

Since 1940

WISCONSIN ENERGY *Cooperative* October 2026 NEWS



Price Electric
Cooperative

Your Touchstone Energy Partner

DYNAMIC DAIRY

CO-OP MONTH AND COW LESSONS

PORK RECIPES

KIDS AND CRITTERS



JOIN US FOR

Breakfast in the Northland

Saturday, October 17 | 7 to 10 a.m.
PEC Office, W6803 Springs Drive, Phillips, WI



Breakfast

The co-op board and staff will be cooking and serving your breakfast. The menu includes biscuits and gravy, pancakes, sausage, applesauce, juice, coffee, milk, and water. Gluten-free pancakes will be available upon request.

Recycling Event

Northcentral Recyclers will be onsite collecting your electronics.

Accepted Items (free)

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

Accepted Items, \$25 each, limit 2 per membership (cash or check only)

- 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, bath tubs
- Chemicals, plastic, cardboard, paint, paint cans, smoke detectors
- Ballasts, light bulbs, fluorescent lights, mercury thermometers

Electro-Industries Demonstration

Electro-Industries will be onsite with their mobile product center which includes boilers, plenum heaters and more.

Flu Shot Clinic

Get your flu vaccine courtesy of the Price County Health Department. They will be onsite from 8:30–9:30 a.m.

Food Drive

We will be collecting unexpired, non-perishable food items and personal care items for the St. Vincent de Paul Food pantry located in Phillips. Cash donations will also be accepted.

Pumpkin Decorating

Pumpkin painting and decorating will be available for kids, while supplies last. We will also have fall-themed coloring pages.

Smart Sense Rebate Giveaway

Through PEC's Smart Sense Rebate Program, members may receive one complimentary weatherization kit. 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.



THE COOPERATIVE DIFFERENCE

Local Service. Local Decisions. Local Impact.

When you hear the word cooperative, what comes to mind? As your local electric co-op, we hope you think of PEC.

Regardless of the services offered, all cooperatives have one thing in common: they're led by the people they serve and that simple idea makes a meaningful difference. Cooperatives come in all shapes and sizes, each created to meet a specific need. Credit unions help members save and borrow money. Producer cooperatives, like Ocean Spray and Land O'Lakes, help farmers bring their products to market. Retail cooperatives, like REI and ACE Hardware, are owned by their shoppers or a membership of store owners, while housing cooperatives give residents a voice in managing their communities. And utility cooperatives—like PEC—provide reliable electricity to the communities they serve.

Unlike many businesses that answer to outside investors or shareholders, cooperatives are built for their members. Their goal isn't simply to earn a profit, but to provide value, meet unique local needs and strengthen the communities they call home.

Our story began in 1940 when neighbors came together to bring electricity to an area where other utilities wouldn't. While a lot has changed since then, our purpose has remained steady. We're still here to provide power and make decisions with our community's best interests in mind.

You'll also find the co-op difference in the little things. It's the lineworkers restoring power after a storm. The employees answering your questions when you call. The team members volunteering in the community and at local events. The board members—your neighbors—who help guide decisions for the future.

A LOOK AT YOUR CO-OP

EMPLOYEES

24

CAPITAL CREDITS
RETURNED SINCE 2016

\$5,250,979.77

REBATES DISTRIBUTED
JAN-AUG 2026

\$43,264.93

COUNTIES SERVED

9

MEMBERS PER MILE
OF LINE

5

SERVICE TERRITORY

3500+
SQUARE MILES

We're your neighbor and local energy partner, and we're committed to serving this community for generations to come. This National Co-op Month, we invite you to join us in celebrating the cooperative difference, because this co-op belongs to you.

MORE VALUE FOR MEMBERS



Co-op Connections Program

As a valued member of PEC and part of the Touchstone cooperative network, you have access to the Co-op Connections discount program.

This program is an exclusive, free membership discount program that has countless benefits in health & wellness, travel & entertainment, safety & security, local deals and much more. To get started, go to www.connections.coop and create your free online account to start browsing and saving.



Smart Sense Rebate Program

Smart Sense is PEC's rebate program, offering money back on qualifying purchases such as ENERGY STAR® appliances, smart thermostats, heat pumps, and electric water heaters. Rebate forms can be found on SmartHub or the PEC website and must be submitted within three months of purchase.

OCTOBER IS CYBERSECURITY AWARENESS MONTH



October is National Cybersecurity Awareness Month, but protecting your personal information is something that deserves attention all year long.

At PEC, cybersecurity is a critical part of providing safe, reliable electric service. While much of our focus is on protecting the physical systems that operate the electric grid, we also work to protect the systems and information that help us serve you, including online accounts, payment systems, member portals and outage communications.

Unfortunately, scammers are becoming more sophisticated, too. Artificial intelligence (AI) is making it easier for cyber criminals to create convincing emails, text messages, websites and even voice messages that can look and sound legitimate. The FBI has warned that generative AI can make fraudulent schemes more believable by eliminating many of the errors that once helped us identify a scam.

That matters when it comes to utility scams. A scammer may impersonate PEC and claim your account is past due, your service is about to be disconnected, or you need to make an immediate payment.

According to the Federal Trade Commission, consumers reported losing \$3.5 billion to imposter scams in 2025, making these types of scams the most reported type of fraud. Nearly one in three fraud reports involved an imposter scam.

So, what should you do if you receive an unexpected message claiming to be from PEC? If a message creates a sense of urgency or threatens immediate disconnection, take a moment to verify it. Don't click the link or call the phone number provided in the message. Instead, contact PEC directly using our trusted methods. You can reach us by phone at 715-339-2155 or 800-884-0881; through our website chat at www.PriceElectric.coop; or by email at info@PriceElectric.coop.

Securing SmartHub

You can also take steps to protect your online accounts before a scam occurs. Start with your password. Longer is generally better than simply adding more special characters. Choose a long, unique passphrase that is difficult for others to guess, and don't reuse the same password across multiple accounts.



Enable multi-factor authentication (MFA) on your SmartHub account for added security. MFA adds a second layer of verification, like entering a unique code sent to your phone or email. Even if someone guesses your password, this feature helps to block unauthorized access. Wondering how to set up MFA? Follow these easy steps:

- Log in to your SmartHub account.
- Navigate to the Settings menu.
- Under Settings, click Two-Factor Authentication.
- Follow the screen prompts to set up MFA using a one-time code generator app or text message.
- The next time you log in, you will be prompted to enter your multi-factor authentication code.

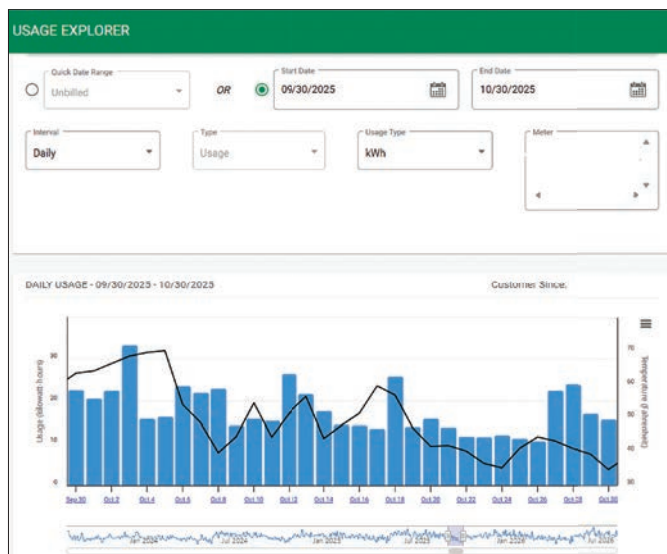
DO MORE WITH SMARTHUB



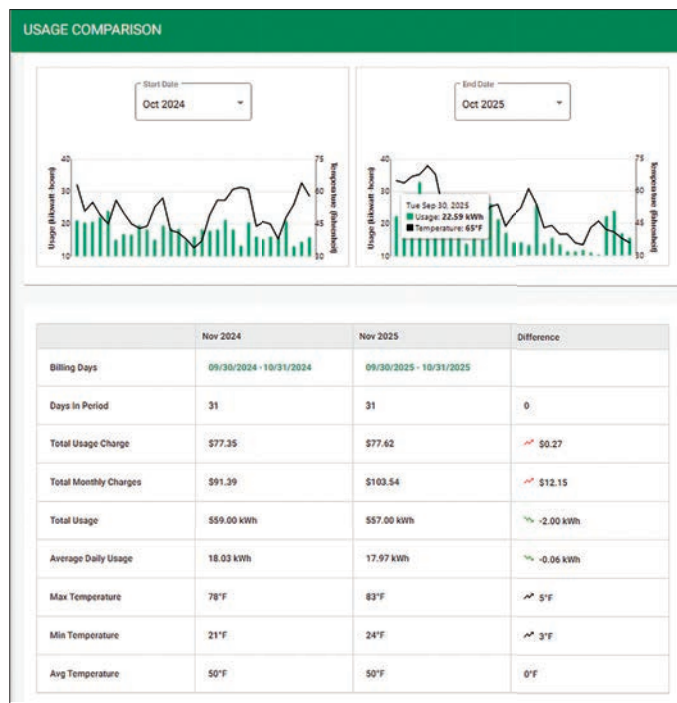
SmartHub provides access to more than just your monthly statement. You can view graphs of your energy use, compare billing history, and look at trends that may offer a clearer picture of your household's electricity consumption. Reviewing your historical usage can help you recognize changes in your home's energy habits and gather more information before contacting PEC with concerns about usage. When comparing energy use, consider looking at:

- The number of days included in the billing period
- How your usage compares to the same time last year
- Changes in your household routine

- Changes in the weather, such as extreme heat or cold
- Seasonal equipment or appliances that may have been used more often
- New appliances, electronics, or changes in how your home uses energy



On the usage explorer screen, you can dive deeper into each day of a specific month to learn more about your daily usage.



On the usage comparison screen, you may choose what months and what year you would like to compare your usage to. You can view statistics such as temperature, usage, total bills, and more.

Notes from the North Woods

Karcz Utility Pole Testing

PEC's contractor, Karcz Utility Services, will be performing pole testing in the PEC service territory 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, Westboro, Rib Lake, Catawba and Prentice 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.



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www.PriceElectric.coop

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

Amy Jordahl, Editor



**Price Electric
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