


Since 1940

WISCONSIN ENERGY *Cooperative* October 2025 NEWS



Price Electric
Cooperative

Your Touchstone Energy Partner 

POWERING THE FUTURE

BE AWARE OF POTENTIAL ENERGY SCAMS

OCTOBER IS CO-OP MONTH

PORK RECIPES



EMPOWERING CONNECTIONS

Improved Options for Outage Reporting and Notifications



**Price Electric
Cooperative**

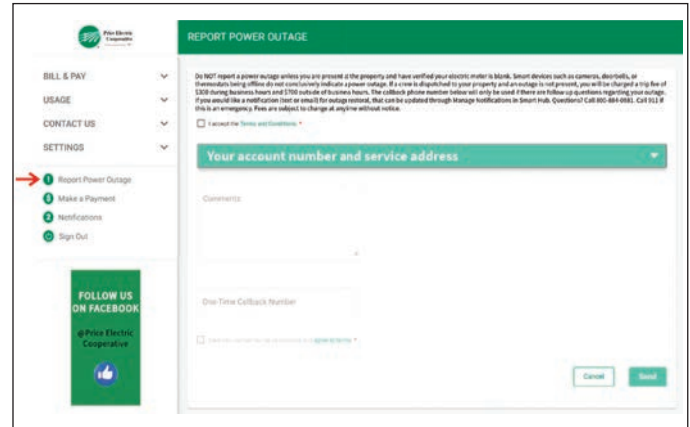
Your Touchstone Energy® Partner 

Last month, we introduced new notification options for outage alerts and outage restoration. You can choose to receive notifications via email or text and they can be set up through your SmartHub account.

How to sign up for outage notifications?

1. Log in to your SmartHub account.
2. Go to the Settings tab, then click Manage Notifications.
3. On the Manage Notifications screen, click to open the Service notification options.
4. Under Power Outage and Power Outage Restored, choose your email or phone number to receive a text message. Save your preferences.
5. You're all set up! If we have a known outage that affects your location, you will now receive a message notifying you of the outage and restoration.

We've also enabled SmartHub outage reporting. Members can now report power outages through their Smart Hub account.



The screenshot shows the 'REPORT POWER OUTAGE' screen in the SmartHub app. On the left is a navigation menu with options: BILL & PAY, USAGE, CONTACT US, SETTINGS, and a 'Report Power Outage' button highlighted with a red arrow. The main screen contains a disclaimer about reporting outages, a checkbox to 'I accept the Terms and Conditions', a dropdown for 'Your account number and service address', a 'Comments' text area, a 'One-Time Callback Number' field, and a 'Send' button. A 'Cancel' button is also present at the bottom right.

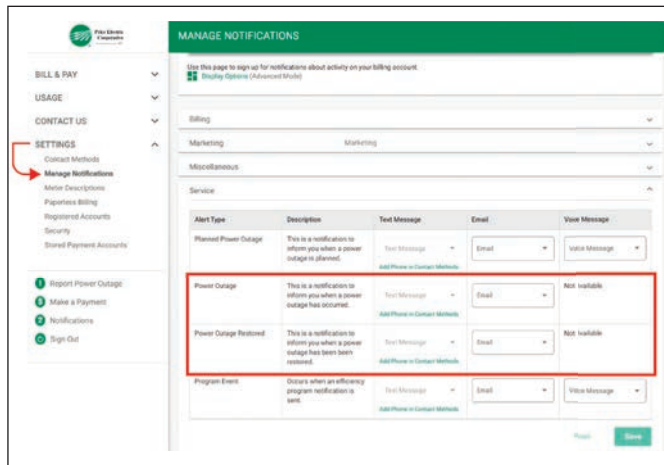
Reporting outages in SmartHub screen

How to report your outage in Smart Hub?

1. On the web: From the left navigation, click Report Power Outage.
2. On the mobile application: Select your property address, review and agree to the outage terms, make any necessary comments, enter your one-time callback number, click send.
3. Your outage has been reported to PEC, and a crew will be dispatched.

The outage callback number that is input during the reporting process is only used if there is a question regarding your outage. Notifications regarding restoration can be sent through text message or email and are set up through the Manage Notifications screen in Smart Hub.

Do not report a power outage on Smart Hub unless you are present on the property and have verified your electric meter is blank. Smart devices such as cameras and doorbells being offline do not conclusively indicate a power outage. If a crew is dispatched and an outage is not present, the member will be charged a trip fee.



The screenshot shows the 'MANAGE NOTIFICATIONS' screen in the SmartHub app. The left navigation menu includes: BILL & PAY, USAGE, CONTACT US, SETTINGS, and a 'Manage Notifications' button highlighted with a red arrow. The main screen has a section for 'Service' with a table of notification options. The table has columns: Alert Type, Description, Text Message, Email, and View Message. The 'Power Outage' and 'Power Outage Restored' rows are highlighted with a red box. The 'Power Outage' row shows 'Text Message' and 'Email' as options, while 'View Message' is 'Not available'. The 'Power Outage Restored' row shows 'Text Message' and 'Email' as options, while 'View Message' is 'Not available'. There is also a 'Program Error' row at the bottom.

Manage notifications screen

POLE TESTING BEGINS IN OCTOBER

PEC has contracted with Karcz Utility Services to perform pole testing this fall. Pole testing is a process used to assess the condition and integrity of utility poles. This testing is critical to ensure the safety, reliability, and longevity of the distribution system. The results of the testing help PEC determine whether a pole needs

maintenance or replacement. Members in the Ogema, Hill, Spirit, Knox, Somo, Tomahawk, and Rib Lake areas may see Karcz Utility trucks and crews checking the poles on or near their property. If you have questions about this work, please contact our operations department at 715-339-2155 ext. 107.

POWERED BY PURPOSE

In October, electric cooperatives across the country take time to celebrate National Co-op Month and reflect on the unique advantages of being part of a cooperative. It's also the perfect time to thank you—the members who make it all possible. For us, it's not just a celebration. It's a chance to reaffirm the values that guide everything we do.

At its core, being a cooperative means we are member-owned and locally controlled. That's not just a tagline; it's the very heart of our business model. Members have a voice in how our co-op operates. You elect board members who live right here in our service area and understand the unique challenges and opportunities our communities face. Decisions aren't made in corporate boardrooms hundreds of miles away; they're made here at home, by people who care about the same things you do.

This local accountability means we can stay focused on what matters most: delivering reliable, affordable electricity and providing real value to the people we serve.

We do that by investing in essential infrastructure upgrades and technologies that strengthen our local grid and improve electric service. We work hard to manage costs and keep rates as low as possible—because we know how much rising prices affect families and small businesses in our area. And when storms hit or outages occur, PEC crews are here and ready to respond quickly, because we live here too.

Co-ops were built to meet community needs, and that purpose extends well beyond delivering electricity. Whether we're

supporting local schools, sponsoring youth programs, or partnering with community organizations, we are always looking for ways to improve the quality of life in the places we serve. Community support isn't an afterthought—it's part of our mission.

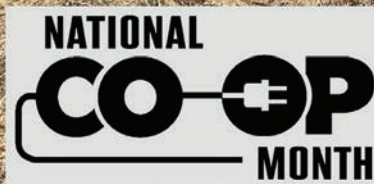
We're also planning for the future. As electricity demand grows due to new technologies and economic development, electric co-ops are working to ensure we continue to

meet those needs with a balanced, reliable energy mix. We know our members care about affordability and dependability, and we're committed to delivering both.

You're not just a customer—you're an owner, a stakeholder, and a vital part of a larger effort to keep our community strong, connected, and energized. Happy National Co-op Month.



**Electric cooperatives
providing power with purpose.**



JOIN US FOR

Breakfast in the Northland

Saturday, October 11 ★ 7 a.m. to 10 a.m.
PEC Office, W6803 Springs Drive, Phillips, WI

Breakfast

Co-op directors and staff will be cooking and serving your breakfast. The menu includes:

- Pancakes
- Sausage
- Biscuits and gravy
- Applesauce
- Coffee, juice, milk, water

Food Drive

We will be collecting non-perishable food and personal care items for the St. Vincent de Paul food pantry in Phillips. Help us fill the tables!

Flu Shot Clinic

The Price County Health Department will be onsite from 8:30 to 9:30 a.m. to administer flu vaccinations.

Kids' Activities

Pumpkin painting/decorating
 Fall themed coloring pages

*Pumpkins will be available while supplies last on a first come, first served basis.

Recycling Event

Northcentral Recyclers will be onsite collecting your electronics.

Accepted Items (free)

- White goods appliances (washer, dryer, stove, water heater)
- Monitor, laptop, server, printer, keyboard, mouse, speaker/stereo equipment
- Router, modem, switch, UPS unit, power strip, wire
- Telephone, cellphone, computer board, hard drive
- Small household appliances (coffee maker, toaster, curling iron, fans)
- Vacuum, filing cabinet, exercise equipment
- Dish receiver, microwave, grill
- CRT and LCD TV

Accepted Items, \$25 each, limit 2 per membership

- Refrigerator (rebate available)
- Room A/C Unit (rebate available)
- Freezer (rebate available)
- Dehumidifier

Items that will NOT be accepted

- Ni-Cad, Ni-Mh, alkaline batteries
- Tires, furniture, bathtubs
- Chemicals, plastic, cardboard, paint, paint cans, smoke detectors
- Ballasts, light bulbs, fluorescent lights, mercury

NOTICE

MEMBER DEPOSITS AND RECONNECTS

As a reminder, members with a deposit on their account will have it returned to them after 12 months of on-time payment. New members with poor credit history or members that were disconnected for non-payment will be subject to a \$400 deposit. If a service has been disconnected for greater than 30 days, the member will need to provide the cooperative with a Wire Compliance Statement completed by a Wisconsin-certified Master electrician prior to reconnection.

Q4 GIVEAWAY

Our Q4 giveaway will be in November instead of October. Watch next month's issue of this magazine.

SMART SENSE REBATES ARE STILL AVAILABLE FOR 2025

Have you purchased a new Energy Star Appliance, smart thermostat, LED lighting, heat pump, or electric water heater? You may be eligible to receive a rebate from PEC.

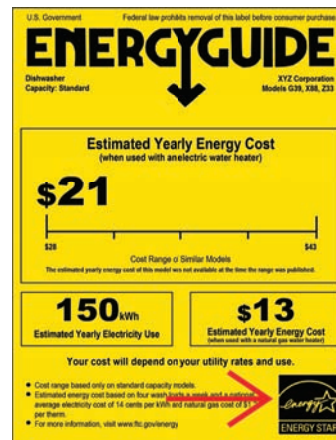
Step 1: Make a qualifying purchase.

Once you have your rebate item purchased, be sure to save the receipt. Then, fill out the PEC rebate form, attach a copy of your receipt, and submit documentation to PEC within 3 months of purchase. Documentation can be emailed to memberservices@priceelectric.coop or mailed to PO Box 110, Phillips, WI 54555.

Step 2: PEC Review and Processing

PEC will verify your purchase meets all the requirements and was submitted within the 3-month time frame.

Once verified and processed, PEC will apply a bill credit, or in cases where the rebate is over \$500, issue a check for the rebate amount.



WISCONSIN SALES TAX EXEMPTION FOR ELECTRICITY

Under current law, electricity and natural gas sold during the months of November, December, January, February, March, and April for residential use is exempt from Wisconsin sales and use tax.

A recent law change in 2025, Wis. Act 15, provides that the exemption for electricity and natural gas sold for residential use is exempt from Wisconsin sales and use tax for the entire year. The exemption applies to electricity and natural gas sold on or after October 1, 2025. For purposes of this exemption, electricity or natural gas is considered sold at the time of

billing. If the billing is by mail, the time of billing is the day on which the billing is mailed. As a result of this law change, utility providers must turn off tax on their October 2025 billings rather than the normal shut off that occurred in November to April billings. Beginning with the October billing, residential PEC members will not have Wisconsin sales and use tax on their bill.

Note: "Residential use" means use in a structure or portion of a structure which is a person's permanent residence, but does not include use in transient accommodations, motor homes, travel trailers, or other recreational vehicles.

If you have any questions about this exemption, contact the department by one of the following:

Telephone: (608) 266-2776

Email:
DORSalesandUse@wisconsin.gov

Write:
Wisconsin Department of Revenue
Customer Service Bureau
P.O. Box 8949
Madison, WI 53708-8949

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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