



Carol Blaken,
General Manager/
CEO

A MESSAGE FROM THE GENERAL MANAGER

As you may know, Jackson Electric's headquarters building is nearly 19 years old. Like any facility, it requires periodic updates and improvements to continue serving our cooperative effectively. As our building and equipment age, we are making investments to ensure our facilities remain safe, efficient, and capable of meeting the needs of our members well into the future.

One of those investments is an addition to our truck bay and equipment storage facility, which is currently under construction. This project will allow us to store all our equipment under one roof, providing better protection from the elements and helping us maintain the vehicles, tools, and equipment that serve our members every day.

As a member-owned cooperative, we have a responsibility to be good stewards of the assets our members have invested in. Proper storage helps extend the life of equipment, reduces unnecessary wear and maintenance costs, improves operational efficiency, and ensures our crews have the resources they need to respond safely and effectively when members need us most.

We are also making several important improvements to our existing facilities. This includes replacing the headquarters roof, which has exceeded its serviceable life after providing many years of reliable service beyond what was originally anticipated. In addition, we are installing a fire suppression system to better protect member-owned vehicles, equipment, and materials. The system will help reduce the risk of extensive damage and potentially significant replacement and recovery costs. Additional updates include new carpet and paint in the front office, along with technology and security enhancements throughout the building.



These facility improvements are planned investments in our electric operations and are not expected to increase member rates. They are also unrelated to previous discussions regarding broadband expansion, which involves different costs, funding requirements, risks, and long-term considerations. Our core mission remains to provide safe, reliable electric service. While connectivity is important in today's world, reliable electricity is the foundation that makes everything possible.

Because construction is taking place at the location where we traditionally hold our annual Member Appreciation Picnic, we will not host the picnic this year. However, we still want to thank our members for their support. In place of the picnic, we will celebrate Member Appreciation Month in October with giveaways, prizes, and opportunities for member participation. Watch for more details in future publications.

Once construction is complete, we look forward to welcoming members to tour the facility and see firsthand how these investments will help us better serve the cooperative for years to come.

Thank you for your membership, your trust, and your continued support of your cooperative.



Jackson Electric is expanding its truck bay and equipment storage facility to better protect vehicles and equipment while supporting efficient operations for years to come.

UNDERSTANDING RESIDENTIAL DEMAND

If you've looked closely at your electric bill, you may have noticed a line item labeled *Demand Charge*. Currently, this line appears on your bill with a \$0 charge, but we'd like members to become familiar with this measurement and understand what it means for their home's electricity use.

The cost of providing electricity is determined not only by how much energy is used, but also by when it is used. Most people are familiar with kilowatt-hours (kWh), which measure the total amount of electricity consumed over the course of a month.

Demand is different. Demand measures the highest level of electricity your home uses during a 15-minute period in a given month. This is often referred to as your home's peak demand or maximum demand and is measured in kilowatts (kW).

Think of it this way:

- kWh is the total amount of electricity you use over time.
- kW (demand) is the highest amount of electricity your home uses at one time (demand resets monthly).

Current Service Detail

Facility Charge		34.50
Facility Charge		5.00
Commitment To Community		1.40
Energy Charge	428 kWh @ 0.1188	50.85
DF Energy Charge	687 kWh @ 0.0825	56.68
Demand Charge	5.36 kW @ 0.0	0.00
PCA	1115 kWh @ 0.0	0.00
Area Light (Qty: 1)		12.00

Total Current Charges 160.43

Why Demand Can Vary

Your demand isn't determined by how many appliances you own. It's determined by how many appliances are operating at the same time. Each electrical appliance has a power requirement, measured in kW. When several appliances run at once, those power requirements add together, increasing the amount of electricity your home needs at that moment (peak kW).

For example, you might run:

- An electric oven
- A clothes dryer
- A dishwasher

If these appliances all operate simultaneously, your home's demand could be high. However, if you use those same appliances at different times throughout the day, your demand will likely be lower, even though your total energy use (kWh) may be exactly the same.

Why We're Showing This Information

The demand line on your bill is intended to help you better understand your home's electricity usage patterns. While Jackson Electric does not currently charge residential members for demand, many electric cooperatives and utilities have already implemented residential demand charges. In addition, Jackson Electric's wholesale power costs from Dairyland Power Cooperative are based in part on demand.

By displaying your demand information today, we're giving members an opportunity to learn about their home's usage patterns before any future changes occur.

As you review your bill each month, take a look at your demand reading and notice how it changes. Seasonal activities, weather, heating and cooling systems, and appliance usage can all affect your home's peak demand.

The important thing to remember is that demand is not about how much electricity you use during the month; it's about how much electricity you use at one time. Simple changes, such as staggering the use of large appliances rather than running them simultaneously, can reduce your peak demand.

UNDERSTANDING DEMAND

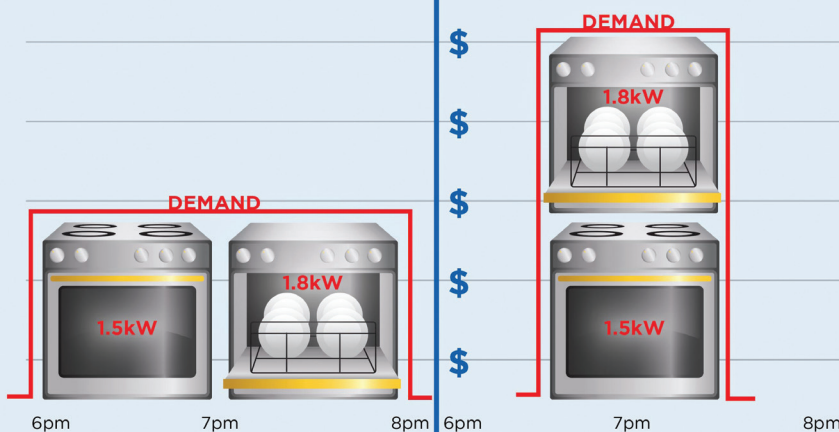
As more appliances in your home run at the same time, your demand for power increases. The members in the following example use the same amount of energy to run their appliances, but each member is putting a different demand on the electric grid.



Megan cooks her food for one hour, then runs the dishwasher the next hour.



Jason runs the dishwasher during the same hour he cooks his food.



Megan:
Energy: 3.3 kWh
Demand 1.8 kW

Average Appliance Use (60 min runtime)
Range: 1500 Watts = 1.5kWh/1.5kW
Dishwasher: 1800 Watts = 1.8kWh/1.8kW

Jason:
Energy: 3.3 kWh
Demand 3.3 kW



YOUTH TOUR



INSPIRES LEADERSHIP, LEARNING, AND LIFELONG CONNECTIONS

The Electric Youth Tour gives students the opportunity to experience Washington, D.C., while learning about the cooperative business model, meeting elected officials, and developing leadership skills. For Jackson Electric Youth Ambassadors Paige Spors and Hannah Tubbs, the experience delivered all of that and more, leaving them with new perspectives, lasting friendships, and a deeper appreciation for the role cooperatives play in communities across the country.



The Electric Youth Tour is an opportunity available to qualifying students who participate in Jackson Electric's Youth Ambassador Program. Both students applied for Youth Tour because they were eager to grow through new experiences. "It was a great opportunity to branch out, see new things, and meet new people," says Paige.

Hannah was equally excited about the educational and networking opportunities the program offered. "I wanted to learn more about cooperatives and connect with others across the U.S.," she says.

Once they arrived in Washington, D.C., neither was disappointed. Paige, who was visiting the nation's capital for the first time, said the experience exceeded her expectations. "I didn't know what to expect, but it was amazing."

Hannah, who had previously visited through 4-H, enjoyed the monuments and memorials but found that Youth Tour offered a completely different experience. "Our smaller group gave us more opportunities and tours than I experienced on my first trip," she shares.

A major focus of the tour is helping



Paige Spors, Melrose

students understand the cooperative difference, and both participants said they were surprised to discover the wide range of cooperatives serving communities nationwide. "We met with representatives from 10 different co-ops and learned about food, financial, and medical cooperatives," Paige says. "That was exciting because I'd like to open my own veterinary practice someday."

The experience also strengthened their understanding of the important role electric cooperatives play in rural America. "It showed me how much electric co-ops help rural communities function and keep operating," Hannah explains.

In addition to learning about



Hannah Tubbs, Hixton

cooperatives, participants had the opportunity to experience the nation's government firsthand. The students met with U.S. Senator Tammy Baldwin and representatives from Congressman Derrick Van Orden's office, giving them a chance to discuss issues affecting their communities.

Paige was struck by how approachable elected officials and their staff were. "Every person was down to earth and ready to have a conversation," she explains. "They are people, too." Both students said the Holocaust Memorial Museum was among the most impactful stops of the trip. The exhibits offered a powerful reminder of the importance of understanding history and learning from the past. "Seeing it in person left a real impression," Hannah shares.

Beyond the educational experiences, Youth Tour challenged both students to step outside their comfort zones. Paige admitted she was nervous at first because she knew only one person on the trip.

Hannah found that the experience strengthened her confidence as well. "It helped me be more outgoing and talk to people I've never met before."

The tour also influenced the way both students think about leadership



Wisconsin Youth Tour delegates visited the Franklin D. Roosevelt Memorial, honoring the president who helped bring electricity to rural America.

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WELCOME, DEVON McCUNE



Jackson Electric is proud to welcome Devon McCune to the team as a Finance and Accounting Analyst I, effective June 1, 2026.

Devon brings a strong academic foundation and a clear passion for finance. Originally from the Whitehall area, he graduated from the University of Wisconsin–La Crosse in spring 2026 with a bachelor's degree in finance and a minor in economics. "I've always been drawn to numbers and enjoy managing and budgeting money, for myself and others," he says.

In his role, Devon will serve as a key resource within the finance department, supporting a wide range of essential functions. His responsibilities include maintaining and updating budget schedules, assisting with annual budget preparation, preparing monthly variance reports, and contributing to key performance indicator tracking.

Devon also brings cooperative experience to Jackson Electric, having recently completed a lending internship with another co-op. "I'm excited to continue working with members, gain hands-on experience, and keep developing my skills," he shares. Looking ahead, he plans to grow his career locally and make a lasting impact in the community.

Outside the office, Devon stays active and enjoys time outdoors. He's an avid golfer and a member of the Whitehall Whitetails baseball team, which competes in the Chippewa River Baseball League. He also enjoys spending time with his two dogs.



Youth Tour continued from page 17

and service. Paige said the experience reinforced the importance of strong local leadership. "Leadership in smaller communities needs to be strong."

For Hannah, the trip highlighted the value of giving back. "It showed me the impact public service can have and the importance of being involved in your community," she shares.

Looking ahead, both students hope to bring what they learned back home and to their college communities. "I hope to make more of an impact in my community and teach people about cooperatives," Hannah says.

"I'm hoping to broaden my leadership skills and help advocate for what I and others want," Paige adds.

When asked if they would recommend the Electric Youth Tour to other students, both answered without hesitation. "It's a wonderful learning experience," Hannah shares. "You get to see Washington, D.C., learn about cooperatives, hear great speakers, and see how government works."

Paige's response was enthusiastic: "Yes—100 times yes. It was the most fun trip I've ever been on."

For both students, the Electric Youth Tour was far more than a trip to Washington, D.C. It was a firsthand lesson in leadership, civic engagement, and the cooperative spirit. This experience will continue to influence their future goals, careers, and communities for years to come.

—Brandi Shramek, Member Relations Supervisor



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