 'n Save

Super One

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

COOPERATIVE PRINCIPLE #3: MEMBER ECONOMIC PARTICIPATION THROUGH CAPITAL CREDITS

Capital credits are a demonstration of cooperative principle #3, member economic participation. These credits represent each member's share of ownership in the cooperative. Each year, when the cooperative generates earnings, which is calculated as income minus expenses, these earnings are distributed proportionately among all active members based on each member's total electricity purchases for that year.

As capital credits accumulate, they are held in an account in your name. When the cooperative's financial condition allows, the PEC Board of Directors may elect to retire or return these capital credits to members. The retirement is a tangible payment, either as a bill credit or check.

If you had an active electric service with PEC in 1996 or 1997, you may be eligible for a capital credit retirement, which would appear as a line item on your November statement. Only

a portion of the active memberships during these years are being paid out this year, the remaining memberships will be paid out in a future year.

UNDERSTANDING THE CAPITAL CREDIT PROCESS



PEC tracks how much electricity you use and how much you pay for it through the year.



At the end of the year, PEC assesses the finances to see if there is excess revenue.



PEC allocates the excess revenue as capital credits to the members, based on electricity used.



When financial condition allows, the PEC board will retire, or pay, the capital credits to you.

WINTER PREPAREDNESS TEST FOR DUAL FUEL PARTICIPANTS

Note: This test is for participating dual fuel heat members only. If you do not participate in the dual fuel/load management program, this test does not apply to you.

The winter preparedness test is performed in advance of the winter full load control season to ensure members' familiarity with the control times and to ensure that backup heating systems are functioning properly. Dual fuel heat will be tested on **Wednesday, November 19**. The control will begin at 6:55 a.m., with some loads starting restoral at 10 a.m., with all loads restored by 11 a.m.

The winter load control season runs from December through February. On full load control days, dual fuel heat will begin controlling at 6:55 a.m., with some loads starting restoral at 10 a.m., and all loads restored by 11 a.m.

If you are a dual fuel heat or load management participant, you can sign up to be notified when there is a load control event. If you would like to be added to the notification system, call member services at 715-339-2155 or email memberservices@PriceElectric.coop.

DUAL FUEL DAILY ENERGY STORAGE CONTROL ADJUSTMENT

For members on our load management program with a heat source that is controlled daily, such as electric thermal storage units (Steffes unit) or large capacity water heaters), important changes are coming to the control times. Currently, these loads are controlled Monday through Friday during a morning and afternoon period. However, starting January 1, 2026, these loads will be controlled every day of the week, including weekends and holidays.

This adjustment is necessary to better align the control periods with our wholesale power bill and the changes within the energy market (MISO).

As of January 1, 2026, the control times for daily energy storage accounts will be as follows:

- 7 days per week
- Morning control begins between 5–6 a.m.
- Morning control ends between 11:30 a.m.–12:30 p.m.
- Afternoon control begins between 3–4 p.m.
- Afternoon control ends between 9:30–10:30 p.m.

UNDERSTANDING ENERGY ASSISTANCE

INCOME LIMITS & GUIDELINES



Who is eligible?

Your household may be eligible for WHEAP, the Weatherization Assistance Program, and HE+ Program Services based on a number of factors. If your household gross income (before taxes and other deductions) is less than the amount shown on the chart, you may be eligible.

What is the Wisconsin Home Energy Assistance Program and how does it work?

WHEAP assistance is a one-time payment during the heating season (October 1-May 15). The funding pays a portion of energy costs, but it is not intended to cover the entire energy costs of a residence. The amount of energy assistance benefit depends on a variety of factors, including the household's size, income, and energy costs. In most cases, the energy assistance benefit is paid directly to the household's energy supplier.

What types of energy bills are eligible for assistance?

Homes heated with wood, propane, natural gas, electricity, or fuel oil can receive energy assistance. Your household may also be eligible to receive a payment for your non-heating electric costs through funding provided by Wisconsin's Public Benefits Program.

What if I do not currently have heat or may be disconnected?

Crisis assistance may be available if you have no heat, have received a disconnect notice, or are nearly out of fuel and are unable to purchase more. WHEAP agencies provide a 24-hour crisis phone number to help with emergencies

after business hours. Non-emergency assistance may include information on how to reduce energy costs, counseling on budgeting and money management, and payments to an energy provider.

Source: energyandhousing.wi.gov

Household Size	ONE Month Household Income	Annual Income
1	\$3,201.75	\$38,421
2	\$4,186.92	\$50,243
3	\$5,172.08	\$62,065
4	\$6,157.33	\$73,888
5	\$7,142.50	\$85,710
6	\$8,127.67	\$97,532
7	\$8,312.33	\$99,748
8	\$8,497.08	\$101,96

County Phone Numbers

Ashland	715-598-4750
Iron	715-561-3636
Lincoln	715-539-1344
Oneida	715-362-5695
Price	715-339-2158
Rusk	715-532-2299
Sawyer	715-634-4806
Taylor	715-785-5350
Vilas	715-337-2124



GIVE THE GIFT OF ENERGY THIS HOLIDAY SEASON

Wondering what to buy for someone who has everything? Give them the gift of energy from PEC.

If they receive their electric service from PEC, you may contact our office at 715-339-2155 to learn more about obtaining a gift certificate.





Happy Thanksgiving

The PEC office will be closed Thursday, November 27 and Friday, November 28 in observance of Thanksgiving Day.

CONNECTING COMMUNITY AT BREAKFAST IN THE NORTHLAND

On Saturday, October 11, members of PEC gathered at the PEC headquarters in Phillips for the annual member appreciation breakfast and recycling event. The morning was filled with member engagement as approximately 350 pancake breakfasts were served, and hundreds of electronics were collected for recycling.

The event offered something for everyone: kids enjoyed decorating a pumpkin, while adults took advantage of flu vaccinations from the Price County Health Department. PEC also collected non-perishable food items for the St. Vincent de Paul food pantry, which were gratefully received by food pantry volunteers.

PEC staff, directors, and volunteers had a memorable morning cooking and serving breakfast, engaging with members, and addressing their questions. We look forward to next year's Breakfast in the Northland!



Board President Scott Haggard and Finance and Administrative Manager Jenni Janak cook pancakes.



Northcentral Recyclers was onsite to collect, sort, and recycle members' electronics and appliances.



PEC President/CEO Jeff Olson and St. Vincent de Paul Food Pantry volunteers with donations provided by PEC members.



Members line up to receive their free power strip with surge protection, provided through PEC's Smart Sense program.

Jeff Olson, President/CEO

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www.PriceElectric.coop

Office Hours: Monday–Friday, 7:30 a.m.–4 p.m.

Amy Jordahl, Editor



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