Since 1940

WISCONSIN ENERGY Cooperative NEWS

November 2026

Price Electric Cooperative

Your Exclusive Energy Partner



READY BEFORE THE STORM

HEROES ARE NEVER THAT FAR AWAY

THE NEXT GENERATION OF RENEWABLE ENERGY

PECAN RECIPES

ENERGY ASSISTANCE

IS AVAILABLE FOR QUALIFYING HOMES



The Wisconsin Home Energy Assistance Program (WHEAP) assists eligible households with their heating and electric bills. It is funded by the Low Income Home Energy Assistance Program (LIHEAP) and the Public Benefits (PB) program.

The two basic parts of energy assistance are regular benefits and crisis assistance. Households with income at or below the amounts shown may qualify during the 2026–2027 program year (October 1, 2026–September 30, 2027).

Source: https://energyandhousing.wi.gov

Household Size	One Month Household Income	Annual Income
1	$3,322.00	$39,864
2	$4,344.08	$52,129
3	$5,366.25	$64,395
4	$6,388.42	$76,661
5	$7,410.58	$88,927
6	$8,432.75	$101,193
7	$8,624.33	$103,492
8	$8,816.00	$105,792

County Phone Numbers

County	Phone Number
Ashland County	715-598-4750
Iron County	715-561-3636
Lincoln County	715-539-1344
Oneida County	715-362-5695
Price County	715-339-2158
Rusk County	715-532-2299
Sawyer County	715-634-4806
Taylor County	715-745-5350
Vilas County	715-337-2124

Price Electric Cooperative
Your Touchstone Energy® Partner

WINTER PREPAREDNESS TEST

Dual-fuel heating systems will be tested Nov. 18

Price Electric Cooperative in conjunction with Dairyland Power Cooperative will conduct its annual winter preparedness test for dual-fuel heat members on **Wednesday, November 18.** The test is held before the winter full-load-control season to familiarize members with control times and ensure backup heating systems are working properly.

Control will begin at 6:55 a.m. Some loads may begin restoring 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 be controlled beginning at 6:55 a.m., with all loads restored by 11 a.m.

Dual fuel heat and load management participants may sign up to receive notifications when a load control event is scheduled. To be added to the notification system, contact Member Services at 715-339-2155 or memberservices@PriceElectric.coop.

Note: *This test applies only to members participating in the dual-fuel heat or load management program. If you do not participate, no action is needed.*

AT A GLANCE

Wednesday, Nov. 18

Control begins: **6:55 a.m.**

Some loads restored: **10 a.m.**

All loads restored: **11 a.m.**

FROM ARMY TO HONOR FLIGHT

PEC director Matt Christianson reflects on service, sacrifice, and an unforgettable day in Washington, D.C.

Each November, communities across the country pause to recognize the men and women who have served in our nation's armed forces. Veterans Day is a time to say thank you, but it is also a time to listen to veterans' stories.

For one Price Electric Cooperative board member, Matt Christianson, a fall 2025 Honor Flight to Washington, D.C., was a personal journey through military history, memories of service and the bonds shared among veterans.

The trip also included an unexpected moment which was a personal greeting from former United States President Barack Obama, who met the veterans as they deplaned.

For Matt, and many other veterans, the meaning behind the trip began long before the Honor Flight.

The Path to Service

Matt was drafted in December 1971 and entered the U.S. Army the following month. His military record identifies him as a two-year enlistee, but he knew if he did not enlist, he would be drafted. The Army offered him the option to enlist for two years through a delayed-entry program, giving him 90 days before reporting for duty. Matt accepted, allowing him to spend Christmas with his family, celebrate his January birthday, and say his goodbyes before officially beginning his service in January 1972.

After basic training and advanced individual training, Matt received orders for combat-area surveillance radar repair, which involved repairing portable surveillance radar systems. The equipment could be carried in a backpack and had been used extensively in Vietnam. When Matt got his orders, he said, "My heart dropped because I'm thinking, this is a trip to Vietnam for sure." Everyone in Matt's unit went to Korea or Vietnam except Matt and one other soldier. Instead of



Matt Christianson joined more than 80 fellow veterans on the November 8, 2025, Badger Honor Flight to Washington, D.C.



PEC board member Matt Christianson is greeted by former President Barack Obama as veterans arrive in Washington, D.C., for the Badger Honor Flight on November 8, 2025.

Vietnam, he was sent to Germany, where he served with the 3rd Infantry Division from 1972 to 1974.

Though Matt never served in Vietnam, many members of his unit did. One of them was his friend Larry, who was sent to the Mekong Delta and did not return home. Years later, visiting the Vietnam Veterans Memorial during his Honor Flight, Matt searched for Larry's name. When he found it, the emotions he had held at a distance for decades came rushing back. "Fifty years of thinking about that came crashing down on me," he said.

Seeing his friend's name on the wall was one of the most powerful moments on the trip. It was a reminder of the different paths taken by soldiers who had once trained and served together and of lives forever changed.

The Honor Flight Experience

For years, Matt had never considered participating in an Honor Flight. He felt the recognition belonged to others. "I never gave Honor Flight a thought," he said. "I thought, 'I'm not worthy of this.'"

That changed after a conversation at PEC's annual breakfast. Another veteran, who was involved in organizing Honor Flights noticed Matt's 3rd Infantry Division hat and encouraged him to apply. The two chatted about the program, and eventually Matt applied.

Matt also hoped to share the experience with his brother-in-law, who had been drafted around the same time and had the same home of record in Cambridge, Wisconsin. Because of



Matt, right, and his brother-in-law visit the World War II Memorial in Washington, D.C.

that, the two were able to travel together on the same flight.

Each veteran was accompanied by a guardian. Matt's son served as his guardian, while his brother-in-law's son accompanied him. The four family members spent the day together, making memories while visiting some of the nation's most significant monuments.

Badger Honor Flight, November 8, 2025

The Honor Flight schedule began early and remained packed throughout the day. After leaving Wisconsin before dawn, the group traveled to Washington, D.C., where they visited memorials, military sites, and Arlington National Cemetery.

Before stepping off the plane, however, the flight was greeted by former President Barack Obama. Speaking over the intercom, President Obama thanked the veterans for their extraordinary service and the sacrifices they have made for their country. As they deplaned, President Obama greeted each veteran and presented them with a Presidential Medallion commemorating the 50th anniversary of the Vietnam War. The interaction only lasted 20 seconds, but Matt said, "It wasn't just some politician standing there shaking hands, it was personal."

The scale of the memorials in D.C. was impressive, particularly the World War II Memorial. Matt's father had served during World War II, earning three Purple Hearts and a Bronze Star as a heavy machine gunner. Seeing the memorial's state pillars and the names of major battles in the Pacific and European theaters brought his father's service into the experience as well. "After you've been in the Army, you realize what this all means," he said.

Throughout the day, the veterans quickly formed connections. The group included more than 80 veterans, and conversation came easily. "There's truly a brotherhood," he said. The group was also surrounded by volunteers both from Wisconsin and Washington, D.C., who managed transportation, meals, wheelchairs, and schedules. The organization and dedication of those volunteers left an impression on him.

The most moving welcome came when the veterans returned home to Madison. Hundreds of people gathered at the airport, including families, veterans' organizations, Scouts, and children carrying American flags. The crowd lined both sides of the walkway as the veterans came off the plane. "Little kids waving American flags and saying, 'Thanks for your service,' it made me just break down and cry," Matt said.

An Unforgettable Experience

The day was physically demanding, beginning before sunrise and continuing until the group returned home that evening, yet Matt describes the experience in only two words: "Unforgettable experience."

He encourages other veterans, especially those who may feel uncertain about participating, to apply. "Absolutely go sign up," he said. "No matter what or how long you have to wait, wait. It's worth it."

For Matt, the Honor Flight was more than a visit to Washington, D.C. It was an opportunity to reflect on his own service, remember those who shared the experience with him, honor his father's military legacy and connect with fellow veterans. As Veterans Day approaches, Matt's story offers a simple reminder—take the time to listen, remember, and say thank you.



Matt searches for names at the Vietnam Veterans Memorial.

Notes from the NorthWoods



Capital Credits: Your Share of the Cooperative

As a not-for-profit electric cooperative, we believe in giving credit where credit is due—to the members who shape our co-op. One of the ways we do this is through capital credits. Because PEC operates at cost, we give cash back to our members rather than outside investors or shareholders. Here's how capital credits work:

- PEC members use the electricity we provide and pay their monthly bills, and we track their business with the co-op over time. PEC pays all operating expenses throughout the year, and if any operating revenue is left over, we allocate it as capital credits. When financial conditions permit, the co-op's board of directors votes to pay capital credits back to the members. If you are an active member, PEC will apply a credit to your bill. If you are an inactive member, you will receive a check.
- Since 2016, PEC has returned over five million dollars to our local members. Capital credits are just one of the many benefits of co-op membership. Giving back to our local members instead of outside parties is one of the many aspects that set cooperatives apart from other types of businesses.



2027 CALENDARS

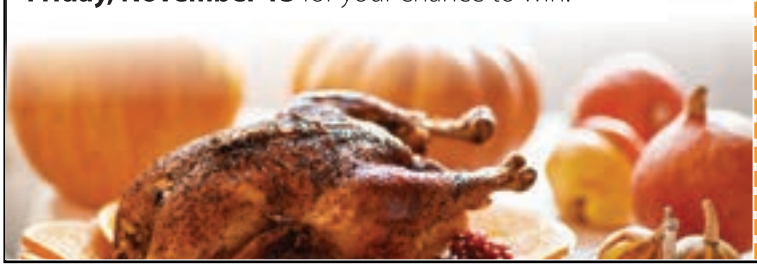
The 2027 member photo contest calendars are now available for pickup at the PEC office in Phillips, while supplies last. Thank you to everyone who submitted photos for this year's contest. Watch for details about next year's contest in an upcoming issue of this magazine.



THANKSGIVING GIVEAWAY

Fill out the form to win one of nine 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 13** for your chance to win!





Price Electric Cooperative Thanksgiving Giveaway Drawing

Name _____

Phone No. _____

Acct. No. _____

Email _____

Please return to Price Electric Cooperative, P.O. Box 110, Phillips, WI, 54555 or by e-mail at memberservices@PriceElectric.coop.

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